

client: Manager Assistant, Inc.

project: Direct mail sales letter

objective: Motivate prospects to visit the website and sign-up for free demo

copy excerpt

How To Simplify Workforce Management... For Less Than \$25 A Month

Dear Stressed HR Manager,

Your employees and your time are your most valuable resources. Productive and motivated employees boost your company's competitive edge. But managing, motivating and keeping your most talented and productive employees is often time-consuming, robbing HR Managers and employees alike of valuable time and reducing overall productivity. It's frustrating. It's stressful. But now there's a better way.

If you've experienced:

- The nightmare of managing your employees with a mix of spreadsheets, word documents, database files and cumbersome email folders
- Inconsistent employee reviews and "appraisal dread"
- Incomplete information on deserving employees, resulting in missed opportunities for rewarding your most talented performers
- "Lost" employee records and notes because they're mis-filed
- Undocumented incidents and actions taken, exposing you to the risk of costly litigation
- Frustrating hours trying to "adopt" external training to fit your company needs - and no way to track costs
- Costly HR systems that require regular upgrades and re-training...

...then you know it's costing you valuable hours, reducing employee productivity, and negatively impacting your company's bottom line. So how do you reduce costly wasted effort? Can you really eliminate inefficiencies, simplify your life, free up your time **AND** empower your employees – without paying a small fortune?

"Morenike has a knack for writing intelligent, persuasive copy – which is a rare skill these days. I highly recommend her."

Steve Slaunwhite
Author,
The Everything Guide
To Writing Copy

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