

American Writers & Artists Inc. *presents*

Monthly Copywriting Genius



[Home](#) [This Month's Introduction](#) [This Month's Interview](#) [This Month's Analysis](#) [Previous Issues](#)

Monthly Copywriting Genius: Issue #53

Here's Why the Success of Your Package Lies in How Well You Know the Target Audience

Dear Monthly Copywriting Genius,

Every copywriter we interview in *Monthly Copywriting Genius* has their own unique way of approaching copy, from the amount of research they do, to having other people review what they write, to studying past controls.

But here's one copywriter who takes a tremendous amount of time getting to know the target audience. In fact, she doesn't think twice about talking in depth to current customers... even hanging out at her local Wal-Mart.

For her, the secret to creating a winning control lies in how well you know your target audience. And that's exactly what she shares with you in this month's issue.

Her ability to home in on the target audience has made her a highly sought-after copywriter. And she's earning a very good living for herself writing copy. One project paid off so well, she was able have an in-ground swimming pool installed in her backyard – and paid for it with just two royalty checks.

If that's the kind of money you'd like to make writing copy, then make sure you read this issue from cover to cover. Let's get started with an introduction to this month's copywriting genius.

From Marketing Professional to Copywriter Extraordinaire

Like many copywriters we've talked with in past issues of MCG, Carline Anglade-Cole didn't start out as a copywriter. But unlike many other copywriters, she was well aware of direct response marketing.

You see, Carline spent the better part of ten years working for Phillips Publishing, one of the top ten newsletter publishers. Carline started as a customer service representative. But when the company launched their health division, Carline took a job as a marketing assistant.

But her employer soon recognized her skills, and she moved up to marketing manager, then senior marketing manager, and on to director of marketing. By the time she left Phillips Publishing, she was a group publisher, one of the highest positions available.

Why did she leave such a coveted position? As Carline explains, "By the end of 1998, I wanted a change. I was tired of trying to balance career and family, and wanted more flexibility in my life.

"My husband encouraged me to go out on my own. We figured the worst that could happen was that we'd end up back in the one bedroom apartment we started with (although we'd now have 4 kids with us). I got the guts to do it and as they say, the rest is history..."

Her First Success Meant More Money in Her Pocket And a Ton More Clients

Here's something else about Carline that sets her apart from a lot of other copywriters. She was fortunate enough to work with one of the industry's most widely known copywriters: Clayton Makepeace.

Carline teamed up with Clayton to write a package called "Forbidden Secrets of Sex and Healing." The client thought he needed both a male and a female copywriter to get the job done.

Get the job done is an understatement. The package was so successful Carline made enough money to put a huge pool in her back yard... and paid for it with her first 2 royalty checks.

That's a perfect example of how lucrative copywriting can be. We're talking about the residual income on just one package. And that residual income can roll in for months, and even years.

On top of that, when you get a control for your client, you not only get repeat business, you'll also probably pick up a bunch of new clients. That's what happened to Carline. Her successful "Forbidden Secrets" package got noticed by her client's competitors. And soon, those competitors had become her clients, too.

Carline explains, "By doing a good job for the existing clients that gives me repeat business. Good copy gets noticed by the competitors, so by word of mouth, people seem to find me."

So what method does Carline use to craft winning sales letters?

Carline says she needs a good product, credible research... and an in-depth understanding of the target audience.

What Wal-Mart Reveals About Your Target Audience

For Carline, getting to know her target audience means more than studying data cards or looking through all of the information her client sends her.

Carline likes to "see and hear" her target audience. She tells us, "I hang out at Wal-Mart. I talk to my mom, aunts, and in-laws, ANYBODY who's willing to talk to me. I also create my own focus group at times to help me home in on a project."

For the winning control she wrote for a liver cleanse product (this month's sample control), Carline learned a lot about the target audience.

Listen as she describes them to us in detail, "The target audience is anyone over 50 who takes prescription drugs, doesn't always eat a healthy diet, is stressed out and/or drinks alcohol."

But it wasn't enough for Carline simply to know who they were; she wanted to create a message that would resonate with them.

Carline says, "I wanted to dimensionalize the liver as much as possible. I wanted to try a scarier looking cover showing how your liver would look if it was on your face. The cover beat the previous controls and it's still going strong. So I guess the lesson is: Find ways to dimensionalize whatever you're trying to sell. If it's a hard concept, then tie it in with something your market is already familiar with."

When you see the cover of the package you'll know exactly what Carline is referring to when she says "scarier looking cover." In fact, it's more gross than scary. But it does exactly what Carline was after: it dimensionalizes the problem.

Surprisingly, Carline wrote this package faster than almost any other she has ever written. Why so much faster than others? Because the client provided her with solid research material. Carline says, "Once I got the idea for the 16-hour flush, I wrote the package in 2 weeks."

Now let me stop here and point out why that's an important piece of information. Remember when Carline told us she was able to put an in-ground swimming pool in her back yard – and pay for it with just two royalty checks?

Well, suppose you write a package in just two weeks. And suppose that package becomes a control. Then suppose you get a royalty of two cents for each piece that the client mails. If the client mails 2.5 million pieces, you'd collect a big fat royalty check for \$50,000!

Two-weeks' work for \$50,000? I think that's enough money to put a pool in your back yard.

That's also why I encourage you to read this month's interview with Carline. So you can see for yourself the technique she uses to produce controls. Carline also supplies a great way for you to get clients. She reveals in detail the letter she sends out to potential clients, and how that mailing usually gets her two or three new clients a year.

You might want to try your own version of that letter. But before you write it, take a look at Carline's liver cleanse control. It's full of the elements that make for great copy.

Sincerely,

Sandy Franks



Editor, Monthly Copywriting Genius

[Review this Month's Interview](#)

[Home](#) [This Month's Introduction](#) [This Month's Interview](#) [This Month's Analysis](#) [Previous Issues](#)

American Writers & Artists Inc.
245 NE 4th Ave., Ste 102 • Delray Beach, FL 33483
Phone (561) 278-5557 | Toll Free (866) 879-2924
Fax (561) 278-5929
memberservices@awaionline.com



Your privacy is important to us.
You may review AWAI's privacy policy [here](#).