

# sample

First Name

Last Name

Email

Cell Phone

Phone

Departure City

Departure Date

Package  ▼

Adult (12-64)  ▼

Child (2-11)  ▼

Infants(0-2)  ▼

Message

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# New

First Name

Last Name

Email

Cell Phone

Phone

Departure City

Departure Date

Package  ▼

Adult (12-64)  ▼

Child (2-11)  ▼

Infants(0-2)  ▼

Message

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# 6150

Last\_Name\_\*

Submit

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In today's competitive [market environment](#), the body copy of your entry must lead the reader through a series of **disarmingly simple thoughts**.

All your supporting arguments must be communicated with simplicity and charm. And in such a way that the reader will read on. (After all, that's a reader's job: to read, isn't it?) And by the time your readers have reached this point in the finished copy, you will have convinced them that you not

only respect their intelligence, but you also **understand their needs as consumers.**

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As a result of which, your entry will repay your [efforts](#). Take your sales; simply put, they will rise. Likewise your credibility. There's every chance your competitors will wish they'd placed this entry, not you. While your customers will have probably forgotten that your competitors even exist. Which brings us, by a somewhat circuitous route, to another small point, but one which we feel should be raised.

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## Post with Vimeo Video

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## City Bike

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## **Sed posuere consectetur est at lobortis**

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## **Long copy or short – You decide**

As a marketer, you probably don't even believe in body copy. **Let alone long body copy.** (Unless you have a long body yourself.) Well, truth is, who's to blame you? Fact is, too much long body copy is dotted with such indulgent little phrases like [truth](#) is, fact is, and who's to blame you. Trust us: we guarantee, with a hand over our heart, that no such indulgent rubbish will appear in your entry. That's why God gave us big blue pencils. So we can expunge every example of witted waffle.

*For you, the skies will be blue, the birds will sing, and your copy will be crafted by a dedicated little man whose wife will be sitting at home, knitting, wondering why your entry demands more of her husband's time than it should.*

But you will know why, won't you? You will have given her husband a chance to immortalize himself in print, writing some of the most persuasive prose on behalf of a truly enlightened purveyor of [widgets](#). And so, while your dedicated reader, enslaved to each mellifluous paragraph, clutches his newspaper with increasing interest and intention to purchase, you can count all your increased profits and take pots of money to your bank. Sadly, this is not the real copy for this entry. **But it could well be.** All you have to do is look at the

[account executive](#) sitting across your desk (the fellow with the lugubrious face and the calf-like eyes), and say "Yes! Yes! Yes!" And anything you want, body copy, dinners, women, will be yours. Couldn't be fairer than that, could we?

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## Desert Road

Suspendisse potenti. Nunc ipsum felis, ullamcorper id suscipit vitae, pellentesque eget lectus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Maecenas condimentum rutrum nisl, at fermentum turpis vulputate quis. Curabitur placerat gravida tempor. Praesent in lacus diam. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas quis imperdiet augue. Donec aliquet fermentum tempus. Nullam sodales bibendum purus, a adipiscing lorem auctor quis. Nullam egestas cursus rhoncus. Phasellus eu lectus felis.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo. Quisque sit amet est et sapien ullamcorper pharetra. Vestibulum erat wisi, condimentum sed, commodo vitae, ornare sit amet, wisi. Aenean fermentum, elit eget tincidunt condimentum, eros ipsum rutrum orci, sagittis tempus lacus enim ac dui. Donec non enim in turpis pulvinar facilisis. Ut felis. Praesent dapibus, neque id cursus faucibus, tortor neque egestas augue, eu vulputate magna eros eu erat. Aliquam erat volutpat. Nam dui mi, tincidunt quis, accumsan porttitor, facilisis luctus, metus.