



QUOTABLE MIKE CAPUZZI

17 Important
Marketing Tips from
Mike Capuzzi



MADE YOU LOOK

“How your marketing looks has a direct impact on its attention-grabbing power and results generated.”

“It’s important for you to have a clear picture of an ideal ‘**WHO**,’ so you can work on attracting as many of them as possible while simultaneously repelling those who do not fit the profile.”



“IF YOU BLEND IN, YOU DON’T STAND OUT.”





“PERSONALIZE TO PROFIT.”

Dear Mike,



"The more 'handcrafted' your marketing materials look and your marketing message sounds, the better your odds of getting noticed and getting acted upon."

**“HIGH IMPACT MARKETING IS NOT ABOUT CLUTTER.
IT'S ABOUT CONNECTING.”**



Subject: Is your copywriting readable?

Kathi,

I just posted an important article on two copy cosmetic mistakes I see a number of copywriters and business owners make, complete with examples of what **NOT TO DO** when crafting your copy and direct marketing pieces.

Taking 2 minutes to read this article can prevent you from making this same mistake. Check it out at:

<http://www.mikecapuzzi.com/news>

I trust you'll find this reminder valuable!

Mike Capuzzi

P.S. Tomorrow is the last day to register for my CopyDoodles Best Practices Webinar Series. Visit <http://www.copydoodles.com/training> to

“Writing effective marketing copy is alot like writing to a close friend.”



W. I. I. F. M. ?

**“Business owner isolation
limits BIG THINKING and
NEW opportunities.”**

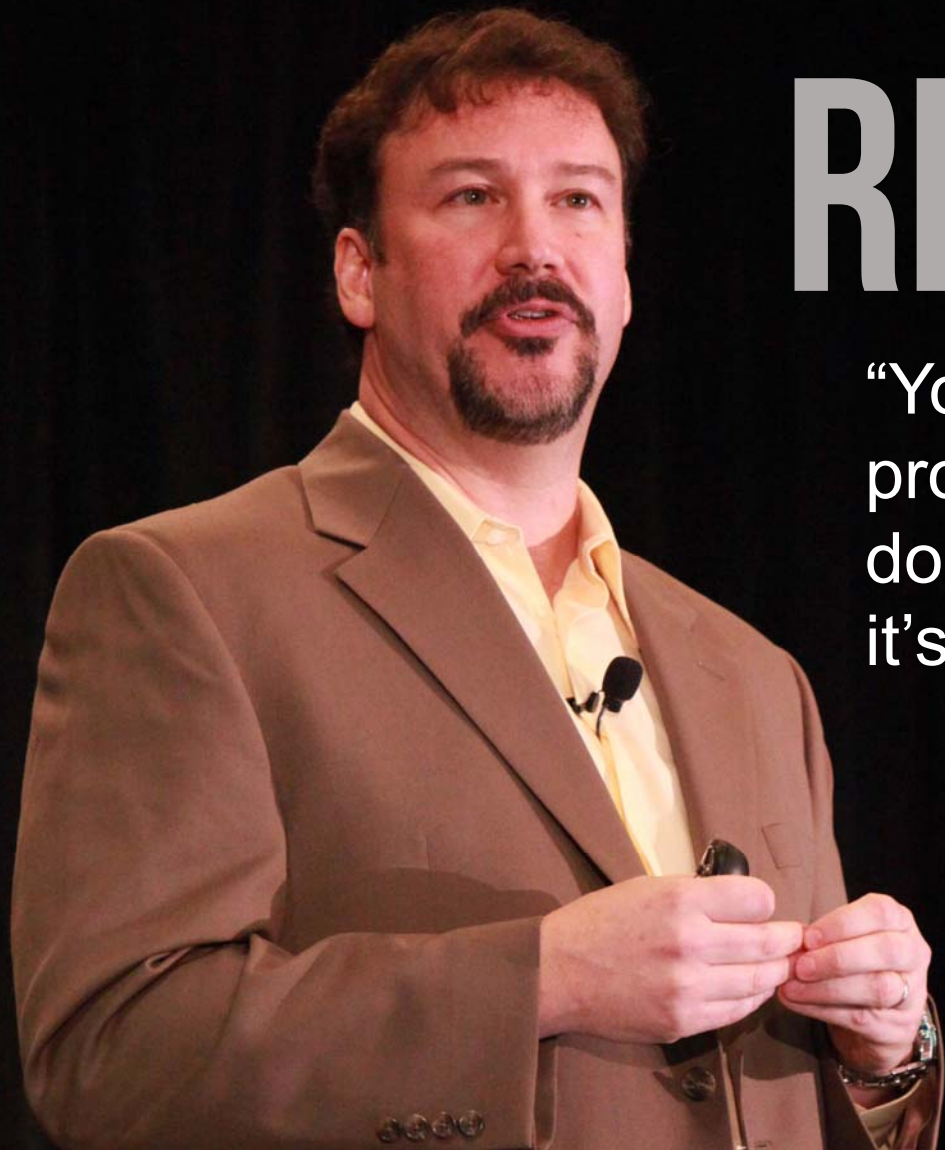


“Put a group of smart entrepreneurs in a room together, focused on a common objective and something magical happens.”



**“FRESH EYES ON YOUR
BUSINESS EQUALS
FRESH IDEAS FOR
YOUR BUSINESS.”**



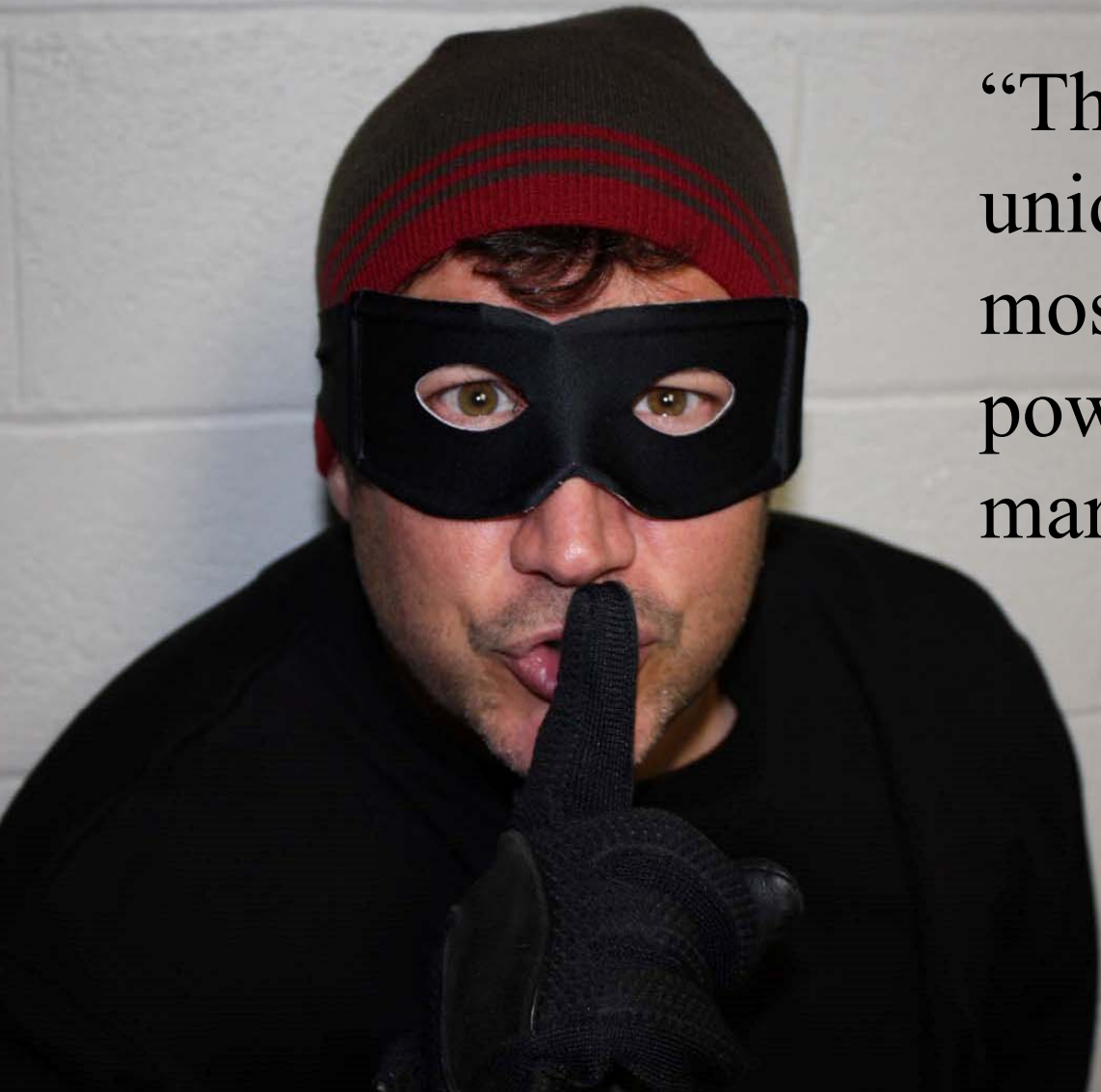


REMEMBER...

“You can have the world’s best product or service, but if people don’t *see* or *notice* your marketing — it’s as if you have nothing.”

“As success-oriented business owners, we tend to be in constant ‘go-mode’ and rarely give ourselves time to pause, and simply stop what we’re doing, be quiet, clear our heads and think creatively.”



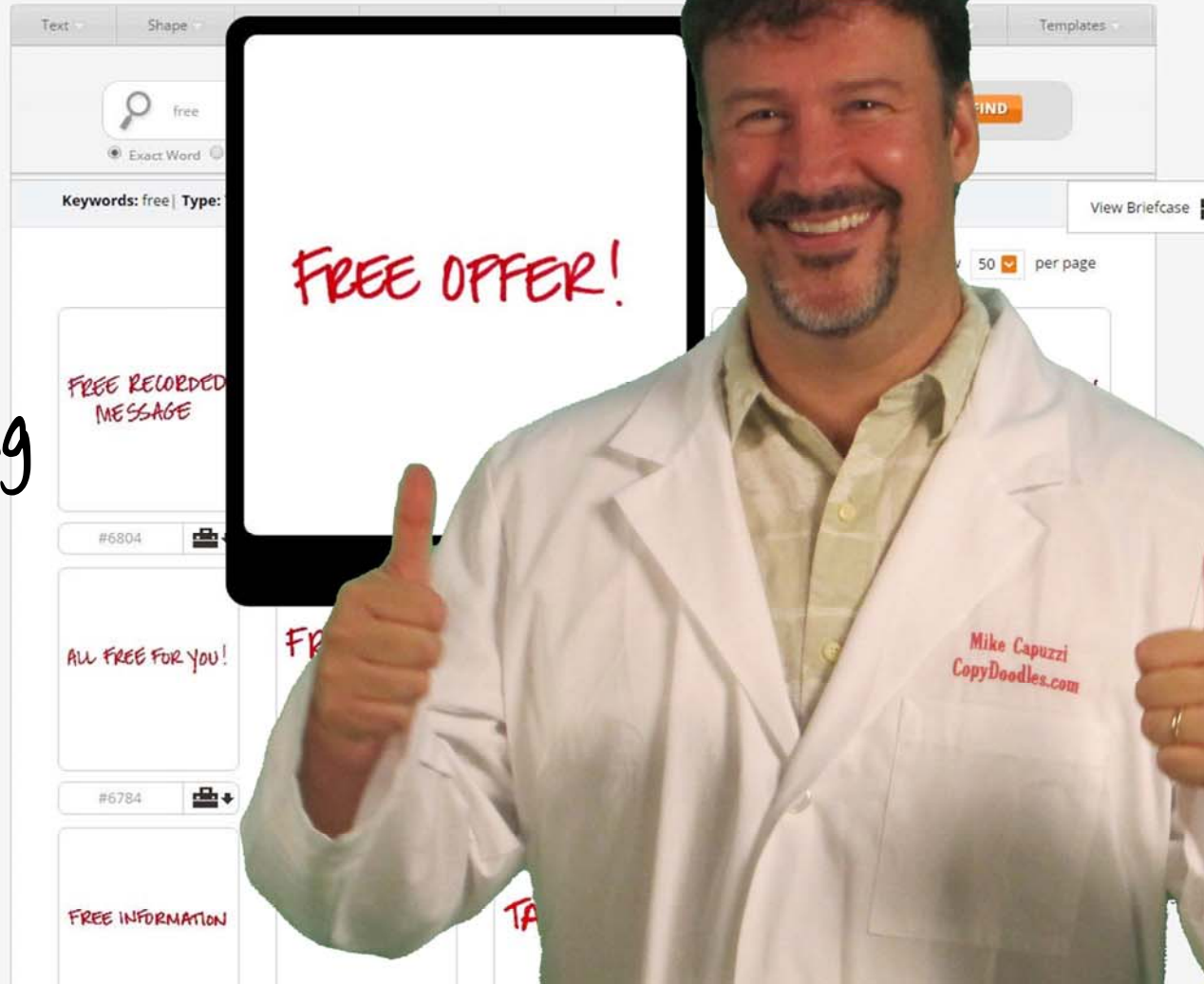


“The use of eye-catching, unique photographs is of the most under-utilized, yet powerful and simple marketing tactics available.”

**“MISSED OPPORTUNITY IS A BUSINESS
OWNER'S MOST INSIDIOUS EXPENSE.”**



"The easiest and most effective way to give your marketing the 'me to you' look is with CopyDoodles."



“Marketing materials
that cannot be read,
won't be read.”



"BE RESPECTFUL. BE RESPECTED."

(My daily mantra to my daughters)





Get More High Impact Marketing Inspiration
at www.MikeCapuzzi.com