



Welcome to 5 in 2007

Welcome to our 5th Newsletter and we would like to wish you all a Happy and Profitable 2007!

fresh look..



As you have no doubt noticed we have a fresh new email header based on our much praised pretty girl + light bulb theme.

We will also be developing a new brochure and website in 2007 which we hope will help to raise of profile - we will of course keep you informed and let you have an ETA at a later date.

tips 5 writing a mailshot

10 ways to maximise response

- 1 : Write a straightforward headline, featuring your main benefit, to start the reader off on the right track.
- 2 : You have only seconds to make an impact. Get to the point immediately and avoid waffle in your opening sentence.
- 3 : Explain your offer. Make sure your reader sees the big benefits in the first paragraph.
- 4 : Show how your product solves the customer's problem.
- 5 : Be clear. Be simple. Be convincing.
- 6 : Use short words, short sentences and short paragraphs.
- 7 : Use the tried and tested attention-getting words — bargain, big, bright, easy, first, free, improved, love, money, new, now, offer, safe, save, want, and, above all, you.
- 8 : By ending a paragraph with a question, or ending a page in mid-sentence, you can tap into the cliffhanger effect and attract readers to read on.
- 9 : Check through what you have written. Then ask someone who does not know the product to check through it again.
- 10 : Read everything out loud. If it sounds strange or forced, it is — and you need to

www.brightstar-creative.com

we also create... happy customers :-)



make your mark with your own funky pens!

These pens are cool, funky, good quality and available in four colours.

Have your company or product name on the barrel or clip (or both at an additional cost).

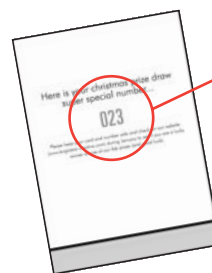


All Inclusive Cost:-

250 - £175.00 500 - £275.00 1000 - £455.00

Future re-orders would be cheaper

??? HAVE YOU ???
CHECKED YOUR CARD



You have until the end of January to check your personal number from your xmas card to see if you have won one of our fab prizes!
See our website NOW!

(All winning cards must be presented to claim your prize)

happy new year!

THING OF THE MONTH

Apple has at last announced their all singing all dancing mobile phone and it could become the must have gadget of 2007

