

# DAVID CHESNUT:

## WORDS AND IDEAS *for* MARKETING COMMUNICATIONS

Imagine trying to sell without ever meeting your customer face-to-face, without ever being able to converse with your customer, without ever even knowing your customer's name.

That's the art of persuasive writing; the ability to sell through mass communication. Very few people have the talent. David Chesnut is one of them.

### EFFECTIVE MARKETING REQUIRES MORE THAN JUST *a* PRETTY PICTURE.

Whether it's a traditional print ad, content for your web page, a radio commercial, outdoor board, brochure, direct mail piece – no matter what the medium, you're paying good money for two things – results and image.

So, how can you create an image for your company when no one has ever met you? And how can you get results without cutting prices or cheapening your product or service?

### HERE'S WHERE DAVID *and* DOWRITE CAN HELP YOU.

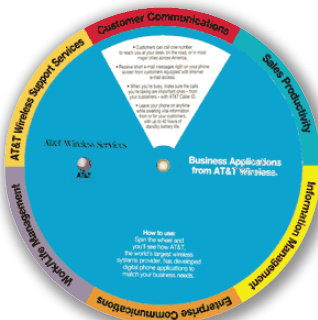
David learned both effective writing and strategic marketing in the trenches of the best ad agencies in the country. There he worked on McDonald's, Pizza Hut, Virginia Slims, Wilson sports equipment, Sears Automotive, plus consumer electronics, professional sports, financial institutions, and more. At the age of 28, he became the creative director of a new Atlanta ad agency and won national awards and great results with clients ranging from fast food to professional soccer.

So much for history, here's what David can deliver now: Creative solutions to your tough marketing problems. Outstanding creative direction and project management of talented art directors, graphic artists, photographers, and all the creative people who make you look better. And finally, writing that is logical, engaging, and persuasive.

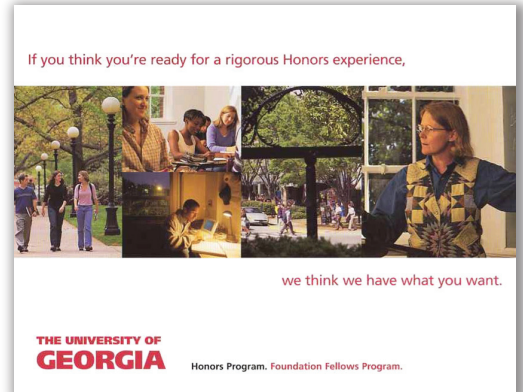
Find out how effective your ads and marketing communications can be. Call David today: 678-935-7276; email: david@dowrite.com; www.dowrite.com.



Mary Black Hospital newspaper ad



AT&T promotional piece



University of Georgia/Honors Program Brochure



Holiday Inn Express outdoor board



IBM Brochure



Shepherd Center magazine ad

