

- Client:** Entry for a copywriting contest sponsored by American Writers & Artists Inc.
- Project:** E-newsletter ad
- Objective:** Motivate REALTORS® to sign up for a free trial of new contact management software
- Results:** This entry allowed Rachel to win 2<sup>nd</sup> place in the 2009 “B2B Rising Star” copywriting competition

## COPY EXCERPT:

*Note: The product name can't be disclosed. For the purpose of this sample, it has been changed to “AB Connect”*

### **Discover an Easier Way to Build Your Real Estate Business Try AB Connect FREE for 5 Weeks**

Have you ever lost business because you didn't follow-up with a prospect at *exactly* the right time?

The AB Connect powerful, yet easy to learn, contact management tools will help you:

- Eliminate paper scraps and complicated software. Manage your activities, buyers and listings – all in 1 convenient system.
- Automate your communications to **build loyal relationships with clients, prospects and referral sources.**
- Access your contacts anytime and anywhere using the completely secure, web-based system.

Stay organized and turn more leads into listings. [Click here to try the full version of AB Connect FREE for 5 weeks.](#)

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*“Your submission was selected as a finalist for this competition because you applied the principles from the workshop very effectively with fresh, clear copy,” Denise Ford, AWAI Conference and Events Director.*