

- 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 2nd 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.