



**Raja Hireker**

**Communicator and Copywriter, Big Idea Strategist, Marketing Consulting**

CIM Post Grad (*Chartered Institute of Marketing*) Marketing education mainly acquired from the school of hard knocks and trial & error testing.

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Products and services – both tangible and intangible, cannot sell themselves - *countries, religion, peace, war, televisions, personalities, sport, toothpaste, education, relationships, government, manifestos, ideas, concepts, care for the elderly...* they all have to be packaged, communicated and then sold to the target audience.

They can be sold with good communications. They can be sold with bad. Good, responsive communications sell more products and services. Therefore, the number of happier clients and customers served, are multiplied.

**KEY elements to my creating the kinds of results you see on the right hand side;** (*And, will be the same elements to creating effective, response producing communications and copywriting for almost any product or service*)

1. Empathy and deep understanding of the target market's core fears, desires, emotions.
2. Deep product research - the ability to ask precise, incisive, penetrating questions in order to elicit key appealing elements and benefits to the user.
3. Creating effective, results-producing-copywriting and communications to promote the benefits of the product or service to the customer, focusing on the results customers will acquire because of using the product or service.

Raja knows more about the techniques of persuasion than nine out of ten copywriters. He has a winning style, great determination and unusual ingenuity." **DRAYTON BIRD - Author Common-sense Direct Marketing & Sales letters That Sell and Former International VP & Creative Director O&M Direct.**

"If you need fresh ideas, new ways to sell your products or services, super fresh marketing and copywriting, then you've got to check this guy out. Raja's worked on a number of secret projects for me and I'm pretty reluctant to let others know about him. His work is solid and his word is golden. Plus, he's just a really nice guy. I don't think you'll go wrong in having him help you out in your business". **Ron G Holland, author of Talk & Grow Rich and The Eureka! Enigma**

**KEY question my clients ask; can you do this for us? My KEY Answer; Yes, and more.**

## Interested?

If you've a quality product or service and if you're interested in hiring the services of a direct response copywriter and marketing consultant with brains, who is able to adapt, adopt and apply *proven marketing know-how and salesmanship in print techniques & strategies* coupled with applying deep knowledgeable emotional insights to any target market; if you want someone to be able to turn an idea, concept or strategy into an actionable, profitable, blueprint plan (and implement it) faster than most people on the planet, if you want to have someone take complex marketing systems, processes, copy or ideas and then to solidify and simplify them into a tangible *easy-to-understand* documents or plans which in turn can be used to create valuable and profitable results from, then please get in touch with me.

Serious enquiries only please.

### The Kinds of Results My Ideas, Thinking and Copywriting Has Produced

\*\*Doubling the membership subscriber base helping a business education owner enjoy £25-40k a month, *continually*\*\*

\*\*Creating strategy, marketing assets and COPY allowing a Practice to be sold for 6 times the initial buying price and have the practice be the 2<sup>nd</sup> highest earning out of 3000\*\*

\*\*Created the foundational launch strategy, COPY and the written marketing assets enabling client to acquire clients to then sell £8 million (and counting) worth of food and entertainment services via specialised client retention systems\*\*

\*\*Created informational sales letter campaign allowing client to notch up mid-six figure sales... (on my advice, he could have *tripled* his business by creating back end products and services to sell those customers, but chose not to) \*\*

\*\*Created launch strategy, marketing assets and advertising COPY to help client create over ¼ million pounds in 17 days\*\*

\*\*Created sales funnel and promotional marketing ideas and copywriting needed to sell a licenced producing £650k in sales, and counting for business provider\*\*

**For a detailed document highlighting a number of my proven marketing and advertising ideas in ACTION, and how they can be used for your benefit...**

[CLICK HERE](#)