MARK SPECTOR

YES, PEOPLE ACTUALLY READ THIS

LONG-FORM MARKETING CONTENT

CONTENTS

PROLOGUE:

5 AD COPY TOOLS FOR MORE EFFECTIVE CONTENT


Mark Spector

Photo: Dreamstime

5 Ad Copy Tools for More Effective Content

Mark Spector
Copy Chief at MAGNETIK NYC
Published Nov 1, 2016

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I want to assume that you don't care about content marketing or copywriting.

"You're not a copywriter anymore."

"I'm not?"

"You're a content writer."

"What's the difference?"

"There's work for content writers."

"Okay."

5 Ad Copy Tools For More Effective Content

I want to assume that you don't care about content marketing or copywriting.

Sure, those are the keywords that brought you to this article. But if this were an ad, you wouldn't want to read it. I'd have to work very hard to get, hold and reward your interest.

Here are 5 ways that same effort can keep readers get more from your blogs, white papers, more.

Open with a hook.

For SEO, the opening has to leverage keywords. But you don't have to wrap them in a high school thesis statement.

Use keywords in a story, a joke or a quote. Maybe surprise the reader with a bold statement or unexpected fact. Share a sentiment to establish rapport.

Take the headline to a bigger, broader, more interesting promise than what you offered in the headline.

Keep sentences simple, paragraphs short.

I wrote this sentence at a fourth grade reading level. And yes, I'm sure you're better educated than that.

But when you assume, like I do, that nobody wants to you read your copy, you do all you can to make reading it less of a chore. Even if a technically savvy audience forces you to use polysyllabic jargon, you surround it with monosyllables.

In advertising, that's a necessity. In content, it's a courtesy.

Don't lean too heavily on bullets and subheads.

I worked with a lot of great copywriters who hated them. Yet their work was successful. Often, because they can tell the whole story in a few strong sentences.

And when that isn't possible, they artfully draw you into the copy and use "breathless prose" to keep you reading. They add the subheads, underlines, bullets and other highlights after the writing is done.

The main points become scannable, and what surrounds them is worth reading.

(Continued)

Infuse your brand promise.

Sum up your what your brand stands for in a word or three. Like FedEx's *Peace of Mind* or Ritz Carlton's *Impeccable Service.*

Now check every piece of content before it goes out to make sure it delivers on that promise.

You may not have HubSpot's budget for copy editors to ensure a consistent voice, but your work can still be on-brand.

Reward the reader for staying with you.

By the end of the post you'll have been with me for 479 words. I owe you more than a 'tell me what you told me' close.

Can I surprise you with a zinger? An extra proof point? Maybe a sixth tool? A smile? There are countless ways to leave readers with an upbeat feeling about your brand.

Sometimes, I like to be a little candid. Like now, when I pat myself on the back for writing this somewhat sophisticated post at a 5.3 Grade reading level.

My software might have scored it easier to read, but *monosyllables* is polysyllabic.

WHITE PAPER:
THE DATA IN THE DATA


The Data in the Data:

Rollio
Sell Faster. Sell Easier.

Using 5 underappreciated sales metrics to drive insights and results

Like most sales leaders, you're probably up to your eyeballs in metrics.

You know how many leads came in. How many closed. With a few clicks of a mouse (or taps on your iPad), you can know the ROI of any marketing campaign. The average lifetime value of a customer—you can probably recite in your sleep.

This may sound helpful, but metrics are like a report card with no "Comments" section. They give you the numbers, but don't tell you if, where or how you can improve.

These 5 metrics, on the other hand, give you actionable insight. You can slice and dice the data to see how your team and individual reps are performing. And you can use the information to drive improvement.

Value of a selling hour: the $63,888 question

We've all heard that dreaded statistic: Sales reps only spend about 1/3 of their time selling.

Use the worksheet below to determine the value of a selling hour. Or how much each hour of not selling costs.

Granted, a lot of non-selling time is necessary. Time spent on research, writing, preparing content and presentations—your salesforce needs this to be effective.

But you might be able to reclaim some non-selling time. HubSpot reports that 29% of salespeople spend over one hour each day on data entry and administrative tasks.

In our example, moving just one hour per week from admin to selling yields an extra $63,888 per rep, per year. A solution like Rollio can turn a half hour of data entry into 30 seconds of speaking and talking.

1 - www.gorollio.com

"Did you ever write a white paper?"

"No."

"Do you know anything about sales management?"

"Not really."

"We want to test you with a white paper for sales managers?"

"I don't do test assignments that large."

"Well pay you."

"Okay"

The Data in the Data:

Using 5 underappreciated sales metrics to drive insights and results

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29% of salespeople spend over one hour each day on data entry.

Moving **just one hour** per week from admin to selling can yield an extra $63,888 ($1,331/hour X 48 weeks/yr.) per rep

Worksheet:

Calculate the value of a selling hour

		Insert your numbers	For example...
	Total Sales Quota	$	$12,000,000
−	Total Sales Team Compensation	$	$1,652,000
=	Total Value of sales	$	$10,348,000
÷	Number of reps		14
=	**Average annual production quota per rep**	**$**	**$739,142**
÷	Average # of selling hours in a year		555.4*
=	Value of a selling hour	$	$1,3331
×	Working weeks in a year		48
=	Projected sales gain by moving 1 hour a week from admin activities to sales	$	**$63,888**

* Assumes 1680 work hours per year (35 hours/week X 48 working weeks/year, factoring in holidays and other paid time off) X .33 (based on statistic that only 1/3 of a salesperson's time is spent selling)

Lead Response Time: How it can improve your win rate

If you're looking for a competitive edge, look at these stats.

- Customers are 60% through the sales process before they contact a rep.[1]
- The average first response time of B2B companies to their leads was 42 hours; 23% of the companies never responded at all.[2]
- 35 – 50% of sales go to the vendor who responds first and those who follow up web leads within 5 minutes are 9X more likely to get the sale.[3]

Those who follow up web leads within 5 minutes are 9X more likely to get the sale.

A few minutes could mean the difference between winning or losing a sale. And, in this competitive business environment, response time is one thing you can measure and control.

To succeed, you need a mechanism for lead generation that connects to your CRM. Or at least some way of knowing as soon as a lead comes in.

You'll also want to know when reps follow up on the leads, not when they report the follow-up into the CRM.

Rollio automatically updates your CRM in seconds, via text or voice. Your pipeline's always up to date. You know how long it takes your team to follow up on leads. And you can use that information to find ways to shave that time.

Active vs. Open Opportunities: Use it to keep your sales team focused

Not every open opportunity is an active opportunity.

Active opportunities have actions attached to them. A meeting. A phone call. An email exchange. This is where you want your team putting their energies.

Open opportunities reflect your entire pipeline. If too many of them are inactive, your salespeople may be too focused on non-productive tasks and prospects.

Rollio helps ensure that you have the clean, accurate and real-time data you need to separate the active and inactive opportunities. So, you can further explore each group.

1. **Active Opportunities:** Look for patterns in opportunities that are progressing. Can you track them back to lead sources? Individual reps? Specific activities or content? Try to determine how active opportunities stay engaged.
2. **Inactive Opportunities:** Direct your team to contact these prospects, re-qualify the lead and create active tasks. If the deal doesn't move forward, relegate the opportunity to the disqualified graveyard. If the prospect responds, mark the opportunity active and engage the prospects to move the deal forward.

Once you purge the pipeline of inactive opportunities, you can focus your team on the opportunities and activities that deliver the best ROI.

1 https://www.cebglobal.com/content/dam/cebglobal/us/EN/best-practices-decision-support/marketing-communications/pdfs/CEB-Mktg-B2B-Digital-Evolution.pdf
2 https://hbr.org/2015/03/what-separates-the-strongest-salespeople-from-the-weakest
3 https://www.insidesales.com/insider/lead-management/sales-psychology-self-selectiong-get-there-first/

Win Rate: The dollars are in the details

This is one of those data points that every sales leader knows like the back of his hand. But it only tells you so much. However, if the CRM system is populated with good data, you can:

- **Read into the work habits of individual reps**
  For instance, you see a rep has a high win rate but low dollar value per sale. That rep may be focusing on the so-called "low hanging fruit," easy sales. Another rep, one with a low win rate but a higher dollar volume, may be taking the time to nurture bigger deals. This information can help you coach reps and assign opportunities to those best able to close them.

- **Find the sources of your best opportunities**
  Can you track a higher win rate to one marketing program vs. another? A cold call vs. an inbound lead? Short sales cycle vs long? Knowing this information gives you actionable insights into what wins work for your organization.

- **Learn which activities produce the best results**
  A look into win rates may also tell you if some activities are producing higher win rates than others. Are emails working better than phone calls? Are certain case histories yielding better results than others? Armed with this information can direct your team to use those tactics that deliver the best results.

Rollo uses Artificial Intelligence (AI) to turn a representative's verbal or texted commands into populated Salesforce fields. You always have the accurate information you need to dig into the details.

Sales Cycle Length: Find those roadblocks you can plow through

How long does it take your sales team to move a deal through the pipeline? Do low-value deals take too long? Can high-value deals somehow be accelerated?

Once you know where the bottlenecks are, you can look deeper to see what's causing them and what you can change to get through them. For instance:

- **Are certain stages taking longer than they should?** For instance, say you see it's taking too long to get from qualification to needs assessment. Maybe you can build more needs assessment into your qualifying tasks.

- **Do the same objections come up as you build your case?** Maybe you can work answers to those objections into your initial presentations.

- **Commitments take too long to process into sales.** Maybe there are some back office and contract issues you can work on.

It probably won't surprise you to know that many of your top performers already have already discerned this information from their own experience and use of the CRM.

52% of high- performing salespeople indicated they were power users who take full advantage of their company's CRM technology and internal systems compared to only 31% of underperforming salespeople.[4]

By replacing manual data entry with simple text or speech commands, Rollio helps turn more sales people into power users. It's like giving reach rep an assistant, so they can spend more time selling and closing deals.

Key Steps in the Sales Cycle

Initial contact
Lead may come through inbound efforts or outbound prospecting.

Pre-approach
Before you contact or follow-up with a lead, you research the company and, possibly, the individual.

Lead qualification
During this early stage you gauge a lead's readiness to buy.

Needs assessment
A lead that's ready to buy becomes a bonafide prospect.

Building your case
This phase and the next may require several meetings with several decision makers as you move through the organization.

Meeting objections
With every sales contact, more needs may be uncovered; objections may be raised and they need to be answered.

Gaining Commitment
Agreeing to terms and signing a contract.

Follow up
Following up with customers to ensure that the product is performing as promised, maybe a request for referrals.

52% of high-performing salespeople indicated they were **power users** who take full advantage of their **company's CRM** technology.

With good data, you can examine every activity at every stage in the pipeline to see what works and what doesn't.

4 https://hbr.org/2015/03/what-separates-the-strongest-salespeople-from-the-weakest

5 - www.gorollio.com

Getting Comprehensive Data to Perform

To make the most of these metrics you need complete, accurate and timely information. Yet that can be almost impossible to obtain with manual data entry. Salespeople already spend more than an hour a day on administrative tasks; 17% cite manual data entry as the biggest challenge of using their existing CRM.[5]

That's where a sales automation tool like Rollio can give you an edge.

Rollio drastically cuts data entry time by letting reps update Salesforce and initiate next steps with a few texted or spoken instructions. Rollio's AI places and formats the data for the sales representatives, making their jobs easier and giving you the clean, accurate data and real-time visibility into your team's performance

You can get the bottom-line benefits of that extra selling hour per week. You also get the data you need to identify positive habits and train people to follow them.

The metrics still may not come with 'comments', but you'll be able to extract and use them.

17% of salespeople cite manual data entry as the biggest challenge of using their existing CRM.

5 http://www.hubspot.com/marketing-statistics

INFOGRAPHIC:

8 LEAD RESPONSE SECRETS TO HELP YOU WIN

"Have you ever written an infographic?"

"It depends on what you mean by infographic."

"A terse listicle."

"No."

"We need it by Wednesday."

"Okay."

8 LEAD RESPONSE SECRETS TO HELP YOU WIN

The prospect calls or fills out a web form. The lead goes into your CRM. If it's a serious buyer, you're in the consideration phase of the sales cycle. And you're not the only company they're contacting.

HERE ARE 8 SECRETS (ONE IS A BONUS), ALL PROVEN TO INCREASE YOUR CHANCES OF WINNING AND CLOSING THE SALE.

SECRET 1

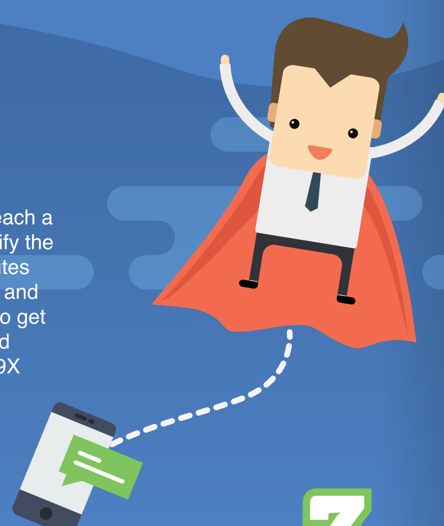
FOLLOW UP

You gotta be in it to win it. We all know that. Yet, studies show that 25 - 33% of companies don't follow up on leads at all.[1] Just picking up a phone and making the call gives you an edge. It's the easiest advantage you can gain. Take it.

SECRET 2

BE FAST

You're 100X more likely to reach a lead, 21X more likely to qualify the lead, if you call within 5 minutes than if you wait 30.[2] Call first and you're 35 - 50% more likely to get the sale; follow up a web lead within 5 minutes and you're 9X more likely.[3]



SECRET 3

BE PERSISTENT

SECRET 3

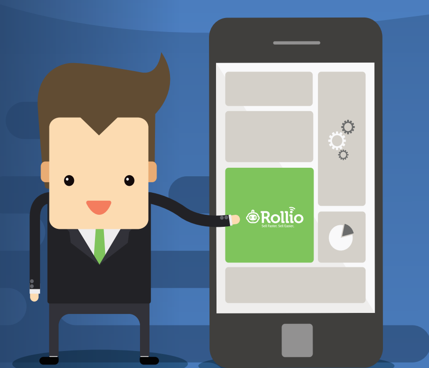
BE PERSISTENT

On average, almost **70%** of companies give up on a lead if they fail to reach them in two tries. Yet, it can take **10 - 11** attempts to get a contact on the phone.[4] The more you keep at it, the better the chance of getting through and winning.

SECRET 4

KNOW WHEN TO FOLLOW UP

When do you call if you don't get through right away? Statistically, **Wednesdays and Thursdays** are the best days to contact and qualify leads. **8 am - 9 am and 4 pm - 5 pm** are the best times.[5] Use your CRM to see what works best for your buyers.



SECRET 5

FOLLOW UP WITH A SERVICE CALL, NOT SALES

Aggressive salespeople tend to **"broom"** leads. That is, they use qualifying questions to find the best prospects and sweep the rest away. Successful companies use the initial call to confirm contact information and answer questions, before they start to qualify.[6]

SECRET 6

PERSONALIZE

Voice mails that start, "Hi, John, this is Bill at…" work better than, "This is Bill at…" **Personalize everywhere**. Starting an email subject line with the prospect's first name is shown to increase click-through rates **128.9%**, open rates **137.4%**.[7]

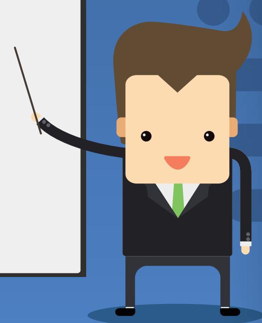
SECRET 7

GET PAST THE SPAM FILTERS

Don't let your emails end up in the **junk folder**. Use normal font sizes. Check your spelling, and make sure you aren't using spam-trigger words like 'free'. Avoid ALL CAPS, **bold text**, underlines and exclamation marks! Test your emails against **SPAM filters** using a free web tool.[8]

BONUS SECRET 8

All of this is a lot easier when Rollio reminds reps to make calls, coaches them through the contacts and reports results back to the CRM for them. **Rollio is the revolutionary CRM interface** that replaces windows and navigations with simple voice instructions.



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Sell Faster, Sell Easier.

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SOURCES:

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2 - https://www.forbes.com/sites/kenkrogue/2012/07/12/the-black-hole-that-executives-dont-know-about/3/#248b68491a22
3 - https://www.cebglobal.com/content/dam/cebglobal/us/EN/best-practices-decision-support/marketing-communications/pdfs/CEB-Mktg-B2B-Digital-Evolution.pdf
4 - https://www.forbes.com/sites/kenkrogue/2012/07/12/the-black-hole-that-executives-dont-know-about/4/#604c74286151
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8 - https://blog.exclaimer.com/get-your-emails-past-spam-filters/

3 CORPORATE BLOGS

DON'T LET YOUR SHIPPING PRACTICES CHARGEBACK TO HAUNT YOU

5 HIDDEN EXPENSE REPORT COSTS AND HOW TO ELIMINATE THEM

OSCAR MADISON'S LESSON FOR COPYWRITERS*

*In this case, the corporate sponsor was markspectorwrites.com

Don’t Let Your Shipping Practices Chargeback to Haunt You.

You did everything right. You took the order, packed it and shipped it out the same day it was received. The customer may have even signed a receipt for the package.

So, why the chargeback?

Sometimes things go wrong in shipping. A fragile or not-so-fragile product can dent or break. A bottle can open, spill and ruin the rest of the order.

And up to 86% of consumers, for whatever reason, would rather deal with a credit card company than you. The chargeback fees and fines—the potential loss of processing privileges—that’s your problem, not theirs.

Here are some ways to mitigate the issue.

- **Understand your carrier’s content restrictions:** Even if federal laws don’t require you to label something *hazardous*, there can still be restrictions. The U.S. Postal Service has special rules about everything from fresh foods and plants to battery-powered toys. Check your shipping provider’s rules and follow them.
- **Secure potentially risky products:** Some products may seem harmless, but could create problems in transit. Lithium batteries need to be in pressure-proof cases, or they can explode. Common liquids, like concentrated supplements, can cause accidents if they leak. Be sure to properly seal them
- **Consider using a shipping partner:** The most successful merchants scrutinize every product and have time-tested solutions for difficult merchandise. They also know each carrier’s rules and how to set up procedures to meet your unique needs.
- **Make it easy for your customers to get a refund:** Pinpoint Assure Shipping Insurance gives customers a neutral third party to contact when there’s a problem with their order. They can file a claim 24/7, by email or phone and get a fast refund. For customers, it can be easier than contacting their bank. That can reduce the chargeback ratio, and protect your processing privileges.

Best shipping practices can enhance your reputation. Both with customers and credit card processors.

Click here to learn more about Pinpoint Assure Shipping Insurance.

5 Hidden Expense Report Costs and How to Eliminate Them

One night in a hotel for one employee, including meals, costs on average $185. Less in some cities. More in others. The ensuing expense report can cost another $110 to process. Here's the breakdown:

Cost 1) 20 minutes to produce one expense report
The Global Business Travel Association (GBTA) reports that it takes an average of 20 minutes to complete one expense report. Depending on your software systems, the amount of data you need, and its complexity, your employees' time may be more or less.

Cost 2) $58 to process the report
The typical expense report may have several layers of review and approval. Once it's approved, it has to be allocated to the right cost center and reconciled in the books. You may also have to cut reimbursement checks. If you gave a cash advance, you have to collect and deposit the unused fund. That's assuming everything is correct and approved.

Cost 3) Errors in 19% of expense reports
The survey showed that 1 in 5 expense reports had errors. Missing receipts. Numbers that didn't match. Incorrect GL codes. Simple mistakes that are not so simple to correct.

Cost 4) 18 minutes to correct the error
Fixing an expense report takes almost as much time as completing it for the first time. 18 minutes, according to the survey. Employees have to find the correct information, then recompile and resubmit the report.

Cost 5) $52 to correct one expense report
All those layers of approval again have to look at the report. In a compliance-heavy industry, you might also have to justify the resubmission in your records for auditors.

Worth noting that these figures were compiled in a survey of the Global Business Travel Association members. These are companies that generally have the software and resources to streamline expense reporting, management and compliance. In a small organization, people may measure the cost in time and aggravation, not dollars and cents.

Continued

To Cut the Cost of Expense Reports, Cut Them Out Altogether

What if you didn't have to calculate, allocated and approved after the money has been spent? What if you could have all the budgets and approvals are in place before the money is spent? Here are those same costs with PEX:

Cost 1) 0 minutes to produce one expense report
Users report expenses in real-time through a mobile app. They pick cost centers from a dropdown menu of only those GL codes they're approved to use. A photo of the receipt submits it.

Cost 2) $0 expense reports to process
Using custom GL Codes, users automatically allocate each purchase to the correct budget or cost center. The automatically generated Settlement Detail report has all the information an auditor would look for in an expense report.

Moreover, Since spending was authorized in advance, approvals can be a formality. There are no reimbursement checks to cut and the system automatically defunds cards, so there's unused funds to collect and deposit.

Cost 3) Errors in , maybe, 2% of spending
We're not going to say that mistakes don't happen. But they're rare. An amount may not match a receipt. An employee may use the wrong GL code. Either way...

Cost 4) 1 minute to correct the errors
If there is an error, it only takes a moment someone in finance to correct the amount or reallocate the spending to the correct GL code

Cost 5) $0 to approve the corrected information
Once the numbers on the receipts match the numbers that were reported and the GL codes are corrected, there's no need for another round of review. Everything was approved before the money was spent.

The lesson is clear. If you want to reduce the cost of spending, manage your spending with PEX.

Oscar Madison's Lesson for Copywriters

"I can't take it anymore, Felix, I'm cracking up. Everything you do irritates me. And when you're not here, the things I know you're gonna do when you come in irritate me. You leave me little notes on my pillow. Told you 158 times I can't stand little notes on my pillow. 'We're all out of cornflakes. F.U.' Took me three hours to figure out F.U. was Felix Unger!"

Our English teachers taught us to be concise. They told us to strike redundancies, repetitive words and phrases.

Apparently Neil Simon, the playwright creator of Oscar Madison and Felix Unger, missed that class. Or, more likely, he chose to ignore it.

Simon understood that minds wander. People get distracted. A loud sneeze and half the audience can miss an important point.

In Neil Simon scenes, each main point is repeated before the characters move on to the next. The audience always knows what's happening and why.

Look at the first sentence of the Oscar Madison speech above. The main clauses are redundant. And in each of the three sentence pairs that follow, Simon repeats key words and phrases to set you up, paint the picture and deliver the punchline.

You probably didn't realize this until I pointed it out.

Just as consumers don't realize when a landing page headline repeats the theme of the email. Without the redundancy, they drop off. There's a disconnect; the time between the click on the link and the landing page's load is a sneeze in the theater.

Consumers also don't think about how mass market direct mail packages repeat key benefits on the envelope, letter headline, letter subheads and bullets, brochures, lift notes, calls-to-action and applications. The mind can't wander too far without coming back to those "300,000 bonus points."

That's not to say I advocate this for all situations. You wouldn't repeat yourself in tweet, social post or brief email.

In collateral for a big ticket, high-interest product, you don't want to tune your English teacher out too much.

But for a lot of the work we do, finding those key points and phrases and slipping them in or pounding them home can make a difference between the success and failure of a campaign.

Call it hack writing, if you will. That's pretty much how Neil Simon was viewed in his day. We may love The Odd Couple today, but if you were a highbrow critic in the 1960s, bashing its author was part of your job. Yet Neil Simon plays made lots of money.

And isn't that what we are supposed to do for our clients?

The opinions expressed in this post are solely my own and do not express the views of my employer, their affiliates or their clients.

JAN
4

Freelancer's Lament

Life's Ironies, Creative Careers

I always wanted to be my own boss,
And now that I am, I hate it because,
I look in the mirror and what do I see?
That psycho sadist who won't let me be.

3 EDUCATIONAL VIDEOS

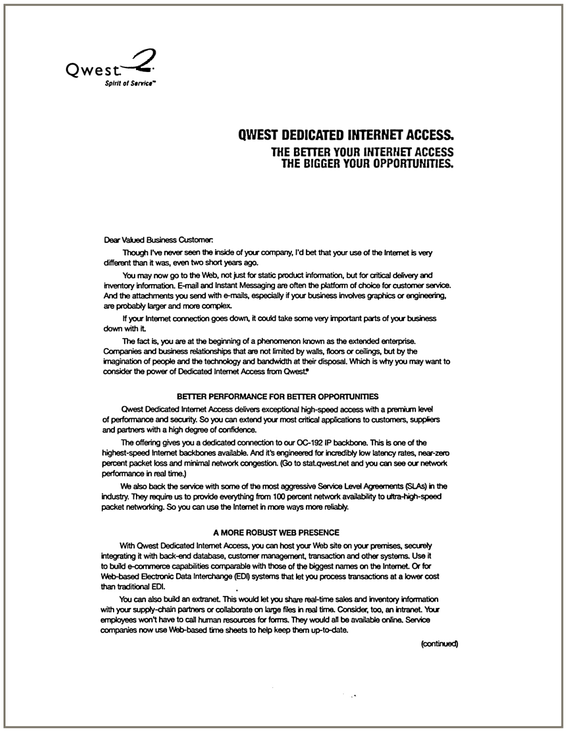
Boxes link to YouTube

How to Buy Gold
and Silver:
Basic Terms Explained

Sell Gold and Silver

High Security, Private
Storage of Your Precious
Metals

THE LAST MARK SPECTOR LETTER



Qwest Spirit of Service™

QWEST DEDICATED INTERNET ACCESS.

THE BETTER YOUR INTERNET ACCESS THE BIGGER YOUR OPPORTUNITIES.

Dear Valued Business Customer:

Though I've never seen the inside of your company, I'd bet that your use of the Internet is very different than it was, even two short years ago.

You may now go to the Web, not just for static product information, but for critical delivery and inventory information. E-mail and Instant Messaging are often the platform of choice for customer service. And the attachments you send with e-mails, especially if your business involves graphics or engineering, are probably larger and more complex.

If your Internet connection goes down, it could take some very important parts of your business down with it.

The fact is, you are at the beginning of a phenomenon known as the extended enterprise. Companies and business relationships that are not limited by walls, floors or ceilings, but by the imagination of people and the technology and bandwidth at their disposal. Which is why you may want to consider the power of Dedicated Internet Access from Qwest.®

BETTER PERFORMANCE FOR BETTER OPPORTUNITIES

Qwest Dedicated Internet Access delivers exceptional high-speed access with a premium level of performance and security. So you can extend your most critical applications to customers, suppliers and partners with a high degree of confidence.

The offering gives you a dedicated connection to our OC-192 IP backbone. This is one of the highest-speed Internet backbones available. And it's engineered for incredibly low latency rates, near-zero percent packet loss and minimal network congestion. (Go to stat.qwest.net and you can see our network performance in real time.)

We also back the service with some of the most aggressive Service Level Agreements (SLAs) in the industry. They require us to provide everything from 100 percent network availability to ultra-high-speed packet networking. So you can use the Internet in more ways more reliably.

A MORE ROBUST WEB PRESENCE

With Qwest Dedicated Internet Access, you can host your Web site on your premises, securely integrating it with back-end database, customer management, transaction and other systems. Use it to build e-commerce capabilities comparable with those of the biggest names on the Internet. Or for Web-based Electronic Data Interchange (EDI) systems that let you process transactions at a lower cost than traditional EDI.

You can also build an extranet. This would let you share real-time sales and inventory information with your supply-chain partners or collaborate on large files in real time. Consider, too, an intranet. Your employees won't have to call human resources for forms. They would all be available online. Service companies now use Web-based time sheets to help keep them up-to-date.

(continued)

"The client wants a Mark Spector letter."

"How do they even know what that is?"

"We told them?"

"Why? Nobody reads long letters like that anymore."

"It doesn't matter. The client wants one."

"Whatever."

Five days later

"You can't make the type that small."

"We didn't budget for two sheets."

"Whatever."

Five weeks later

"How did that DIA package do?"

"About twice as well as expected."

"Whatever."

Qwest
Spirit of Service™

QWEST DEDICATED INTERNET ACCESS.

THE BETTER YOUR INTERNET ACCESS THE BIGGER YOUR OPPORTUNITIES.

Dear Valued Business Customer:

Though I've never seen the inside of your company, I'd bet that your use of the Internet is very different than it was, even two short years ago.

You may now go to the Web, not just for static product information, but for critical delivery and inventory information. E-mail and Instant Messaging are often the platform of choice for customer service. And the attachments you send with e-mails, especially if your business involves graphics or engineering, are probably larger and more complex.

If your Internet connection goes down, it could take some very important parts of your business down with it.

The fact is, you are at the beginning of a phenomenon known as the extended enterprise. Companies and business relationships that are not limited by walls, floors or ceilings, but by the imagination of people and the technology and bandwidth at their disposal. Which is why you may want to consider the power of Dedicated Internet Access from Qwest.®

BETTER PERFORMANCE FOR BETTER OPPORTUNITIES

Qwest Dedicated Internet Access delivers exceptional high-speed access with a premium level of performance and security. So you can extend your most critical applications to customers, suppliers and partners with a high degree of confidence.

The offering gives you a dedicated connection to our OC-192 IP backbone. This is one of the highest-speed Internet backbones available. And it's engineered for incredibly low latency rates, near-zero percent packet loss and minimal network congestion. (Go to stat.qwest.net and you can see our network performance in real time.)

We also back the service with some of the most aggressive Service Level Agreements (SLAs) in the industry. They require us to provide everything from 100 percent network availability to ultra-high-speed packet networking. So you can use the Internet in more ways more reliably.

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(continued)

USE THE INTERNET AS A PRIVATE NETWORK

Do you have satellite offices, traveling employees or home workers that might need access to the same applications and files that are stored on servers in the main office? Use your Dedicated Internet Access connection as the backbone for a Virtual Private Network (VPN).

VPN lets authorized users connect to your company network through an Internet connection. This means more than just Web pages and e-mails. Your key applications can be available to any authorized user who needs them. Whether they're in Denver, Denmark or the den in their homes.

MAKE A PHONE CALL. OR, BETTER STILL, A VIDEO CALL

You may never have to pay for a telephone call between locations again. Qwest Dedicated Internet Access can give you the bandwidth and flexibility to use the Internet as a private telephone line.

Better still, you can add a Web cam and microphone to your computer and turn it into a videophone. With Dedicated Internet Access, you can meet out-of-town job candidates or present new ideas to a client with the quality of a television broadcast.

You can even use the Internet as a virtual classroom, bringing people together for seminars and demonstrations. Use streaming media, collaborative software and Internet telephony for truly interactive learning experiences.

THE FLEXIBLE BANDWIDTH A VIRTUAL ENTERPRISE NEEDS

Dedicated Internet Access is available in a wide range of network point-to-point access speeds to make any or all of your virtual enterprise applications possible—from 56Kbps to 2.4Gbps, the fastest speed commercially available today. Any solution can scale to larger (or lower) bandwidth as needed. You also get a choice of flat, tiered or precise burstable pricing options, depending on which works best for your needs.

Moreover, if you have an existing Frame Relay or ATM network, Qwest can help you extend this technology to the Internet. You leverage your existing investment while capitalizing on fractional speeds of DS-1 to OC-3.

QWEST MANAGES THE SOLUTION FOR YOU

You don't have to dedicate resources to making a Qwest Dedicated Internet Access solution work. 24/7 network monitoring and maintenance come standard with the service. Additional managed services for everything from your premises equipment configuraton to network security are also available.

Call 1 866-55QWEST (866-557-9378) today for a free analysis of your Internet needs and opportunities. You'll see how Qwest Dedicated Internet Access gives you the virtually foolproof bandwidth that your virtual enterprise needs.

Sincerely,

Brian Yowell
Senior Marketing Manager

P.S. Qwest sales engineers are available to help with the cost-benefit analysis you may need to convince your management of Dedicated Internet Access value. Call 1 866-55QWEST (866-557-9378) today for details.

Qwest
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EPILOGUE:
THE SCARF AND THE TUMOR BOARD

This fable begins at a pre-pro meeting for a commercial shoot. There are eight scarves on the wardrobe table but the actress can only wear one. Which scarf will it be?

The answer is not so simple. How will it look under the lights? Does it go with the blouse we just selected? Will the colors clash with the background? Is it on brand?

Those present include a writer, art director, two producers, three agency executives, and two client executives. (The director and stylist, ironically if you think about it, say nothing.)

About five subway stops away, the Sloan Kettering tumor board will meet to discuss my friend's case. His rare cancer has taken a complex turn and every option in their toolkit has benefits and drawbacks.

I don't know how many doctors were at the tumor board meeting. I don't know their specialties, subspecialties or seniorities. But I will bet that it took them less time to decide on a course of treatment than it took the agency and client to pick out a scarf.

There's a fine line between detail and minutia. If you ever feel that line is being crossed, it might pay to remember the outcomes of those two meetings.

The commercial ran, did its job and disappeared. Ten years later, none of the client or agency people still had their jobs.

But my friend is still alive.

ABOUT THE WRITER

Mark Spector...

"...is a seasoned A-list creative professional."

"...gets his head around any topic and produces snappy headlines or long-text copy or anything in between."

"...brings a high level of passionate engagement to every assignment he takes on. "

"...was born a creative director; spend five seconds with him and you'll leave with five million-dollar ideas."

"...is one of the most effective advertising copywriters and creative managers I've ever worked with."

Mark@MarkSpectorWrites.com