"When it comes to copywriting, all the top software companies know that Ivan Levison is the go-to guy. He's their secret weapon."

Merrill R. "Rick" Chapman
Author of *The Product Marketing Handbook for Software*
and Publisher/Editor of *Softletter*

"**Ivan Levison** stands out as a true software industry visionary. He has a deep understanding of how direct marketing influences software purchasing."

Seth Godin
Author of
Permission Marketing

"Ivan Levison is the software industry's leading direct mail copywriter."

David Webster
Publisher
Software Business Magazine

"At Intuit, we've made a commitment to head-to-head testing of creative resources. Ivan's performance versus other copywriters makes him popular with our direct marketers. They also say nice things about how easy he is to work with and how quickly he "gets it." But that stuff wouldn't matter without Ivan's demonstrated outstanding performance."

Bill Mirbach
Vice President, Direct Marketing
Intuit

"Ivan, I want you to know that the lead-generation letters and emails you've written for ACCPAC have been BIG winners and we are delighted with your efforts. All I can say is that I'm glad you're on OUR side!"

Peter Labes
Director, Sales Tools
ACCPAC

"The up-front response to the Abra Suite Management Buy-in Kit e-mail campaign you wrote for Best Software was phenomenal! Within 48 hours the response rate was TRIPLE that of our control package. This e-mail campaign generated more leads for our product in two short days than any other single lead generation program has generated for us in a full year!"

Kathleen Litschgi
Senior Marketing Manager
Best Software

"Thanks for copywriting the terrific e-mail invitation for our online seminar. The response rate was truly outstanding—300% better than we expected!"

Janice Harter
Dynamics Marketing Manager
Great Plains Software

"Thanks for your highly motivating e-mail letter that beat our control by 400%! Outstanding. You are Lawson's proven money-maker!"

John Cook
Direct Marketing Manager
Lawson Software

"Thanks so much for the powerful sales letter you wrote for Fujitsu Software! I want you to know that it was extraordinarily effective and the response rates exceeded our expectations. Fabulous job!"

Ron J. Langer
Director, COBOL Sales and Marketing
Fujitsu Software

"The Rational Rose mailer you wrote last December was our most successful direct marketing mailer to date, with a nearly 12% response rate. Working with you has dramatically improved our direct marketing results!"

Lori Heyman
Marketing Communications Director
Rational Software

"Ivan Levison writes powerful, persuasive selling-copy that gets results. He's a proven moneymaker for his clients!"

Jeff Tarter
Publisher Emeritus
Softletter

"I wanted to thank you for the terrific job you did on our recent direct mail piece. The response to the promotion has been overwhelming. Our toll-free number logged over 4,000 calls in the first five weeks of the promotion. I've had to hire additional telemarketing individuals to help us handle the increased call load"

Shelley Harrison
Marketing Manager
cc:Mail

"After all the great copy you've written for us, I felt it was about time that we wrote to tell you how pleased we have been with your work. Our most recent piece got a terrific response and we are convinced that the improvement was a direct result of your copy!"

Doug Chalmers
Marketing Programs Manager
SunSoft

"I am writing to thank you for the fabulous job you did for Apple Computer! Your incisive marketing thinking played an important role in our success."
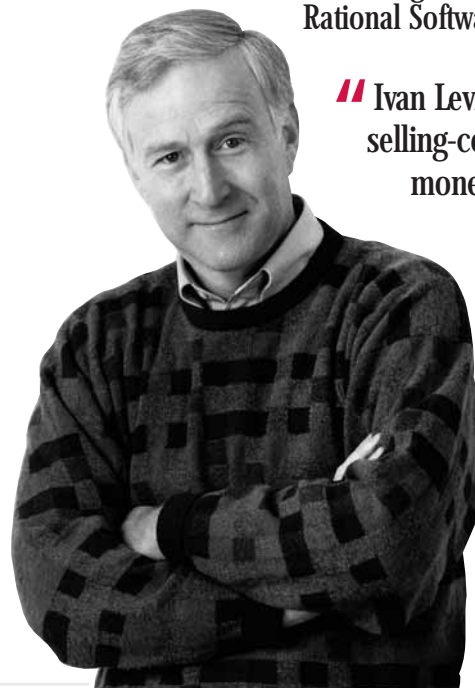
Fred R. Hayden
Sales Promotion Manager
Apple Computer

"Ivan takes dull Web pages, transforms them, and makes them come alive!

Derek Brown
Web Creative Services
Microsoft

Ivan Levison.
Direct response copywriter.

Why do software marketers say such nice things about me?

Why do they call on me to write their lead-generation letters, direct mail packages, upgrade mailings, emails, self-mailers, and ads?

The answer is simple. I make them a lot of money. And now I'd like to make a lot of money for you.

If *you* would like to dramatically increase sales by putting my motivating copy to work, I urge you to call and talk with me as soon as possible.

One thing you should know. My writing isn't intended to build brand "image." I write to generate red-hot leads that turn into sales. I write to get people to sign up for your Webinar. To download your White Paper. To request your demo. To attend your seminar. To buy your software.

In a word, *I write for results.*

If *you* want results, like the kind I've delivered for countless clients over twenty-five years, I warmly invite you to get in touch. Right now is the perfect time.

Let's go to work!

Ivan Levison

Ivan Levison. Direct response copywriter.

Clients: 3Com • ACCPAC • Adobe • Advanced Micro Devices • Apple Computer • Best Software • BNA Software cc:Mail • Citrix Systems • Dictaphone • Fujitsu Software • Great Plains Software • Hewlett-Packard Intel • Intuit • Lawson Software • Lucent Technologies • Macromedia • Microsoft • Netscape • Netuitive Rational Software • RealNetworks • Softletter • Software Business Magazine • SunSoft • Sybase • Symantec Symbol Technologies • The Santa Cruz Operation (SCO) • And many other terrific companies, large and small

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