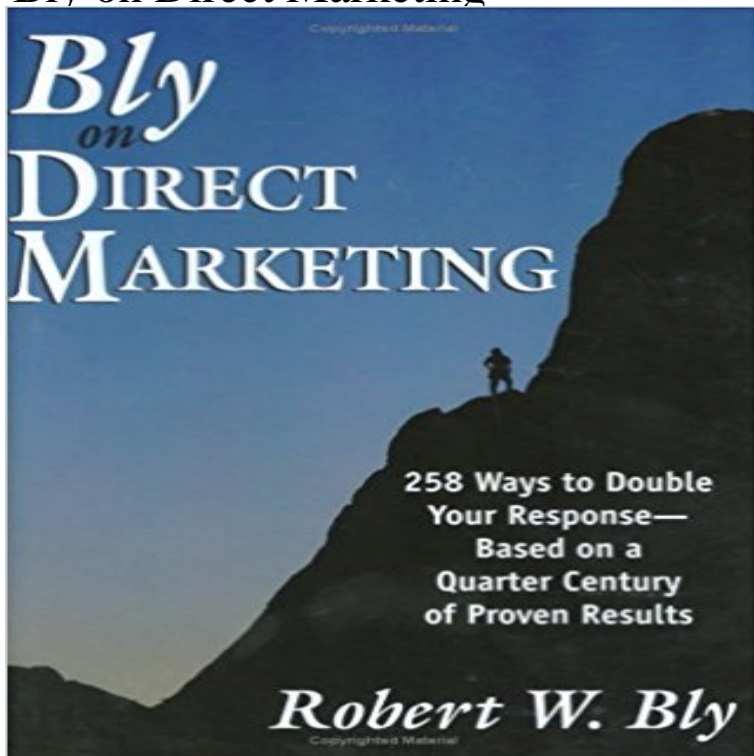


## Bly on Direct Marketing



McGraw-Hill calls Bob Bly America's top copywriter. His book, *The Copywriters Handbook*, is considered by many to be the Bible of copywriting, and was cited as a mini-classic of direct marketing by the Direct Marketing Club of New York. The legendary David Ogilvy said, "Every copywriter can improve by reading this book. And that includes me." Now, in *Bly on Direct Marketing*, you get Bob Bly's most up-to-date marketing strategies and tactics for increasing your response rates, both online and offline. New writing never before available in book form. Includes:

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- \* The awful truth behind Search Engine Optimization (SEO) copywriting.
- \* Thirty-eight winning ideas for your next headline.
- \* Overcoming reader skepticism with the secondary promise.
- \* What Donald Trump can teach you about direct marketing.
- \* And much more.

Et les renforts arrivent encore. Bon ça sera la dernière revue de troupes de la semaine. Donc on arrive à 300 figurines il en reste donc 420... mais ça va ça avance bien. Je m'amuserais surtout sur les petites pièces. C'est du monobloc donc même si la ligne de moulage est visible -donc il faut barber presque tout le tour de la figurine... oui oui.- Comme chaque début de défi, je suis dans les temps, limite mieux qu'espérer. Mais par expérience je sais que c'est le creux du défi qui m'est fatal donc on verra quand j'aurais tout barbé :) Publié par CdtK à 17:37 4 commentaires: Liens vers cet article Envoyer par e-mail BlogThis! Partager sur Twitter Partager sur Facebook Partager sur Pinterest Libellés : Blabla lundi 1 août 2016 Revue des troupes Bon juste une petite photo pour montrer que je passe à l'infanterie. j'adore l'barbage. Oui certains diront que ça fait parti du hobby mais c'est vraiment ce que je teste le plus. Et puis là c'est de l'industriel. Publié par CdtK à 17:06 2 commentaires: Liens vers cet article Envoyer par e-mail BlogThis! Partager sur Twitter Partager sur Facebook Partager sur Pinterest Libellés : Blabla vendredi 22 juillet 2016 Pour une poignée de trous en plus Voilà les plaquettes de 6cm ont été percées... 1200 trous... oui oui. 1200 trous dans du plexi -vous savez le truc qui se colle une fois sur deux sur la machine. Mais voilà pour les 6cm c'est fini et je verrais pour les 8cm de front plus tard -je dirais fin août-. Mais à quoi ça correspond? Donc dire des trous c'est bien mais ça renseigne pas beaucoup alors 1200 trous c'est : 594 soldats -de léger à lourd- 231 cavaliers et 24 canons avec 4 artilleurs. Oui monsieur. Bon alors je

suis d'Ã©Ã© de ne pas avoir plus de soldats Ã© pied. C'est pas super grave, je doute que toutes les plaquettes soient un jour sur la mÃ©me table. Mais bon quand on voit que pour 30e -3 plaquettes- j'ai pu faire celle lÃ© et autant en 8cm, Ã© va. Il faut voir ce que cela m'aurait coutÃ© dans le commerce. On y rajoute le prix des aimants -15e les 1000 fdpin- et j'ai quand mÃ©me un trÃ©s bon rapport qualitÃ©-prix par rapport Ã© ce que je recherchais. Il le reste Ã© Ã©barber les trous pour y glisser l'aimant et Ã© sera parfait je pourrais retourner Ã© mes figurines. PubliÃ© par CdtK Ã© 09:52 2 commentaires: Liens vers cet article Envoyer par e-mail BlogThis! Partager sur Twitter Partager sur Facebook Partager sur Pinterest LibellÃ©s : 28mm, Blabla jeudi 14 juillet 2016 florian.bardi. ThÃ©me Voyages. Images de thÃ©mes de Storman. Fourni par Blogger.

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