

Scott Martin

Direct Response Copywriter and Direct Marketing Specialist

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“If You’re Serious About Finding The Copywriter Who Can Help You Generate The Most Revenue, Often Out of Thin Air, Then Pay Close Attention To This Resume ...”

35 years of *accountable* professional copywriting and content experience, generating **over \$500 million for companies in the last 10 years**. Experience in the corporate and entrepreneurial environments across a broad spectrum of industries including financial, real estate, publishing, health, biz-op, hobbies, and sports. Extensive success in B2B and B2C. Over 10,000 pages of published content.

2000-present

Scott Martin Copywriter

25 Years of Direct Response Copywriting

- *Direct response copywriter with proven ability to generate revenue and leads.*
- Over \$500 million in revenue generated in the last 10 years for my clients.
- *Content provider with over 10,000 pages of published print and web content.*
- Write content for print and digital platforms plus radio and TV.
- Over 2,000 articles and advertorials for numerous national and regional publications and websites.
- Author/publisher/editor of 18 books.
- Six books as ghostwriter/collaborator.
- Clients include Agora, Simon and Schuster, Golf Digest Companies, The Golf Channel, NBC Universal, Revolution Golf, Digital Marketer, Credit Suite, Direct Digital, and many of the world’s top direct marketers and content publishers.

- Creator of copywriter training platform: The Aspen School of Copywriting. Over 350 copywriting training videos for copywriters and content providers.
- Award-winning content for *The Charlotte Business Journal*. Wrote about banking, golf, and commercial real estate.
- Published book about copywriting and content: *The Ultimate Business Super Power*. Insurgent Press.

1995-2000

The Charlotte Observer. Manager, Custom Publishing; Publisher and Founder *SouthPark Magazine*.

Responsibilities included sales, copywriting, print management, customer service, budgeting for \$400,000 department.

- Started department from scratch; sold and managed over \$2.6 million worth of custom publishing and related services in 5 years using direct response techniques and strategies.
- Started *SouthPark Magazine*, a quarterly 40,000 copy publication targeted at the SouthPark community in Charlotte. Met revenue goals with second issue; third issue of magazine was profitable. Developed complementary Internet site and digital platform.
- Successfully worked with 10 associates in team environment.
- Customers included Charlotte Chamber of Commerce, Charlotte Checkers ice hockey, Volkswagen of America, Charlotte Regional Realtors Association.
- Author: *The Insiders' Guide to Golf in the Carolinas*; fourth edition published in 2000.
- Responsible for developing new sources of revenue outside traditional print platform.
- Compiled and sold *Shouting At Amen Corner*, a collection of the best of *Observer* sports columnist Ron Green's writing about The Masters. Book published in November 1998 and sold over 10,000 copies using direct response techniques.
- Responsibility for developing and selling books and content featuring previously published *Observer* material.

1992-1995

The Bissell Companies, Inc., Charlotte, North Carolina. Director of Communications and Publisher of *SouthPark Update Magazine*.

Responsibilities included advertising sales, sales management, editing, copywriting, publishing, art direction, public relations, and proposal writing for a privately-held 300 employee commercial real estate and hospitality firm.

- Wrote direct response copy for all print and digital advertisements.
- Extensive media relations work.
- Published quarterly general interest 80-page magazine with annual budget in excess of \$300,000.
- Doubled gross advertising revenue in two years.
- Regional awards for quality of articles and photography.
- Over \$14 million of major commercial real estate management contracts awarded based on proposals.
- Partnered with associates to produce sales materials.
- Wrote and created presentations and proposals, successfully handling complex content creation.
- Maintained company's branding standards.
- Managed large projects with freelancers and internal resources.

Education

1984-1988

The University of North Carolina at Chapel Hill; Chapel Hill, North Carolina.

- Morehead Scholar (now called Morehead-Cain Scholarship).
- BA in Comparative Literature and English.
- Numerous extra-curricular activities and awards.

Interests/Personal

- Chair of School Leadership Team – Myers Park Traditional Elementary School 2004-2005 and 2006-2007. Chair of School Leadership Team – Myers Park High School.
- Running - Charlotte Observer Marathon (twice in under four hours).
- Charlotte Cricket Club; founder and member of Executive Committee.
- Volunteer soccer coach Harris Family YMCA and for Charlotte United.
- Hobbies: skiing, hiking, mountaineering, golf.
- Professional Ski Instructor for The Aspen Skiing Company. Level 2 Certification with The Professional Ski Instructors of America. Level 3 candidate.
- Fraternal Order of Eagles, Aspen Aerie 184. Trustee.
- Aspen Elks #224. Membership Committee.
- Volunteer: Food and Wine Festival and other organizations.

The job of a copywriter is to drive revenue. I have consistently written copy that has generated measurable revenue for many of the world's top marketers.

- Over \$300 million in sales for direct-to-consumer company that was acquired by NBCUniversal.
- Launched 4 health products that have generated over \$250 million in revenue and are dominant in their niches.
- New control for dietary supplement. Over 1.5 million pieces mailed to date.
- 31% open rate for retail emails (35% above industry average).
- \$1.5 million in monthly sales from a VSL for a \$19 eBook with a 24% upsell conversion.
- Squeeze page: 29% opt-in.
- Sales letter for roofing company: 4% closed sales.
- \$1.6 million in sales for a \$149 information product.
- Online sales page for \$129 info-marketing product: 3.5% conversion.
- Advertorial for nutrition company beat control by 32%.

Companies that have engaged me include:

- Agora
- NBCUniversal
- Crazy Egg
- JW Player
- Digital Marketer
- Simon and Schuster
- Revolution Golf
- Kajabi
- Beachbody
- AWAI
- Credit Suite
- The Motley Fool