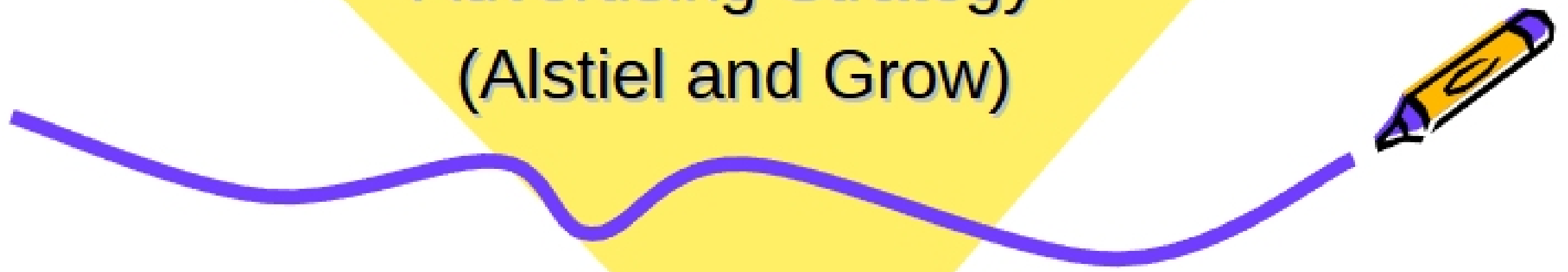




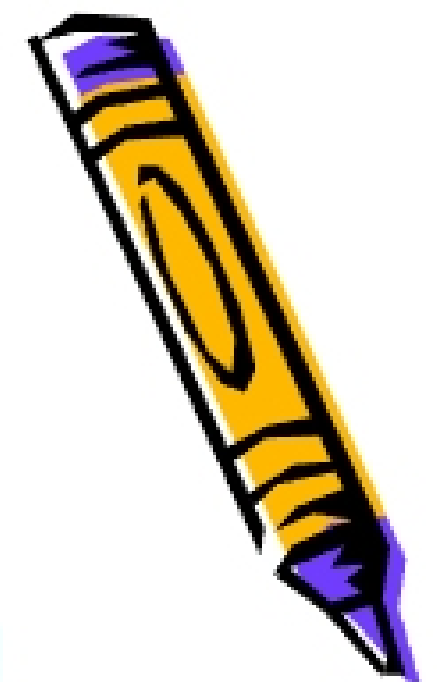
Body Copy

Advertising Strategy
(Alstiel and Grow)



Who needs body copy?

- You never know when you'll need it
- Ads aren't the only place you'll need copy
 - Web content
 - Collateral
 - Direct Mail
 - Reports, plans, books, proposals



What you need to know ...

- Don't write to impress - write to persuade
- What you say is more important than how you say it
- Remember the rules of English, but don't feel forced to use them
- Above all, write to the individual, not to the masses

