

Pete Alexion

Agriculture's Copywriter

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Raising ROIs Since 1997



Dear Chris,

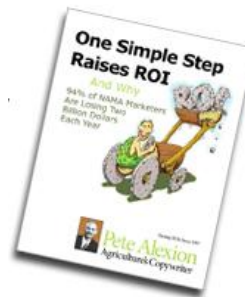
How often does a rock-solid idea land on your desk ... and from one of your leads, at that?

Well, here's your rock ...

One Simple Step Raises ROI

And Why

94% of NAMA Marketers are Losing Two Billion Dollars Each Year



In this report, you'll see the results of my survey of 336 NAMA member company web sites (**yes, your web site is in the survey**), the huge mistake ([page 2](#)) which costs 94% of NAMA marketers **two billion dollars** each year, and how simple it is to correct it.

In this free report you'll learn:

- ✓ A simple device you can place on your web site which will draw web site visitors into your sales cycle ([page 3](#))
- ✓ How to “edu-market” your prospects into wanting to give you their business ([page 4](#))
- ✓ What makes prospects feel obligated to reciprocate with their business ([page 5](#))
- ✓ Why a lead chooses to be grateful toward your company ([page 6](#))
- ✓ How to increase your credibility with your prospects by not selling to them ([page 7](#))
- ✓ How to make an irresistible offer and why it works ([page 8](#))
- ✓ The #1 online tool for generating quality leads – leads who are very serious about buying ([page 9](#))

Want More? OK ...

This report will show you how the top 6% of agricultural marketers are harvesting *your* potential

(Next page, please ...)

leads and how to beat them at their own game. After you read this free report, your next marketing campaign will top the silo. You'll learn how to have an **incredibly strong return-on-investment**, by capturing quality leads in *One Simple Step!*

When you walk into your next meeting and give your report, you'll look so good, they'll etch it in stone. You and your ego will gloat because "You Did It!"



And I'll be right behind you every step of the way, making darn sure you succeed. I'm Pete Alexion – *Agriculture's Copywriter* – and I **raise ROIs by an average of 26%** by influencing producers to read your entire sales message and take action. Guaranteed.

Don't believe me? Well, you just read my entire sales message, now didn't you? And with this report you'll learn how we'll influence your leads to do the exact same thing.

How?

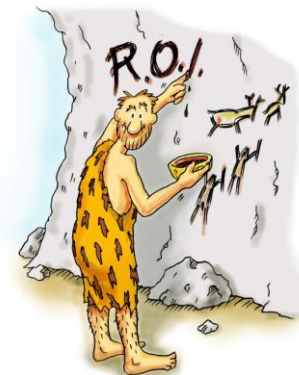
I've been your lead, prospect, and customer for a half-century; a farmer, rancher, Extension agent, and agricultural consultant turned copywriter who knows what works and felt agriculture's pain, first hand.

Finally, you can count on someone who "gets it". And in a few seconds, so will you, when you click on my FREE report at **PeteAlexion.com**. You can't miss it. Do it now – before you get interrupted and throw this rock at 'em.

Need ROI? Get serious. Get Pete.

Sincerely,

Pete Alexion
Agriculture's Copywriter
Raising ROIs Since 1997



P.S. Don't lose that rock

Remember, that rock came from one of your leads, and it will illustrate how to warmly relate to their most primitive and basic emotions when you get your FREE report at **PeteAlexion.com** or call **907-488-9802**.