

**Deb Holder**  
Direct Response Copywriter

Copy That Converts Cash!



*Finally, a copywriter who “gets” the self-help market...*

## **Former Mental Health Counselor Reveals “Why Customers Don’t Want You To Sell Them A Product....**

### **They Want You To Give Them Hope”**

*Give me just five minutes, and I’ll show you how this self-help-graduate-turned-marketing-CEO can give you the competitive edge in your marketing campaign.*

*Read on to discover 9 reasons why Deb’s unique blend of personal struggle, counselor training, and in-the-trenches sales experience builds maximum profits for your business!*

*I’ll show you. . .*

- *how money-making copy is about connection not hype. (Forget what your competitors are doing. Learn how to stand out in the crowd and attract buying customers, regardless of the economy.)*
- *why the language of the sale is critical to your bottom line. (It’s a fact: stories sell. Ignore this fundamental tactic, and it’s like tossing money to the wind.)*
- *why the look of your sales page could be costing you thousands of dollars. (With just a few simple tricks, your conversion rates will soar.)*
- *why your sales message should never focus on a one-time transaction. (You could be leaving money on the table if you overlook the unlimited power of future-oriented copy.)*

- **how to avoid the most common marketing blunders. (Make these mistakes, and you could be out of business in no time!)**

### **“You’ve nailed it. This sales page is AWESOME!”**

*“You’ve nailed it. This sales page is AWESOME! You have an uncanny ability of drilling down to the core benefits that speak directly to the emotions of my target market. Your copy is compelling, heartfelt and, most important, extremely captivating. You have exceeded my expectations in every aspect of our dealings, not just with the copy but with your advice and guidance that you’ve so generously shared with me at every turn. You have been an invaluable resource and I feel truly blessed to have such an expert marketer on my team.”*

**--Joan Baker**  
[childcustodyconflict.com](http://childcustodyconflict.com)

### **“When you’re hot, you’re hot!”**

*“When you're hot, you're hot! You're batting 1000 with this site. Thanks for some really fantastic work!”*

**--Bob Sakayama**  
TNG/Earthling, Inc.  
<http://www.growler.com/bob.htm>

### **“Deb delivers results!”**

*“Deb delivers results! Her work certainly stands out in the crowd. Hire this woman. Her work is fantastic!”*

**--Ricky Breslin**  
[RickyBreslin.com](http://RickyBreslin.com)  
[BraidsByBreslin.com](http://BraidsByBreslin.com)

## **Are You Putting More Money Than Muscle Into Your Marketing Campaign?**

**If you’re not maximizing your profit potential, read on to discover Deb’s secrets to cashing in on this multi-billion dollar industry.**

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**From the Desk of Deb Holder**

Self-Help Copywriter / Marketing Strategist

To contact me right now, [click here](#).

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Respected Colleague,

On Lookout Mountain just outside Denver, Colorado—a few feet away from Buffalo Bill’s grave—a man smashed my face into the sidewalk one scorching August day in 1987.

My Wild West nightmare had begun.

Blood dripped from the gash on my forehead. I closed my eyes and waited for the “hero” to show up, just like he did in the old, black-and-white westerns. I desperately wanted someone to rescue me. Someone to extend a helping hand and tell me everything was going to be okay.

***It didn’t happen that way.***

Instead, people walked by and looked . . . but did nothing. I could see it in their eyes. *They didn’t want to get involved.*

A few minutes later I picked myself up. I felt the fire of humiliation rising inside me. I was hurting. I was embarrassed. I was alone.

What I saw next really frightened me.

He got into my car and began to drive. He was going to leave me there, nearly 1400 miles away from my nearest friend or family member.

But there’s something I haven’t told you.

The man who assaulted me was no stranger. He was my husband.

From that day forward, I realized I was on my own. I had to help myself.

**My name is Deb Holder. This is the first time I’ve gone public with my story.**

If just one person, just one, would have touched my shoulder and asked if I needed help that day more than 20 years ago, it would have made a world of difference. Instead, I became involved in a horrific freak show in front of an impromptu audience.

I didn't do anything to provoke his attack. The sad truth is that there was no way I could have prevented it.

It took 8 more years before I completely broke free from domestic violence. Like many people, I made too many wrong decisions before I finally made the right one. When I got the courage to leave, I couldn't just walk out the door. I had to plan my exit.

## **That's When I Became a Devoted Student of Self-Help Products**

**Self-help was that touch on the shoulder I needed.**

I first realized I wasn't alone when I read *Men Who Hate Women & The Women Who Love Them* by Dr. Susan Forward and Joan Torres. I could relate to the stories of other women who lived with abuse. The romantic courtship. The control issues. The inevitable explosions.

This book saved me. There was no lecturing. No judgment. No harsh words. Just understanding. And most of all, there was hope in the stories of women who transformed their lives from tragedy to triumph.

I bought more books. Books to overcome shyness. Books to become successful. Books for spiritual guidance. The more I read, the stronger I became.

Later I discovered audio-tapes. I started with Tony Robbins' *Personal Power*. Each time I listened, it was if I had a personal coach to guide me through the rough spots in my life. It had a huge impact on my life.

I read, listened, and watched everything I could get my hands on. Then I walked away from the violence, and the real healing began.

Now I help others give hope to those who need it.

**The truth is, self-help is not just my business. It's been my personal road map to happiness.**

**That's why I can easily build that bridge—that connection—from marketer to buyer. I am the target market. I know exactly what works to create a relationship that hooks a customer for life.**

# Soon I'll Reveal 9 Reasons Why Deb's Compassionate Copy Adds Fuel To Your Website or Offline Direct Response Marketing Campaign

First of all, people aren't looking for a "product." They're looking for solutions to their problems. They want that comforting touch on the shoulder. They just need to know that everything will be okay. They're looking for hope.

Forget what the naysayers spout off about the self-help industry. I know it works.

**That's why I'm so passionate about using my years of direct-response marketing and copywriting to help entrepreneurs and big businesses in the self-help market bring their products to those in need.**

It's the same whether they're depressed or want to change careers. They feel stuck, and they're looking for confirmation, understanding, and respect.

They may even need to recover from disgrace, just like I did. My private shame became my public humiliation when my husband terrorized me in front of a dozen strangers that day.

Eventually my forehead healed and the bruises faded. Yet the emotional pain stayed raw and tender for years.

But I did not allow my past to dictate my future. . . .

## I'm a self-help success story.

The truth is, people love a good comeback. It gives them a sense of optimism that they, too, can find peace and happiness. Because I was able to turn my life around after I hit rock bottom, I understand what people in desperate situations are looking for. I know how to turn hopelessness into hope.

**And you need a copywriter who has "been there" and knows what your clients are searching for.**

That's why I don't write a one-size-fits-all marketing message. A lot of copywriters already do that.

**Instead, this is what I do:**

- Infuse your copy with stories that your target audience can identify with
- Hook the prospects with that “I’ve been there” or “Me, Too!” connection
- Close the sale with a message of hope for those who buy your product.

## Here Are 9 More Reasons Why Deb’s Compassionate Copy Impacts Your Bottom Line

### 1. I am a caring counselor.

For more than two decades, I’ve immersed myself in the industry. I have a Bachelor’s Degree in psychology from Marshall University. I’ve sat face-to-face with children and adults in crisis. I know how personal connection changes people’s lives. I’ve helped. . .

- disabled adults plan careers
- abused and neglected children through crisis
- bruised and battered women leave volatile relationships

I impact your customers on an emotional level with compassionate copy.

### 2. I’m an experienced diversity trainer.

I’m certified by the National Coalition Building Institute to work on college campuses. I’ve facilitated workshops to bring awareness about prejudice, to share stories of hurt, to build a bridge of understanding, and to offer hope for. . .

- Minorities
- Women and Single Mothers
- Adult Children of Alcoholics
- Individuals with Weight Issues
- Recovering Alcoholics/Drug Abusers
- Gay/Lesbian/Transgender Men and Women
- Individuals with Disabilities—Visible and Hidden
- Ex-offenders
- Anyone who has experienced prejudice

I impact your customers on a personal level with empathy.

### 3. I’m the parent of a child with an anxiety disorder.

I know how difficult it is to be “different.” How frustrating it is to attempt to make people understand what they don’t know. I’ve witnessed the gut-wrenching terror of a panic attack. As the parent of a child with life challenges, I know how important it is to develop life strategies to cope with difficult situations. I know how just one act of kindness can turn a child’s day into a positive experience.

I impact your customers with empathy.

#### **4. I’ve been in the sales trenches.**

I’ve been selling for as long as I can remember. As a child, I sold products door-to-door to earn extra spending money. After I graduated from high school, I worked a sales job during the summer and learned to make the sale and handle customer objections. After college, I worked a variety of sales jobs that strengthened my selling know-how.

I impact your profits with real-world sales know-how for that powerful call to action.

#### **5. I’m an experienced direct response copywriter.**

I’ve worked with world-renowned marketers. I know insider secrets to building your customer lists. You don’t need a sales letter. You need a full time copywriter that will get to know your business inside-out and really study your target market.

Get excited! You’re about to. . .

## ***Watch Your Profits Grow!***

There’s more than one way to sell a product. I’ll flex your marketing muscles and outsell your competition with. . .

- *Sales letters*
- *Auto-responders*
- *Blogs*
- *Articles*
- *Postcards*
- *Direct mail*
- *Infomercials*
- *Radio commercials*
- *Magazines*
- *Advertorials*
- *Press releases*
- *Much more!*

I impact your bottom line with a well-rounded approach that goes beyond the basic sales letter.

## **6. I'm a professionally trained writer.**

A lot of copywriters say you don't have to know punctuation. They're wrong. But not for the reasons you might be thinking.

Sales writing is not about writing perfect prose. It's about using effective language.

\$3 billion expert copywriter Clayton Makepeace says, "Improving the use of punctuation in your sales copy could help you keep prospects reading, better activate their motivating emotions and ultimately, put extra dollars into your pocket."

I agree. But you also have to break the rules to get their attention. You have to understand the cadence and flow of the conversational language to make the sale. I can do that.

However, when you need copy with perfect punctuation—like a white paper or professional report—I can do that too. I have a graduate degree in English and can make your copy shine.

Here's another reason why I can sell your product:

I impact customers because I write what I know . . . life strategies that work.

## **7. I build value to keep your customers coming back for more.**

Community-building. That's important for getting repeat buyers. Back-end sales are the lifeblood of your business. I'll study your market and your competition. Whether you're already established or just starting out, I'll do what it takes to build your lists and keep your customers coming back for more.

I impact customers with a connection that builds relationships beyond the initial sale.

## **8. I'm a self-help marketer.**

I don't just write copy for other marketers. I'm a self-help entrepreneur committed to making a difference in the lives of others. I'll take the business strategies I use in my own business and convert them into stealth tactics for yours.

## **9. Ongoing consultation is included in my fee.**

Some copywriters have told me not to do this—that I’m “opening a can of worms”— but I’m ignoring their advice. When you hire me, this is what you’ll get:

**My “stay committed through the course of the campaign marketing offer” means I can be involved with your project from start to finish.**

I take your business seriously. That’s why consulting is included in my fee for services. All customers get at least 2 months of follow-up. Premium clients get 6 months of additional consultation.

While a lot of copywriters churn out overnight copy for the market at large, I am not that copywriter.

This is what I do. . . .

- Research the product and the competition
- Learn the language of the niche market
- Use stories to hook the reader
- Write original, compelling stories
- Sell with passion minus the hype

I impact your business with genuine, authentic copy that connects with your target customer—not a one-size-fits-all “lazy marketing” template.

Interested? [Click here for see a sample of my work.](#)

**Before you hire me, you need to know something....**

I’m selective about my clientele. I work only with entrepreneurs and businesses who are truly committed to helping people make positive, lasting changes in their lives.

***Right now, I’m looking for just a few good clients.***

Don’t hire me unless you’re willing to invest in high-end, high-impact marketing.

If you’re ready to go the distance with all all-out, grab-their-attention-and-keep-them-hooked marketing campaign, I’m ready to go the distance for the right project.

Are you looking for. . .

- a highly-motivated, results-oriented copywriter
- a connection with buyers on an emotional level from an experienced mental health professional
- a strategic plan that shows you how to create best-selling products

- persuasive squeeze pages
- auto-responders that keep your marketing message alive
- an authentic, no-hype sales message
- a marketing strategy that positions you for profit
- a trained writing professional who understands how to use power words that sell

Do you need someone who can...

- be a key-player in product brainstorming, research, and development
- show you how to reduce refund rates
- use multi-channel marketing to increase profits
- write a varied range of promotional materials
- show you how to reduce refund rates

Just to let you know—I don't . . .

- write spam
- misrepresent your product to increase profits
- sell anything illegal

I know that selling doesn't stop with the "order" button. That first sale is just the beginning of the buying process. I don't write just for today. I create copy that builds relationships for future sales.

## ***Compassionate Copy Moves Customers Past Buyer's Resistance To "Buy Now!"***

My compassionate copy hooks people into that "Me, too!" connection and draws your target audience to your offer.

***Ready to hear the rest of my story? [Click here to read what happened next.](#)***

I could have used a personal connection twenty years ago on Lookout Mountain.

I couldn't have been more vulnerable. My husband had just slammed my head into a concrete walkway. Then he took my car as I lay on the ground bleeding.

I knew I had to do something. I stood up. Everyone stared at me. No one said a word.

I wanted to run away, but that wasn't an option. So I ran toward the car.

When my husband saw me, the torment began again. Just as I'd get close enough to open the door, he'd punch the accelerator and drive just out of reach. Then he'd laugh.

He did this a few times. He wanted me to think he was going to leave me there. It was part of his game.

A few minutes later, he finally let me back into the car.

The torment didn't end there. He grabbed my hair, yanked my head down into the seat, and drove to an isolated part of the mountain. He screamed obscenities at me until we reached a clearing. Then he demanded I get out of the car.

I knew if I got out he'd kill me.

I refused to move.

When he finally realized I wasn't going to get out, he drove back down the mountain.

The torment still didn't stop.

He continued to threaten me for the next two days. To survive, I just did what I had to do to appease him until we reached our destination.

I wish I could say that I escaped soon after, but I too weak to take that first step. I knew he'd find me. And I didn't want to put my family in danger. So I stayed.

When I was ready, the direction I got from self-help books and audio-tapes gave me the courage to leave. But that's not the end of my story.

A few years after I left, my ex-husband killed a man over a minor traffic incident.

I'm lucky to be alive.

## Here's the deal. . . .

I don't want to work with just anyone anymore.

You may hear a few marketers outside the self-help industry talk about my work. I believe in loyalty. I'm not cutting them loose.

I used to be a generalist copywriter, working with anyone in any industry, but I'm now focusing exclusively on self-help marketers.

I am accepting clients who are tired of typical, everybody-does-it copy and want to move customers to make the sale with compassion, empathy, and intimate stories that connect the target customer, not screaming exclamation points that assault the senses.

Are you ready to launch a high-impact marketing campaign?

## I'll Give You a Free 30-Minute Consultation

Complete the form below, and I'll show you how my empathetic copy touches the heart and soul of prospective customers and turns them into buyers again and again.

### New Client Inquiry

Your privacy is important to me. This form is for informational purposes only. You will not be placed on any mailing list, nor will you be under any obligation whatsoever.

Your name:

Your company:

Your e-mail address:

Your phone number:

Your website:

Type of business:

1. List your major products/services. What are your fees/services or general price range ?
2. Who is your target market?
3. How do you direct people to your website? To your call center?
4. How do you market your product/services? Check all that apply.

Website

Television

Radio

Direct Mail

Yellow Pages

Newspapers

Repeat Business

Other (Please explain)

5. What else would you like me to know about you, your business, or what you'd like to accomplish if you hire me?

You can also contact me three other ways:

e-mail: [results@debholder.com](mailto:results@debholder.com)

Skype username: deb.holder

Phone: (864) 980-8857  
9 a.m. – 5 p.m. (EST)

### Deb's No-Hassle Guarantee

If you aren't happy with the results, contact me within 30 days from the time I've delivered your copy, and I'll tweak the existing copy FREE OF CHARGE!

Are you ready to get started?

To your unlimited potential,

Deb Holder

P.S. I'd love to work with everyone who sells a great product, but I have to be realistic. I can't partner with everyone because **my calendar fills quickly**. Act now and get top priority in my schedule.

P.P.S. Don't forget! **I offer up to 6 months of ongoing consultation** in the fee for services! My colleagues have told me that I'm crazy to do this, but I'm dedicated to your success.

P.P.P.S. Right now, I'm still offering a **free 30-minute consultation**. Schedule yours today, and let me show you how to dominate your niche!

### **PRIVACY GUARANTEE**

I respect your privacy and will never sell, rent, or give your e-mail address to any unauthorized party.