

client: ForGraphicDesignersOnly.com

project: Lead-generating sales letter (print)

objective: Get subscribers

Kristina Panos
portfolio

copy excerpt

Fellow Graphic Design Entrepreneur,

Do you wish there was a better way to consistently attract your ideal clients and projects?

I suggest you subscribe to my FREE newsletter at ForGraphicDesignersOnly.com. Once there, you'll have access to numerous business tools, tips, and insightful articles that will help you market your graphic design services to greater success.

Not Just Another Newsletter

I'm Michael Huggins, a Registered Graphic Designer. I left a prestigious Creative Director position to build my own successful design business. These days, I lead a team of several designers.

Through the years, I've also coached and taught marketing to graphic designers. These experiences revealed my passion for helping other designers quickly and steadily succeed in business. I launched a newsletter so I can easily share all I've learned about what works and what doesn't in design marketing.

You'll get this advice and more delivered straight to your inbox twice each month. The For Graphic Designers Only newsletter is packed with real-world knowledge you can start applying today to better market your services, avoid pitfalls and mistakes, and build your ideal business.

For a limited time, you'll also receive the self study edition of my latest mini-course, *How to Attract More Clients Using Special Reports*. This unique offer is a \$59 value, but it's yours at no cost when you subscribe today.

Your FREE special report marketing course includes:

- A one hour audio recording you can easily download for learning at your leisure
- A 29-page workbook that will quickly get you up to speed with special report writing
- Many extra handouts and bonuses that will give you an insider's grasp of special reports

Special Reports Will Make You Special to Prospects

No other technique I know of can improve graphic design lead generation as much as special reports.

[Copy continues...]

"Kristina has a clear and compelling writing style, and is well-versed in the best practices of crafting motivating marketing copy. I highly recommend her."
Steve Slaunwhite
Author,
The Everything Guide
To Writing Copy

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