

client: Manager Assistant Inc.

project: Direct mail letter

objective: Lead generation

KEITH SMILEY
portfolio

copy excerpt

Are You An HR Manager Looking For A More Efficient Way To Monitor And Evaluate Your Employees?

Dear.....,

What if you had a more effective way to track and evaluate the performance of your employees?

Would you like a better system for organizing employee management tasks such as performance reviews, attendance sheets, and incident reports?

If you're still trying to manage your employees with an awkward mix of spreadsheets, word documents, database files and cumbersome email folders, then I'd like for you to watch a free demo of a new, powerful workforce management solution from ManagerAssistant, HRweb.

Simply go to **www.managerassistant.com** and click on the free demo icon.

You'll discover that HRweb is a similar but specialized version of ManagerAssistant, except it has special features specifically for HR managers.

HRweb is a complete web-based HR system that lets you effectively track and evaluate the behavior, performance and activities of your employees using just one application. It's designed for the entire company and is accessible from anywhere in the world.

This new software program features an intuitive interface that addresses employee management tasks and processes including performance reviews and appraisals, tracking attendance, and incident tracking.

HRweb will help you...

- ✓ Create professional high-quality performance reviews in minutes. Appraisals are painless and easy with thousands of pre-written sentences that have passed legal review.
- ✓ Tackle the most challenging HR issues with powerful and comprehensive HR reports such as full benefit administration, job history, compensation management, EEOC reports and other core data.

[Copy continues...]

"Keith has a rock solid understanding of the best practices of strategic copywriting. And it shows in his work. I highly recommend him."

Steve Slaunwhite
Author,
The Everything Guide
To Writing Copy

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