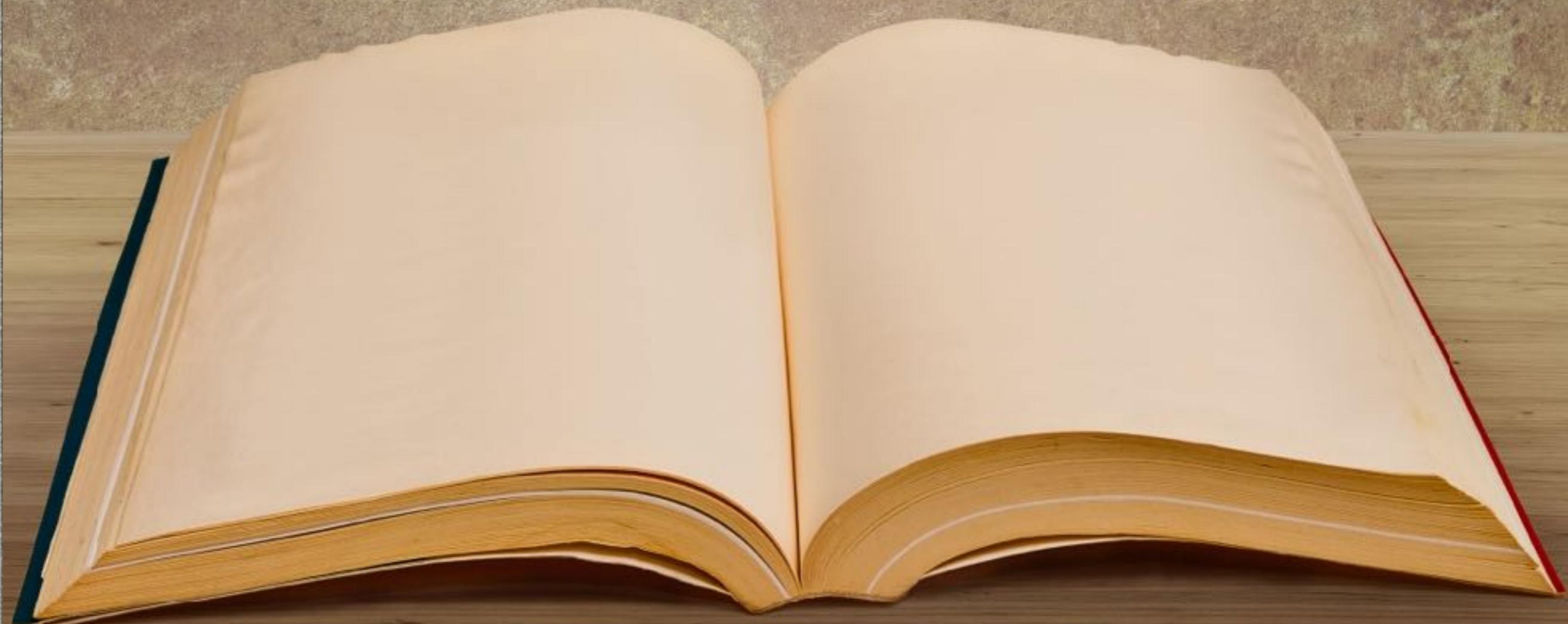


# The Book I Never Wrote

*by Mark Spector*



I once overheard an advertising executive say,  
“Mark Spector wrote the book on this type of direct  
marketing.”

Now I still don’t know what type of direct  
marketing she was talking about and I certainly never  
wrote any book.

But if I did write one, here’s what it would say:

# Intrigue me.

Akamai Technologies   
October 27 at 9:05 AM ·   

Our guest author sees organizations making the same mistakes with API security that they once made with web security. See details in our new report. <http://ow.ly/JCcp5OGza2c>

---

[state of the internet] / security

**Those who don't learn from the past...**



# Make me think.



Does fraud prevention cost you more than fraud?

[Read the Gartner® report](#)

**Akamai**

This advertisement features a woman in a professional suit, looking thoughtfully at a computer screen filled with dense, illegible code or log entries. She has her right hand resting against her chin in a contemplative pose. The overall tone is serious and analytical.



Stop treating honest customers like criminals.

[Read the Gartner® report](#)

**Akamai**

This advertisement shows two individuals, a man and a woman, sitting at a desk and looking intently at a computer screen. They appear to be engaged in a collaborative task, possibly reviewing data or discussing a project. The background is dark, making the subjects stand out.



Gartner: How many times does the same customer have to tell you, "I am not a robot."

[Read the Gartner® report](#)

**Akamai**

This advertisement depicts a person sitting at a desk, looking down at a computer keyboard with a weary or frustrated expression. Their hands are resting on the keys, suggesting they are tired of dealing with what they perceive as unnecessary challenges or errors. The background is dark, emphasizing the individual's state of mind.

# Or better yet, show me a new way to think.

**Athletes are sure as hell worth millions.  
Look what the companies who pay them make.**

They sell tickets at \$100 a pop, sneakers at \$200 a pair  
and fuel multi-billion dollar health, fitness and recreation industries.  
So who's making the big profits?  
That's exactly what our new mutual fund is looking for.  
Ask your broker or call (toll free) 1.888.82-SPORT for details.



WE'RE NOT IN THIS FOR THE GLORY™

There's nothing like  
**THE REAL THING.**

Gold stocks and ETFs may be convenient for short-term positions, but pure physical Gold is wealth in its most real form. Every society on Earth values it. Passing it to future generations is as easy as passing it from one hand to another.

At APMEX, we bring ETF convenience to physical Gold. Our buy and sell prices are as transparent as any market maker's. And through an exclusive partnership with Brinks, you can store any Gold you buy from us for less than most ETFs charge in expenses.



For more information, call a VIP representative at **877.225.8900** or visit us at [APMEX.com/Forbes](http://APMEX.com/Forbes).  
You'll see that for real Gold, APMEX is the real deal.

**APMEX®**

*Investments You Hold™*

*Mark@MarkSpectorWrites.com*

# Talk to my needs...



**Is there a large-cap fund  
that isn't held back  
by its benchmark index?**



**Is the risk-reward trade-off  
driving your clients  
from international stock funds?**



**Can a bond fund  
produce returns  
while staying in  
fixed income?**

# My pain points.

**Subject:** Stop staff overspending

 PEX Questions? [1-877-991-7668](#)

**How to reduce staff spending by 25%**



[Request a Demo](#)

Hi %%first\_name%%

"He bought what?" "She spent how much?"

You don't hear that when you give people PEX Cards. PEX lets you regulate when, where and how cards can be used. Your staff can only make budgeted, authorized purchases.

PEX enforces spending rules with automated systems, real-time controls or a combination of both. You can set different rules for individual cards or card groups. And oversee up to 1,000,000 cardholders automatically.

[Request Demo](#)

Rhett Keller  
VP of Inside Sales  
[rhett@pexcards.com](mailto:rhett@pexcards.com)  
[1-877-991-7668](#)

**Subject:** Fraud and misuse

 PEX Questions? [1-877-991-7668](#)

**Make sure every dollar spent is authorized**



[Request a Demo](#)

Hi %%first\_name%%

Introducing the end of "They bought what?"

With PEX, you decide in advance exactly how each card or group of cards can be used and the system enforces your rules automatically. Or you can approve and fund each purchase in real-time—manually or through an API.

Cardholders submit receipts with a mobile app and the PEX allocates the purchase with your accounting codes. Approvals and reconciliations are a breeze. And misuse can be virtually eliminated.

[Request Demo](#)

Rhett Keller  
VP of Inside Sales  
[rhett@pexcards.com](mailto:rhett@pexcards.com)  
[1-877-991-7668](#)

**Subject:** That stack on your desk

 PEX Questions? [1-877-991-7668](#)

**The last expense report you'll ever have to review!**



[Request a Demo](#)

Hi %%first\_name%%

Get rid of that stack on your desk. Give out PEX Cards, instead. Your staff will be able to report purchases through the PEX mobile app, using custom General Ledger codes, and submit receipts with a photo.

PEX automatically allocates each purchase, so expense reports are redundant. At the same time, built-in controls virtually guarantee that every purchase is authorized, so approvals are quick and reconciliation is a breeze.

You get better records with less paperwork.

[Request Demo](#)

Rhett Keller  
VP of Inside Sales  
[rhett@pexcards.com](mailto:rhett@pexcards.com)  
[1-877-991-7668](#)

# If you have something to say, say it.

Pinpoint Intelligence  
If the card's not present,  
we better be.<sup>SM</sup>

## CUT CHARGEBACKS UP TO 40% IN AS LITTLE AS 48 HOURS.

**Pinpoint Intelligence.** If you're not managing chargebacks with us, you're throwing your money away.

Unfortunately, an approved transaction isn't money in the bank. Deposits, fraud, and even buyer remorse can all turn your hard-earned money into a chargeback nightmare.

What chargebacks really cost you

A 200 chargeback costs more than 300 between time, fees, penalties, lost goods and credits—*lenders estimate* that you pay it all for every item in fraud. Too many chargebacks and you'll see falling revenue and mounting fines from Visa and MasterCard. In fact, you can lose your card processing privileges altogether.

Get up and running in as little as 48 hours

Pinpoint Intelligence works with your existing payment processor and technology. When a customer files a dispute with their issuing bank, our network picks up on it and alert you. There are no set-up charges—just a modest monthly fee for the service and a per-item fee. You pay for the alerts you receive.

**Comprehensive chargeback solutions for:**

- Online Retailers
- Multi-Channel Retailers
- Direct Response Marketers
- Continuity Programs
- Digital Goods Retailers
- Affiliate Marketers
- Call Centers
- Gift Card Distributors
- Bill Marketers
- Luxury Goods Retailers
- Health & Beauty
- Online Gaming

**Pinpoint Intelligence helps you:**

- Reduce chargeback ratios to acceptable levels
- Identify sources of fraud and stop them
- Intercept fulfillment of disputed purchases
- Red flag fraud-prone accounts before further losses occur
- Identify affiliates with higher levels of fraudulent activity
- Recover chargebacks without tying up resources
- Rescue orders from erroneously declined cards

**STOP CHARGEBACKS. BEAT CHARGEBACKS.**

Call 305-423-0261 for a FREE consultation.  
[www.pinpointintel.com](http://www.pinpointintel.com)



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*Mark@MarkSpectorWrites.com*

If you have nothing to say, say it well.

SNAP THEM UP!



New from Perth Mint  
2014 1 oz Silver Australian Saltwater Crocodile

PRE-ORDER NOW

# Price promotions work...



As do offers and deadlines...

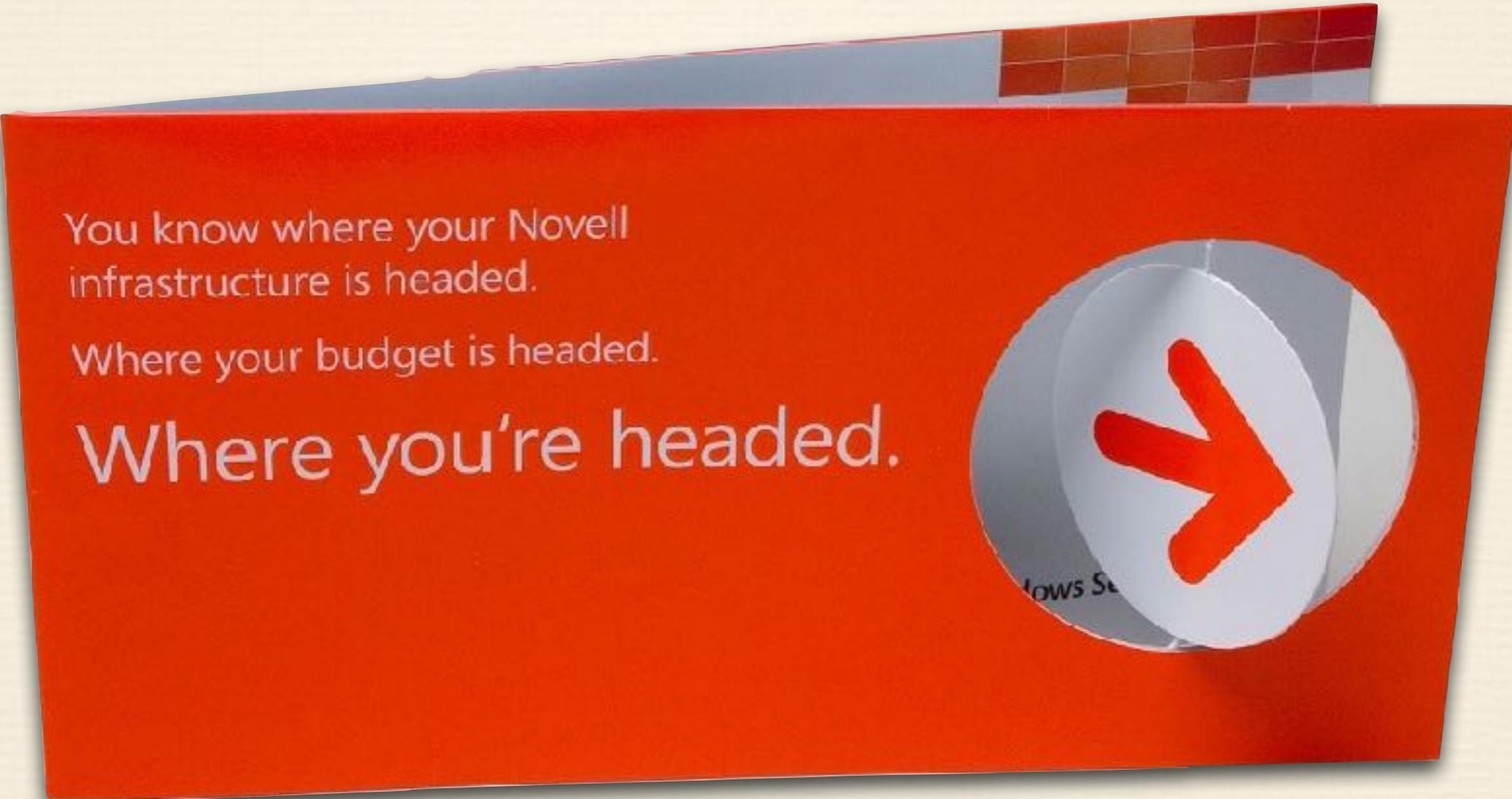


Sample A. Sample

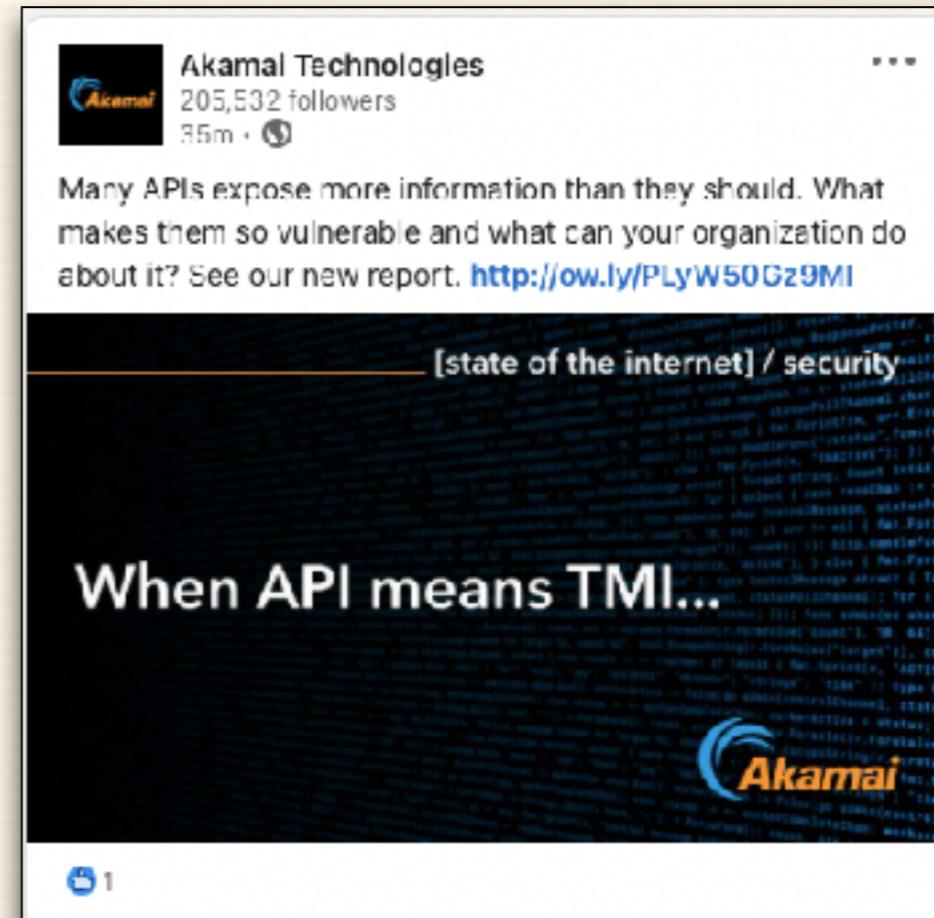
123 Main Street  
Anytown, US 12345

**Free offer expires soon.**

# And 3-D involvement devices.



# Speak my language.



# Sell to the heart, not just the head.



*Honesty May Be More Precious Than Gold & Silver, But It Shouldn't Be As Rare.*

*Thousands of products presented with clarity and simplicity. Customer service representatives that answer your questions the same way. Prices that don't go up after you lock the order. At APMEX, we know that all the Gold & Silver in our vaults can't buy a good name. We earn it one transaction, one satisfied customer at a time. Visit [www.APMEX.com/BrandAssets](http://www.APMEX.com/BrandAssets) or Call 800.518.7606.*

**APMEX®**

*Investments You Hold™*

*Mark@MarkSpectorWrites.com*

# If it's complicated, make it simple.



**Get More  
COVID-19 Vaccines  
into More Arms**

**Here's how**



*Mark@MarkSpectorWrites.com*

# If it's simple, keep it simple.

## SELL FAST. GET PAID FAST.



Call APMEX and you can lock in a competitive price in minutes. Here's a sampling of the more than 10,000 products we'll buy now:

### POPULAR GOLD COINS

	1 oz	1/2 oz	1/4 oz	1/10 oz
Gold Bar/Bar	\$94.00	\$47.00	\$6.23	\$1.50
Gold Maple Leaf	\$18.00	\$10.00	\$10.5%	\$10%
Gold Buffalo	\$54.00	-----	-----	-----
Gold Krugerrand	\$20.00	10%	10%	10%
Gold Hungarian/Nugget	\$5.00	SPOT	SPOT	SPOT

### POPULAR 1 OZ SILVER COINS

	1/2 oz	1/4 oz	1/10 oz
Silver Bar/Bar	\$12.20	\$2.20	Call
Silver Maple Leaf	\$1.55	+\$1.55	Call
Silver Philharmonic	\$1.90	+\$1.90	-----
Silver Panda	\$4.50	Call	Call
Silver Libertad	\$1.00	+\$1.00	Call

### GOLD BARS

	Pump	Credit	Perth	Other
1 oz Gold W/Assay	+\$8.00	+\$8.00	+\$8.00	+\$8.00
1 oz Bar w/o Assay	+\$9.00	+\$5.00	+\$5.00	+\$5.00

### SILVER BARS & ROUNDS

APMEX	Engelhard	IN	Other
1 oz Silver Round	+\$0.40	+\$2.50	+\$1.00
1 oz Silver Bar	+\$0.40	+\$2.00	+\$0.40
10 oz Silver Bar	-\$3.00	-\$20.00	-\$10.00
100 oz Silver Bar	+\$10.00	+\$25.00	+\$10.00

Prices listed are indications only and represent the bid (or buying price from you) based on the listed Spot Price from www.APMEX.com. All transactions must be placed in via telephone. All data is provided by APMEX, Inc. and is subject to change with or without notice. APMEX has a minimum transaction amount when purchasing coins or bullion products from the public. Please call for details.

Lock in a competitive sale price in minutes. Talk to one of our wholesale traders now. **Call 888.518.7605.**

**APMEX®**

\*Payment must arrive by 2 p.m. CT for next day payment.  
Offer will end at 8 p.m. CT on Friday business days.

*Investments You Hold™*

226 Dearborn Street  
Oakland, CA 94607  
888.518.7605 | www.APMEX.com

Mark@MarkSpectorWrites.com

# Deliver long text in digestible chunks.



10 Big Sales Time  
Wasters and How to Fix  
Them

Even the most successful sales people waste time. Sometimes because of outmoded sales practices. Sometimes because of roadblocks that management creates. Here are some common time wasters and how you can remedy them.

## 1) Planning Becomes Forecasting

Pipeline meetings shouldn't turn into discussions of deal sizes and close dates. Focus on identifying specific account issues, challenges and sales strategies. In other words, how to drive deals forward.

## 2) Inactive Opportunities

Dormant deals clutter your pipeline and complicate forecasting. Contact prospects who haven't had activity in a while. If they're still interested, create active tasks. If not move them to the "disqualified deal" graveyard.

## 3) Misuse of Social Media

Don't spend hours looking for content to curate or spam contacts with sales pitches. Instead, use social media to solve problems, add value and promote your own content. People buy from leaders, not followers.

## 4) Cold Calling

Buyers today do a lot of homework. They know what problem they want to solve and review options before they talk to a salesperson. Let the marketing department attract and educate prospects. Sales should be selling.

## 5) "I'd Rather Do it Myself"

A rep drops everything to track down a ship date. Or takes half a day to find an old pitch deck. Yes, the best sales pros thrive on independence and like to do things themselves. But any rep who has support should use it.

## 6) Unqualified Prospects

A prospect fills out an online form. Or calls for information. Yes, a follow up call is worthwhile. But drop qualifying questions early in the conversation, and move on quickly if the prospect doesn't meet your criteria.

## 7) Inefficient Sales Processes

Companies with a formal sales process drive 28% more growth. Make sure your processes to align with the company's GTM strategy. Review them regularly to see what works and what doesn't.

## 8) Failing to Update the CRM

Every minute a rep spends looking for names, past activities and outcomes is a minute wasted. CRM makes that information instantly available. But it representatives need to update it immediately after every activity.

## 9) Updating the CRM

17% of salespeople cite manual data entry as the biggest challenge of using their existing CRM. Configure your CRM to match your reps' workflow. Or better yet, eliminate manual data entry altogether.

## 10) Lagging technologies

Underlying CRM technologies are evolving at a dazzling rate. Soon, manual data entry will be as quaint as phone messages on sticky notes. You either adopt more productive technologies or give an edge to competitors that do.

Rollio uses Artificial Intelligence to eliminate manual data entry from Salesforce.com. Reps use their own words to tell the app about an activity, and Rollio populates CRM fields. And that gives a lot of time back to salespeople.

# Tell a story.



JUN  
18

## How Artificial Intelligence Can Turn Every Sales Rep Into a Super Rep.

Back in the 1980s, a \$50 million account (a lot of money back then) was up for grabs. The CEO of one vendor booked a ticket on the same cross country flight as the prospect. As the plane boarded, he handed the prospect a pitch deck and took a nearby seat.

You know what happened next. Seats were traded; the leaders spoke. By the time the plane landed, it was just a matter of details and formalities until the deal was closed.

Artificial Intelligence (AI) can give every single one of your reps the power of that vendor's CEO.

**Decide which leads to focus on.** The CEO obviously didn't go to this effort for every high value prospect that came along. He had good reason to believe he could close this prospect. Today's developing AI tools can analyze your existing customers' profiles and identify targets worthy of the most resources.

**Find out who's in charge and how to reach them.** The CEO had industry publications and contacts. You have social media, official Websites, search engines, and other sources. AI can dig through this and come back with amazingly accurate – sets of contact information.

**Reach out to the customer in the customer's voice.** The language in the pitch deck, the conversation on the plane—the CEO knew who

he was talking to. New AI tools can do the same. They can analyze a person's online information, build a personality profile, and then recommend the words and tone of voice they're most likely to respond to.

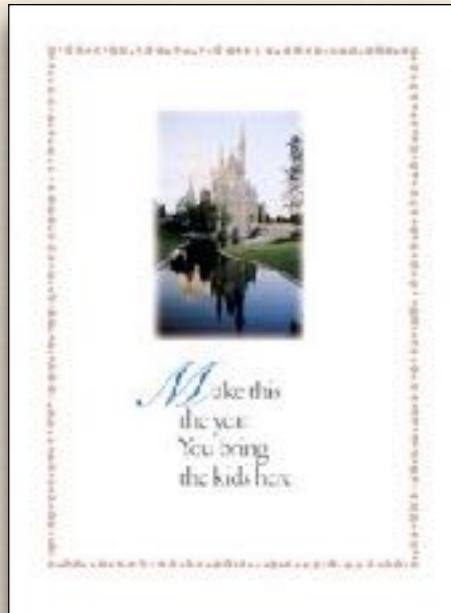
**Take the grunt work out of scheduling:** "How about Tuesday at 4? Can't do that? Okay, how about Monday at 3?" The CEO and his contact had assistants to take care of those details. Your sales team can have intelligent agents.

**Focus salespeople on selling and closing deals, not chasing down leads:** It took a long time for this opportunity to emerge. That's why the CEO used a lot of resources to keep unqualified prospects engaged. Today, AI-based sales assistants can tirelessly engage potential customers in natural, two-way conversations, for as often and as long as necessary. Always persistent. always polite.

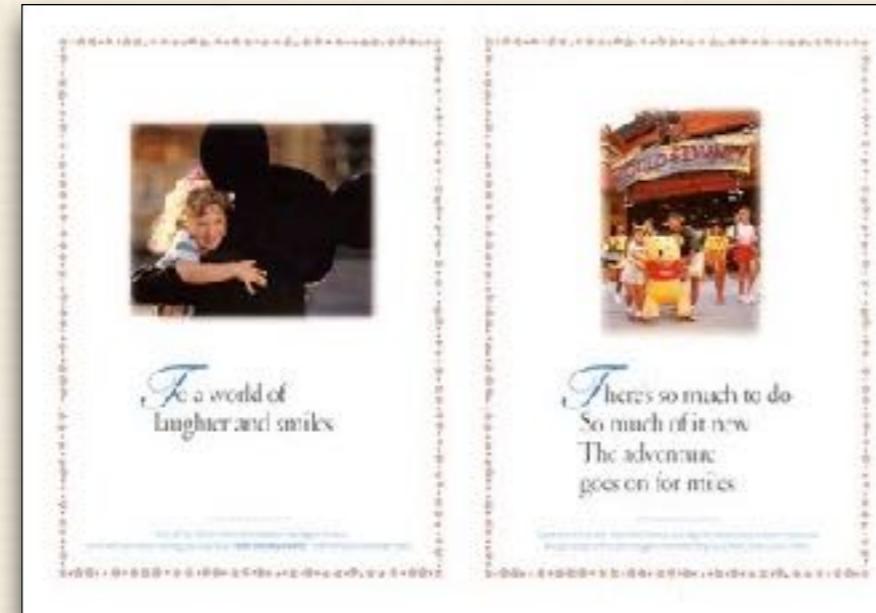
**Get down the details:** The prospect and CEO exchanged a lot of information on that flight. There were lots of details and formalities to work out. When they parted ways, the CEO telephoned his office and laid out every detail from that conversation. AI can make entering data into your CRM as simple as that phone call. The company that offers that AI is Rollio.

[Click here](#) for a free demonstration. It's another way that AI can free your sales team to drive more revenue.

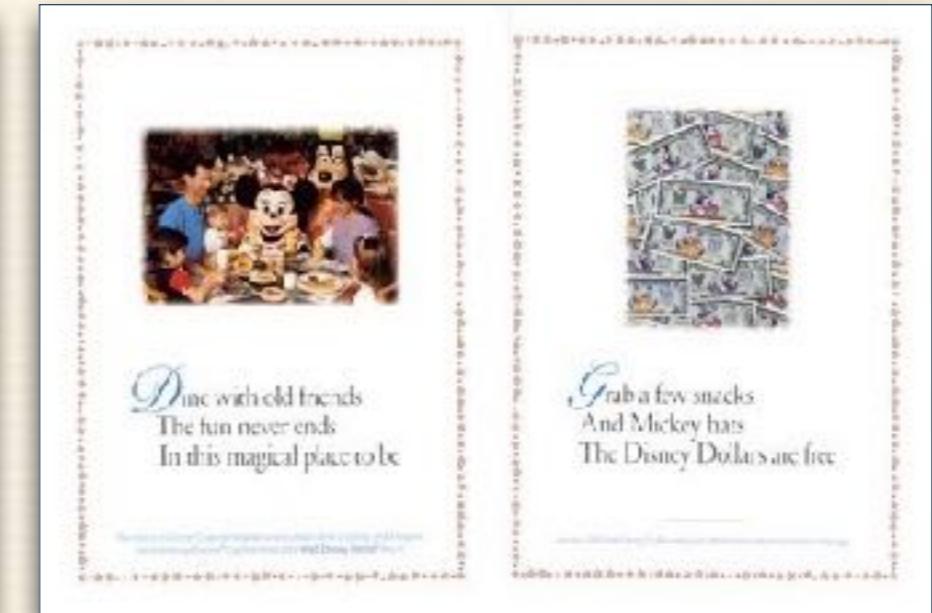
# Be true to your brand(s).



*M*ake this  
the year.  
You bring  
the kids here.



*To* a world of  
laughter and smiles



*D*ine with old friends  
The fun never ends  
In this magical place to be



*G*rab a few snacks  
And Mickey has  
The Disney Dollars are free



*A*nd as the sun sets  
There's more to do yet  
Come hear  
a story told by its star

*B*ut if that's not enough  
We've got more great stuff



*A*ll because you came here with The Card

# Keep an open mind.

---

# And don't forget to have fun.

RENAISSANCE ART FROM A RENAISSANCE MAN

LADIES,  
YOUR ADONIS  
IS WAITING.

If you have a thing for beautiful bodies, Angelo Nardone has something for you—the most magnificent reproductions of Greek, Roman and Renaissance statues anywhere. And they're all just waiting for you to take them home.

ANGELO NARDONE SCULPTURES

RENAISSANCE ART FROM A RENAISSANCE MAN

THIS MAN HAS  
AN INSATIABLE DESIRE  
TO REPRODUCE.

Angelo Nardone can't help himself. Morning, noon and night he reveres the glory of ancient Greece and Rome. Come inside and see his magnificent collection of statues, busts and pillars. All for sale at prices no-one can reproduce.

ANGELO NARDONE SCULPTURES

*Mark@MarkSpectorWrites.com*

# Mark Spector...

---

“...is a seasoned A-list creative professional.”

“...gets his head around any topic and produces snappy headlines or long-text copy or anything in between.”

“...brings a high level of passionate engagement to every assignment he takes on.

“...was born a creative director; spend five seconds with him and you'll leave with five million-dollar ideas.”

“...is one of the most effective advertising copywriters and creative managers I've ever worked with.”

**MARK SPECTOR**  
**COPYWRITER/CREATIVE DIRECTOR**

**Resume**

**OVERVIEW**

A gifted copywriter and collaborative, hands-on creative director with strategy and branding experience, plus an understanding UX and design. This jack-of-all-trades-master-of-copy approach has helped several clients (including multi-billion-dollar companies) establish or cement leadership positions in their industries.

**WORK EXPERIENCE**

**February 2019–Present Copy Chief, Magnetik**

Clients include: Akamai, Alliance Direct Benefits, Castrol

**March 2007–Present Freelance**

Clients include: PEX (prepaid business debit card platform); Rollio (artificial intelligence sales technology); APMEX (leading Internet retailer of precious metals); Pinpoint Intelligence (Credit card processing and fraud protection), Zacks Direct (Alternative investment advertising), and more

Agency clients include DraftFCB (Citibank, Verizon), G2 (Time Warner Cable, Aetna, Fidelity, CVS), Digitas (TIAA-CREF), Merkley (AXA), O2KL (AARP Auto Insurance, American Express Publishing), HNW (Citibank, AXA, HSBC, BNY Mellon), and more.

**2004-2007 VP, Creative Director, Y&R Brands (Wunderman)**

Microsoft Servers & Tools Group (Azure predecessor), leading online and offline efforts of up to 20 writers, art directors, strategists, information architects, developers, and producers responsible for global relationship marketing efforts.

**2000-2004 VP Creative Director, Foote Cone Belding**

Clients include AT&T, Chase Qwest, Gevalia, Merck, Amgen, and US Postal Service

**1990-2000 Partner, Associate Creative Director, OgilvyOne**

Clients include IBM, AT&T, American Express, TIAA-CREF, and Jaguar

**EDUCATION**

- School of Visual Arts
- School of Continuing Education: Copywriting and Advertising Courses
- Queens College, City University of New York
- Major, Philosophy; Minors in Psychology and Communications

**REFERENCES**

Available upon request

# Thank you.

Mark Spector • Copywriter / Creative Director  
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