

## *Copyopolis* Direct-Mail Postcards

In chapter 10 of *TWWF*, we discussed starting your own writers group. I described the one I started, *Copyopolis* (with six members), and the postcard direct-mail campaign we undertook some years into the group's tenure.

The creative direction the campaign took was based on the laments we've heard for years from our clients about how hard it was to find good, creative, strategic and reliable copywriting services.

Using a list comprised of local contacts as well as a list we purchased, we were letting marketing folks with companies both local and regional, know about *Copyopolis*—six writer who possessed all the aforementioned traits.

On the following pages are the six postcards, appearing as six sets of front and back images. We each came up with the concept and copy for one of the cards (mine was the fortune cookie).

After we "concepted" the six ideas, we hired a photographer and designer to turn our ideas into polished final results.

As discussed in the book, while we didn't get rich off the venture, at the very least, we tripled our investments, with some of us doing far better.

As noted in the book, *Copyopolis* is now defunct and the web site inactive.

copy again. I will not  
write my own copy again. I will not  
I will not write my own copy again. I  
copy again. I will not write my own  
I will not write my own copy again.

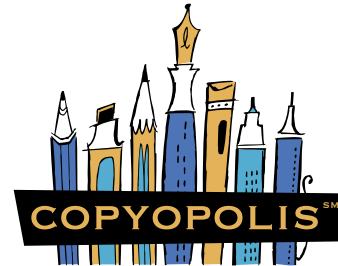
## LEARNED YOUR LESSON YET?

Writing is hard work. Especially when you're already maxed out. But expert help is just a click away.

We're six seasoned marketing writers who bring smart strategic thinking, diverse experience and rock-solid reliability to your communications projects. For bios and samples, check us out at [www.copyopolis.com](http://www.copyopolis.com)— and go to the head of the class.

### Credits:

concept, copywriting: [copyopolis.com](http://copyopolis.com)  
concept, creative direction, photo illustration: [thedesignline.com](http://thedesignline.com)  
photography, photo illustration: [divitalephoto.com](http://divitalephoto.com)  
print production: [miraculousproduction.com](http://miraculousproduction.com)



a community of marketing writers

BULK RATE  
US POSTAGE  
**PAID**  
PERMIT NO.#  
ATLANTA, GA



You will find six great  
copywriters on same day.

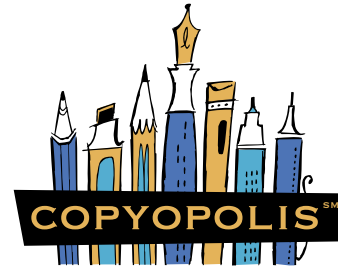
HEY, IT COULD HAPPEN. IN FACT, IT JUST DID.

Talk about good fortune. Introducing Copyopolis. Six marketing writers. A broad spectrum of project and industry experience. All smart and strategic. Responsive and reliable. Exactly the kind of talent pool you've been saying you need.

Wise man say: "To live long, happy life, check out [www.copyopolis.com](http://www.copyopolis.com)."

**Credits:**

concept, copywriting: [copyopolis.com](http://copyopolis.com)  
concept, creative direction, photo illustration: [thedesignline.com](http://thedesignline.com)  
photography, photo illustration: [divitalephoto.com](http://divitalephoto.com)  
print production: [miraculousproduction.com](http://miraculousproduction.com)



a community of marketing writers

BULK RATE  
US POSTAGE  
**PAID**  
PERMIT NO.#  
ATLANTA, GA

## Copyist

**cop·y·ist** (-ist) *n.* 1. a person who makes written copies; transcriber 2. a person who imitates; copier

**cop·y·op·o·lis** (kŏp'ē-ŏp-ŏ-lis) *n.* 1. home of the message masters 2. word crafters 3. communicators extraordinaire 4. an established community of professional marketing writers; well-known for delivering exceptional results; see [www.copyopolis.com](http://www.copyopolis.com)

**cop·y·read·er** (-rē'dər) *n.* a person whose work is editing and correcting articles, stories, or other copy, as in a newspaper office or publishing house

**cor·al** (kŏr-  
skeleton so  
polyps and  
masses form  
ical seas  
polyps (e  
Madrepor  
colonies  
kind us  
ovaries  
or yell  
coral  
coral-  
cor·al  
sout  
the  
fam

the exclusive

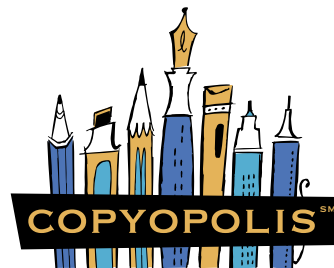
## NO NEED TO SPELL IT OUT!

Great copy. It resonates. It sells. You know it when you read it. And it's the specialty of the six seasoned writers you'll find at Copyopolis.

Smart. Strategic. Reliable. For bios and samples, look us up at [www.copyopolis.com](http://www.copyopolis.com).

### Credits:

concept, copywriting: [copyopolis.com](http://copyopolis.com)  
concept, creative direction, photo illustration: [thedesignline.com](http://thedesignline.com)  
photography, photo illustration: [divitalephoto.com](http://divitalephoto.com)  
print production: [miraculousproduction.com](http://miraculousproduction.com)



a community of marketing writers

BULK RATE  
US POSTAGE  
**PAID**  
PERMIT NO.#  
ATLANTA, GA

Smart

Six

Marketing

Writers

*www.  
copyopolis.  
com*

Great

Nice Too

Strategic

Creative

Experienced

Savvy

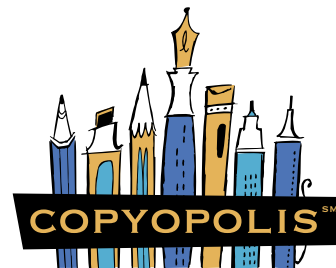


## HAVE YOU EVER KNOWN A REFRIGERATOR TO LIE TO YOU?

If you're coming up cold finding the copywriter you need, chill out. We've got the easy way to meet six experienced pros whose work is truly magnetic. For bios and samples, log on to [www.copyopolis.com](http://www.copyopolis.com). And see how great ideas come together with great copy.

### Credits:

concept, copywriting: [copyopolis.com](http://copyopolis.com)  
concept, creative direction, photo illustration: [thedesignline.com](http://thedesignline.com)  
photography, photo illustration: [divitalephoto.com](http://divitalephoto.com)  
print production: [miraculousproduction.com](http://miraculousproduction.com)



a community of marketing writers

BULK RATE  
US POSTAGE  
**PAID**  
PERMIT NO.#  
ATLANTA, GA

If YOU ever WANT  
to see Great Copy again  
follow Instructions On  
Back To THE letter!

## WE HAVE YOUR WRITERS.

We mean business—good business. Log on to our web site at [www.copyopolis.com](http://www.copyopolis.com) and find six seasoned marketing communications pros. Smart, strategic thinkers. Reliable, responsive and ready to help. Call us ASAP. We are not amateurs. We want to work with you. Don't make us beg; that could get ugly.

### Credits:

concept, copywriting: [copyopolis.com](http://copyopolis.com)  
concept, creative direction, photo illustration: [thedesignline.com](http://thedesignline.com)  
photography, photo illustration: [divitalephoto.com](http://divitalephoto.com)  
print production: [miraculousproduction.com](http://miraculousproduction.com)



a community of marketing writers

BULK RATE  
US POSTAGE  
**PAID**  
PERMIT NO.#  
ATLANTA, GA

## HOROSCOPE

**If today is your birthday:** A mysterious copywriter will arrive soon. Look for dramatically enhanced financial picture. Life will seem joyful and effortless. Lighter workload could mean travel to exotic locale.

## OK, SO WE CAN'T ACTUALLY REALIGN THE STARS...

...but some of our clients think we hang the moon. We're six seasoned writers with a broad spectrum of project and industry experience. Smart. Strategic. Reliable.

Check out our bios and samples at [www.copyopolis.com](http://www.copyopolis.com)—and see how we can change your future.

### Credits:

concept, copywriting: [copyopolis.com](http://copyopolis.com)  
concept, creative direction, photo illustration: [thedesignline.com](http://thedesignline.com)  
photography, photo illustration: [divitalephoto.com](http://divitalephoto.com)  
print production: [miraculousproduction.com](http://miraculousproduction.com)



a community of marketing writers

BULK RATE  
US POSTAGE  
**PAID**  
PERMIT NO.#  
ATLANTA, GA