

[Subject line]

Eliminate inefficiencies with Kudos

[Body copy]

Dear [Name],

Do you want to eliminate profit-draining inefficiencies in your publishing operation?

Do you want to take your sales to the next level . . . by eliminating needless complexity and redundancies?

Now there's [Kudos Publishing Manager](#), the revolutionary end-to-end solution that helps you achieve all-new efficiency levels in your publishing operation. Kudos allows you to enter title information *just once* . . . then manage all parts of your business from that point on.

With this single-source, all-in-one software tool, you'll:

- Enjoy one-stop-shopping, centralized software . . . that manages your metadata/title info . . . tracks your production . . . and manages marketing, rights, and royalties. (Everything is web-based and there is NO hardware to worry about);
- Easily manage title information and integrate it with all sales and marketing . . . without having to re-key or re-create;
- Distribute title information to all your customers (via Onix or not);
- Feed your catalog, your website, and your sales sheets in the most lightning-fast, non-redundant way ever.

Best of all, you get all this at a cost that's *THREE TIMES LOWER* than competing software packages.

LEAVE SOFTWARE HASSLES BEHIND

Because Kudos Publishing Manager is an end-to-end, ultra-automated solution, you benefit from breakthrough cost- and time-saving efficiencies:

- You NEVER AGAIN need multiple software systems that must “talk” to each other;
- You NEVER AGAIN have to input data multiple times;
- You NEVER AGAIN need software/automation for certain components . . . because Kudos offers automation at *every* stage.

And those “N-E-V-E-R A-G-A-I-N-S” spell a crucial ultimate benefit for you:

**You'll be free to manage your entire publishing operation—including the critical components of sales and marketing—much more proactively.
That's a secret of unleashing GREATER SALES AND REVENUE.**

You'll get up-and-running quickly with Kudos Publishing Software. And there are no capital investment or hardware costs linked to this web-based solution.

We hope you'll contact us today for a free, no-obligation web demonstration of this breakthrough solution.

Contact us by replying to this email or calling me at 615-752-5640.

Best wishes,

[Name]
Kudos Publishing Software
<http://www.kudospublishingsoftware.com/>