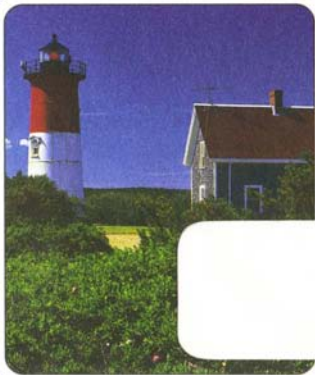


**FREE MAGAZINE INSIDE**

**1**

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CHRISTIANITY



**1**

**Dated Material: Please Deliver Immediately**

# Daily Word

Silent Unity's Magazine

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12 monthly issues  
only \$5.00!

2

Dear Friend,

2

I've enclosed the September issue of *Daily Word* as your invitation to join our family of regular readers. This sample issue is free. And it comes with our blessings and high hopes.

3

Our highest hope is that YOU—like many others who already read *Daily Word*—will use it as a very special source of daily inspiration, guidance, and comfort.

3

If this is the first time you've seen *Daily Word* and you're wondering why, it's because *Daily Word* is not on any newsstand. It's available exclusively as an outreach service of Silent Unity, our 24-hour prayer ministry. Millions have read it faithfully since 1924.

4

Who is in our family of *Daily Word* readers? We have people of all ages, from all walks of life, and from many countries around the world. Because *Daily Word's* message is nondenominational, our list of faithful subscribers includes individuals

**5** from all denominations and many others who have no church affiliation, but share our bond of prayer.

If you're like our other readers, you'll find the daily entries can play a powerful role in your everyday life. Each thoughtful message provides practical, positive insight that focuses on the empowerment of prayer. People tell us the daily reading of this little magazine is a faith-building exercise, a positive habit.

**6** Perhaps you currently face a challenge—an opportunity or a problem. You need guidance or inspiration. I invite you to read today's message. See how it applies. Many people come to *Daily Word* at a time of crisis or decision and find healing reassurance.

**7** *Daily Word* provides nondenominational readings emphasizing the positive power of prayer—your own prayers and those of Silent Unity.

**8** For many, *Daily Word* is a lifeline to Silent Unity. And it's a faithful, pocket-sized companion that goes anywhere. I read mine between meetings, waiting in airports, wherever and whenever it fits into my day.

Because it easily slips into a pocket calendar, shirt pocket, or purse, we hope *Daily Word* will comfortably fit into your everyday routine and become a lifeline for you too.

9

Please read and use your September issue as if you're "trying it on for size." Then when you're ready to subscribe, it's simple.

Just mail the enclosed R.S.V.P. Card with your payment. Twelve monthly issues of inspirational writings, poems, articles, and colorful photos cost only \$5.00. And your complete satisfaction is guaranteed.

In the meantime, please make the enclosed issue your companion for the month. Like a good friend, it's there for all times.

4

Blessings to you,



Chris Jackson  
for *Daily Word*

FL:cj

P.S. Please turn the page and discover why so many others turn to *Daily Word* for daily inspiration and prayerful renewal ...



## Kind Words

*From New Subscribers & Faithful Readers ...*

"Many times it has amazed me how *Daily Word* knew just what I needed at a specific time. What a great feeling at a time when it is needed more than words can express."

—CF, Arizona

"I often see a *Daily Word* sticking out of a pocket or purse at the Family Court where I work."

—SM, New York

"What a blessing my *Daily Word* has been to me! Not only in bad times, but in good times as well."

—DLP, Ohio

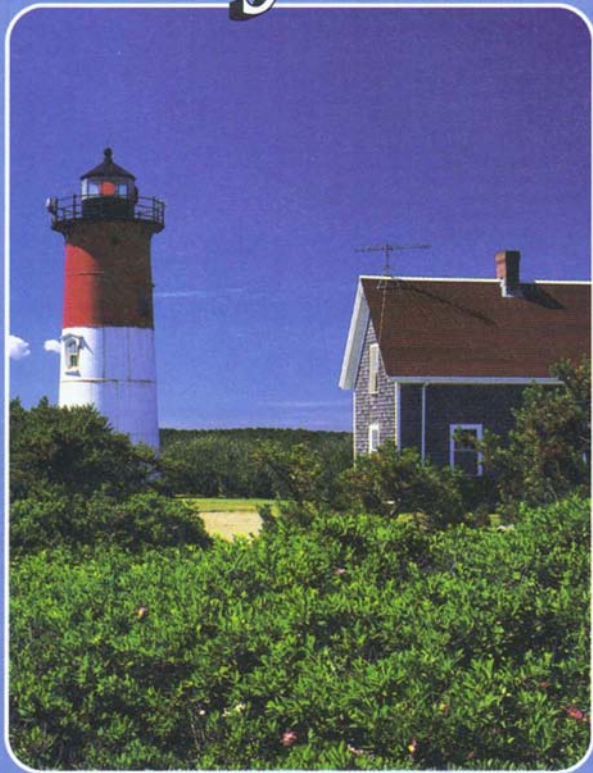
"By the end of the month my *Daily Word* is so dog-eared and bent up because I carry it with me everywhere!"

—PR, Iowa

"To this day, I have no idea who gave you my name and address. All I can say is that *Daily Word* came at a most difficult time in my life. Someone somewhere knew I needed this beautiful little prayer book. I thank God for that mystery person."

—RF, California

# Daily Word<sup>®</sup>



# Daily Word®

Unity Village, MO 64065

## *R.S.V.P. Card*

Thank you for the free sample issue of *Daily Word*. Yes, I would like to subscribe for one year. Enclosed is my payment of \$5.00 for 12 monthly issues. (Please make checks payable to *Daily Word*.)

101-93

Please make corrections needed to the above mailing label. Your first issue will arrive at the above address in 6-8 weeks.



# Monthly Copywriting Genius #58

## Copywriting Comments

1. Secret of Reason for Urgency: Give the reader a reason to act now.
2. Secret of the Hare Krishna Principle: Use this technique to create a sense of gratitude in the reader by giving him something valuable.
3. Secret of the Velvet Chord: Appeal to the reader's insecurity – "not everyone can get this" – or make them feel as if they'll become part of an exclusive group that would normally be out of their reach.
4. Secret of the Velvet Chord: Appeal to the reader's insecurity – "not everyone can get this" – or make them feel as if they'll become part of an exclusive group that would normally be out of their reach.
5. Secret of "I Am Like You": Find testimonials that say, "I am like you," or make the author of the letter have a common bond or shared feeling or experience the reader can relate to.
6. Secret of Show, Then Tell: Show the reader using analogy, stories, examples... then tell him about the product
7. Secret of the Product USP (Unique Selling Proposition): This is where you state what makes the product different from all others. Turn the USP into a strong benefit.
8. Secret of Accentuate the Positive: Focus on the positive aspects of the product benefits
9. Secret of Call to Action: A paragraph or sentence written in a way that makes the reader feel compelled to take action right now. It "pushes" the reader to pick up the phone, fill out the reply form or make a donation
10. Secret of Testimonials: Use testimonials to add credibility to your sales letter. Choose testimonials that demonstrate the benefits of your product or act as proof to claims you made in the letter.
11. 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 one of the product's benefits in a paragraph.

## Design Comments

1. The picture conveys a peaceful, relaxing image that fits the theme of the package... and the benefit of the product.
2. The handwriting font draws attention to the copy. It makes it feel as if someone took the time to personally write to the reader, even making hand-written notes on the letter.
3. Notice the typewriter font used throughout letter. Again, this is meant to convey that it's a personal message, typed out by hand.
4. Note how even the initials of the person typing the letter are included.
5. All the testimonials are highlighted by the closed box. They are meant to stand out to the reader.
6. The response device is easy to read and understand, making it simple for the reader to use.