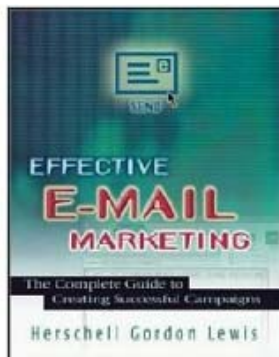


The Impact of New Media on Effective Direct Response Copywriting

Thank you for joining us.

You must dial in using the phone numbers on the right of the screen in order to hear the presentation.

Today's Special Guest:
Herschell Gordon Lewis



REDKEN
5TH AVENUE NYC



*The
McGraw-Hill
Companies*



DEPARTMENT OF
HEALTH



Russell Stover
CANDIES®

About Listrak

Email Marketing Service Partner



WELCOME!



Over 400 attendees

Motorola

CVS

QVC

Harvard

McGraw Hill

Hoovers

Pet Food Direct



- For audio – dial in using the numbers on the right

Sorry - toll free #'s aren't available for this broadcast

- To ask a question – use the chat feature on the right
- This webinar is being recorded – you will receive a copy within the next two days

Before we get started...

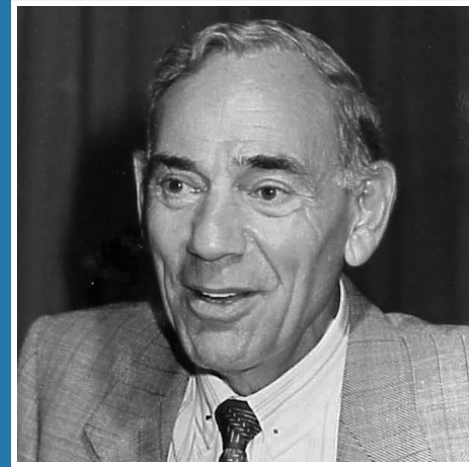
717.627.4528

www.listrak.com





Matt Elliott
Director, Client Services
717.627.4528 x313
melliott@listrak.com



Herschell Gordon Lewis
www.herschellgordonlewis.com

The presenters

Contact us with questions



Sorry, you won't hear them during this diatribe

- Paradigm
- Proactive
- Win-win
- Game plan
- 24/7
- Fast track
- Customer-centric
- At the end of the day
- Core competency
- Think outside the box
- Knowledge-based
- On the same page



New (online) media
have shortened our targets'
attention-spans, considerably.

Effective 21st century copy
differs dramatically from
20th century copy.



Print and mailed offers that include the means of responding by mail may actually reduce response.

Example



1. Increasing informality.
2. Increasingly emphatic persuasion.
3. Inclusion of validation.
4. Promise of fast action.

Trends for the 21st Century



The Internet is primarily responsible for all four trends.

They apply to both *email* and *web site* copy and have bled over to *all* media.

NOTE: The dynamics of email and web site differ because email arrives unannounced and web site copy usually is the result of a search mechanism.



1. Acknowledge tough times.
2. Emphasize sincerity and rapport.
3. Wallow in statesmanship – “You don’t have to give up your lifestyle.”
4. Specify apparent proof.

Adjustments in marketing

For “difficult times”



Logical copy platform for the downscale 2009-2010 marketplace:

“If you think these sudden tough times are going to force you to give up (*whatever*)...”



**...“you’d better take a
look at this.”**



- A. Those who don't want to admit their buying power is in peril.
- B. Those who make a point of their buying power being in peril.

Two demographic market types

During difficult times



1. Specify exclusivity of offer.
2. Emphasize expiration date.
3. Stroke message recipient.
4. Take an Olympian posture.

Adjustments in marketing for difficult times

Demographic A



A logical copy approach for Group A

Emphasize “You/They won’t believe you
got this for such a low price.”



1. Acknowledge tough times.
2. Emphasize sincerity and rapport.
3. Specify apparent action.
4. Wallow in statesmanship.

Adjustments in marketing for difficult times

Demographic B



A logical copy approach for Group B

Transform image from unaffordable or
beyond budget to “Bargain.”



WARNING

Your first-time visitor has the attention span of a gnat.



Arrogance ignores the short attention-span. Unsolicited email:

From: JPMorgan Chase **To:** undisclosed-recipients:
Subject: Update your profile

In attention of JPMorgan Chase & Co. customers,

As the Internet and information technology enable us to expand our services, we are committed to maintaining the trust customers have placed in us for protecting the privacy and security of information we have about you. In order to protect your information against unauthorized access, identity theft and account fraud we earnestly ask you to update your profile.

To get started, please click the link below:

<https://chaseonline.chase.com/accountservices.jsp>

If you received this notice and you are not the authorized account holder, please be aware that it is in violation of our policy to represent oneself as another JPMorgan Chase & Co. user. Such action may also be in violation of local, national, and/or international law. PMorgan Chase & Co. is committed to assist law enforcement with any inquiries related to attempts to misappropriate personal information with the intent to commit fraud or theft. Information will be provided at the request of law enforcement agencies to ensure that perpetrators are prosecuted to the fullest extent of the law.

Thanks for your patience as we work together to protect your account.

Regards,

Customer Support Center.

This site is directed at or made available to persons in the United States only. Persons outside the United States may visit [International Banking](#). Products and services described, as well as associated fees, charges, interest rates, and balance requirements may differ among geographic locations. Not all products and services are offered at all locations.

Member FDIC.

Click. Get the whole turnoff menu.

Chase Personal Banking Investments Credit Cards Home Auto Commercial Small Business Insurance - AOL Explorer

File Edit View Favorites Tools Security Help


Chase Personal Banking... x

http://www.gvbc.net/Chase.com/prospect.php?_nfpb=logon&_pageLabel=page_logonform Go

CHASE Find ATM / Branches | Contact Us | Site Map | Search

Access your account online
Get a User ID
GO

INTRODUCING
THE FIRST AND ONLY CARD
THAT GIVES YOU TRIPLE REWARDS
WHERE YOU SPEND THE MOST.
AUTOMATICALLY.



*See site for details.

Get \$50 cash back after your first purchase when you sign up today.*
LEARN MORE

Returning Users: Log On ⓘ

User ID:

Password:

Remember my User ID

[Forgot User ID/Password?](#)

Log On

Personal Banking

- ▶ Checking
- ▶ Credit Cards
- ▶ Savings
- ▶ CDs
- ▶ Debit Cards
- ▶ Online Banking & Bill Pay

Business

- ▶ Business Banking
Revenues up to \$10MM
- ▶ Commercial Banking
Revenues over \$10MM
- ▶ Business Credit Cards

Personal Lending

- ▶ Home Equity Loans & Lines of Credit
- ▶ Mortgage
- ▶ Auto/Vehicle Loans
- ▶ Student Loans

Insurance & Investing

- ▶ Insurance
- ▶ Investing
- ▶ Retirement Planning

Tell me about...

- ▶ Premier Platinum Banking
Exclusive banking and investment benefits for clients with higher balances

News & Announcements

- ▶ Chase Announces Clearer, Simpler Credit Card Pricing Approach
- ▶ U.S. Armed Forces Overseas
Please contact us if you need assistance with your Chase accounts.
- ▶ Chase offers Zero-Fees!
On all Federal Stafford Loans.
- ▶ Fair Lending & HMDA Data
- ▶ Chase Invests \$241 billion in Lower Income Communities

Security Center Highlights

Chase helps keep you safe and informed.


- ▶ Tips for safe online shopping
- ▶ Scams involving advance fees and cashier's check.
- ▶ Online fraud and e-mail scams
- ▶ Ways we protect you
- ▶ How you can protect yourself

ONLINE BILL PAY
Pay virtually anyone. It's easy!
DETAILS ▶

Need money for college? Chase Student Loans can help.
Details ▶

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 **EQUAL HOUSING LENDER**
Member FDIC

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New (online) media are the first to mirror demographic changes.

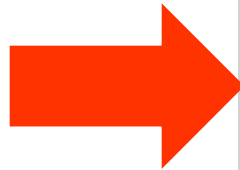
Over the past two months, the U.S. economy has slide into tough times.

The smart communicator knows how to maximize response and minimize lost business.



Interesting study

Note who issued it



Did You Know?

DM More Likely to be Opened Than Email



Results of a recent International Communications Research [study](#), commissioned by Pitney Bowes, indicate that 73 percent of consumers prefer mail for receiving new product announcements or offers from companies they do business with. This compares with 18 percent who prefer email.

For confidential communications, such as bank statements, bills and financial reports, 86 percent preferred mail, while only 10 percent preferred email.

Also, 31 percent of consumers are more likely to discard unopened mail, including product catalogs, brochures, or other advertising, while 53 percent are likely to discard unsolicited emails about new products.

Pitney Bowes concludes that while mail is still the preferred vehicle for reaching consumers, it is critical to target consumers with *relevant messages at appropriate times* to get a meaningful return on investment.

Source: Center for Media Research, June 11, 2007

“One in five Americans will experience identity theft.”

“One in five people will be hit with identity theft.”

Note the difference in thrust, impact, and (vital for us) selling power.



When is superior to If
for suggesting something will
happen.

If is superior to When
for suggesting something will
not happen.



No: "A reply from you would be appreciated."

Yes: "We really do want your reaction."

Stay OUT of passive voice unless you specifically want to avoid the suggestion of involvement.



“Just \$24.95 per month.”

“Just \$24.95 a month.”

The difference isn't trivial



“You can complete your Acceptance Form in less than one minute.”

“You can complete your Acceptance Form in less than a minute.”

The difference isn't trivial



"You can complete your Acceptance Form in less than **one** minute."

DEFINITE

"You can complete your Acceptance Form in less than **a** minute."

INDEFINITE

Never draw a cosmic conclusion



Not - “What will it do?”

Instead - “What will it do for me?”

Benefit in force-communication



Prospective buyers always will interpret an unclear statement in a way that's most beneficial to themselves.





What is
wrong
with this
email?



Process ✓
FromHome™

Angel Patrick

**Another Day
at The Office**

- ✓ **Work From Home**
- ✓ **No Computer Experience**
- ✓ **See What the Guru's do
but Won't Teach You**

Click Here!
To Find Out More!

To unsubscribe please go [here](#)
or send mail to:
19800 MacArthur Blvd., Ste. 300,
Irvine, CA 92612

The Law of Tenses:

Present tense outsells future tense
because the present is now, and
your prospect wants benefits now.



Use present tense to establish a historical base.

Use past tense to establish position.

Present tense is more relevant than either future tense or past tense.



"If you think that..." is a more potent opening than "If you thought that..." because present tense implies an immediate change of current attitude; past tense suggests that whatever follows will be a revision of history.



Tying future to present tells the reader:
"This will be for all eternity."

Compare the meanings of these two approaches:

This is the seventh notification we've sent you.
It's the last one.

This is the seventh notification we've sent you.
It will be the last one.



Emotion **outsells** Intellect...

Benefits are more emotional than
features...

So benefits **outsell** features.



Information optimizing:

Directing or changing the reader's or viewer's or listener's perception *without* changing the facts.



One-to-one, a disappearing art.

Subject: Fwd: New Crop of Dates **Date:** 9/27 2:02 PM **From:** [Dragonelle](#)

Subj: New Crop of Dates

Happy Fall

Well folks it is that time of the year once again. It just seems to roll around without us realizing it. Fall is here and the Holidays are not that far off. We are going to have a Pumpkin Patch at the Garden this year so if you are in the Valley stop in and visit us. The Date Garden is just buzzing with the workers in the trees. They are starting to pick the NEW CROP of Blondes and Medjools. For those of you who just love the Blonde Dates as much as I do get your order in. It seems the Blonde Date Trees just needed a rest last year as this year they are awesome. They are really moist at this time so if you place an order on the website and want the drier chewier Blondes please put a note in the comment box and we will try to pack them for you. But if you like the moister Blondes you are in for a tasty treat they really just melt in your mouth.

The Medjools are starting to roll in and I must admit they do look pretty yummy also. We are getting them in on a daily basis and getting them packed. We have added the Super Jumbo and Jumbo and Large Medjools to the Organic section on the website www.shieldsdategarden.com at this time for those who have had to call in to get them before.

We have upgraded the Date Treasure Chest from 3 1/2 pounds of Dates and Fruits to 4 pounds. This package makes a really nice office gift for everyone to share in.

We will be adding more products to the website to tickle your cravings for healthy sweets. So stay tuned.

We are going to try and put more specials on the web this season so please be sure to check the website www.shieldsdategarden.com once in awhile. I will send out a short email when I put discounts on the site.

We want to Thank You for being our special customers.

The Staff @

Shields Date Gardens

WWW.SHIELDSDATEGARDEN.COM

If you want to “manage” the customer relationship, don’t allow the customer to realize he/she is being managed.

What could be more basic than this?



One way online has damage the credibility of direct. Note "unsubscribe"

About INSIDE 1to1 and Your Subscription:

*Unsubscribe

http://www.1to1media.com/linkpass.aspx?Action=SubscriptionFormatChange&USER_ID=29834&ORDER_ID=188739&FORMAT_ID=5

*Subscribe

http://www.1to1media.com/linkpass.aspx?Action=Profile&FROM=INSIDE&User_ID=29834

*To change your e-mail address:

http://www.1to1media.com/linkpass.aspx?Action=EmailChange&USER_ID=29834&Email=hglewis1@aol.com

*To change your newsletter's format from Text to HTML:

http://www.1to1media.com/linkpass.aspx?Action=SubscriptionFormatChange&USER_ID=29834&ORDER_ID=188739&FORMAT_ID=1

*Our Privacy Policy

http://www.1to1media.com/linkpass.aspx?Action=Static&Item_ID=541&FROM=INSIDE&User_ID=29834

*A glossary of terms in the newsletter

http://www.1to1media.com/linkpass.aspx?Action=PageLink&Page=Glossary.aspx&FROM=INSIDE&User_ID=29834

*To reprint an article, e-mail Andy Orlando

<<mailto:andrew.orlando@1to1.com>> or call 203-642-5165

*To advertise, e-mail Michael Dandrea

<mailto:michael.dandrea@1to1.com>

=====
INSIDE 1to1 Staff:

Editor-in-Chief:

Ginger Conlon <<mailto:Ginger.Conlon@1to1.com>>

Executive Editor:

John Gaffney <<mailto:John.Gaffney@1to1.com>>

Results of attempting to unsubscribe

The logo for Peppers & Rogers Group consulting is displayed on a blue gradient background. The text "Peppers & Rogers Group" is in a large, white, serif font, with "consulting" in a smaller, white, sans-serif font below it.

Peppers & Rogers Group
consulting

The page you have requested is temporarily unavailable.

[Back](#)

The rocketing expansion of Web advertising has brought a flood of half-trained and sometimes half-literate “creatives” into the direct response universe.



Note the first sentence

From: nwpace@stu.ru
To:  draconelle@aol.com
Sent from the Internet ([Details](#))

Welcome Margo Lewis,

Our records show that you have previously ordered unknown from us. We appreciate your previous order, and we have sent this refill notice as a courtesy so that you don't run out of your needed supply of medication.

Most trusted name brands.

Visit Us Now

howtotabs.com

Yours Truly,

Marisol Peace
Customer Service

We're more important than you are.

(How would you have worded this?)

Jack Ellis
1 Greentree Ln
Kansas City, MO 64116

Re: Capstone Welcomes Amy Winn

Dear Jack,

Capstone Financial Partners, LLC, based in Overland Park, Kansas is pleased to announce that Amy Winn has joined our firm as a Financial Services Representative. Amy has extensive experience in Management and the Non-Profit community working with a variety of situations which will equip her well for a financial services practice.

Amy will be seeking to build a clientele by providing financial analysis and planning tools to her clients. These services will include but are not limited to Life Insurance, Annuities, Disability Protection, Retirement Plans and College Funding options as well as solutions for Business and Estate Planning. She will be supported by a team of specialists with unique expertise within Capstone Financial Partners, LLC.

A key for success for Amy will be your support in the form of referrals of people you know who might need the services we provide. Your willingness to allow Amy to review your situation, if you are not already closely aligned with someone, and rest assured she has the expertise in the form of our Team of Specialist to address even the most complicated of situations. Even your calls of encouragement as she builds her business are important in her long term success!

- Nearly 60% of U.S. Internet users delete *requested* newsletters.
- More than 60% of U.S. Internet users delete marketing or promotional messages they asked for.

Depressing statistic

Source – Bigfoot Interactive



Why

Erosion of trust, which adds a negative leavening of skepticism even as the individual sends a request:

“This probably is a scam, a come-on, a phony. I’ll check it out, but I expect the offer is fake in one way or another.”

Idiotic

Race in and save \$100 on Sue Bee Honey.

It's a Petty Family Favorite.

Pure, delicious Sue Bee Honey is a natural product of the U.S.A. You'll find it at better grocers.



Pick up the new Sue Bee Honey – Petty Collectors Table Servers today!

Visit www.suebee.com for an exciting opportunity!

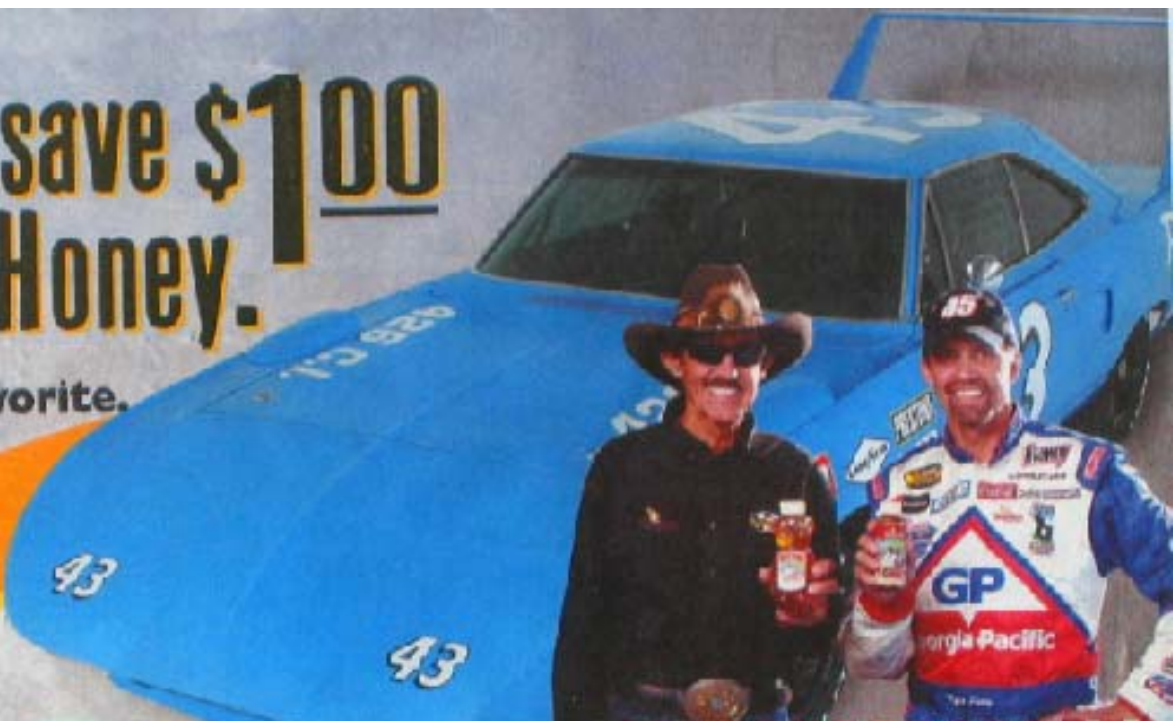
Richard and Kyle Petty's name and/or likeness used under license by Petty Marketing Company, LLC. The Georgia-Pacific trademarks are used under license.



PETTY'S CHILL & GRILL CHICKEN

- 1/4 cup Sue Bee Honey
- 1/4 cup ketchup
- 1 small bottle Italian dressing
- 1/4 cup brown sugar
- 1 pkg. Italian seasoning
- 2 to 4 boneless chicken breasts
- 12 oz. can cola

DIRECTIONS: Poke holes in the chicken. Combine remaining ingredients and pour over chicken. Cover and refrigerate 10 to 18 hours. Grill or broil chicken until done, about 20 to 25 minutes.



MANUFACTURER COUPON Expires 1/1/2008

\$100 OFF ANY PRODUCT



SUE BEE HONEY & AUNT SUE'S

RETAILER: We will reimburse you \$1.00 plus tax for handling this coupon if used toward the purchase of any one Sue Bee pure honey product of any size. Offer cannot be legal, involves proving purchase of sufficient stock to cover coupons presented, or receipt(s) must be shown on request. Coupon VOID if used, prohibited, or restricted by law. Expires 1/1/08. See any sales tax. Cash value .020 cent. Only original coupons accepted - no reproductions. Mail request to SUE BEE HONEY, CMS Department #8820, One Forest Drive, Dal Rio, TX 78840. Limit one coupon per purchase.

COUPON NOT SUBJECT TO DOUBLING



5 18700 00076 8 (8100) 0 98078

For more than 200 years, the key word in customer relationships has been **YOU**.

In the wild and frantic post-civilization Internet era, the imperious **YOU!** has replaced the supplicating you.



This was a marketer's opening line in 1998:

Do you qualify for this tax savings...
and not even know it?

Same company, 2008:

You might qualify for this tax savings.
Guess what:
You don't even know it.



Never heard of careful grammar, either.

**Drivers like you deserve better insurance.
Call MetLife Auto today!**

Harry Ellis:

Only one out of every five people pass our rigid pre-selection process. You're one of them.

What does that mean for you Harry Ellis?

It means you could get outstanding coverage, superior service and rates that are significantly less than those charged by other insurance companies. The average

Typical ho-hum advice:

Subject: ROC: It's Not the Buzz, It's the Benefits
Date: 1/16/2006 8:18:54 A.M. Eastern Standard Time
From: insight@peppersandrogersgroup.com
Reply To: inside@peppersandrogersgroup.com
To:  hglewis1@aol.com
Sent from the Internet ([Details](#))

INSIDE 1to1

Dear Herschell gordon,

It can be a challenge to think about the long-term effects of a particular customer strategy when the pressure to meet short-term numbers looms large. But the consequences of marketing, sales, and service actions today often make a long-term impact on customer value. This week we discuss the buzz Return on Customer has created around this balancing act. How important is your long-term customer strategy to your short-term planning?

Email me your opinion at ginger.conlon@1to1.com.

Enjoy,
Ginger Conlon
Editor-in-Chief, 1to1 Media
Ginger.Conlon@1to1.com

ADVERTISEMENT

Rather suggestive email

An advertisement for life insurance. The background is a warm yellow with a subtle pattern of bubbles. On the left, a young girl with brown hair in a ponytail, wearing a floral dress and a blue flower hair clip, is blowing bubbles. A large, white, cloud-like bubble shape is positioned on the right side of the ad, containing text. The word 'love' is written in a large, pink, bubbly font inside one of the bubbles at the top right. The main headline 'life insurance' is in a large, dark purple font, with 'protects the ones you' in a smaller, dark brown font below it. Two 'click here' links are provided in bold black text. At the bottom left, there is a short paragraph of text.

life insurance
protects the ones you **love**

Term Life Insurance - Up to 70% Off
Compare up to a 100 life insurance policies instantly. Shop online or talk to a live rep. We're waiting for you now. No medical exam policies available. Term101.com
click here

Protect Your Family's Future
Accuquote searches their database of over 140 top-rated life insurance carriers to find your perfect plan. You can save up to 70% – instantly! Receive your free quote today.
click here

Losing her parents would break her heart. Don't let it destroy her dreams of going to college too. Get life insurance today!

What's wrong with this instruction?

Lowest Fee Cash Advances

Guaranteed lowest cost. Only \$10 per \$100 borrowed up to \$500. Get your result and money fast. All Online and Instant Results, no calling or faxing. Money in your checking account tomorrow. Apply now!

Click Here.

Low-Cost Guarantee - Payday Loans

Only \$10 per \$100 borrowed on loans to \$500. 100% online application with instant results. Money in your bank account next business day. Apply now!

Click Here.



EVER NOTICE

..... HOW

BILLS DON'T CARE
WHAT DAY
YOU GET PAID ON?

CHECK OUT A PAYDAY LOAN.

BROUGHT
TO YOU BY



IntermixNetwork™
Sites that Engage

REFER YOUR FRIENDS

You received this message because you are subscribed to Flowgo. To remove yourself from this service and stop receiving email messages from Flowgo, go to <http://www.flowgomail.com/us> or go [here](#). To read our privacy policy, go to <http://www.flowgomail.com/pp> or go [here](#). Please mail comments about this message to Flowgo, 6060 Center Drive, Suite 300, Los Angeles, CA 90045 USA.

ALWAYS TEST

by sending yourself
a sample message.

Otherwise, you could have
stupid results such as this:



Dear \$Firstname\$,

I was just reviewing our client list when suddenly a vision flashed into my mind's eye!

I nearly dropped my cup of tea it was so powerful and concentrated. We understand you're going through some difficult times and want very badly to find or keep your true love.

We also know that you may be struggling financially and need MONEY desperately. Well, your time may soon come! However, I must warn you that to get what we most want in life we sometimes need to find courage and walk a hazardous path.

\$Firstname\$, at these times we need to walk through fire and take chances!
Are you up to the challenge?

\$Firstname\$, Are you ready to take the risks you need to transform your life?

We must read your Tarot cards to clarify this intense vision! That's why I'm giving you a FREE Tarot reading! Call now!

Begin to take some chances for your dreams! \$Firstname\$, call toll-free 1-800-526-4317 immediately! In your future, \$Firstname\$, you may be confronted with a decision that could very well lead to wealth, health and happiness. You may be rich! One caller claims to have won money with her psychics' advice! You could be next!

Love & hope,
Miss Cleo

NEVER

Send a message to
AOL subscribers that
begins with a picture.

Why 


Because 18 million people (used to be 30) will see this:

Picture in E-mail Warning from AOL Neighborhood Watch



Do you know who sent you this e-mail?

You are about to open an e-mail containing a picture. If you don't know who sent you this e-mail, be cautious in opening it. There is a small chance that it could contain a picture objectionable to you.

Note: A special picture icon  in your New Mail list indicates that your e-mail contains a picture.

Parents may restrict their children from receiving e-mail with pictures or file attachments. To find out more, go to Keyword: Parental Controls. For more tips on how to ensure a safe online experience for you and your family, go to Keyword: AOL Neighborhood Watch.

Do you wish to open this e-mail?

Yes

No

Don't show me this warning again.

Requiring downloads
can damage email
response severely.

Why 

The danger of a *total* download message:

E-mail Attachment Warning from AOL Neighborhood Watch



Warning: If you don't know who sent you this e-mail, be cautious in downloading this file.

You are about to download a file attached to an e-mail. If you don't know who sent you this e-mail, be cautious in downloading the file attached to it. There is a chance that it could contain a program that may damage your computer system or contain objectionable graphics.

Note: Parents may restrict their children from receiving e-mail with file attachments. To find out more, go to Keyword: Parental Controls. For more information about AOL's online safety features, go to Keyword: Neighborhood Watch.

Do you wish to download this file?

Yes

No

Don't show me this warning again.

Alternative to total download:

CC: latntweeta@aol.com, bbert307@aol.com, foxyfin@aol.com

Sent from the Internet ([Details](#))

9914cVBh6-335XVuh5403oI21

I lost 100 pounds while using Thermo Phen - Phen Don't believe me? See for yourself. The links below contain a picture that was taken when I weighed well over 200 pounds. The second picture shows what I look like now.

Click Below:

[My Before and After Pics](#)

or Here:

[Before and After Pics](#)

I can not begin to tell you how much my life changed after losing this weight. I know that there are many others out there who struggle the way I use to and

Send yourself a sample message to avoid stupidities:

Subject: You have been pre-approved **Date:** 4/27/2005 12:39:30 A.M. Eastern Standard Time **From:** KLUALJQBFTMC@wildmail.com

Dear Homeowner

You have been pre-approved for a \$400,000 Home Loan at a 3.25% Fixed Rate.
This offer is being extended to you unconditionally and your credit is in no way a factor.

To take Advantage of this Limited Time opportunity

All we ask is that you visit our Website and complete
The 1 minute post Approval Form

<http://perfect-mortgages.net/2/index/sash/>

Sincerely,

Random Name

Discontinue,
<http://perfect-mortgages.net/rem.php>

Adding the recipient's name to the subject line usually increases response.



Moving “click here”



in the text usually increases response.

An oddity worth testing



A subject line in all capital letters will **UNDERPERFORM** a subject line written as conventional text.



Text outputted HTML when the message was URGENCY.

HTML outputted text when the message was ARTISTRY.

In actual tests



YOUR hand is on the trigger. Don't fire blanks.



As often is true when technology trumps psychology...

Literacy is not high on the list of requirements for too many "experts".



Count the errors. Inexcusable.

80 per%cent off Wall Street Journal Home Delivery and Online Access.

Reminder: AOL will never ask you for your password or billing information.



[Show images & enable links](#)

Subject: 80 per%cent off Wall Street Journal Home Delivery and Online Access....

Date: 10/7/2008 11:50:34 AM Eastern Daylight Time

From: thejournal@retain29.jointtransition.com

To:  hglewis1@aol.com

Sent from the Internet ([Details](#))

80 per%cent off Wall Street Journal Home Delivery and Online Access

Restricted - Time Promotion. This May Be Your Only Opportunity.

Scroll down for more details on this special program from The Wall Street Journal.

Get Both The Wall Street Journal in print and online

Now Only 99 for one year a savings of over 450 off the newsstand and online rate.


To take advantage of this promotion go to:

[For more information follow this link](#)

- It's without Risk
- Reply within 5 days
- Cancel Anytime

When it comes to getting critical business news, there's no substitute for The Wall Street Journal.

Dey spelt da namm rong.

Subject: **JC Penny** - Offer Confirmation #239R-VBEC5736 for hglewis1@aol.com
Date: 1/25/2009 10:24:28 A.M. Eastern Standard Time
From: ConfirmationDept@a0.tekmailer.com
To:  hglewis1@aol.com
Sent from the Internet ([Details](#))

.....
JC Penny GiftCard OfferConfirmation #239R-VBEC5736
To: Member #4031 Email: hglewis1@aol.com
.....

[To receive your gift, please click on or cut and paste:](#)

We have been trying to reach you in order to deliver your Free **JC Penny** Gift Card.

[Please verify your shipping address and zipcode.](#)

Rewards Gateway has for you this \$500 **JC Penny** Gift Card just for answering a short survey and following instructions on our website.

[Please visit our website and verify your zipcode.](#)

Thank you and ENJOY!

Sincerely,

Jazete Pester
Customer Service Rep.

Forget it, Charlie. YOU try entering this password.

Subject: ConeXware/PowerArchiver Account Password

Date: 2/2/2006 4:26:58 P.M. Eastern Standard Time

From: noreply@conexware.com

To:  hglewis1@aol.com

Sent from the Internet ([Details](#))



Someone has requested that your password be sent to you.

Please use the following information to log into your ConeXware Account at:

<https://www.conexware.com/shop/>

E-mail Address: hglewis1@aol.com

Password:  ø° öÜÇ,*

If you have any questions, please contact support@conexware.com for assistance.

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survival...

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