

# THE WALL STREET JOURNAL.

World Financial Center

200 Liberty Street

New York, NY 10281-1099

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BULK RATE  
U.S. POSTAGE  
PAID  
THE WALL STREET  
JOURNAL.

Dear Reader:

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On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college.

They were very much alike, these two young men. Both had been better than average students, both were personable and -- as young college graduates are -- both were filled with ambitious dreams for the future.

Recently, these men returned to their college for their twenty-fifth reunion.

They were still very much alike. Both were happily married. Both had children. And both, it turned out, had gone to work for the same Midwestern company after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president.

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### What made the difference

Have you ever wondered, as I have, what makes this kind of a difference in people's lives? It isn't native intelligence or talent or dedication. It isn't that one person wants success and the other doesn't.

The difference lies in what each person knows and how he or she uses that knowledge.

And that's why I'm writing to you about The Wall Street Journal. For the whole purpose of The Journal is to give its readers knowledge -- advantageous knowledge they can use in business.

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(over, please)

At Sports-Billy

and Michael's Express



Rate Cut for You?

It's a real thing! Our Economy. Not Lying.

Rate Rate Cut

Frank

## 4

Just recently, The Wall Street Journal made the biggest changes in its 113-year history -- to make it easier for you to access this special knowledge. We've added color and made design improvements in every section and, as a result, today's Journal is fresher, more reader-friendly -- and more useful to you, more quickly. The day's vital stories stand out to help you select those that interest you.

### The best-read front page in America

Right now, I'm looking at page one of The Journal, the best-read front page in America. The excellent content remains, but it's a faster read. It combines all the important news of the day with in-depth reporting. Every phase of business news is covered -- business forecasts, breaking stories, politics -- stories from Washington, Moscow, Frankfurt, Tokyo -- item after item that could affect you, your job, your future.

Now, if you're jammed for time, a 10-minute scan will set you up for the day.

## 5

### An improved Wall Street Journal and "the business of life"

More than just business, the world's most trusted source of business news and information has also added Personal Journal, a major new section appearing every Tuesday through Thursday. It taps the world's largest staff of business news experts for information of personal benefit to you. Not only personal investing and personal technology, but careers, health and fitness, family, and everything about the business of life.

### The battle for the consumer

Marketplace gives you revealing insights into how consumers are thinking and spending -- and how companies are competing for market share. Plus coverage of law, media, technology, marketing, and the challenges of managing smaller companies.

"...the best source for news...about your money"

Today's Journal is also the single best source for news and statistics about your money. In the

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Money & Investing section, there are helpful charts, now even easier to grasp in color -- and three of America's most carefully scrutinized and influential investment columns -- "Abreast of the Market," "Heard on the Street," and "Your Money Matters."

**6**

So, every section, column and feature that contributes to making today's Journal the final authority in business news is right there, where it's always been -- with two major additions: A new section, Personal Journal, that's all about "the business of life"-- and design changes to make The Journal easier to use and more useful to you.



For business news, today's Journal is the only newspaper you need

And Weekend Journal wraps up the week on Fridays with wise and witty reviews of the arts and entertainment, sports, travel, country life, and fun-filled ways to spend your hard-earned free time.



No matter how many times you've seen The Wall Street Journal, I urge you to take a fresh look at today's Journal. It's the talk of the business world. For business, it's the only newspaper you need.



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**7**

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If you feel that this is fair and reasonable, you'll want to find out promptly if The Wall Street Journal can do for you what it has done for millions of readers. So, order your subscription today and we'll start serving you immediately.

Sincerely,



Peter R. Kann, Publisher

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PRK:hg  
Encs.

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P.S. About those two college classmates I mentioned at the beginning of this letter: They graduated from college together and got started in business together. So what made their success in business different? Knowledge. Useful knowledge. And its application.

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**OUR  
 GUARANTEE**

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## Copy Comments

#1: **Secret of the 4 P's:** This lead demonstrates **PAINT A PICTURE**. The reader is drawn into the copy by the story being told.

#2: **Secret of the Barstool Test:** Write in a conversational tone. See how the writer creates a natural bond with the reader by writing in a conversational tone.

#3: **Secret of the 4 P's:** In this case, we're referring to the **PROMISE**. The promise for this product is advantageous knowledge.

#4: **Secret of Transparency:** With this secret, you focus on the benefits of the product. Notice whenever the writer mentions a feature, he immediately tells the reader about the benefit.

#5: **Secret of the Four-Legged-Stool:** Show track record, build credibility, have a strong idea and strong promise (or benefit). Here the writer is building credibility for the Wall Street Journal by using words such as "world's most trusted" and "taps the largest staff of business news experts."

#6: **Secret of Make it New:** Position the product or part of the product as brand new. Here the writer is telling the reader about the new features that have been added to the Journal.

#7: **Secret of Nordstrom Principle:** Make the buying experience easy and accommodating.

#8: **Secret of Pole Vault Past Obstacles:** Answer every objection the reader may have that would hold him back from responding. In this example, the writer is offering a strong guarantee.

#9: **Secret of Show, then Tell:** Show the reader how the product benefits them by using analogies, stories, or examples.

## Design Comments:

D1: Notice how the words are done in very large type. This is playing off the brand recognition and credibility this product already has. Makes the reader more willing to open the envelope.

D2: The logo is used at the top to make the letter look like WSJ stationary.

D3: Good margin width is used throughout letter. Larger margins force sentences to be short, making for quicker and easier reading.

D4: Look how each section of the newspaper is shown. Do you also notice how this graphic corresponds to the copy? This is important. You don't want the reader wasting time looking for graphics that relate to the copy.

D5: Initials are used to further carry the look of the letter being typed on WSJ stationary.

D6: The pricing is easy to read because the typeface is big and bold. The shading makes that area of copy "jump" off the page. The reader's eye is drawn to that area.