

# Charles Cuninghame

copywriter



**Client:**  
Agency Pro

**Project:**  
Copywriting for prospecting sales letter.

## Sales letter

Dear Gary

**Manage projects, profits and client relationships easily and accurately with Agency Pro.**

I bet you didn't get into the design industry because you love administration. And yet a fast, simple and accurate administration system is crucial to creating an efficient and profitable agency.

Have you cobbled together a studio management system based on job bags, spreadsheets and written timesheets? It might get the job done, but are you having difficulty keeping track of time spent on jobs? Are costs falling through the cracks? Is time spent on admin eroding your profit and drawing resources away from design work?

Thankfully there is now an alternative.

Agency Pro is powerful studio management software that empowers you to take control of your workflow. It's been developed in conjunction with graphic design studios to incorporate best practice workflows. It reduces designers' workloads and lets them get on with what they do best.

Here are just a few of Agency Pro's time-saving features:

- online timesheets are quick and simple to fill out
- generate purchase orders and simultaneously assign them to jobs
- automatic WIP reports give you up-to-the-minute information on the progress and costing of every job
- Agency Pro tracks deadlines and alerts you to overdue items
- create a central online repository for all financial, timesheet and design information for every job
- compare how job costs and profits are tracking to estimates at any time.

To fully appreciate how Agency Pro can increase efficiency and boost your bottom line you really need to see it in action. I'll give you a call in the next week to arrange a no-obligation, in-house demonstration at your convenience.

Yours faithfully

Nick Duke

P.S. If you're anxious to see how Agency Pro can streamline your studio management, I've enclosed a demonstration copy of the software on CD.