

**CLIENT** Ryan Co.  
**PROJECT** Print ad for national publications  
**OBJECTIVE** Raise awareness of Ryan's consulting services, and motivate prospects to call or email for more information.

## COPY EXCERPT

### Unlock Your Company's "Secret Cash Vault"

More than 91% of American and Canadian companies wipe **tens of thousands to millions of dollars** off their books annually through overpayment of indirect taxes.

Yours may be one of them.

That's why you should talk to us. We're Ryan, the largest indirect tax practice in North America. We can get that cash back for you **quickly, and at no risk**.

#### **We get your cash back... or you don't pay.**

With Ryan, **you pay nothing up-front**. We review your tax payments for FREE – with minimal burden on your staff. Our fee is contingent upon the refund we obtain for you.

Plus, our **no-cost management services** put you even further ahead. We identify causes of errors and opportunities to improve efficiency, so you avoid future overpayments and lower your costs.

To learn more about how we can recover your overpaid taxes, or to get started with our FREE tax payment review, **call 1-800-545-1856**. Or visit [www.ryan.com](http://www.ryan.com) to find the Ryan office nearest you.

*This copy was written during the B2B Copywriting Intensive, a professional development program. The client featured here may or may not be using this copy in actual marketing materials.*

copy engineer

B2B Copywriter specializing in technology and software