

# Raja Hireker – Marketing Strategist & Direct Response Writer

[raja.hireker@gmail.com](mailto:raja.hireker@gmail.com) / voicemail: 44 (0) 7903 905 802

## Creating Powerful Marketing Campaigns, Programmes and Systems Designed To Sell Your Products & Services to New, Past and Inactive Customers Using Direct Response Communications

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If you're committed to be in the business of serving customers and delivering results through the usage of your quality products and services, the way your marketing communications are written and exactly *what* is said in them, can make all the difference in the quality of response and the impact your communications generate.

Put differently, *poor marketing communications create poor results.*

**A demonstration of results created based on utilising my effective, direct response marketing & communication strategies:**

\*\*\*\*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 marketing assets enabling client to acquire customers to then sell £8million worth of food and entertainment services via specialised client retention systems\*\*\*\*

\*\*\*\*Created campaign based around an informational sales letter system allowing client to notch up mid-six figure sales... (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\*\*\*\*

Listed are a few strategies employed to bring about the results mentioned above:

- ➔ Making the *Copy* conversational and personal instead of being cold, authoritative and impersonal
- ➔ Focus the communication on the prospect or customer *instead of* on the company or product
- ➔ Include a guarantee that's bold, personal and engagingly stated
- ➔ Restructuring the price presentation
- ➔ Change the headline into a benefit based headline instead of a headline having no meaning or with no specific interest or curiosity

### 17 Uses How My Powerful Communication & Marketing Writing Can Impact Your Business;

1. Client acquisition programmes
2. Client retention programmes
3. Promotional sales letter sequences
4. Full product launch system
5. Synthesising complex ideas into digestible, usable, practical & profitable content
6. Email autoresponder sequences
7. Customer reactivation campaigns
8. Lead generation systems
9. Seasonal offers and promotions
10. Product upsell programmes
11. Complete Webinar and Teleseminar presentation scripts
12. Customer retention newsletters
13. Informative articles, guides and reports
14. Speech and phone scripts
15. Website and online copy
16. Stick letter sequences
17. Adverts, brochures and other sales based materials

**Effective compelling communications** are the perfect antidote to The NUMBER ONE marketing, advertising & communication SIN; ***being boring***. And when people are bored, they turn off and turn away. And along with them goes all the money they would've spent with you over the number of years they would've stayed as a customer. Engaging, irresistible compelling communications can fix that from ever happening again.

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"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  
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Because of space restrictions, (I deliberately wanted to keep this document to 1 single page) I cannot document everything else I know that can help boost the profitability of your business or venture. I can however offer you the opportunity to find out more and to see if my approach, my thinking, my writing and my marketing strategies are a fit for you. Please send an email to me at: [raja.hireker@gmail.com](mailto:raja.hireker@gmail.com)