

# When the leads start pouring in after your next campaign, the whole office is going to want to celebrate with you.

**(Keep the bottle opener handy.)**

Dear Steve,

Being a marketing manager is a lot like being tightrope artist, don't you think? Your job is high-profile. It requires copious amounts of skill, courage and daring... And it can be rather dangerous.

Everyone from the CEO down to the most junior salesperson is watching your every move. If you deliver dazzling performances – fill the house with new leads and sales – you'll be their hero, the toast of the office. But if you falter and fall... they'll just turn away. Some may even turn against you.

As a marketer, you've accepted the pressures that come with putting your daring campaigns on show for all to see (and for everyone in the company to judge you by). That takes courage.

However, unless you know *exactly* what it takes to influence decision makers in your industry, you're taking huge risks with your marketing campaigns, not to mention your reputation and career. You're performing without a safety net. That's not courageous – that's crazy!

Do you know **the most effective way to influence technology buyers** today? You will, once you read this FREE special report:

## **The World's Most Powerful Tool for Influencing Technology Buyers... And the 3 Worst Mistakes 8 out of 10 Marketing Managers Make When They Use it**

TechTarget™, KnowledgeStorm™, MarketingSherpa™ and Eccolo Media™ all recently asked technology buyers what influences their purchasing decisions the most. And out of thousands of responses, the same answer kept coming out on top. This report has that answer. And more.

You'll see the results of my survey of over 500 industry websites (yours among them), which

(next page, please)



### Order Your FREE Report!

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reveals the 3 biggest mistakes technology marketers make when using the most powerful influencing tool at their disposal... and how *you* can easily avoid making them.

### Here's some of what you'll discover in the report:

- ✓ The #1 tool for influencing technology buyers, based on thousands surveyed (page 3)
- ✓ Findings from several independent studies, which all confirmed this tool to be the most sought-after, most persuasive and most viral form of technology marketing content (page 4)
- ✓ The surprising results from my own survey of over 500 tech company websites – where I found 79.5% of marketers making the 3 worst mistakes you can make with this tool (page 8)
- ✓ Actionable advice on what technology buyers want and don't want from this powerful tool – direct from the decision makers themselves (page 11)
- ✓ Tips for using this tool – and avoiding those 3 fatal mistakes – that will give you a huge advantage over more than 96% of your competition (page 15)

### What else will this report give you?

Besides the critical insights into *your* target market that I've just mentioned, this report gives you the one thing most top businesspeople swear by as a key to their success: **access to expertise**. Great leaders surround themselves with experts who supplement their own skills, multiply their efforts and make their jobs easier.

Which is precisely what I will do for you. I'm John Cole, a B2B Copywriter specializing in technology, software and aerospace. I'm also a tech industry insider, with over 20 years of engineering experience. I know your target market, because I've *been* your target market. And I help marketing managers like you spend less time in review cycles and more time celebrating your successes.

You can learn more about me anytime at my website ([www.CopyEngineer.com](http://www.CopyEngineer.com)). But for now, dig into all the important and useful information I've prepared for you in this FREE report:

### The **World's Most Powerful Tool for Influencing Technology Buyers... And the 3 Worst Mistakes 8 out of 10 Marketing Managers Make When They Use it**

As successful marketers, we can't afford to fail with the instrument our target market says is our most persuasive. You'll know how to use that instrument much better – better than 96% of the competition – when you read this report. Requesting your FREE copy is easy!

Visit [www.CopyEngineer.com/celebrate](http://www.CopyEngineer.com/celebrate). Call (+39) 011-569-4951. Write your email address in the space provided on page one of this letter, and fax it to me at (+39) 011-3713-1189. Or clip the reply slip and mail it to me in the window envelope. Request your FREE copy right now. You'll be glad you did.



Sincerely,

John Cole

### **P.S. Technology buyers have told us what influences their purchasing decisions the most.**

Find out what they said, and get the surprising results of my survey of over 500 industry websites (including yours). It's all in your FREE report available to you right now at [www.CopyEngineer.com/celebrate](http://www.CopyEngineer.com/celebrate).