



## Copy Critique

I reviewed your two letters and here are my observations:

### **Regarding the structure of the letters:**

Your opening paragraph didn't grab me and make me want to read further. It would probably end up in the circular file.

The intro paragraph about the owner needs to be more personal. Did he start this business because he had a personal need that was not getting met; for example, maybe his parents needed care but it wasn't available and so they were forced into a retirement home because there was no service like the one his business created? The reader isn't given a real reason to connect with or trust you. You're just some stranger trying to sell something. I was also thinking maybe put the photo next to this paragraph and then have a caption pointing out who the owner is and his family members' names.

The order of your bullet points needs to be changed to flow better maybe a step by step flow: you get this first then this and this until you reach the end of the list.

Also the free reports need to be presented in a more positive way – “You need to read this before you make decisions that could affect your future happiness and standard of living.” And using the number one and two just looks strange and not like “oh I need to call in for this informative report that will help me avoid bad decisions.”

The call to action wasn't strong enough. Consider saying “Call now so we can get the free reports in the mail to you today and if you are ready (don't feel obligated to do so) we can set you up right away with an appointment to talk with a counselor for a service plan tailored to your lifestyle needs.” You might want to stress that the consultation free. That's a good selling point for elderly people considering their budgets since the affluent aren't the targets of the service.

Also the second to the last paragraph appeared to be in the wrong place. The

free reports are being offered then this guarantee appears breaking the flow of call to action and making you wonder if your company is going to come in and fix any problems caused by the info in the free reports.

I didn't feel an urgent call to action from the post script. It didn't reach out and make me want to pick up my phone to call for the free reports or services.

There weren't any testimonials in the sales letters but I did like the ones in the marketing plan. Those need to be in the letter –“Don't take our word for it read what our happy customers have to say about our services.”

**Overall the letters need to be more specific and personalized.**

Both letters need to tell a story and get the prospect's emotions involved. So they can see how they will have their lives enriched with your company's services. Reading the letters I felt they were impersonal considering the very personal nature of the services. I didn't feel you were talking to the target market in an intimate conversational way. Would you be this general if you were telling your parents or grandparents about these services if they wanted help avoiding a retirement home?

I have elderly grandparents that I worry about and I didn't get the impression that from the letter that your company really cares about the elderly. The letter quoted statistics that don't matter to the individual facing a retirement facility. It's a given that everyone wants to live independently in a home filled with their own photos, furniture and memories of shared family moments. The letters were telling the reader what to expect but not showing it. They need to show how your service will bring assisted living to elderly person's home so she can visualize herself using the services and maintain her independence.

The letter also needs specific examples of what types of services are provided: “We keep your kitchen spotless just how you like it, we take care of you favorite rose bushes and keep the grass neatly mowed the way your husband used to cut the grass, if you need help bathing and dressing we have trained professionals ready to take care of these intimate tasks. And you can be sure we hire reputable employees without criminal histories so you can have peace of mind about who you are letting into your home. We build long term relationships between our caregivers and clients. You aren't getting an impersonal helper you're making a new friend who cares about your quality of life.”

Older people are really concerned about who they let into their private lives. Stress how they will benefit from having a caregiver from your business instead of trying to randomly hire someone from a newspaper ad or something that they may not know is a safe person to let into their home.

## **Recommendations:**

These letters need more than tweaking. My recommendation is that you start fresh and write two separate letters targeting two different prospects. One to the elderly person who wants to avoid the retirement home and a second separate letter to the adult child of an elderly person who wants to keep their parent out of an assisted living center. Mail them out separately to two different prospect lists. The letters could be longer than two pages if you add photos, testimonials, tell a story and get detailed about what services are available. Are there premium packages, levels of service based on price so the client can pick and choose what they need?

Having elderly grandparents (in their 70's and 80's) myself I understand the concerns of adult children and grandchildren who want to keep their elderly in comfortable surroundings with dignity and independence. And I understand how much the elderly value their autonomy and familiar surroundings of their own homes and possessions. Unfortunately I didn't get the impression from the letters that your business really understands my concerns about my grandparents or that my grandparents would feel comfortable using their services. The letters never built a connection with the reader or inspired trust in your company.

See a sample of a mailer I did to grasp what I mean about telling a story to reach the prospect and get them to buy.

If you want to discuss the cost of my writing you two new sales letters please call me at 805-549-8917 or send me an email.

Sincerely,

Elizabeth Ruiz

Direct Marketing Rx

P.S.

On a side note about the customer appreciation gift in the marketing plan you should consider a different gift. Giving chocolate as a gift might not be a good idea considering any health issues like diabetes that may limit intake of sugar. Also a white rose symbolizes innocence, purity, youth and spiritual love which have nothing to do with assisted living services or the elderly.

Instead consider a yellow daffodil which sends a message of friendship, happiness and new beginnings. All of which the client will have when acquiring your services.

Or you could use a purple flower like a potted violet plant since purple symbolizes dignity, pride and success things that your company will help the client maintain. And it being a potted plant that you give at the beginning of the relationship to show how your relationship with the client will grow and bloom...instead of a new flower at each visit.