

*Now available to create compelling copy for your investment advisories...*

## **The Most Interesting Man in Marketing**

His life reads like fiction, but his knack for coming up with bold ideas that get prospects to buy is *fact*. Read on to see what sets him apart from other financial copywriters...and whether your company is a fit for this marketing maverick.

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He spent a year in the Himalayas studying Tibetan refugees...and wrote a 120,000-word tome about it.

He exposed a phony diplomat while working as an investigative reporter...triggering a stampede of copycat coverage from other media.

He co-authored a book on chronic headaches that saved thousands of people from terrible pain...and generated over \$500,000 in sales (with no back-end product).

So who is he? And why should you care?

I'll tell you who he is, but first let me answer the second question.

The real-world experiences of "The Most Interesting Man in Marketing" have given him profound insight into what motivates people to take action.

Especially investors.

He knows *exactly* how greed and fear work to influence them...and how to use those powerful emotions to get them to subscribe to investment newsletters.

His first-hand knowledge of the effects of greed and fear come from his own trading experiences. Like the \$5,000 loss he took day-trading currencies...and the \$13,500 jackpot he hit with four coffee call options.

He knows what it feels like to hit a winner in the markets...and suffer large losses.

That knowledge helps him develop a strong connection with prospects.

He also knows what it takes to weave all that investor empathy into compelling copy that sells.

Like the...

- "Curing Cancer Portfolio" email blast that grossed \$55,539 in just three days

- “\$911 Gold” promo that brought in \$89,093 in six weeks
- “When Money Dies” campaign that grossed a cool \$189,102 in only eight weeks

From Q 3, 2011 through Q3, 2012, “The Most Interesting Man in Marketing” wrote copy that earned \$908,924 for Casey Research, a well-known investment advisory created by renowned contrarian investor Doug Casey.

Since then, this marketing maverick has written health copy for Agora, Inc. and promotional materials for local clients in the San Francisco Bay area.

Now he’s returning to his favorite form of marketing – writing financial copy.

So who is this man?

He’s Doug Fogel.

And while Doug may not be THE most interesting man in all of marketing, he’s certainly one of the most interesting people you’ll ever meet...not to mention one of the boldest copywriters working today.

Right now he’s filling his Q2 and Q3 2014 writing schedule.

But a word of warning...Doug only takes on a limited number of projects. He knows that costs him money, but he works this way to ensure that his clients get all the attention they deserve.

That’s important – not just to his clients but to Doug because he works on a fee-plus-royalty basis. That means he has a vested interest in the success of every promotion he writes.

Doug’s promotions don’t stop at sales letters, either. When you bring him on board, he’ll help you develop the best possible strategies for getting your campaign in front of your target audience. And it doesn’t matter whether it’s for lead generation or to sell expensive investment newsletters.



One more thing – Doug’s a versatile marketer. He’s written web sites, email campaigns, autoresponders, articles, video scripts, landing pages, PPC ads, banner ads, space ads and more.

So go ahead – call or email Doug to find out more about his copywriting and marketing services. See if he’s a fit for you.

You can reach him at [Douglas\\_Fogel@comcast.net](mailto:Douglas_Fogel@comcast.net) or 707-395-0840. You can also learn more about him at [sellwithcopy.com](http://sellwithcopy.com) and at <https://www.linkedin.com/in/dougfogel>

(And if you have time, ask him about how he made \$500,000 helping headache sufferers...it’s one helluva story).