

DIRECTIVES/ EDIRECTIVES *writing & creative work*



overview

- With extensive, wide-ranging experience in all types of media and formats,
DIRECTIVES/EDIRECTIVES delivers:

- Persuasive advertising copy
- Riveting headlines
- Catalog and eCommerce copy that closes the sale
- Business letters or emails to bring in inquiries or qualify leads

Highly readable, thought-provoking articles

- Content designed to help you engage your customers or clients
- Strengthen your relationship with them
- Inform and entertain, and
- Increase their connection—and value—to you.



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A respected business journalist, marketer, and communicator

- Principal Carolyn Gould brings together:
 - The instincts and curiosity of reporter
 - Penetrating insights of a market researcher, trend analyst, CRM marketer, and the
 - Flexibility and adaptability of a proven stylist whose writing runs the gamut from:
 - Sales copy to technical writing
 - Engaging magazine articles to how-to guidelines.



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Copywriting: Whatever your copy needs

Consumer & B2B Commercial Markets

Retail/Wholesale (hard- and soft goods), Publishing, Financial, Fundraising, Health, Travel, High Tech; Consumer and Business-to-Business

- eMail, Blogs, Social Media
- Direct Mail and Direct Response
- Catalog & eCommerce Copy
- Mobile
- General Advertising
- DRTV & Radio
- Video & Telemarketing Scripts
- In-Store Signage, Window Displays, Billboards

Consumer and Business Publications

Magazine, Newspapers, Online Content and Books (including Ghost writing)

- Feature articles, departments, editorials
- Headlines, captions, incidental pieces
- Chapters
- Full-length books



Whatever format or medium required

Business & Technical Writing

- Corporate Collateral
- Reports: Market Research Summaries
- Product Sheets
- Technical Specifications
- Positioning and Branding Statements, Concept Presentations
- PowerPoint Presentations
- Business Plans and Proposals

Academic Work, Monographs & Books

- Scholarly articles
- Seminar Proposals
- Course Descriptions and Catalogs
- Editing
- Prep for publication
- Fact checking



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copywriting clients: B2C

Amazon Health/amazonhealth.net (catalog, web, emails)

DiscoveryHealth.com (catalog and web)

Franklin Mint (catalogs)

Paralyzed Veterans of America (direct mail)

PGA Tour Direct (direct mail)

Premium Steap (web, packaging)

Sabre Virtually There (web)

SA VA (web, branding)

SmartPak Equine and **Canine** (web, branding)

The Wedding List (catalog, branding)

TriVita (catalogs), **VitaJournal** (ad copy)

Van Aken Custom Shirts (direct mail)



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some creative work with client teams



A Taste of DIRECTIVES/express

If you can't understand financial statements, your career may come to a screeching halt.

ances are you'll never achieve your work expectations if you're unable to answer questions like these!

- Can you explain the difference between cash flow and profitability?
- Do you know what a non-cash expense is and how it can lessen your tax bite?
- Can you define the difference between cash and accrual-based accounting?

If you're unsure about even one of those questions, the ACCOUNTING IN AN HOUR course can help you greatly. Without prior accounting knowledge, you're not able to co-

discussions. I adequate opt Don't be re colleagues' course, you a different too. You'll financial

How can a magazine make a

big difference in your life?

By being
relevant to you
personally and covering such timely issues as...



ACCOUNTING
In An Hour

"...amazingly thorough... easy to follow... helped employees understand and appreciate their job functions better... nothing short of fantastic!"

"...extremely educational and offered a great deal of material to my Agents... the course was excellent!"

"Everyone in our organization needs this course!"

3 DAY, RISK-FREE PREVIEW
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Thank you for your interest in our watches.

Best Regards,
Neil Adams
Customer Relations Director

TIMEPIECES INTERNATIONAL, 1000 N.W. 54TH STREET, FORT LAUDERDALE, FLORIDA 33309
PHONE: 800-865-8647 FAX: 800-475-3045

copywriting clients: B2B & NFP

- Acxiom (positioning)
 Direct Tech (now Experian, white papers, newsletters, etc.)
 GSP Marketing (web, NRF PPT presentation)
 Marketing Executives Networking Group/MENG (web, emails)
 Newspaper Association of America
 (NRF video script, PPT presentation, monograph)
 Xtras.net (catalog and web), among others.
- A wide range of ad and web copy, lead generation/membership direct mail, white papers, etc., for catalog for creative and marketing agencies, list brokerage and management companies, database and data compilers.
- Also my blogs: www.blogspot.com/edirectives & www.blogspot.com/retailinflux

*Reviews. Reccos.
Short cuts. Insights.
Been-there, done thats.
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hitters here



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Instant access to exec-level peers
Keys to a rich networking universe
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The Power of one. The reach of many.

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some b2b work with client teams

DIRECT TALK

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USPS Automation Specs, see Working Smarter, page 4

USPS Comprehensive Address File Available

Direct Talk is a charter licensee of new data files.

New to Direct Talk is the Delivery Sequence File (DSF), a powerful data tool that will lower costs and improve response. Developed by the Postal Service, this comprehensive data file contains descriptive data for every deliverable address in the U.S. Criteria such as type of dwelling, volume of delivery, business, business, and residential use, and seasonality are included.

Utilizing this data, Direct Talk's B & D Group has begun to research its application, identifying various techniques that can reduce mail costs, improve delivery rates, reduce UPS charges, and qualify mail for 125 year with reduced rates and retention with response paid rates.

Continued on page 3

Supplemental COA System Introduced

List hygiene and delivery enhanced by DT-CSA

new culture of print of enhanced and deliverable mail not markets hundreds of millions of dollars.

The use of list opportunity and waste efforts at remote markets is truly staggering.

The introduction of the USPS National Change of Address (NCA) helped serve the needs of the mail industry.

Direct Talk has created DT-CSA (print) through such private organizations as the National Change of Address (NCA), DT-CSA (print) and the National Change of Address (NCA).

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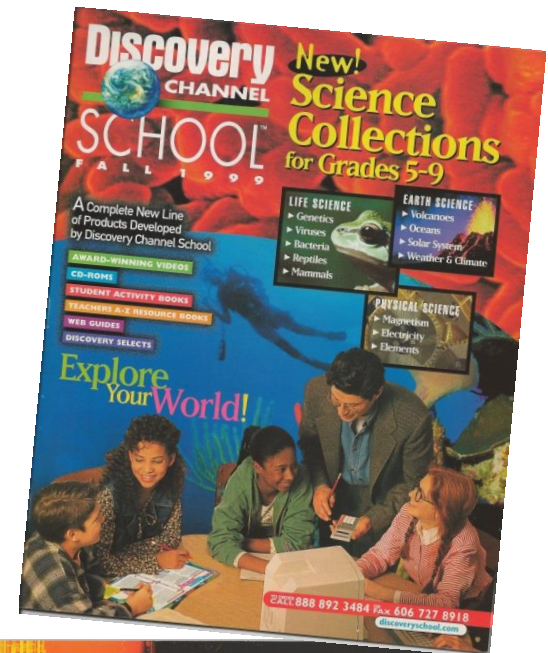
Direct Talk has created DT-CSA (print) through such private organizations as the National Change of Address (NCA), DT-CSA (print) and the National Change of Address (NCA).

Media. Retail.
High tech.
Mobile. Movies.
CPG.
Travel. Pharma.
Agra.
Manufacturing.
Big Data.
Big Food.
Not-for-profit.
Policies.
Insurance. Energy.
B2B. B2C. B2B2C.
A company of one.



A COMPANY OF MANY.

Whatever your game:
Connect with the heavy
hitters here



NEMOA

Vol. 2, No. 2 New England Mail Order Association Announcements June 1991

The President's Column

Our Spring Conference was a tremendous success. With our record attendance, a lot of information was shared, and to those that came, we appreciate your support.

To those that couldn't make it, we are providing this newsletter to keep you informed on the key points of the meeting. We hope you can utilize this benefit of membership.

Please mark your calendar for our next meeting in Connecticut, September 12 & 13. The J.C. Penney's store is sure to be enjoyable and informative along with a full complement of speakers.

Best wishes for the summer.

Ellen Schlegel

Mark Your Calendar!

Next Conference
Thursday and Friday,
September 12th and 13th
J.C. Penney Catalog
Distribution Center, Fox & Moss

The Hartford Marriott/Armstrong
15 Farm Springs Road
Farmington, CT 06032
(Our formal agenda with
registration a total cost
will be mailed to you in July)

Reservations (203) 678-1000
Request NEMOA Room Rates

Spring Conference Draws Near Record Attendance



Ston Rapp, author of The Great Marketing Turnaround, and keynote speaker at the Spring New England Mail Order Association Conference, is pictured with Ellen Schlegel, President, NEMOA, and Director of Creative Services, Direct Mail, Inc., a leading for leading exhibitors. The Spring Conference drew new record attendance from members and non-members alike.

Cambridge, MA - Nearly 300 catalogers and suppliers to the catalog industry packed the Royal Lancaster Hotel March 31 and 32 for the annual NEMOA Spring Conference.

Representing over 50 different catalog companies nationwide and an equal number of supplying companies, attention based speakers address some of the most pressing issues facing catalogers in the 90's - customer service, relationship marketing, using distribution costs, sales mix, the environment, and the challenges of new technology (see related stories this issue).

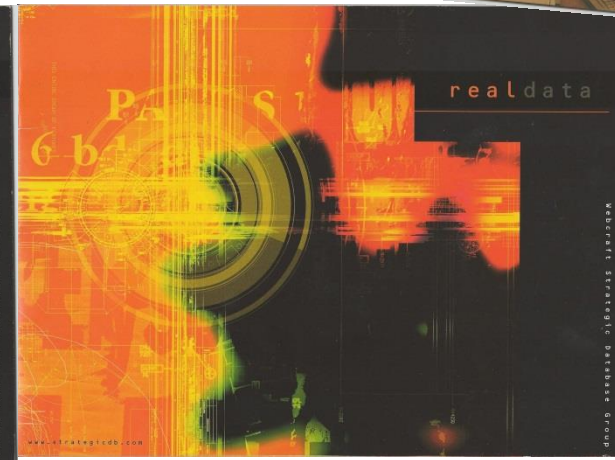
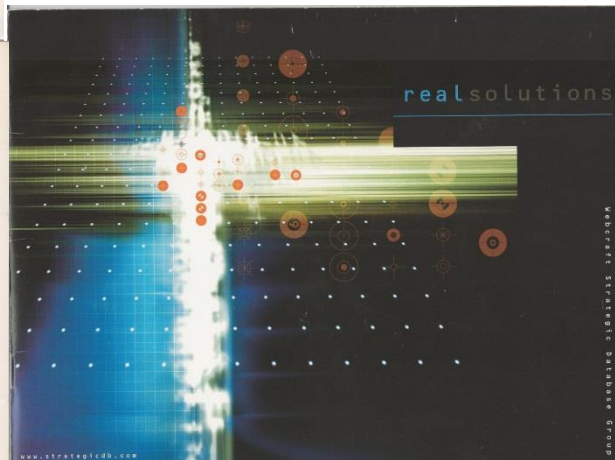
"Fantastic, one of the best conferences to date," said Ellen Schlegel, President, NEMOA, and Creative Director Direct Mail, Inc., of the near record gathering. "This turnout is particularly gratifying, given the state of the economy and the recent hard blows - postal and UPS increases - now hitting the catalog industry."

The reported downturn in trade conference attendance was not in evidence here. Says Schlegel, "NEMOA members are loyal and share information with one another, in good times and bad."

Ellen Brothers, former president of NEMOA agrees. "NEMOA is a hands-on, problem-solving organization. We're dedicated to encouraging the free exchange of professional information and to fostering the highest possible standards for service among members."

Keynote speaker for the two-day event was Tom Rapp, founder with Thomas F. Collins of Rapp & Collins Advertising Agency, and currently president of the CCR Consulting Group. Rapp's talk, titled his most recent book, The Great Marketing Turnaround: The Art of the Individualized Mail to Profit From It as a starting point for his remarks addressed specifically to catalogers (see next page).

[Editor's note: Tapes from the Spring 1991 NEMOA Spring Conference are available from Ilike Communications, Inc., 256 Seventh St., Garden City, New York 11530, 800-228-6700.]



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Just a small sample of work

○ Edited publications

New Haven

Hartford

Catalog Age

DIRECT

Catalog Product News

Catalog Age Sourcebook

The Catalog Age Report

○ Books

Frederick Pottle. Pride & Negligence: The History of the Boswell Papers . McGraw-Hill.

Marion Pottle. Catalog to the Boswell Papers at Yale. 3 vols. Yale University Press.

○ By line and ghost-written articles

“Graffiti” column for NH and Hartford

A small sampling of Catalog Age articles:

- “Inside the Postal System,” Catalogers move into Retail,” Understanding Database”
- Roundtables on various business topics with expert panels, profiles, news, trend analysis, special issues, photo essays, and more.

Scores of ghost-written articles for:

- Francey Smith (database marketing, retail)
- Curt Barry (Fulfillment, Inventory Control, Merchandising, B2B catalogs, etc.),
- Agencies: Pluzynski & Associates, AGA, GSP Marketing (creative & production), and others.

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what clients say



- Carolyn is a triple threat when it comes to direct marketing and business strategy. She can take a business idea or strategy from its infancy to market rollout or tear apart an existing business to identify how to move it to the next level of success. She creates meaningful strategic recommendations out of the numbers, provides clear and impactful creative direction to artists, and writes copy that motivates a target audience to take action. She takes on both small and large projects with passion.

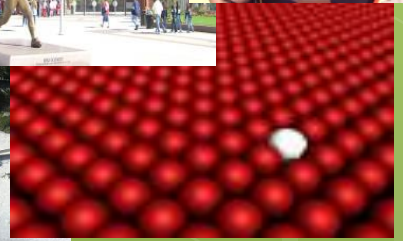
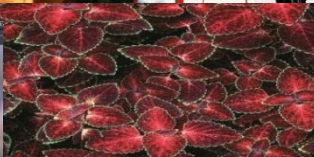
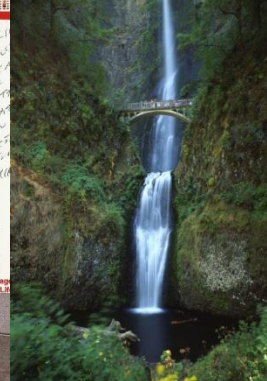
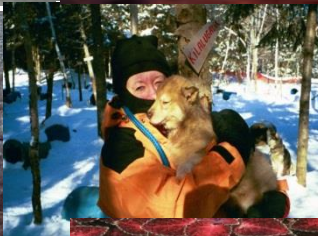
**--Michael Schuster, formerly Catalog Director, The Franklin Mint;
currently, President & General Manager, Nancy's Notions**

- Carolyn combines the insight of a communications strategist with the verbal sensitivity of a great wordsmith and the visual acumen of a savvy creative director. Unlike the past when "marketers" were in charge, Carolyn knows how to communicate in the new business world where the "customer" now reigns. Any B2C or B2B company would benefit from her ability to engage customers while motivating them to act!

--Francey Smith, FSA, Inc., formerly, VP, Bloomingdale's

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215.554.3015





DIRECTIVES/ EDIRECTIVES

**targeted marketing and
communications**

**References, Sample Creative, and
An Expanded Client List
Available Upon Request**

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1022 Avalon Way
Plymouth, MA 02360
215-554-3015**

