

# Who's Who *of* Business

Testimonials from around the globe... their success from using *CopyDoodles®*



Barbara and Gill Naisby  
Ross-shire, United Kingdom



Lorrie Morgan-Ferrero, California



Bill Glazer, Maryland



Cindy Cyr, Florida



Dr. Barry Lyoka, MD, Canada



Alistair Gray  
North Strathfield, Australia



Yanik Silver, Washington D.C. Area

# Introduction

For the past 20 years, I have been an avid student of direct-response marketing and copywriting, and I have a huge library of books (that I have actually read) to show for it. During my study of marketing design (including direct mail and print advertising), I noticed a unique strategy, which appealed to me, and more importantly was shown to increase readership and ultimate response.

That strategy was the use of handwriting and hand-drawn “doodles” to get the attention of the reader and draw his or her eyes toward specific parts of the marketing piece.

If you do a similar study, you will see example after example of famous marketing campaigns where handwriting elements played an important role, yet the thought of actually having to do this on each and every direct mail letter I was creating did not appeal to me.

The engineer in me brainstormed various ways to leverage the power of handwriting and doodles and I ultimately started creating my own library of doodle graphics I could “drag and drop” into my marketing pieces quickly and easily.

Like a chef cooking his signature dish, I would “sprinkle” a few doodles into my marketing pieces to spice them up, and it didn’t take long to see the positive effect they had. From there I built my collection as I started adding these doodles into the various marketing campaigns I was creating for my private clients.

Unlike a lot of other marketing experts, I actually DO what I teach and create, and that’s important for you to know. Since 1998, I’ve helped THOUSANDS of business owners, marketers and private consulting clients generate incredible response rates and put millions of dollars into their bank accounts.

I never intended “to sell” my growing collection of direct-response inspired doodles, but after I showed them to a few very smart people, the writing was on the wall, so to speak.

In 2007, I brought my collection to the world and CopyDoodles® was born.

The immediate response from legendary marketers, copywriters and ordinary business owners was overwhelming and humbling.

Now, almost a decade later, the CopyDoodles family continues to grow, with members in more than 30 countries around the world!

This has been one thing I've been most humbled by... the ability to be able to help so many business owners in such a dramatic way.

CopyDoodles gives you a fun and enjoyable way to get better results from your CURRENT marketing pieces and the power to create even better-performing new campaigns.

They work for experts like those you're about to see and more importantly for the business owners and entrepreneurs around the world who are looking to create highly-profitable marketing, like the 250+ auto repair shop owners I am teaching in this photo...



The training you now hold in your hands is my ultimate collection of every tip, trick and strategy I know about using CopyDoodles, and if you carefully go through it and apply what I show you to your business, I know amazing things will happen!

If you have any questions about CopyDoodles, feel free to contact me.

If you are a niche information-marketer, please note I have created a number of niche CopyDoodles editions for these marketers and their members. I have spoken at a number of seminars and workshops and if this is of interest to you, reach out to me and we can see what we can do together.

Thank you and welcome to the wonderful and fun world of CopyDoodles!

Mike Capuzzi

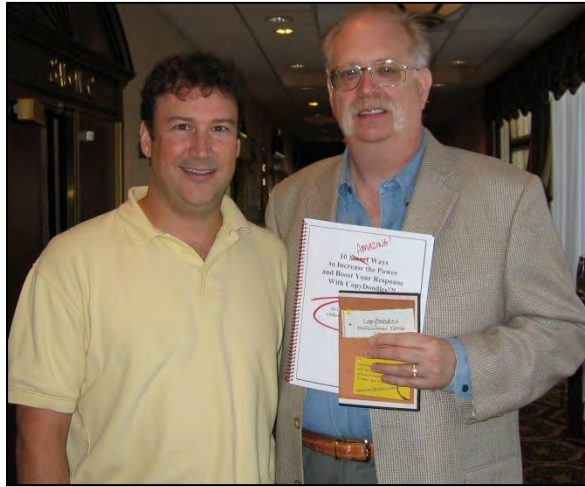
Email: [info@mikecapuzzi.com](mailto:info@mikecapuzzi.com)

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[www.MikeCapuzzi.com](http://www.MikeCapuzzi.com)

[www.CopyDoodles.com](http://www.CopyDoodles.com)



**Dan S. Kennedy**

"I liked CopyDoodles the minute I saw it. This is a great tool. It's simple. It facilitates speed. It has captured and made easy-to-use many graphic and cosmetic techniques that all savvy copywriters use to help guide readers through long copy, create interest and involvement, and boost readership and response. As they say in the Guinness® beer commercials - brilliant!"

**Dan S. Kennedy**  
**Author, The Ultimate Sales Letter**  
[www.nobsbooks.com](http://www.nobsbooks.com)



**Bill Glazer**

"This is probably the biggest enhancement I have seen in the last 10 years for people that are writing copy for bumping the response and making the copy much more interesting.

"I highly recommend this product. We are using CopyDoodles extensively here at Glazer-Kennedy and I don't know what we would do without it."

**Bill Glazer**  
**President, Glazer-Kennedy Insider's Circle**  
[www.DanKennedy.com](http://www.DanKennedy.com)



**Copywriter, David Garfinkel**

“I believe in business you can define 'genius' as 'taking a complicated concept and making it so simple anyone can use it, profitably.' That's exactly what Mike Capuzzi has done with Copy Doodles. If you're not using this, you're missing out on a lot of extra money from all your promotions.

Copy Doodles have my highest recommendation!”

**David Garfinkel**  
**President, Overnight Marketing**  
[www.DavidGarfinkel.com](http://www.DavidGarfinkel.com)



**Internet Marketer, Yanik Silver**

“Mike Capuzzi's CopyDoodles are sheer genius. As a long-time student and teacher of direct response copywriting, I've seen first-hand how handwritten margin notes and doodles work surprisingly well to boost response both offline and online.

“It's almost seems too simple. But the problem was how you create it yourself or hire a designer to do it? One is time consuming and a hassle and the other option is expensive.

“Enter CopyDoodles to the rescue! I love it - you just copy and paste from a selection of hundreds of pre-made (and proven) doodles and handwritten notes. It couldn't be easier or more effective. I highly recommend them.”

**Yanik Silver**  
**Author, '34 Rules for Maverick Entrepreneurs'**  
[www.MaverickBusinessInsider.com](http://www.MaverickBusinessInsider.com)



**Legendary Marketer, Ted Nicholas**

"As the marketing heavyweights and experienced copywriters know so well, a personal feeling in your written communications always produces better results than the all too common "slick" look.

"The easiest way I've seen to help create in your sales letters, websites and ads the '*me to you*' look is with CopyDoodles."

**Ted Nicholas**  
[www.TedNicholas.com](http://www.TedNicholas.com)



**Copywriter, Lorrie Morgan-Ferrero**

"What I love most about CopyDoodles is they add an element of the human touch in a very high-tech world. Some of the old slam-bam-thank-you-ma'am techniques of the past simply aren't working in today's more authentic and relationship-driven world.

CopyDoodles helps transcend that chasm. (As a professional copywriter, I shouldn't be telling you this, but the truth even BLAND copy can get great results when you use Mike Capuzzi's cutting-edge graphics, CopyDoodles. So when you add this element to GOOD or even GREAT copy, you have a one-two punch sure to get you massive results.)"

**Lorrie Morgan-Ferrero**  
[www.redhotcopy.com](http://www.redhotcopy.com)



**Marketing guru, T.J. Rohleder**

"Every copywriter on the planet should own Mike Capuzzi's "CopyDoodles." This is awesome! I have mailed out over 200-million pieces of Direct-Mail in my first 19 years alone and would have MADE A LOT OF ADDITIONAL MONEY if I would have had this highly-effective program!

"This is the most incredible thing I've ever seen! I'm using all of Mike's amazing graphics to SPICE UP all of my sales letters! And although I'm just getting started with it, I know that this will INSTANTLY INCREASE MY RESPONSE RATES! I showed this to a few of my friends in the business and they fell all over themselves! One of them was so excited about this -- he went crazy and spilled coffee all over my desk and nearly wiped out my computer!

"The only person who hates CopyDoodles is my graphic artist! When he saw it, he said: "you won't need me anymore, will you?" Anyway, I strongly recommend this to anyone who is looking for an "edge" This is a powerful way to SPICE UP any Direct Mail package and DOUBLE THE PULLING POWER!

"THANK YOU, for producing this great product, Mike! I can't wait to get ALL of the additional volumes you'll be creating in the future! Just hit my credit card each time you introduce a new version and RUSH it to me ASAP!!!"

**T.J. Rohleder, Co-Founder of M.O.R.E. Incorporated  
Producer of THE \$100-MILLION DOLLAR COPYWRITING SYSTEM**



**Copywriting guru, Ray Edwards**

“I believe CopyDoodles can revolutionize your direct marketing and your copywriting business especially. If you'd like a way to instantly boost conversions for very little expense and as easy as cut and paste... this, my friend, is your answer.

You don't need to spend a fortune on a designer. You don't need to write brilliant new copy. You don't even need to be very creative.

You just need to be able to copy and paste and watch the results increase from your promotions and from your marketing.

CopyDoodles gets my highest recommendation! I've tried it. I've used it. It works for me and I believe it will work for you too!”

**Ray Edwards**  
[www.RayEdwards.com](http://www.RayEdwards.com)



**Internet Marketer, Ryan Lee**

"I noticed a BIG spike in sales when I added CopyDoodles to my web site. I thought the program was so valuable, I immediately told everyone on my list about it. If you are writing copy, you **MUST** have CopyDoodles."

**Ryan Lee**  
**Author of The Millionaire Workout**  
[www.RyanLee.com](http://www.RyanLee.com)



**Lawyer and Info-Marketer, Ben Glass, III**

“Ever since I met Dan Kennedy and Bill Glazer and started listening to what they had to say about creating more effective marketing I have improved my own copywriting. I was always envious, however, of their ability to "mark up" their copy with handwritten margin notes, circles and underlines. I figured that they must be paying a fortune to graphic artists to enhance the high quality of their copywriting and I didn't even know where to begin to look for a graphic artist who would even understand this sort of "ugly writing." I discussed this problem with Mike Capuzzi over lunch at a GKIC Peak Performers meeting and two months later he shows me CopyDoodles and says "Here's your expensive graphic artist who understands the GKIC world." He was right.

“Within 15 minutes of opening my copy of CopyDoodles, I was adding those graphical enhancements that members of GKIC have seen for years coming from Bill and Dan. Thanks, Mike, for creating such a cool and easy to use product.”

**Ben Glass, Attorney**  
**Fairfax, VA**  
[www.BenGlassLaw.com](http://www.BenGlassLaw.com)  
[www.GreatLegalMarketing.com](http://www.GreatLegalMarketing.com)



**Speaker, Lee Milteer**

“Thank you so much for inventing CopyDoodles! We use them in our newsletters, sales copy and web site! The CopyDoodles add so much energy, excitement and power to our work and we are most pleased with the results we get because of them. We are most impressed with your new version of the Carly CopyDoodles!

I highly recommend them to anyone who sends materials out to their customers, clients or patients because they certainly help you have distinctiveness to be remembered!!”

**Lee Milteer**  
**Author, Speaker, Coach and Publisher**  
[www.milteer.com](http://www.milteer.com)



**Internet Marketer, Daniel Levis**

"Mike Capuzzi has just made incredibly realistic looking hand written notes, doodles, and drawings a breeze for even techo-Neanderthal like me to create.

"No need for putzing back and forth with graphic designers.

"Just slip in your CopyDoodles disk, and give your copy an electrifyingly personal touch that reaches out and grabs your readers by the eyeballs, practically forcing them to read your copy. I'm impressed!"

**Daniel Levis**  
**Copywriter, Marketing Consultant,**  
**Info-Marketer, and creator of the**  
**5R Online Conversion System**  
[www.DanielLevis.com](http://www.DanielLevis.com)



**Internet Marketer, Ken Calhoun**

“CopyDoodles are outstanding at grabbing attention and involving the reader in the copy. They are quick and easy to use in a variety of sales letters and site designs, and instantly add a warm “human touch” feel that connects with people and keeps them engaged.

“Highly recommended for all business owners; I just wish I bought this earlier. Mike Capuzzi is a talented and conscientious, plus he delivers great customer service. This is one of the very few resources I wholeheartedly recommend. It’s brilliant, they work (I’ve split-tested them), and they add value and authenticity to sales copy.”

**Ken Calhoun**  
**CopywritingSuccess.com**  
**DaytradingUniversity.com**



**Cosmetic Surgeon, Dr. Barry Lycka**

“My name is Dr. Barry Lycka and humbly, I have been regarded by my colleagues and peers as one of the best cosmetic doctors in North America, if not the world. I met Mike at a Dan Kennedy mastermind group meeting several years ago. At that time, I was fascinated by his CopyDoodles idea. Why? The answer is simple. One thing doctors literally suck at is marketing - telling our message to the market.

What Mike’s stuff amazing...?

It literally makes any message "jump off the page" and does this amazing feat quickly and easily! Thank you Mike!”

**Dr. Barry Lycka, MD  
Edmonton, Alberta Canada**



"CopyDoodles has to be one of the best business purchases I've ever made. They are fun, easy to use and really gets our copy noticed, opened and read. Thanks Mike!"

**Barbara Naisby  
Culbokie, Scotland**



“I have been using CopyDoodles now for about 18 months or so here in Sydney, Australia where I work mainly consulting to restaurants and small business. Before starting to use CopyDoodles my marketing communications and letters when I look back were dull, boring, and just had that corporate sameness.

“Then, I started working with CopyDoodles and all of a sudden my messages were coming alive. My customers were commenting; it was clear they were being read and the phone was ringing. Imagine sending out a 14-page letter to restaurateurs and it being read? Normally, I would say no way. Instead the letter was full of red arrows, light bulbs, comics, bright red underlines, hand written testimonials and when I was talking to them they were reciting back the contents of the letter proving to me they had read it all, thanks to magical powers of CopyDoodles. Response from that was around 4%.

In particular, I love using the comics and thinking of different captions to highlight a message and to make a point. They always get read and are regularly commented on. I love the fun of working with them.

More than the doodles themselves I highly value my membership to the CopyDoodles Access Club; the templates; the ideas; the webinars; inspiration and support provided by Mike Capuzzi and Lauren Wuscher is always highly appreciated and valued. Any business owner who doesn't have CopyDoodles in their marketing arsenal and is actively using it, would have to be nuts. The stuff is brilliant. I highly recommend it. Just use it and watch the change. You will be glad you did.”

**Alistair Gray a.k.a. Doctor Profit**  
Sydney, Australia  
[www.WeFillRestaurants.com](http://www.WeFillRestaurants.com)



**Copywriter, Julie Boswell**

"Even with a great in-house graphic designer at my disposal, I have found CopyDoodles to be an invaluable tool in creating marketing pieces for the Glazer-Kennedy Insider's Circle™. This product is incredibly easy to use, but most of all, it's **EFFECTIVE!**

"We all know that personalization and graphic enhancements are key components to direct mail and by using CopyDoodles, I've been able to add more creative and hard hitting components to the mailings we send out. I've had access to this product for only a few weeks, but now I never want to live without it!"

**Julie Boswell  
Copywriter**



**Speaker and Former Fighter Pilot, Ed T. Rush**

"Mike Capuzzi is what you get when you cross Dan Kennedy with MacGyver. He's a guy who could take a piece of duct tape, a paper clip, and a \$49 printer...and turn it into \$3987 dollars of cold hard cash! (I didn't make that up either...it is the exact figure that Mike generated into my account after working with him for just 2 days).

"If I had known just one of the many powerful (yet simple) tools that Mike teaches back in last year, I would have saved over \$3,500 in printing, mailing, and fulfillment costs....not to mention the days I would have saved in pain, agony, and turmoil trying to get my handwriting on an offset print run!

"I have one recommendation for you. Follow in my footsteps and listen to every word Mike has to say and buy every thing he offers. He is an extremely honest guy....and charges way, way less than he should. (In fact, if he takes my advice, his prices will be going up soon. What you learn from Mike will save you untold hours...and even better, WILL put money in your bank account."

**Ed Rush**  
**San Diego, CA**  
[www.Mach1Marketing.com](http://www.Mach1Marketing.com)



**Author, Christine Kloser**

"The instant I saw CopyDoodles, I knew I had to have it for my upcoming book launch Web site. I'm no Web designer, but I was able to use CopyDoodles on my Web site in a matter of minutes. They are so much fun to use and they really make my copy jump off the page!

"Mike, your CopyDoodles helped me generate over \$30,000 in less than 30 days! Thank you for a great product!"

**Christine Kloser**  
**Best-selling author, The Freedom Formula**  
[www.LoveYourLife.com](http://www.LoveYourLife.com)



**Copywriter, Troy White**

"Mike, your CopyDoodles are brilliant and my bank account thanks you!

"They are incredible easy to use, very flexible in how they can be used, and very effective for grabbing eyeballs and getting them to read. In my line of work, that's more than half the battle.

"Thanks Mike, your CopyDoodles have already made me a bundle – and I have yet to scratch the surface."

**Troy White**  
[www.SmallBusinessCopywriter.com](http://www.SmallBusinessCopywriter.com)

**"I use CopyDoodles in almost every ad and direct mail piece I run. My response is around 32% better than with the non CopyDoodles ads. It's a great tool and extremely easy to use."**

**Howard J. Anderson**  
**Long View Retail Consulting**  
**Providing Tools to Make You Money**  
[www.longviewretail.com](http://www.longviewretail.com)

"I've been writing direct mail for 17 years. Other than new copy techniques I'm continually learning, this is the single most valuable addition to my arsenal in years!"

**Mike Denison**  
**Logik Marketing**  
[www.logikmarketing.com](http://www.logikmarketing.com)

"CopyDoodles are great! Not being a copywriter by trade, it's very nice to have such a useful tool. And Mike does a great job of educating me about how to spice up my correspondence and marketing. He even digs into the technical issues to show you exactly how to do it!"

**Patrick Farrell**  
**Jacksonville, FL**

"This is the most amazing product for copywriters in any industry. In just 2 weeks of owning the product I have created some incredible new marketing pieces that I would have never been able to do on my own. I am now going back and adding CopyDoodles to old sales letters from last year to compare the response. I know the difference will be huge. Thank you so much for releasing this product. It is truly my best buy of 2007!"

**Mark Wurst**  
**Professional Magician**

"I started using CopyDoodles because I wanted a way to jazz up my letters and e-books and special reports and I didn't want to have my artist do it. I like the control I have because I can make my materials look great and it's easy enough that I don't need help. There is no comparison between something that uses CopyDoodles and something that doesn't -- it converts text into something inviting -- it converts better, looks better and reads better. When I heard about CopyDoodles I snapped up a copy and I recommend that that you do to."

**Richard Geller**

[www.MortgageReliefFormula.com](http://www.MortgageReliefFormula.com)

"I wanted to say thank you for coming out with CopyDoodles. As you know my company specializes in unique direct mail pieces and have always had to make our own doodles and sayings and all sorts of hand lettering to make our letters and postcards look different -- this took my assistant hours plus all of my time approving what she came up with -- now we just go to CopyDoodles and everything is done for us with absolutely no work or drain on our time -- we have literally saved hours using CopyDoodles and can put out many more projects quickly.

"I probably shouldn't be telling you this but we would have easily paid double the cost you charged us to have all these ideas at our finger tips."

**Dean Killingbeck**

"Just wanted to take the time to let you know how much I love your CopyDoodles! This helped fill a huge gap in my copywriting. I use it just about every day. I know it gets my stuff noticed, I have had many of my clients and members comment about it. This product can make a difference for just about any person that is communicating with any type of clients/customers/patients/members.

"This is one of the best tools I have seen come along in a while. What I love about it is how easy it is to use. You have everything in the tool kit. I was using it within minutes of getting. If I can use it anyone can. Thanks for fulfilling a desperate need."

**Dan Cricks**

**Results Marketing, LLC**

"Hey Mike, I just wanted to shoot you this quick email to let you know..."

COPYDOODLES ARE AWESOME!"

**Chris Koehl**

**LeadPageGenerator.com**

"I am sending you this note to tell you how absolutely thrilled I am with your CopyDoodles. There are so many CopyDoodles to choose from! Just reviewing the content included triggers a multitude of ideas to include on my pieces.

"Thank you for creating such a wonderful, easy to use product. I have told many about the CopyDoodles program and have "gently" insisted they invest in CopyDoodles!"

**Barb Main, Owner  
J&J Automotive Services**

"CopyDoodles has been great! Thanks for putting together such a great product!"

**Adam Taylor**

"AWESOME STUFF! I just got my packet this afternoon in the mail and I already put it to GOOD use!

"Check out the before and after of a VERY RECENT sales letter that I put together!

"Your tools will PAY BIG DIVIDENDS! I'm so GLAD that I responded to YOUR great OFFER!

"QUICK, GREAT SERVICE, and a TOTALLY AWESOME PRODUCT!"

**Doug Seewald**

We started using CopyDoodles maybe 2 years ago. We use them religiously on our newsletter, our response rate increased as soon as we started using them. Now we use them on every mailer we do and I love the new Facebook app. SO MUCH FUN!

**RaeAnn Hayward  
Good Works Auto Repair  
Tempe, AZ**

Copy Doodles has made my marketing and correspondence with my customers more interesting and eye catching. It also has a tendency to give the illusion of a more intimate communication getting rid of the separation you feel from big businesses advertising.

**Tom Hipp  
Standard Auto Care  
Sacramento, CA**

I started using CopyDoodles and I love the internet access format; I have seen them utilized in many of my colleagues advertising pieces throughout the country. Any time I use a CopyDoodle, the advertising just "pops" and gets the reader's attention. I have utilized CopyDoodles on my website and I love it! Every piece of advertising that leaves my chiropractic office WILL have some type of CopyDoodles on it. It's that important!

**Dr Chris Heeb  
Heeb Chiropractic Wellness  
Bridgeton, MO**

I started using CopyDoodles about 6 months ago... Designing marketing campaigns is so much more FUN now! I really enjoy playing around with all the images and handwritten fonts. Not to mention, they WORK! We found that our prospects are more likely to open our envelopes when we use CopyDoodles!  
Thank you!

**Deidra West  
OVERLOAD Fitness  
Beachwood, OH**

Although we have only been a CopyDoodles client for a short time we have started to use them in a big WAY! We have always sent out Birthday cards to our clients but now ALL the envelopes have CopyDoodles enhancements...and the clients love them!

Our annual mailings to get ready for Tax Season this year went out with CopyDoodles personalized letters and envelopes and response was exceeded with over a 96% call in for appointments where we usually have to call the clients to set up appointments...saved us a ton of time. I have even used CopyDoodles on my collection letters (the very few that we have) and have had every one paid in full!  
CopyDoodles is something different to STAND OUT in the perceived boring world of tax and accounting.

**John E. Walters  
LeWalt Consulting Group, LLC  
St. Petersburg, FL**

I've been a CopyDoodles fan/customer since the very beginning - before CopyBoosters and before CopyDoodles Access Club. I use them in everything I do. My readership in my newsletters (GKIC Local Chapter & Consulting Lead Gen) have increased easily by over 50%. A poll taken in January to my herd revealed that 93% of my members will get mad if I don't send them my newsletter each month - because it's fun and easy to read (thanks to CopyDoodles). I've even let my son (aka 'Mini-me') use the CopyStamps and

CopyComics tools to spruce up a cover on one of his monthly book reports. I am grateful to have these tools at my disposal. Gracias!

**Craig Valine**  
**Enhanced Marketing Performance, LLC**  
**Pasadena, CA**

Thanks to exposure several years ago to Copy Doodles, I now incorporate them into almost everything I produce. It makes my articles and letters easy and fun to read, plus it directs the reader through the copy to make sure they see what's important. Because some folks will only scan an article initially, it encourages them to go back through the entire piece. I love the cartoons that I can personalize and add my own captions without worrying about copy write infringement.

**Jan Duke**  
**Re/Max Gold**  
**Yuba City, CA**

CopyDoodles and the ideas presented by Mike have re-inspired my energies in my business after 24 years. I really enjoy marketing with the CopyDoodles and working on becoming a better copy writer everyday. My response rate is increasing and it has given me the ability to reduce the amount of DM I send out. Thanks for the great stuff.

**Kevin Rouse**  
**Allstate Agency Owner**  
**Plainfield, IL**

We use Copy Doodles on our newsletters and have been for 2+ years. People that comment say things like "you guys are so creative" and "the personal touch is great" (If they only knew)!

**Peter Verlezza**  
**SMB Networks, LLC**  
**New Haven, CT**

The marketing stuff I get from Copy Doodles for free is worth WAY more than most of the marketing stuff I pay for! I used Copy Doodles and a couple of Mike's recommendations in a sales letter I sent out last season and for the first time in the 20+ years I have been doing this program for this particular customer, I got a TON of phone calls from clients saying they loved the new look. Sales from new customers also went up 22%

HINT: If you're not a subscriber, imagine what you must be missing out on if the free stuff is so off the charts!

**Phil Brakefield  
Lake in the Hills, IL**

“When I first saw the CopyDoodles promotion emails, I started drooling. I wanted them. I couldn't even tell you why I wanted them so much and I did. I had put a complete ban on buying any more products, services, tools, anything. And there I was, signing up for CopyDoodles!

“Since I haven't done measurements on before and after, I can't tell you about increased response rates and the like. And I do know that I get "wow, that is a cool cartoon, you're creative" and "you come up with the neatest stuff" when folks see what I'm doing.

“My latest use of CopyComics was creating a custom version to go along with my new Nutrition/Wealth Business (ViSalus Sciences). I attended an event with other distributors and handed out a bright orange card with a CopyComic ... they sure got folks attention! I was actually promoting my "TeleWhatevers: Master the Basics, Transform Your World" class for Direct Sales folks. We'll see what happens next!”

**Jerilynne “MamaRed” Knight  
Carmel, IN**

CopyDoodles have taken my business to a completely different level. I am using them on my new web site and every flier or letter that leaves our office has copy doodle on it. I am also using copy doodle on my envelopes with a HUGE success rate of getting that piece opened. Thank you!

**Ken Scott  
Comedy Magician  
Atlanta, GA**

I've been using CopyDoodles for a number of years now and my copy never fails to engage the reader. There are always positive comments about the Doodles or Comics.

**Jeffrey Brookfield  
AmeriSpec Home Inspection Service  
Georgetown, ON**

CopyDoodles provide excellent content and ideas. Love getting the videos from Mike because I always learn something. Reactions to CopyDoodles-inspired work is always positive.

**Joan Denizot**  
**Super Sized Cycles**  
**Fairfax, VT**

"I bought CopyDoodles when it first came out. I could immediately see the power of livening up an otherwise dull report. I use it in advertising, my newsletter, direct mail solicitations. In fact, I'm so happy with it that I purchase just about everything Mike Capuzzi publishes."

**Jim Edholm**  
**Insurance Agent**

"I have used CopyDoodles for a few years now and find it absolutely fantastic. I use CopyDoodles for my brick and mortar business and for my coaching business. It is very simple to learn and use. I often take copy that I have previously used and just "doodle it up." Each time I have seen an immediate increase in response."

**Julie Steinbacher**  
**Elder Law Attorney**

"Mike Capuzzi's CopyDoodles delight and dazzle the eye and make your copy dance off the page. Just sayin'."

**Alan Steacy**  
**Send Out Cards**

"CopyDoodles has become such a go-to tool in all our marketing that I can't imagine how business life would be without it. It's one of those game changing brands that defines a "tool" like Xerox, Kleenex or Scotch Tape. It's positive, response boosting effect is such a "given" that we use it to enhance every web page, every sales letter, every order form without question."

**Susan Berkley**

"I absolutely love using CopyDoodles in all of my direct mail pieces. They are fun and easy to use, but best of all, they really increase my response rate. In a recent mailing, my response rate went from 4% without CopyDoodles to 11% after adding a few CopyDoodles. I recommend them for any direct mail piece!"

**Wayne Siefert**

"When Mike called and told me about his idea of CopyDoodles a few years back, I knew immediately it would be a stunning hit. I was first in line to buy that first edition and have been an ongoing member of his Copy Doodles site since then... I use them in EVERYTHING. Anyone that does any kind of marketing should be a member of Mike's CopyDoodles site. It's the best marketing bargain out there."

**Nina Hershberger**  
**Newsletter Marketer**

"I am unabashedly IN LOVE with CopyDoodles! I publish two monthly newsletters, have written eight books and created countless promotions for myself and my financial services clients. I would not dream of calling any one of them complete without the response boosting addition of CopyDoodles. Writing copy that sells is part art, part science. And when I finish the hard work of writing the core message, there is nothing I enjoy more than lightening it up with well-placed, well-chosen copy cosmetics from Mike Capuzzi."

**Victoria Eden**  
**The Insurance Marketing Queen**

"Bar none Copy Doodles was one of the best investments I made in 2010, and will renew this month again for the rest of 2011. Out of \$15,000 spent on marketing tools and education last year this has proven to be the best business boosting, attention getting, ROI tool in my arsenal. I am in B2B Furniture Sales and this has helped me stand out from the others in my field and show my customers that I know how to help them market our businesses together."

**Jeff Giagnocavo**

"I LOVE CopyDoodles!" - I use them all time to add Zing!, Pop! and Wow! to my marketing. They are a lot of fun!

**Janice L. Gibson**  
**Healing Energy-Works**

"I want to tell you about this cool little secret I using to get more people to sign up for my newsletter - it's called CopyDoodles and it's an easy way to add handwritten messages to call attention to areas you want people to focus on. I simply added a handwritten image that said "Sign-up Now" and a handwritten arrow pointing to my optin form on my website. My optin rate doubled the very first day. If you want to increase your response rate of your optin pages I highly recommend you give CopyDoodles a try... You'll be glad you did."

**Greg Russell**  
**Website Developer**

"CopyDoodles has been the least expensive, biggest return out of ANY product I have ever invested in. It makes creating campaigns fun and patients respond to the handwritten font. If I don't have a few CopyDoodles anymore, the piece just looks incomplete... It is just amazing how a simple tool that even my 6 year old can do can make or break the response of any marketing piece. "Good marketing doesn't have to be complex and that is exactly what CopyDoodles does."

**Ginger Bratzel**  
**Dentist**

"Mike Capuzzi's CopyDoodles delight and dazzle the eye and make your copy dance off the page. Just sayin'."

**Alan Steacy**  
**Display Associates, Inc.**

"I have personally been using CopyDoodles for the past eighteen months and am continuously amazed at the difference it makes in EVERYTHING I do. As a stodgy lawyer its amazing that such a tool would work so well for me. I use it on our newsletters, I've begun using CopyDoodles in documents that I prepare for clients to explain what they need to do (heck, I may even use it with some actual legal documents!). It is captivating, easy to use and a real plus. Whether in my marketing pieces or actual work it is a plus."

**Brian Mittman**  
**Disability Attorney**

"Mike's strategies are very important for my business. I've used his CopyDoodles on everything, including my printed newsletters, online sales letters and most recently 15 television commercials. They've added tens of thousands of dollars to my business and I cannot say enough about how Mike has helped us."

**Michael McLean**  
**Insurance Agency Owner**

"CopyDoodles are my secret weapon. They help give me confidence that I can improve my client's promotions because most clients don't know to use them, save me time and frustration because they are super simple to use despite the fact I get easily frustrated with software programs and am not a techie person, and make my work even more fun because I feel like I'm playing when I use them.

"Even my kids are using them. When I showed Mike a promotional poster to promote my son's singing performances, Mike told me kids were using them on reports and school projects. DING, another idea popped in my head and now my sons are using them on their school projects too."

**Cindy Cyr**  
**Marketing Strategist & Online Copywriter**

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