

[Promised Copy™](#)



Direct Response Copywriter



Campaign Control Demonstration

Prepared for:

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New Balance

100 Guest Street

Boston, MA 02135

Main Office: (617) 783-4000

Customer Service: 800-595-9138

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30 North Gould Street, Suite 11935
Sheridan, Wyoming 82801

Introduction

[Promised Copy™](#) is premier Copywriter brand – offering quality professional consultant services to Clients who care.

The [New Balance](#) story is fascinating! ... the genre of success stories people like to hear – the kind of story [Promised Copy™](#) loves to share.

Your story deserves to be told! It goes with this demo. See your story [here](#).

Equally intriguing is the unique blend of style and quality craftsmanship that goes into every New Balance shoe.

Beyond a doubt, everyone in the world needs to know what you can do for them.

Everyone wants to feel like they can trust a brand they buy. Trust is the foundation of your global culture – **“One NB”** – centered around your “core values of integrity, teamwork, and total customer satisfaction” – “a people-centric culture” and we praise your public policy of dedicating your resources to help your “associates continually learn, grow, and succeed.”

This demonstration is just the beginning of your next level of global enterprise.

Let me show you the possibilities.

Sincerely,

V/R Signed

Michael I. Bosley



[AWAI Circle of Success](#) (COS)

[The Professional Writers' Alliance](#)

[AWAI Verified™](#)

[Promised Copy™](#)

A **Bearing Mark LLC** collaborative brand

Forging a better world based on cooperation and service.



Demonstration Explanation & Invitation

This is not a Project Proposal.

This is a **Demonstration** of what your project proposal might look like.

CONCEPT OFFER FOR DEMONSTRATION PURPOSES ONLY

*In this demonstration the proposed premium, guarantee, pricing and promotional terms are **concepts only** – and do not presume anything that requires your approval.*

This demonstration was developed using information publicly available.

If you decide to hire me, I will develop a **Project Proposal** using fact-based research and analysis of your internal customer data, campaign goals, existing controls and brand guidelines.

Project Qualification Interview form. Answers to the questions on this form will get us started. You may download the [Project Qualification Interview](#) document [here](#).

We will talk about your answers to these questions during your initial consult.

Free Initial Consult. Any relevant conversations we may have before or after our first actual meeting are all part of the **Initial Consult Phase**.

[Request your free consult here.](#)

Teaser

Envelope begins on the next page.

OUTER ENVELOPE — TEASER COPY

Format: #10 outer envelope, first-class indicia (or live stamp for higher response), no return address logo visible — plain corner card only. Handwritten-style font on teaser line for a personal feel.

FRONT — Top Left Corner (above address block):

Is the ache in your knees, hips, and lower back really about your age? (Turn this envelope over before you decide.)

FRONT — Bottom Left Corner (small, below teaser):

Personal Reply Requested — See Inside

BACK FLAP COPY (large, centered):

IT'S NOT YOUR AGE. IT'S YOUR WIDTH. Open now for the one fix that works in the yard, on the trail, at the store, and everywhere in between.

Corner Card (return address): New Balance, 100 Guest Street Boston, MA 02135

Notes for production:

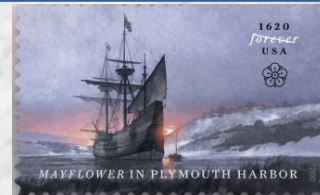
- No sale price, no product photo, no logo on the front — this is a curiosity-driven teaser, not an ad. The goal is to get the envelope opened, not sell from the outside.
- If budget allows, a subtle raised or foil texture on "IT'S NOT YOUR AGE" increases open rates for this demographic (50+, tactile responders).
- Avoid window envelopes; a fully enclosed envelope with a live first-class stamp consistently outperforms metered/bulk indicia with this age group.

New Balance Marketing provides card stock, stationary, printing, postage, and all other costs associated with this direct mail campaign.

*Is the ache in your knees, hips, and lower back
really about your age?*

New Balance

100 Guest Street
Boston, MA 02135



(Turn this envelope over before you decide.)

Your Customer Lives Here
332211 North Heights Blvd
Any Town, Any State, 77777

Personal Reply Requested — See Inside

IT'S NOT YOUR AGE. IT'S YOUR WIDTH

Buckslip

Card begins on the next page.

CONCEPT OFFER FOR DEMONSTRATION PURPOSES ONLY

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BUCK SLIP

Format: Small insert card, 3.5" x 8.5" (1/3 sheet), bright accent color stock (e.g., cream with a colored border) to stand out among the other pieces. One idea only — urgency plus a small bonus.

Front:

A QUICK NOTE BEFORE YOU MAIL THIS BACK

Because you're trying two widths to find your correct fit, we've reserved a pair of New Balance No-Show Socks — **free** — with every order placed by the date on your order form.

No code needed. No extra box to check. Just complete your order form and mail it (or order online) before the date shown, and we'll add them automatically.

Why free socks? Because the right sock matters almost as much as the right shoe — and we'd rather you start out completely comfortable, from the ground up.

One reminder: returning your non-keeper pair is still free, whether or not you use this offer. This is simply our way of saying thank you for giving New Balance a try.

Notes for production:

- Keep the deadline date dynamic/mail-merge-able per drop so it always reflects a genuine 2–3 week response window from the mail date.
- If free socks aren't feasible at scale, an acceptable substitute offer is free expedited shipping by the same deadline — same structure, same placement.

New Balance Marketing provides card stock, stationary, printing, postage, and all other costs associated with this direct mail campaign.

Buckslip Small insert card, 3.5" x 8.5" (1/3 sheet)

Front

A QUICK NOTE BEFORE YOU MAIL THIS BACK

Because you're trying two widths to find your correct fit, we've reserved a pair of New Balance No-Show Socks — **free** — with every order placed by the date on your order form. No code needed. No extra box to check. Just complete your order form and mail it (or order online) before the date shown, and we'll add them automatically.

Why free socks? Because the right sock matters almost as much as the right shoe — and we'd rather you start out completely comfortable, from the ground up.

One reminder: returning your non-keeper pair is still free, whether or not you use this offer. This is simply our way of saying thank you for giving New Balance a try.

Back

Lift Letter

See Letter on the next page.

LIFT NOTE

Format: Small (half-sheet, 5.5" x 8.5"), separate card stock, tucked behind the main letter. Different signer than the control letter — this is the "objection killer" from a peer, not the brand.

Headline (top, bold):

READ THIS ONLY IF YOU'VE DECIDED NOT TO ORDER

Body copy:

See the next page.

Notes for production:

- Signature block should read as informal/handwritten (script font or actual signature scan) — no title, no "Marketing Team," no corporate sign-off. This card works because it doesn't sound like New Balance talking to itself.

New Balance Marketing provides card stock, stationary, printing, postage, and all other costs associated with this direct mail campaign.

READ THIS ONLY IF YOU'VE DECIDED NOT TO ORDER

Go ahead — admit it.

You've read the letter, you like the idea, but you're still thinking, "*I'll get to it later.*"

I understand. I almost set mine aside too.

Here's what changed my mind: I wasn't being asked to guess. I wasn't being asked to commit to one pair and hope it worked out. I was being asked to try two widths, keep the one that felt right, and send the other back — *for free.*

That's not a sales pitch. That's just common sense.

I've worn the same three pairs of shoes for years — one for the yard, one for church, one old pair I keep in the truck. My feet still ache by supper time. I didn't expect much.

The width made the difference. Not the color, not the style — the width. My foot finally sits where it's supposed to, and I feel it all the way up, not just in my feet.

If you're on the fence, don't overthink it. Fill out the form. Try both widths. Keep what fits. That's the whole decision. Don't put it off — the only thing another day will buy you is another day with tired feet and an aching back.

PS. Be sure to sign up as a member before ordering. That is what makes the "risk-free" promise true. Sign up free, then your return is free." Don't forget. Membership costs you nothing. It's a free account — no subscription fee, no minimum purchase, and it's explicitly not a points-based loyalty program. You get the benefits as soon as you sign up and verify the account.

— A New Balance Customer

Premium

CONCEPT OFFER FOR DEMONSTRATION PURPOSES ONLY

In this demonstration the proposed premium, guarantee, pricing and promotional terms are concepts only – and do not presume anything that requires your approval.

Order two widths of the same shoe — your usual size, and the next width up.
Keep the one that disappears on your foot, return the other pair free.

Bonus Offer

Because you're trying two widths to find your correct fit, we've reserved a pair of New Balance No-Show Socks — free — *with every order placed* by the date on your order form. Why free socks?

Because the right sock matters almost as much as the right shoe — and we'd rather you start out completely comfortable, from the ground up.

One reminder: returning your non-keeper pair is still free, whether or not you use this offer. This is simply our way of saying thank you for giving New Balance a try.

Direct Response Letter

Control Letter begins on the next page.

CONCEPT OFFER FOR DEMONSTRATION PURPOSES ONLY

In this demonstration the proposed premium, guarantee, pricing and promotional terms are concepts only – and do not presume anything that requires your approval.

Presumes: New Balance creates a promotional landing page:

<https://www.newbalance.com/GOTMYBACK>

Notes on the Approach

Headline/subtitle: Redefines problems blamed on age as a fit problem – senior boomer population targeted hook – ultra specific solution

Big Idea / Promise: One shoe for all terrains. Correct width fit solves discomfort. Fresh Foam and ENCAP midsole technology, paired with *contoured arch support*, *engineered to help correct the kind of overpronation and improper alignment* that creates fatigue and strain etc. (health adjacent claim hedged with “We’re not doctors, and we won’t promise a cure; but”)

Unique Selling Point: 2A–6E width range, 100 years of satisfied repeat customers

Guarantees: Free shipping to Members, Free returns, and a promise to work with customers

Special Offer

Order two widths of the same shoe — your usual size, and the next width up. Try them both around the house for a few days. Keep the one that disappears on your foot — the one you stop thinking about by the second hour. **Return the other for a free refund.** *As a New Balance Member*, returning the other pair costs you nothing: free shipping, free returns, no hassle, no subscription fee, no minimum purchase, no points-based loyalty program. All the benefits up front when you sign up.

PS *Remember: this isn't about buying another pair of shoes. It's about finally getting the one pair that fits — the one that lets your whole body do less work, from the ground up. If you have any questions – call us!* **800-595-9138**

PSS **Become a New Balance Member Today!** Membership costs you nothing. It's a free account — no subscription fee, no minimum purchase, and it's explicitly not a points-based loyalty program. You get all the benefits as soon as you sign up.

Membership is Free!

(Members get free shipping!)

“Sign up free, then your return is free.”

<https://www.newbalance.com/membership/>

We’ve got your back – from the tip of your toes to the souls of your feet!

Oh! My Aching Back!

TIRED FEET! — AND SORE BACK — BEFORE THE END OF THE DAY ?

Maybe it really isn't your age.

If your feet don't sit right in your shoes, nothing above them does either — not your knees, not your hips, not your lower back.

We've got the fix that changes that! Everywhere you walk.

Dear Friend,

Stop and take moment to think about everywhere your feet took you this week.

Down the porch steps. Across the yard to check the garden. Out to the truck. Along a fence line in the pasture. Down to the shoreline with your rod and tackle. Across the parking lot. In and out of the grocery store. Around the block after supper, just because it felt good to move.

That's not "exercise." That's life. And your feet are doing something remarkable on your behalf: they're the foundation your whole body stands on, every single step, all day long.

Here's the problem. If that foundation isn't built right — if your shoe is a hair too narrow, squeezing your foot out of its natural position — everything stacked on top of it has to compensate. Your ankle rolls a little. Your knee tracks a little wrong. Your hip drops. Your lower back tightens to make up the difference.

You feel it by 3 o'clock as a dull ache you've started blaming on "getting older."

It isn't age. It's fit.

You don't need a shelf full of specialized shoes — a "yard pair," a "hiking pair," a "driving pair," a "church pair."

You need one thing most shoe companies never bother to get right: width.

Get the width right, and your foot sits the way it's supposed to.

Get your foot sitting the way it's supposed to, and your ankles, knees, hips, and lower back all have an easier job — whether you're standing on a store floor or crossing a pasture.

Are you wearing shoes that leave you stranded in the middle of your journey?

You can fix that right now!

With A New Balance shoe, fitted to your correct width!

Your feet will feel as comfortable and as steady — hours into your journey — as they did the moment you slipped on your new pair of New Balance shoes — indoors, in the garden, on the trail, or behind the wheel.

WHY YOU CAN TRUST YOUR FEET to NEW BALANCE

Here's what makes us different, plain and simple: **we build width into the shoe, not into an afterthought.**

New Balance offers sizing from narrow (2A) all the way to extra wide (6E)

That's a range most major shoe brands simply don't offer.

Most companies build for an "average" foot.

We have been building the right fit since 1906 — starting with arch supports for Boston police officers walking their beats. We start with the support and craft a shoe that makes you wonder why you put up with something less all these years.

Our **Fresh Foam and ENCAP** midsole technology, paired with ***contoured arch support***, are ***engineered to help correct the kind of overpronation and improper alignment*** that — left unaddressed — creates the fatigue and strain many walkers feel up through the hips and lower back.

We're not doctors, and we won't promise a cure; but **what we will tell you is this:** getting your foundation right is the first, most sensible step toward feeling steadier, longer, on your feet. That's not a marketing claim. That's basic biomechanics.

ONE SHOE EVERY SURFACE

You choose the style fits your life — our **Walking collection**, our **Hiking & Trail collection**, or our everyday **Lifestyle** shoes. The same foundation principle goes into every shoe: **correct width first**, everything else follows.

Wear them in the house, out to the garden, in the pasture, on the sidewalk, in the store. Everywhere you go, your feet are resting in correct alignment – and your ankles, knees, hips, and lower back are not complaining because you are wearing ***one correctly fitted pair, doing the job of several.***

Special Offer

Order two widths of the same shoe — your usual size, and the next width up.

Try them both around the house for a few days.

Keep the pair that disappear on your feet

— *the one you stop thinking about by the second hour* —

Return the pair that doesn't fit. It's that easy.

You are only charged for the pair you keep.

Don't let another week fly by on TIRED FEET! — with a SORE BACK!

Just take 4 minutes. *Fill out the enclosed order form.*

(Postage-paid envelope enclosed. No stamp needed!)

Avoid Delays

Order securely online:

<https://www.newbalance.com/GOTMYBACK>

Your feet — ***and everything resting on top of them*** — will thank you.

With Highest Regards,

The New Balance Team

PS Remember: this isn't about buying another pair of shoes. It's about finally getting the one pair that fits — the one that lets your whole body do less work, from the ground up. If you have any questions — call us! **800-595-9138**

PSS Become a New Balance Member Today! Membership costs you nothing. It's a free account — no subscription fee, no minimum purchase, and it's explicitly not a points-based loyalty program. You get all the benefits as soon as you sign up.

Membership is Free!

(Members get free shipping!)

"Sign up free, then your return is free."

<https://www.newbalance.com/membership/>

We've got your back — from the tip of your toes to the souls of your feet!

New Balance, 100 Guest Street, Boston, MA 02135

Customer Service: Mon–Fri 9AM–9PM (EST) Sat–Sun 9AM–6PM (EST)

We are an independent, family-run company — with brands still Made in USA.

Following items will be added to your actual Control Letter.

[Enclosed Catalog inserts for current pricing by style]

[Testimonials from satisfied Club Members]

Order Device

See the following full-page flyer.

CONCEPT OFFER FOR DEMONSTRATION PURPOSES ONLY

In this demonstration the proposed premium, guarantee, pricing and promotional terms are concepts only – and do not presume anything that requires your approval.

ORDER FORM Notes

Format:

8.5" x 11", perforated, designed to be mailed back in the enclosed postage-paid envelope, or used as a reference while ordering at newbalance.com.

Headline repeats the promise; form is short and low-friction.

Presumes New Balance creates a promotional landing page:

<https://www.newbalance.com/GOTMYBACK>

Headline (top):

YES — SEND ME THE SHOE THAT FITS. NOT THE OTHER FOUR I'VE BEEN BUYING.

Order two widths. Keep the one that disappears on your foot. Return the other — free.

Notes for production:

- Keep the form to one page front (order mechanics) with the guarantee restated at the bottom — do not add cross-sell items or upsells here; this form's only job is to convert the decision already made in the letter.
- The "\$_____" pricing line should be pre-filled per drop/segment - it is not left blank in the live piece; *blank shown here for template flexibility across styles/price points.*
- **A unique source code (keyed to list/segment) should appear in the top corner of the live paper order form for tracking response by list.**
- Order Guarantee: “If, after trying both widths, neither pair feels right, return both within 60 days for a full refund — no questions asked. **Our goal is shoes that fit.** If we haven't delivered that, you owe us nothing.”

☐ YES — SEND ME THE SHOE THAT FITS. **NOT THE OTHER FOUR I'VE BEEN BUYING.**

Order two widths. Keep the one that disappears on your foot. Return the other — free!

Take four minutes to fill out this form. (Postage-paid envelope enclosed, no stamp needed!)

OR you can skip waiting on the mail! Order securely online: <https://www.newbalance.com/GOTMYBACK>

Membership is Free! Join here: <https://www.newbalance.com/membership> (Members get free shipping!)

Don't let another week fly by on TIRED FEET! — with a SORE BACK!

Choose Your Style ☐ **Walking Collection** — for sidewalks, stores, and everyday ground

☐ **Hiking & Trail Collection** — for pastures, uneven ground, and the outdoors

☐ **Lifestyle Collection** — for around the house and everywhere in between.

Not sure which? Check the box that matches where you'll wear them most.

Every style ships in the full width range below.

Choose Your Size

TWO WIDTHS, ONE PRICE

Size Width

Pair 1 (your usual size) _____ ☐ Standard ☐ Wide ☐ Extra Wide

Pair 2 (one width up — to compare) _____ ☐ Standard ☐ Wide ☐ Extra Wide

Price per style: \$ _____ (see enclosed catalog insert for current pricing by style)

You are only charged for the pair you keep.

Full instructions for the free return of your second pair are included in your shipment.

Payment

Promo Code: **"GOTMYBACK"**

☐ Check enclosed (payable to New Balance Athletic Shoe, Inc.)

☐ Credit/Debit

Card: ☐ Visa ☐ Mastercard ☐ Discover ☐ Amex

Card #: _____ Exp: _____ CVV: _____

Name on card: _____

SHIP TO: _____

Address: _____

City/State/ZIP: _____

Email: _____

Order Total: \$* _____ Shipping: **Free to New Balance Members**

☐ Please! **I want to become a New Balance Member!** Sign me up for free!

Mail to: New Balance

Attn: Direct Order Processing, 100 Guest Street Boston, MA 02135

(Postage-paid envelope enclosed — no stamp needed.)

We've got your back — from the tip of your toes to the souls of your feet!

If, after trying both widths, neither pair feels right, return both within 60 days for a full refund — no questions asked. **Our goal is shoes that fit.** If we haven't delivered that, you owe us nothing.

Questions? Call Customer Service: **800-595-9138**

Mon–Fri 9AM–9PM (Eastern), Sat–Sun 9AM–6PM (Eastern)

Email Campaign

CONCEPT OFFER FOR DEMONSTRATION PURPOSES ONLY

In this demonstration the proposed premium, guarantee, pricing and promotional terms are concepts only – and do not presume anything that requires your approval.

EMAIL CAMPAIGN — 2-EMAIL SEQUENCE

Adapts the DM control letter's Big Idea, Promise, and offer for the inbox.

Email 1 carries the full argument.

Email 2 is a short reminder for non-openers/non-clickers, built on urgency rather than re-explaining the idea.

EMAIL 1 — THE MAIN OFFER

****Subject line options (test all three):****

1. It's not your age. It's your width.
2. The real reason your feet ache by 3pm
3. One pair. Every surface. Here's why.

****Preheader text:****

Most foot discomfort isn't a terrain problem — it's a width problem. Here's the fix.

****Email Body:****

Hi [First Name],

Think about everywhere your feet took you this week — the yard, the garden, the truck, the pasture, the sidewalk, the store.

That's not exercise. That's life. And your feet are the foundation your whole body stands on, every step of the way.

Here's the problem: if your shoe is a hair too narrow, your foot doesn't sit right — and everything stacked on top of it has to compensate. Ankles roll. Knees track wrong. Hips drop. Lower backs tighten. By evening, you feel it as a dull ache you've probably been blaming on getting older.

It isn't age. It's fit.

****Promise:****

A New Balance shoe, fitted to your correct width,
will feel as comfortable and steady – hours later – from the moment you put it on!
— Indoors, in the garden, on the trail, or behind the wheel —

****Why New Balance:****

We build width into the shoe, not into an afterthought!
— sizing from narrow (2A) to extra wide (6E) —
A range of width most major brands simply don't offer.
We've done it since 1906, starting with arch supports
for Boston police officers walking their beats.

****Here's what to do:****

Order two widths of the same shoe — your usual size, and the next width up.

Try them both around the house for a few days.

Keep the pair that disappear on your feet

— the one you stop thinking about by the second hour —

Return the pair that doesn't fit. It's that easy.

You are only charged for the pair you keep.

Don't let another week fly by on TIRED FEET! — with a SORE BACK!

Your feet — *and everything resting on top of them* — will thank you.

ORDER YOUR TWO WIDTHS

[Proposed Link / Promocode: <https://www.newbalance.com/GOTMYBACK>]

Warmly,

The New Balance Team

PS Remember: this isn't about buying another pair of shoes. It's about finally getting the one pair that fits — the one that lets your whole body do less work, from the ground up. If you have any questions — call us! **800-595-9138**

PSS Become a New Balance Member Today. Membership costs you nothing. It's a free account — no subscription fee, no minimum purchase, and it's explicitly not a points-based loyalty program. You get all the benefits as soon as you sign up. **Sign up free, then your return is free.**

Members get free shipping! <https://www.newbalance.com/membership/>

*If, after trying both widths, neither pair feels right, *return both within 60 days for a full refund* — no questions asked. **Our goal is shoes that fit.** If we haven't delivered that, you owe us nothing.

We've got your back — from the tip of your toes to the souls of your feet!

New Balance, 100 Guest Street, Boston, MA 02135
Customer Service: Mon–Fri 9AM–9PM (EST) Sat–Sun 9AM–6PM (EST)
We are an independent, family-run company — with brands still Made in the USA.

EMAIL 2 — REMINDER / URGENCY (sent 4–5 days later to non-converters)

****Subject line options:****

1. Still deciding? Here's the short version.
2. Your two widths are reserved — for a few more days
3. (Reminder) The width fix for your feet

****Preheader text:****

Two widths, one keeps, one returns free. That's the whole decision.

****Email Body:****

Hi [First Name],

Quick reminder — the offer we sent a few days ago is still open, but not for long.

Here's the whole idea in one line: ****order two widths, keep the one that fits, send the other back for free.**** No guessing, no risk, no five different shoes for five different chores.

If you haven't placed your order yet, here's your link:

****[ORDER YOUR TWO WIDTHS →]****

If you already ordered — thank you, and ignore this note.

Talk soon,
The New Balance Team

****Notes for production:****

- Email 1 does the persuasion work (mirrors the control letter's Big Idea, Promise, and USP in condensed form). Email 2 does not re-argue the case — it only restates the mechanism and creates a deadline, since anyone still on the list has already seen the argument once.
- CTA button copy should stay consistent across both emails ("Order Your Two Widths") to reinforce the specific action, rather than a generic "Shop Now."
- Recommend a 3rd micro-email (not included here) sent 24 hours before any hard deadline, subject line: "Last call — two widths, one that fits," body limited to 2–3 sentences plus the button. Build only if the campaign has a genuine expiration date to enforce.
- All links should route to a landing page mirroring the letter's argument and containing an embedded version of the order form, rather than the general homepage, to preserve message match.