

## Feeling defeated by deadly copy? Sagging sales? A shrinking customer base?

Then take my advice:

Don't look where you're falling. Ask why you're slipping...

November 4, 2011

TO: Mr. Kristopher Marek, KJM Publications

Dear Kristopher:

Let's face it. Building a profitable business in today's world isn't easy. The economy's down ... competition's hot ... and the path to the top is chancy. The truth is, smart people do fail ... good people do fall.

What's the root cause of those business failures and falls? Bad copy? Weak sales? Customer base blow-out? Any one of these or all may have played a role. But what caused the overall slip?

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***"She is simply and superlatively good at what she does."***

Bruce Thomas,  
Founder/Director, Inventure,  
Chicago, Illinois

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Hockey-great Wayne Gretzky has an answer. He said, "Winning is not skating to the puck. It's skating to where the puck *is going to be*." And you'll never know quite where it's going to be if you don't have a marketing roadmap to get you there. To help you put the players in the right place. Seal the deal. Win the game.

My name is Faith Attaguile and I'm a marketing consultant expert specializing in the sustainable living world.

I've been a small business owner twice over. As such I understand your client's needs better than others who've never been in that trench. I've learned firsthand the pitfalls of only "skating to the puck"... operating without an overall marketing strategy guiding day-to-day operations. One that also generates ideas for new outreach. I've lived the up-and-down emotions your clients face every day. I know what makes them tick ... the core emotions that move them.

I've mastered the interlocking parts of a good marketing plan. I write sales letters that smash through buyer's remorse. Web copy that entices and captures. Landing pages that get those click-throughs. I know strategies to increase your customer base. When I'm finished with your project ... whether articles, blogs, newsletters, whitepapers or sales letters ... your sale will be a done deal. Call me at xxx-xxx-xxxx so we can begin now to strategize for your success. What are you waiting for?

Sincerely,

*Faith Attaguile*

P.S. When we work together you get the added benefit of working with a graduate of AWAI's intensive training program for copywriters ... a member of AWAI's COS Master's Program ... a graduate of affiliate courses in marketing strategies and a whole range of web copywriting skills. All this means I'll write your articles, blogs, reports and newsletters without a hitch and within your deadlines. Guaranteed!

## **“Beware the fury of a patient man”**

The man was my father and mentor. The words were on a plaque they put on his desk ...

And he was patient all right. People often misjudged his reserve, dry humor and ability to listen as weakness. The blind ones often thought he was a pushover ...

Until they tried to push him over.

Because in that office ... behind that desk ... was a loyal man. A loving man. A man strong in his own truth ... and willing to follow it in the face of adversity.

In the world of politics that's a unique trait.

He was in the world of politics when they gave him that plaque. He was Commissioner of Agriculture. Before that State Senator. And before that City Council member when his town first became a city.

So he wasn't new to that world. But his presence in it often brought puzzlement to the ones already bought off.

After all, whoever heard of honesty and strength of belief in the political world? A politician who couldn't be bought?

Of course there are some. But they are few and far between. He was one of those few-and-far-between ones. He was a treasure. He was unique.

And thus he was an oxymoron to his political peers. He didn't fit into the mold.

Calling him a politician was like putting the words “cruel kindness” or “make haste slowly” together. If you really knew him, it caused you to stop and think ... of the possibilities ...

They often didn't know what to do with him. But they always grew to admire him.

Because behind his patience he was a fighter of a different sort. A course steadier. A teacher of life to those who would be taught.

His first love was his family and his land. His work in the political world was a calling he reluctantly met.

Often forced to fight battles he didn't want to wage ... he would always step up to the plate if his inner truth called him to do so.

Graciously. Honestly. Quietly ...

And with furious patience.

## Mad cravings for wildly-delicious entrees satisfied here

Restaurant review by **Faith Attaguile**

A two-story restaurant right on the beach, Ki's in Cardiff-by-the-Sea has been serving great food since 1980. Today they offer the finest in casual dining from sunrise breakfasts to sunset dinners. You're warmly welcomed when you walk in ... and you'll be a part of the Ki family by the time you leave.



### **Ki's**

2591 S. Coast Highway 101  
Cardiff-by-the-Sea, California

#### **Hours of operation:**

**Juice bar, downstairs & take-out:**

7 days a week, 8am-8pm

#### **Full-service dining:**

Sunday - Thursday 4:30pm - 9:00pm

Friday & Saturday 4:30pm - 10:00pm

Reservations: xxx-xxx-xxxx

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

At Ki's there's something for everyone. Each offering is lovingly composed by Chef Marcelino Arroyo. Whether fresh fish, beef or chicken ... organic whole grains or veggies ... delicious fruit smoothies or devilish desserts – you're sure to be satisfied at Ki's.

In the decade I've been dining there I've heard only one complaint: "I don't know what to choose!" So let me suggest a few things to get you started on your journey to dining paradise ...

Want breakfast? Try their Huevos Rancheros with spicy salsa, beans, oven-roasted potatoes, mouthwatering guacamole and fresh corn tortillas. A hearty meal, this dish is special. Its deep, rich flavors testify to that. But if that's not your thing there's always Belgium Blueberry Pancakes dribbled with real maple syrup ...



For lunch you can't go wrong with their Spicy Seafood Stew...

Butternut Squash Enchiladas...or Pesto Primavera. And those are just a few of the offerings, so make sure you reserve enough time to savor your meal.

But whatever you do, don't miss Ki's Sunset Menu (served from 4:30-6:00 with half-price drinks). Choose one each from many appetizer, entrée and dessert choices ... for just \$17. Then sit back. Relax. Enjoy a glass of fine wine while you gaze at the luminous ocean ... touched by a red-gold sunset. "Yes," you'll say. "Life is good!"

After 6pm it's fine dining and live smooth jazz. Try a brie, mango and avocado quesadilla ... a mixed green salad with grilled vegetables ... or a 10-oz rib-eye finished with a demi-glaze, completed with a portabello mushroom, potato au gratin and organic vegetable medley. My full-on comfort food for this time of day? Their 7-oz salmon fillet with feta cheese, basil, tomatoes, garlic butter and white wine ... all baked together in a parchment wrap. You haven't lived until you've tasted this one!

So do yourself a favor ... dine at Ki's. The experience will satisfy your hunger ... jazz up your day ... massage your spirit ... serenade your soul. For more information call xxx-xxx-xxxx or visit their website listed above.