



“Words Sell”

There's a good reason why you have downloaded this form. You have already tried marketing in some form, but your marketing material hasn't brought in the results you wanted.

Rachit Dayal's copywriting has sold over S\$2 million to date. In this *Copywriting Critique* session, he can analyze your existing marketing piece and find ways for you to drastically improve its performance.

A “marketing material” may refer to one of the following

- Sales Letter
- Brochure
- Website Home Page
- Any 3 Pages of Website Content
- An Email Sequence
- A Business Card

Preparation

Fill out this form, scan it and email it to info@rachitdayal.com. If possible, scan and send your marketing material as well. Otherwise snail mail it to

Rachit Dayal Communications, 20 Ayer Rajah Crescent #07-31C Singapore 139664

Marketing Services Application

[] I want to Schedule a Copywriting Critique for S\$298

| | |
|----------|----------------------------|
| Name: | Email: |
| Company: | Title: |
| Website: | Phone: |
| Address: | City, State, Country, Zip: |

Marketing Background Questionnaire

(All the information you provide will be kept confidential)

Briefly describe your company, industries & markets served

What are the primary products/services sold & what is the sales volume?

What has the existing performance of this marketing piece?

When would you like our Tactical Review Session (please indicate three time slots during normal business hours in the next 14 days).

Choice 1: _____

Choice 2: _____

Choice 3: _____

Fill out this form, scan it and email it to info@rachitdayal.com. You may also snail mail it if you like along with any supporting marketing materials and documents that may be useful.