

# MORE POWER

## to your Marketing Messages

How can you get more powerful,  
more profitable results  
from the money you spend to market,  
advertise and promote  
your business?

Read and follow  
the basic, simple and proven  
business communication advice in  
*Leave It To The Prose.*

LEAVE IT TO THE  
**PROSE**

30 Second Ideas On Powerful Business Writing

- **24 marketing truths**
- **30 second ideas on powerful business writing**
- **5+ smiles or laughs in 32 pages** (*business doesn't have to be dull to be successful*)

### What *Leave It To The Prose* Can Do For Your Business

- Transform a brochure that gathers dust into one that gathers sales
- Move your customers to action
- Make your message memorable so people think of you when they're ready to buy
- Remove marketing barriers

#### Kudos From The Readers

"I'm normally pretty cynical about self-help books, but Chris doesn't give me time to be cynical. He just gets to the point. *I want my own copy. Now!*"

-- Ned Mann, professional business writer

"Finally! Each page in this carry-with-you book is a mini-masterpiece lesson in "how to."

-- Sasha ZeBryk, Sasha Speaks Seminars

"It amazes me how Chris can say so much in such few words."

-- Marcie Shepard, Marcie Shepard Seminars

"Well done! These are more than talking points or technical tips. They resonate far beyond writing and will deliver long lasting value to marketers and business owners."

-- Steve Porcaro, ACC, executive sales and personal coach

### ORDER *Leave It To The Prose* TODAY!

1 copy -- \$ 6.95 + \$1.50 shipping & handling

5 copies -- \$25.95 + \$2.40 shipping & handling

10 copies -- \$48.95 + \$3.61 shipping & handling

Order online at [www.AmososinoWriting.com](http://www.AmososinoWriting.com) or send your check by mail. Make checks payable to Amorosino Writing, LLC and mail to BHB Mailing Services, P.O. Box 307, Coventry, CT 06238. Be sure to add the shipping and handling charge. **Add Connecticut sales tax of 6% if you are in Connecticut.**

### INSIDE

Don't Write Like Shakespeare

Great Strategy Beats Great Writing

The Best Writing Combines a Dictionary  
with a Diary

The Instant Headline Test

Seducing People To Read

When Pain Produces

*and many more tips  
to power YOUR marketing messages!*

#### About the Author

Since 1995, Chris John Amorosino has run a freelance marketing communication business. Amorosino Writing, LLC provides writing, marketing expertise, and start-to-finish marketing communications to clients including: Aetna, Barnum Financial Group, CBIA, Eastern Connecticut Health Network, Fairfield Country Day School, ING, Hasbro Toys, ImagePath Communications, Otis, and The Village.

