

# BRIAN KEITH VOILES

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Dear James,

I just wanted to report back to you on my use of your copywriting software, Glyphius.

First off, I have thoroughly enjoyed using Glyphius, because you have turned my headline writing into a "video game" of sorts.

Let me explain... once I find a fairly strong headline (a headline that Glyphius scores 500 or better), I do everything I can to beat my high score! It's become somewhat of a game for me to try and "top" myself. And so, if I got nothing more from Glyphius than the motivation to best my latest headline - I have gotten tons of value.

But it doesn't stop at the headline. For the past 2 months I have used Glyphius to write superheads (eyebrows), subheads, opening paragraphs, closing paragraphs, PS's, and everything in-between! And I love the challenge that Glyphius presents to me every time I turn the thing on.

Let me show you some specific data. Although it's not large enough of a sample to prove anything scientifically, it proves to my "gutt" that Glyphius is a powerful tool for me.

I have a website called [www.StreetMagicPro.com](http://www.StreetMagicPro.com). I have used Glyphius on every word of this website. Recently, I decided to use some testing software to rotate and test 3 of my Glyphius headlines.

Here are the results after 200 impressions:

**MultiTrackGenerator**  
A Complete Multivariable Testing and Tracking System

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Quick Jump:

MTG Leader Board >> Top 3 Performing Variables					
	Token Name	Variable Name	Unique Visitors	Actions	Conversion Ratio
1	<a href="#">HEADLINE</a>	598a	254	47	18.5%

  

ID 2 >> HEADLINE					
	ID	Name	Unique Visitors	Actions	Conversion Ratio
	12	598a - Best	254	47	18.5%
	11	565a - Done	242	41	16.9%
	10	552a - Done	211	32	15.2%

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As you can plainly see, the headline with the Glyphius rank of 598 was the winner. Then headline with the 565 Glyphius rank, and lastly the headline with the 552 Glyphius rank.

Again, the data wouldn't win me any science fairs, but is conclusive enough for an "old salt" copywriter like me to convince me that Glyphius brings out the "best" in me!

And if you're curious, here are the headlines, 598, then 565, and 552 in order, top to bottom:

**"Now You Can Discover the Closely-Guarded  
Secrets of Street Magic... and How You Can  
Perform Jaw-Dropping Magic That Makes  
People's Heads Spin -- Anywhere, Anytime, for  
Anyone... 100% Guaranteed!"**

**Pro Street Magician Breaks Solemn Vow of Silence...**

**"Now You Can Discover the Closely-Guarded  
Secrets of Street Magic... and How You Can  
Perform Jaw-Dropping Magic That Makes  
People's Heads Spin -- Anywhere, Anytime, for  
Anyone... 100% Guaranteed!"**

**Pro Street Magician Breaks Solemn Vow of Silence...**

**"Now You Can Discover the Closely-Guarded  
Secrets of Street Magic... and How You Too Can  
Now Perform Jaw-Dropping Magic That Makes  
People's Heads Spin -- Anywhere, Anytime, for  
Anyone... 100% Guaranteed!"**

The only difference between headline 598 and 565 was the eyebrow "Pro Street Magician Breaks Solemn Vow of Silence...". And the only difference between headline 552 and 565 was the word "too" added after the word "you", i.e. "you too can now perform... etc"

It's fascinating to me how such small changes can impact a headlines pulling power.

Anyway... I just thought I'd return and report back to you my findings with your software so far. I really like it. I like it so much, I spent a whole day writing headlines for a major mailer to try and beat my own control.

This control piece has been mailed to over 5 million people so far this year... and I'm hoping Glyphius can help me beat my own control!

I'll report on that one once it gets in the mail.

Take care.

Warmly,

A handwritten signature in blue ink that reads "Brian Keith Voiles". The signature is written in a cursive, slightly slanted style.

Brian Keith Voiles

P.S. You have my permission to use this exact letter and images in your marketing if you so desire. Or use what I've said... whatever works for you my friend.