

Keith Smiley B2B Copywriting

Client: Manager Assistant

Project: Direct mail letter

Objective: Motivate prospects to try a free demo.

Portfolio

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

Dear <Contact First Name>,

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.

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

Steve Slaunwhite

Author,

The Everything Guide To
Writing Copy

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 attendance,

and incident tracking.

HRweb will help you...

Keith Smiley B2B Copywriting

- ✓ 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.
- ✓ Develop an effective goal management solution that lays out clear cut responsibilities for each employee. Your managers will be able to create, communicate, and monitor their progress for any period of time. You'll be able to develop your employee's talents all year round so that they can be more productive for your company.
- ✓ Organize, track and develop the training curriculum for your entire workforce. This helps ensure continuous employee improvement and that company procedures are followed.
- ✓ Quickly locate, track and manage your best applicants for each open position. This will help you follow key candidates through each stage of the hiring process, making recruiting easier than ever.
- ✓ Take control of absenteeism and the associated costs. Our Unlimited Accrual Plans will help you define and enforce attendance policies consistently throughout your organization. You'll be able to provide your employees with a clear company policy for taking vacations, sick days, family leave and comp time.
- ✓ Document all incidents; verbal, written, warnings and terminations. You'll protect yourself and your company against employee legal litigation such as sexual harassment, discrimination, and violence in the workplace. Too many times employee incidents are never tracked and could lead to major headaches down the road.

HRweb makes it easy for you to organize all your employee files. Files are stored on a remote and secure web server for safekeeping. This makes it easy for you to quickly retrieve everything you need because it's in one location. You can store files of any type including Microsoft Word, Excel and PowerPoint.

HRweb is a total turnkey solution, there's nothing to install. It's compatible with PC's and Mac's and it works with Internet Explorer, FireFox, and Safari.

So why not go to **www.managerassistant.com** right now, and click on the free demo icon to see how HRweb can help you manage your employees in a more efficient way.

Sincerely,

P.S. Does your company need an easier way to track your employee's benefits, salary and job history? Could you use a simple yet powerful goal setting solution? For a highly intuitive workforce solution that lets you monitor the behavior and activities of your employees, just go to:

www.managerassistant.com

www.ksmileycopywriter.com * ksmiley@ksmileycopywriter.com * (317) 625-8505

Keith Smiley B2B Copywriting

And click on the free demo icon, to see a complete HR solution designed for the entire company that's accessible from anywhere in the world.

##

Note: This copy was written during the Secrets Of Strategic Copywriting professional development program, with the kind permission and participation of the client. The client may or may not be using this copy in existing marketing materials.