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Monthly Copywriting Genius



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Monthly Copywriting Genius: Issue #37

Meet Two Experts Who Team Up to Create Long Lasting Controls

MCG: Welcome Kim and Lori. Both of you no doubt will have valuable information for our readers. Kim, I'm going to start with you, how long have you been writing copy?

Kim: I have been a freelance copywriter for eight years.

MCG: Prior to being freelance were you employed as a copywriter anywhere?

Kim: I've never worked as a copywriter prior to being a freelance writer. For the most part, I was in marketing. But I could write, and soon it evolved into "let's get Kim to write this."

MCG: So what type of marketing jobs did you have?

Kim: One of my first jobs was for a small division of BlueCross BlueShield, where we were did a lot of direct response marketing. The department was so small, it was just me and the marketing director. But I got a chance to wear a lot of different hats. That's also where I got a chance to write my first direct mail sales letter.

MCG: What type of format was the letter?

The Chance to Start a New Division and Gain Enormous Experience

Kim: It was just the nuts and bolts - a two-page letter. I also wrote all the marketing brochures. Then, after about seven years working there, I went to work at Philips Publishing, on the health side. They are now driven by the name of Healthy Direction.

MCG: How long were you there?

Kim: Well I worked there for six years. When I first arrived at the company in 1992, it was right after they had launched their first health newsletter, and it was enormously successful.

MCG: And you were hired as their Marketing Director?

Kim: I was hired to launch what they call "special products". At the time, they had 300,000 (and growing) subscribers and they wanted someone to create a back-end marketing program.

MCG: What kind back-end stuff are you talking about?

Kim: I got to do everything from scout out potential products we could sell, work out deals with companies and - in many cases - actually write the promotion. I did that for about six months, and then they asked me to help launch their vitamin business.

Turning an Opportunity into a Career

MCG: So your job quickly expanded. You must have had great success.

Kim: Yes. With the help of two other people, I got the vitamin line up in about four or five months. We did all the copy in-house. I wrote all the copy then. But as we grew, I hired people to work for me, and some of their responsibilities involved writing copy as well. Then I got an opportunity to work as a publisher for Phillips. That gave me the chance to work with some of the top copywriters such as Parris Lampropoulos, Kent Komae, and Doug D'Anna.

MCG: How did you go from publisher to freelance writer?

Kim: Well, I would spend hours on the phone talking with these copywriters about their promos. One day, I said to myself, this sounds like a really good life.

MCG: So you jumped into freelance copywriting?

Kim: Pretty much. When I came back from maternity leave, I stayed with the company for about six or seven months, and then I decided this is a good time to just take leap and give it a shot.

MCG: So, you just took the jump. Now how did you get your clients? Did you turn to folks at Phillips and offer to continue to write for them, or did you not want to go down that road?

How Contacts Helped Build a Business

Kim: I could. And, fortunately, I never signed any non-compete, so I was also free to get other clients. I had a good relationship with the people at Philips, and they knew I was available. However, I ended up working with a gentleman who had a company called Advanced Nutritional Products (ANP). He offered me a retainer arrangement for six months.

MCG: Was it an exclusive?

Kim: No, it wasn't. Basically, I got about 90 percent of my income from that relationship.

MCG: How much time did you spend on projects for ANP?

Kim: It would only take about 50 percent of my time, and I still had other clients. It was a very good paying job for just starting out.

MCG: How did you hook up with AFP? I'm asking because many MCG readers would like to know how to get clients.

Kim: I can't remember for certain, but I think somebody put him in touch with me. There is such a network of people in this business, I'm sure you know what I mean.

A Fascinating Idea That Deserves to Be Heard

MCG: Absolutely. It's a small world. You get the name of so and so, and you keep those names handy because you never know when you'll get a chance to work with them or get their help with something.

MCG: Do you remember what your first project for ANP was?

Kim: Actually, before I even started working for ANP, the owner referred me to someone else he knew that needed copy right away. I think my actual first project was Dr. F. Batmanghelidj. Do you know Dr. Batmanghelidj?

MCG: No, I'm not familiar with that name at all.

Kim: He wrote a book called *Your Body's Many Cries for Water*.

MCG: That title sounds so familiar... or at least I've heard about the doctor who suggests water is the cure for many of our illnesses.

Kim: Well, he has a whole program he markets called *The Natural Water Cure Program*. And it is videos, books and tapes. He's just a fascinating man. He was my first, official client, and - at the time - it was a small business that he ran. But he had a fascinating story. He was very passionate about what he did. He was definitely on a crusade to get people to drink more water.

First Success Leads to More Clients

MCG: When you got the call from Dr. Batmanghelidj about his water program, did the thought ever cross your mind, "This guy is whacko?"

Kim: I could go into the story - it would take at least half an hour - but it's a very fascinating story about how he discovered the healing power of water. Once you read what he's written, and you talk with him, you can't help but get enthusiastic about his crusade. So I was excited that he was willing to let me take a whack at creating a new acquisition promotion for him.

MCG: What kind of promotion was it?

Kim: Well, I was able to talk him into trying a magalog. It was a first for him and it worked really well. That was my first acquisition magalog. So, that was a big step for me. It was a 16 or 20 page magalog. So I now had a sample that I could show to potential clients, and that really helped me get my foot in the door.

A Rock-Solid Business

MCG: Did you ever wind up doing copywriting work for Phillips at all?

Kim: Yes, over time. In fact, Philips was starting to keep me very busy for almost a year. At first it was writing projects for their back-end marketing materials, and then I began to get some opportunities to do acquisition promotions.

MCG: Jumping forward to today, are you booked up in advance?

Kim: Yes, for a year.

MCG: Wow, that's really good.

Kim: Yes it's really good. But it's hard to think much beyond a year. I feel like I'm at a point where I know how long it takes to do a project. Plus, that leaves room for other things that pop up. I have several different controls that need updating, or a headline test or whatever. So I need to keep those in mind when I do my schedule. And then sometimes I have small projects for existing clients that I like to squeeze in.

MCG: But you're at a point in time that most copywriters dream about. That is having enough work to be booked up a year in advance.

Constantly Building Relationships

Kim: Plus, I have another copywriter I worked with recently on a project where I basically served as her copy chief. It went very, very well.

MCG: How involved were you with her project?

Kim: Well I did a lot of the writing and the editing. But, she and I are starting to work on another project this month with a client. Then we'll probably start another one in the summer for another client. So, in some cases, I am somewhat double-booked with projects. But, I'm trying to keep it all manageable.

MCG: Is this a new thing for you?

Kim: Yes. This is someone I've known for 20 years and she is very talented. In fact, she has a really good control for one of your Agora affiliates, Options Hotline.

MCG: So, are you at the point where you pick and choose what clients you'll work with?

Kim: I guess you could say that. I have a lot of ongoing relationships with clients. I have at least a half-dozen companies that, if I was available more, they would take up at least half my schedule.

Specializing in Advertorial Copy

MCG: So is the relationship you build with the client equally important as the work they give you?

Kim: Yes. There is a company called Nature Trade Center, who gave me one of my early opportunities to write an acquisition magalog for a joint nutritional supplement. Now that was five or six years ago, and I've had that control for four or five years. I've done a lot of updating to the package to keep it going. But I do at least one project a year for them - if not two. I have other clients that I do similar work for, as well.

MCG: Would you say your specialty is writing health promotions?

Kim: I would say that I specialize in writing to people who respond to advertorial copy. I can write copy for any type of product, but most of what I do is for health newsletters, financial newsletters and supplements.

MCG: What is your best copywriting attribute?

Kim: I write copy that reads easily. I keep the reader moving through the copy. For example, I had a control for *Personal Finance*, which was basically an issue-log...

Writing Copy That Is Easy to Read

MCG: What exactly is that?

Kim: It's a promo that looks very much like a newsletter and mails in a #10 envelope. That worked really, really well for about three years.

MCG: Ok, let's go back to your style of writing.

Kim: Well, it's like I'm sitting at the table with you having coffee and we are having a conversation. So I try and keep that conversational tone but without talking down to people, because this is a very educated market for both health products as well as for investment newsletters.

MCG: Now, Lori... I heard you say yes when Kim talked about making the copy easy. Does that matter to you as the graphic designer?

Lori: It does make it a lot easier, when it's such an easy read. The way she writes the copy really helps to make the piece come together. But, also, Kim comes to the table with such a strong vision. We actually have been doing lot of research together. That's another thing that I think that sets her apart from other copywriters. Together, we come up with creative tactics to try to meet the market needs.

Getting Yourself Immersed into the Product

Kim: Lori gets into reading the copy. Not a lot of designers do that. In some ways she is more into the copy than how I look at it.

MCG: What's the process like as you come up with ideas for the design of the promo?

Kim: When we brainstorm, she sketches things out and she is very open to my ideas and feedback. We have a good synergy.

MCG: Now, Kim, regarding your methodology: What are the first three, four or five things you do when you take on a project?

Kim: Well it depends on the product. And it also depends on how much material the client provides you. Most of my clients are pretty good about providing a fair amount of stuff. Some even send me one of the boxes that might get copy paper in, and it's filled with material.

MCG: And how long does it take to go through that much material?

Kim: You could spend ten days going through it. For example, I just got a starter kit from Healthy Direction and it's just amazing. It's just so organized, there is so much information that it's been making my life so easy to dig into it.

Uncovering Information That Forms the Core of the Promotion

MCG: What about external research?

Kim: I have a cabinet in my office that is full of health information and, of course, there is tons of stuff on the internet. No matter what my client says, I always go far beyond what they send, because I've found some great stuff on the internet that has been really helpful.

MCG: Are there certain sites you go to on the Internet for research on a regular basis?

Kim: There is a wide variety, and again it depends on the product. For example, I have a control for a cholesterol-lowering product, Policosanol. On one particular website, they had an evaluation of cholesterol supplements and found that, some of them had as little as four percent of labeled potency actually in the formula.

MCG: So that website helped you come up with the idea for the promo?

Kim: Yes. Just learning that information was a real shocker. I wanted to know more about it. When you get something like that, then you know you've got the germ of an idea for your promotion.

What Current Customers Can Teach You

MCG: But how do you know if that piece of information is the shocker?

Kim: Well, if you are a consumer and are throwing out \$30 or \$40 or \$50 bucks a month for a supplement, anybody would be upset to find out that it doesn't have what you think is on the label.

MCG: So it's a matter of knowing how the target audience feels and matching that "shocker" to the audience?

Kim: Yes. I've been in marketing for many years. I am a consumer myself. But, in addition, you have to understand human psychology. You have to understand just what people buy, and human behavior overall. I have been working with these markets for so many years. I think I am in touch with the market.

MCG: Anything else that gives you an edge?

Kim: Yes. For this project, I also talked to at least a dozen or more subscribers. I spent about 15 to 20 minutes on the phone with them.

MCG: That's definitely an inside edge.

Crafting the Headline and Lead Takes the Right Amount of Time

Kim: I really got into their heads, and that's how I came up with the headline, which worked really well.

MCG: How did you get access to the customers?

Kim: First of all, I never call a customer without getting approval. In this case, they gave me a list of subscribers.

MCG: So what kinds of stuff do you ask when you have them on the phone?

Kim: I'd call them up and explain I'm working on behalf of the client and I'm not trying to sell you anything, but could I have a few minutes of your time. Then I'd start up a conversation with them.

MCG: So after you've found your "shocker", then what do you do? Do you start with your headline and then write your body copy or do you write your body copy and let your headline come from there?

Kim: I like to get my headline and lead pretty well established, so that's where I spent a lot of my time.

MCG: Is that your standard methodology?

If You Cant Nail the Headline, then Work on the Reply Copy

Kim: It's not always the rule. It depends on the product. For example, with my control for the *Women's Health Letter* a lot of time is spent on the premiums. So I sit down, and I write the fascination teasers and copy for the premiums.

MCG: So, even if you don't have the headline, you can still work on a good portion of the promotion?

Kim: Sometimes, if I am really stuck, I'll just get the order form done. That helps you to crystallize what the offer's going to be.

MCG: Do you think it's harder to write a promotion for a client when they don't have a theme for the package, or is it easier for you if, working with the client, you come up with five or six ideas that might translate well into a package?

Kim: It depends. When I come up with an idea that I am excited about, and they like it, too, then that's ideal. But there have been times when the client wants to tweak my idea. Or, sometimes it's an idea they are really excited about - and I am not as excited and that doesn't work as well.

MCG: What happens in a case like that?

A Package That Doesn't Work Is Part of the Business

Kim: Well you can still do the work, but I think it's better if the copywriter is excited about the idea. It's just like anything. If you are excited about something you are working on, you take more ownership.

MCG: Here's an unusual question. What kind of success rate do you have for producing controls?

Kim: I haven't gone back and done the math, but I'll guess it's getting dramatically better. When I first started out, I was lucky because I had a couple of successes early on. Then I had one or two other big ones. I'd say if you are batting like .300, you are doing well.

MCG: What about the failed packages?

Kim: Let me say this. When I worked at Phillips, I worked with the big name copywriters and I know that even great copywriters write packages that don't work. Nobody is immune to having something fail. In fact, one of my bosses there said, "If you are not failing, then you are not trying enough new things."

MCG: What's your fee for copywriting these days? The reason I ask is because one reason our readers get into this business is so they can make a lot of money. I'd like to give them an idea of how much is possible, but if you are uncomfortable telling us, I understand.

Keep the Price You Charge Competitive

Kim: Well, it varies depending on the type of job, the type of projects. But I think I'm pretty competitive with other copywriters. I will say this: I make sure I charge enough. I don't under-price my work.

MCG: Do you think other copywriters do?

Kim: I've seen other copywriters who under-price their work, and I think that's a mistake, especially as you get established. Now, of course, when you are starting out, you don't have this option. When I left Phillips, I already had a reputation as a really good copywriter. So, right out of the gate I could charge \$3,500 for an insert and that was eight years ago.

MCG: Let me switch over quickly to Lori. How did you get into this crazy business of designing promotions for direct mail?

Lori: I worked 25 years in the trenches and, when I was really big and fat and pregnant with my third boy, I decided, "I'm going to try to make it on my own."

A Graphic Artist Enhances the Copy You Write

MCG: You're talking about when you worked for KCI?

Lori: Yes, KCI was my last job and they were so kind. I told them, "Look, I have all these kids, and it takes me so long to get here, I think I am going to try it on my own."

MCG: You were doing the graphics for everything - including newsletters - and not just the promotions?

Lori: I always collaborated with people on the other aspects. Often, though, I came in on the beginning or launch of a new product. I'd work with the editorial department on the premiums.

MCG: There are some copywriters - and I am thinking of one in particular - who are very, very particular in how they want their package to look. Some will even clip pages out of magazines to show you what font and color to use. In that situation, is that a pain, or is it helpful?

Lori: I love any kind of input. So, for me, it's not a problem at all. I figure it doesn't hurt to get as much input as you can.

Kim: I think that's the way you want it. As a copywriter, you want to work with a designer who is not going to be a waitress and take your order.

A Team Effort Produces Strong Controls

MCG: So, Kim, some copywriters have a vision of what they want the package to look like when it's done. Are you that way too?

Kim: Yes. Actually, a perfect example of that is the financial newsletter project that we were just discussing before this call. When I wrote it, I had this vision and it turned out to be a six by nine with a special mini report inside. Lori and I were talking in the back of my mind, I kept wondering if we shouldn't do a number 10 format. So I asked Lori what she'd recommend. And she said, "I think you are right, let's go with the number 10."

MCG: Now how did the collaboration come about for the *Women's Health Letter*?

Lori: Well, Kim had some ideas. So I took some of them and cut and pasted them into a design just to show what they would look like. That's pretty much how Kim and I started out with on the *Women's Health Letter*.

MCG: Do you show ideas for the cover?

Lori: Yes. Sometimes I mock up 10 cover looks, their interiors, and then Kim gives her input.

MCG: What kind of input does she give?

The Real Purpose of Sidebars

Lori: She'll say, "I like more of this or less of that. Let's really concentrate on the cover and let's use these colors and this font." We might come up with four or five different looks, but that's what it takes.

MCG: So what was the goal of the cover of this magalog?

Lori: One of the reasons we chose to do this style was we wanted a very informational look.

MCG: Now, Kim, when you are writing a package like this - with so many different sidebars and tables - do you designate what copy is sidebar, which is body copy?

Kim: For the most part, I look at the sidebars separately. It's not mixed in with the body copy. Sometimes there is copy that's really strong that I want to pull out of the body copy and put in a sidebar.

MCG: Strategically, what do you want the sidebars to do?

Kim: I will make sure I have some sidebars that are selling the various premiums the reader is going to receive. In this package we are talking more than issue or theme, so if you notice, in the first two or three

sidebars, I'm really just giving away information.

This Package Performed 50% Better Than the Control

MCG: And what do those sidebars do?

Kim: They keep you reading. The reader sees the promotion has value. It's kind of like there is a prize inside, and if they keep reading, they are going to get rewarded. So, if you want to make the reader hungry for more information, you use sidebars.

MCG: Do you know the statistics on this piece... how well did it work, or how many pieces were mailed?

Kim: I don't know the number of pieces. It was first tested in early August of 2005 - and it has been mailing since then. I think it did 50 percent better than the control.

MCG: Well, that's nice.

Kim: Yes, it was a really strong winner.

MCG: What did you test against it?

Kim: We actually had two versions of the headline, and both actually did around 50 percent better than the control. So, they have been able to alternate the different headlines.

Finding the Reader's Most Pressing Concern

MCG: You mentioned the different headlines when I read the promotion, I wondered if you had come out with different headlines.

Kim: Originally we had several headlines, but we nailed it down to two.

MCG: Why do you think this package worked so well?

Kim: Well I think we talked about some of these things already. I think the fact that it looks like information - something of value. It looks like an issue, and once you start reading, it's very conversational.

MCG: But provides the reader with great information.

Kim: Well, you want to meet the reader where they are. When you start reading this, the first sentence is, "If you're like most self-conscious women over 50, you may be taking several different nutritional supplements." Well, that's me and a lot of other women. Because I had talked to so many of these readers on the phone, I knew that was a concern.

MCG: So, right away, you are hitting upon one of their big concerns

Giving the Reader Enough Information so They Are Ready to Buy

Kim: Yes. They still have that nagging feeling - is this too much? Is it all working? Are there any interactions? Or is there something I'm missing?

MCG: Then you hit them with a shocker?

Kim: Yes. I personally found this very shocking, which is why I went with "the common nutrient imbalance

that causes arthritis." When you find out what it is, it's like. "Holy moly! I have been taking all this calcium, and now I have got way too much of it. It's in my joints, it's in heart, it's in my brain, and it's causing all these problems."

MCG: But it's also something unknown to the reader?

Kim: That's right. What the reader knows is that everybody is telling them to take more calcium. They are putting calcium everywhere. We are on calcium overload, and no wonder all these women are running around with joint aches! You've got way too much calcium in your system, and - as it turns out - what you are not taking enough of is magnesium. You need magnesium to help your body absorb the calcium. So, to me, that was just the kind of thing that was going to have a very broad appeal to the women in our market.

Ask, "What Does the Target Audience Want?"

MCG: I can tell you that when I read this, by page five, I was so convinced that I needed magnesium, I was ready to buy the newsletter.

Kim: Right. And that's the kind of reaction I was going for.

MCG: You mentioned this earlier, but the reader reacts that way because the first few pages hold all kinds of information. In a way, it was an information overload... but not in a negative way, in a very positive way.

Kim: Right. It is showing the reader the value that the editor of the newsletter can bring you - and you are ready for more.

MCG: How do you know you have reached that point in the promotion were you've given the right amount of information away that convinces them to buy?

Kim: Well, I think it comes down to a feeling and knowing the target audience. You've got to put yourself in your prospect's shoes.

MCG: And what does this target audience want?

Kim: These are people who are basically hungry for all kinds of information. They are very eager to get this information, and, in the package, you've got to keep the pace going. You don't want the reader to get bogged down in too many details. You make the connection and then they know, "Hey, I also have this great newsletter." And then you are back to another story, or that they're going to receive another premium.

Good Design Keeps the Reader Reading

Lori: Sandy, can I just interject? With this piece, we make sure that you don't know where their entry point or exit point is ever going to be (Just like you said your breaking point was on page five.) Some people might read up to page eight. I make sure that no matter which page they might turn to, that they can either go through it, or not go to the back page easily, or give them enough information whether it's a little testimonial, a full quote, a sidebar. Whatever it is, keep them excited on every single split.

MCG: So, as this is laid out - you are digesting almost everything for the way it reads.

Lori: Yes, it's really critical. It's my duty to make the copy come alive, but not too much. I see my job as making sure the copywriter gets the right stuff on the right page. It's not about what looks good to me, or it's easier for me to flip this here or isn't that cute.

A Designer Who Digs a Little Deeper

Kim: Yes, what Lori does better than any designer is put the focus on getting people to read the copy.

MCG: What about the photographs that are being used in this package? Is that truly Lori's choice or something you both decide?

Kim: That's Lori's decision. She does the research and she finds great photographs.

MCG: Is there a particular thing that you are looking for, Lori, when you are trying to find the photos?

Lori: Instead of just the first thing that comes to mind, I go deeper than that. Sometimes I will cut and paste a photo in two times before I find the one I want. In this particular piece - the woman laying on the bed reading - we had three or four different looks, and it was really a tough photo to find. As you can see, these photos are relaxing, not a heavy-sell or anything. The photos had to match the tone of the package.

MCG: And, Kim, as far as the number of premiums... was that something that was tested, or something that you created for this package?

Applying the Four U's

Kim: It was agreed with the client that we keep the offer the same as the other control. They have a lot of value for this market, and these people are very much information seekers.

MCG: Let me switch to some copywriting terminology. I don't know if you are familiar with the terminology we use in MCG or the AWAI programs...

Kim: I have been getting this for a couple of years.

MCG: Great. Well, here's my question. Which one of the Four U's would you say your headline fits? Is it urgent, useful, unique or ultra-specific?

Kim: I would say it has all of them. It is fairly **Urgent**, because you want to stop taking all these supplements now. **Unique** - no one else is saying, "Stop taking this supplement." **Useful** - you bet. And **Ultra-specific**... By referring to a particular supplement, it makes it specific, but also a specific action: stop taking this supplement.

MCG: As for the promise of the package, which is on page 2, how many pages in do you go before stating the promise?

Give Yourself the Proper Amount of Time

Kim: Depends on the promotion. If I am doing a nutritional supplement, for example, I'm going to get to the solution a lot more quickly because of what I am selling. Now, in this promotion, we are first selling them on why they should listen to Dr. Fuchs to build credibility. Look at the amount of premiums. Those help us get to the sale of the newsletter. In fact, we are doing a lot of different things so we can get to the newsletter sale.

MCG: How long does it take you to do a package of this length?

Kim: However long they give me...

Lori: I had a financial promo that was a control for years and years and years, and I only had five to seven days to do it, which is almost impossible. From the design aspect, two or three weeks is best. That gives Kim and I the chance to really go back and forth.

Kim: I have tried to put my schedule together with the idea of starting a new project every other month.

And then, as I said earlier, there are always little things that creep up that get added in.

The Other Side of Copywriting

MCG: I have to ask: With as many projects as you have and ideas floating around, how do you turn it off? You must be thinking of promotional material 24/7.

Kim: Well, obviously, I think about a lot of other things. But what helps is my office is literally across the hall from the bedroom. So, as I think of an idea, I can run to my office and write it down.

MCG: We are coming up on an hour, so I am not going to keep you guys much longer. But I do have one closing question to ask, and this is for both of you. If you could do any other profession besides writing copy or design, what would that be?

Kim: Well, I have lots of things I want to do in my spare time, but I don't always get the time. But I would choose being a travel writer.

MCG: And why do you say that?

Kim: When I was younger, I would plan our family trips and do the research. Now the kids are older, and we can do a couple of nice vacations a year. I would love to write about places we've gone or are going. I'm not even sure I would do it for the money.

MCG: But more for the enjoyment of it.

The Freedom to Do What You Want

Kim: Yes. Plus, it's an excuse to go someplace new.

MCG: And Lori?

Lori: My whole life has been built on the passion for art and color, and painting and drawing and stuff like that. So, it would have to involve art. But the other thing that I would really love to do is help out people, mostly kids. I love to help people that don't have some of the necessities that they need or are handicapped or with disabilities. When I was in college I wanted to create some kind of program for the handicapped or the poor. So, I see myself some day, somehow, trying to use some of this in that way. My husband and I do a lot of printing for free or discount for leukemia and stuff like that. Anything that we can do right now, we do.

MCG: You're talking about doing something you believe in.

Kim: I would agree. When I see people doing what I'm selling in a promotion and see their health turn around, then I feel like I have helped them. I believe in the products that I'm marketing. I take about 14 or 16 different supplements a day and have been doing that since I got involved with supplements at Phillips.

MCG: As you were talking about the magnesium supplements, you came across like a medical professional or...

Kim: I started taking magnesium years ago, and could feel the difference right away. It goes back to believing in the product.

MCG: Well I don't want to hold you up much longer. I do appreciate your time. It was a great conversation and I think *Copywriting Genius* readers are going to love it, as well.

Kim: It was great talking with you.

Lori: Sandy we really, really appreciate it.

MCG: Thank you, bye-bye.

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