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From the creators of QuickBooks Financial Software...

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Get your **FREE** Retailer's Success Kit

2

Call **1-877-556-4345** and it's on its way!
(Please hurry! Offer ends July 29, 2005.)

2



Dear NAME:

3

Do you still use an old-fashioned cash register to ring up sales?

Do you tediously keep track of every transaction by hand?

I sure hope not, because there's a *much* better way to handle all your point of sale activities.

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You see, QuickBooks Point of Sale software, working with a receipt printer, cash drawer, bar code scanner, and credit card reader, gives you brand new ways to manage your business better than ever.

This means that, finally, information on inventory, sales, customers, promotions, and more, can all be at your fingertips. *instantly!*

[IMPORTANT: You can use QuickBooks Point of Sale all by itself, or use its along with your QuickBooks financial software¹. These two great Intuit products were designed to work together, which means you can close your books every day with just a few keystrokes!]

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If you're currently using software designed for retailers, or if you simply want to find more about what QuickBooks Point of Sale can do for *you*, request our free Retailer's Success Kit right now. Here's what we've got waiting for you:

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- ✓ **FREE new report for retailers: "How to Realistically Achieve a 139% Sales Gain—More Than Double Your Sales."** It's worth requesting your Success Kit for this report alone! It's an easy-to-read "how-to" guide designed to help you bring in new customers, increase customer spending, and boost repeat business. Don't miss it!
- ✓ **FREE CD: QuickBooks Point of Sale trial software.** That's right. We're going to send you a fully-functional copy of our amazing software that runs for thirty days. Here's

(please turn over)

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FREE 2005 Retailer's Success Kit Reply Form



- ✓ **YES!** I want to learn how QuickBooks Point of Sale software can help me save time and money and help me manage my business better than ever. So send me my **FREE** Retailer's Success Kit without cost or obligation.

**OFFER
EXPIRES
7/29/05**

Email address needed for order confirmation

Daytime phone number

FOR FASTER SERVICE:

CALL 1-877-556-4345 or request your kit
ONLINE at www.quickbookspos.com/2054T.

If it's more convenient, mail this form back in the enclosed envelope.

your chance to put QuickBooks Point of Sale through its paces right on your own computer without risk or obligation!

- ✓ **FREE "Inside Secrets of Successful Independent Retailers."** This must-read document will show you how point of sale software can help you dramatically increase sales and profits.

One final point. I want you to know that we created QuickBooks Point of Sale for a very specific reason...

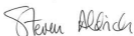
We believe that powerful point of sale software shouldn't be just for giant mega-store retailers. We think that small retailers should *also* have total control over sales, inventory and customer management and be able to gain instant insight into what products are selling, who their best customers are, and where inventory levels stand.

But don't take my word for how terrific QuickBooks Point of Sale is. See for yourself...

Just **CALL** 1-877-556-4345, or **MAIL** the enclosed FREE Success Kit Reply Form. If you prefer, you can request your kit **ONLINE** at www.quickbookspos.com/2054T.

Valuable reports and our Free-Trial Software CD are waiting for you. Get them all now while you are still eligible.

Sincerely,



Steven Aldrich
General Manager
QuickBooks Point of Sale

P.S. Even if you're comfortable sticking with your old cash register, or already use a Retail Management System, you *still* should get your Free Success Kit. As a cost-conscious retailer, you owe it to yourself to keep up on the latest money-saving technologies! We look forward to hearing from you soon. (NOTE: This offer expires **July 29, 2005**.)

¹Works with any QuickBooks: Pro or Premier edition (2003-2005) and QuickBooks Enterprise Solutions (Version 1.0-5.0).

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Monthly Copywriting Genius #48

Copy Comments

1. Secret of Credibility: One of the principles of the Four-legged Stool, credibility is used to convey trust and make reader feel comfortable with his decision to purchase. Here, name recognition of the product is used to build credibility right up front.
2. Secret of the Friendly Ultimatum: A way to encourage the reader to respond quickly.
3. Secret of the Golden Thread: A benefit or promise (a theme) that runs throughout the package and constantly stimulates the reader's needs and desires.
4. Secret of Make it New: Position the product as brand new.
5. Secret of Value Proposition: Make an almost unbelievable offer... one that the reader absolutely cannot say, "No," to. The deal is so good, it rings of value - either because the price of the product is deeply discounted, the premiums given are in-depth and valuable or the guarantee removes any risk.
6. Secret of Benefit Statement: On the reply device or order form, remind the reader of the reasons they should be buying this product by highlighting in a paragraph one of the product's benefits.
7. Secret of the Promise: Letting the reader know the main benefit or the problem your product will solve.
8. Secret of Nordstrom Principle: Make the buying experience easy and accommodating so that the reader feels comfortable when making their buying decision.

Design Comments

1. Headline is in bold typeface, which makes it stand out to the prospect. Notice also how the word "free" is done in all capital letters and in RED ink.
2. Since Intuit is a well-known company, the product is shown right up front – on the front page. To convey value, the elements are done in a fan spread so the reader feels as if he is getting a lot of material for his money.

3. Each element of the kit is done in bold face and dramatized with indents and a graphic check mark.
4. The deadline to respond is printed in a red starburst so that it stands out immediately to the reader's eye.