

{**IRISH TODAY** WEBSITE LANDING PAGE OFFER #1

FORMATTING SUGGESTIONS: I like the existing home page of the website. However, it looks too much like a number of other ND football pages I visited. I recommend that this landing page look more like the “Why Subscribe” pages, with lot more white space than the existing home page. However, this page should have more white space on the left and right (if possible) than the “Why Subscribe” page.

In addition to links to the order page, I have included a number of “Click Here” hyperlinks for testimonials and links to stories. These should open in a small window with no additional hyperlinks on the new page except one that says “Close Window”.

Hyperlinks to the order page should be in Irish green. Links to testimonials in blue.}

{**Headline, bold**}

Get out of the stands and onto the field

**Fighting Irish Football embarks on a new era ...
And you can be in the middle of the action from the start.
(Plus, you already qualify for a FREE gift.)**

Dear Fighting Irish Football Fan,

You can feel it in the air in South Bend.

A new era in Irish football has started ... an era of high expectations and great excitement.

The excitement comes in the form of Charlie Weiss--new head coach with a history of winning and an intolerance for giving less than 100%.

Sound familiar? Sound like coaches with names like Parseghian...or Holtz...or Rockne?

**You're More Than a Spectator ...
You Are a Passionate Participant**

As a Notre Dame Football fan, you know following the Fighting Irish is not a “sometime” thing. It’s a passion. It’s being a part of a robust heritage. It’s following the team from recruitment ... to spring practice ... to the last second countdown at a bowl game.

Being an Irish fan means being part of the family. As part of the family, your butt may be in the stands, but your heart is on the field.

A true heart-and-soul fan like you wants to be right in the middle of each new development. You want to know the players, the coaches, the plays almost as soon as each new, exciting development happens.

You want to be the expert on your ultimate pleasure: Notre Dame football.

**[CLICK HERE to go directly to
our secure (SSL) order page]
{INSERT LINK TO ORDER PAGE}**

You've Come to the Right Place.

Irish Today is the perfect, effortless way to become that expert you want to be. Published and sent directly to your email box over 200 times during the year, *Irish Today* is your ultimate guide to the latest news about the Fighting Irish.

[\[CLICK HERE to see what Irish fan
Michael Cole says about *Irish Today*.\]](#)
{INSERT LINK TO COLE testimonial}

Hello, my name's Will Newman. I'm not a coach. I'm not a publisher. I'm not a sportscaster. Like you, I'm a fan. A rabid Irish fan.

I just recently discovered *Irish Today* and as soon as I did, I subscribed to it immediately... because the games played next September, October, and November (and a bowl game in January!) are being "won" in spring practice *right now*.

I'll tell you more about *Irish Today*--and the gift you qualify for--in a moment. But first let me tell you why I think we're about to embark on a new era of Irish football that calls back the days of Irish glory.

**[CLICK HERE to go directly to
our secure (SSL) order page]
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They're Not Chuckling Anymore

Imagine you've stopped into the local establishment after work to have a beer with your buddies. You stand there sipping your brew while the others go on and on about how great their teams are.

"The Wolverine's look tough this year," one buddy tells you. "They're going to take it all. You know Tom Brady was a Wolverine. Three time Super Bowl QB."

You look at him, smile, and ask, “And who was his QB coach at the Patriots?”

That quiets everybody down because, as they all know, Charlie Weiss--one of the most successful offensive coordinators and quarterback coaches in pro history, the coach who coached Brady to three Super Bowl rings--is Notre Dame’s new head coach.

[[CLICK HERE](#) to see what Irish fan Paul Callan says about *Irish Today*.]
{INSERT LINK TO CALLAN TESTIMONIAL}

**New head coach. New staff.
New HIGHER expectations.**

There’s a new sense of future at South Bend right now. And it’s grows day by day. One of the most promising signs was the start of spring practice. Charlie Weiss’s first with the Fighting Irish as a head coach. (He had his share as a player way back when).

The promising sign? Charlie was *not* happy with what he saw in the first practice.

“He tries to stay away from the whole learning curve thing,” wide receiver Jeff Samardzija reported. “It’s kind of ‘why can’t you get things right ... *right now*?’”

The players know they are in for a long, hard grind. But it has one clear goal at the end: A bowl game ... and eventually a national championship. Maybe not this year for the championship. Or even next. But Charlie Weiss is committed to bringing a championship back to South Bend.

And he will.

**[[CLICK HERE](#) to go directly to
our secure (SSL) order page]
{INSERT LINK TO ORDER PAGE}**

How did I hear about this first day at South Bend? I read about it in *Irish Today*.

You don’t usually get that type of honest, hard reporting during spring practice. Most news sources are content to accept the noncommittal, optimistic press releases from the athletic department.

But not *Irish Today*. What I love about this complete Fighting Irish news resource is its commitment to you, the reader. You cannot be the expert on Notre Dame Football unless you are totally informed.

And *Irish Today's* mission is to bring you honest, forthright knowledge about your favorite team.

So, who brings you this information? Knowledgeable fans, like other college football newsletters?

Well, to be honest, the editorial staff are knowledgeable. And they are fans. But they are so much more.

**[CLICK HERE to go directly to
our secure (SSL) order page]
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Meet the Editorial Staff ... Whose Sole Mission Is to Make *YOU* the Expert

Coach Tom Pagna

Coach Pagna served as Notre Dame's offensive coordinator through two national championships and 11 winning seasons with Ara Parseghian. For more than 15 years, Pagna was the award-winning color commentator for the national broadcast of Irish games on Westwood One radio. He's also the author of Notre Dame's Era of Ara and Petals from a Rose. Pagna delivers in-depth coaching analysis and scouting reports for *Irish Today* readers.

Coach Tom Beck

Coach Beck served as offensive coordinator under Lou Holtz at Notre Dame and is a member of the College Football Hall of Fame. He was an NFL talent scout for the Buffalo Bills and Chicago Bears. He was also the head coach of three Division II & III colleges, taking over losing programs in each case and building a national power. As a player, Beck was an All-American at Northern Illinois. Beck joins Pagna in delivering an expert view from the coach's box for *Irish Today*.

[\[CLICK HERE to see what Irish fan
Lowell Schimmel says about *Irish Today*.\]](#)

{INSERT LINK TO SCHIMMEL TESTIMONIAL}

Todd Bella

Todd Bella joined the *Irish Today* staff in 2004. He provides *Irish Today* with post game interviews, sideline scoops, practice reports and just about anything else dealing with the current Notre Dame team. Bella has covered Notre Dame football for three years at CBS affiliate WSBT-TV in South Bend. Before that, he wrote for the South Bend Tribune.

Travis Donnelly

Travis Donnelly delivers more Notre Dame recruiting news than any other reporter in the business and he's changed the way Domers follow recruiting with his comprehensive coverage. Donnelly's one-on-one interviews with Irish recruits are a staple in every issue of *Irish Today*. He never relies on speculation and always brings

you the latest updates straight from the recruits themselves. His passion for Notre Dame is clear and his honesty is brutal. Whether it's his can't-miss commentary or his interviews with Notre Dame recruits, Donnelly is a must-read for all Irish fans.

[\[CLICK HERE to see what Irish fan Brian Lungren says about *Irish Today*.\]](#)
{INSERT LINK TO LUNGREN TESTIMONIAL}

Jake Sandock

Jake Sandock helps in providing *Irish Today* with the most extensive recruiting coverage available. He brings readers exclusive interviews and recruiting reports in each issue of *Irish Today*. Sandock is a freelance journalist in South Bend and previously wrote for the South Bend Tribune.

Darrin Donnelly

Darrin Donnelly's love for college football begins and ends in South Bend. He is a member of the Football Writers Association of America and served as national columnist and editor for The Pigskin Post. He has served as editor of *Irish Today* since its inception.

[\[CLICK HERE to go directly to our secure \(SSL\) order page\]](#)
{INSERT LINK TO ORDER PAGE}

Who ... What ... When A Few Tidbits from South Bend

Recent issues of *Irish Today* brought subscribers like you into the inner circle of coaches to report on how starting lineups look for the fall and how recruitment efforts are going.

This is information you *need* if you want to know the direction Irish football is headed ... not just for the coming year but also for the next three or more years to come.

Here's a brief sampling of the depth of stories you will get from *Irish Today*.

The Beginning For Weiss and Quinn (3/25/05)

It took quarterback Brady Quinn all of two days to get his hands on the playbook of new head coach Charlie Weis. Quinn described it as a great deal thicker than the old one. What will be the main objective when spring practice begins for the Irish QB?

Why does Quinn feel the spring is so pivotal for the offense? Why do so many think that Quinn will benefit the most from Weis' tutelage? Another boost to Quinn off the field should come from former Irish quarterback Ron Powlus' presence. What does he hope to gain from Powlus' arrival? *Irish Today's* Todd Bella has all the answers in his feature column.

[\[CLICK HERE to read the article\]](#)

{Insert link to article that opens in a new window. Don't allow prospect to go anywhere except back to this page.}

In The Off-Season: Patrick Kuntz (3/25/05)

When Coach Weis arrived in mid-December, he quickly targeted “his” kind of players. One of the first on the list was Indiana’s Patrick Kuntz. With blue chip talent and a blue-collar attitude, Kuntz promptly became a top target for Notre Dame.

In this installment of “In The Off-Season,” *Irish Today* talks with Indiana defensive lineman Patrick Kuntz. What has he been doing since Signing Day? What will he be doing now that the basketball season is over? What contact has he been keeping with the Irish coaches? What were his initial impressions of the Irish workout program? When does he plan to come in this summer? What are his goals for his first season in South Bend? *Irish Today* brings you the answers in this interview with Kuntz.

[CLICK HERE to read the article]

{Insert link to article that opens in a new window. Don't allow prospect to go anywhere except back to this page.}

Last Chance for WR Duo (3/21/05)

For wide receivers Maurice Stovall and Rhema McKnight, it all comes down to this. They each arrived at Notre dame as prized recruits who were supposed to make immediate contributions.

They have both had their moments in the past three years but have ultimately been viewed as inconsistent. In 205, the duo with the highest expectations will have one final season to leave their respective marks on the Fighting Irish.

What accolades did each have when they arrived at Notre Dame? What early contributions have they made from the beginnings of their careers? What has been the biggest problem for each of them? What factors out of their own control may have slowed their development and production? *Irish Today* looks at Stovall and McKnight in this feature article.

[CLICK HERE to read the article]

{Insert link to article that opens in a new window. Don't allow prospect to go anywhere except back to this page.}

You can read all these archived articles and more ... while getting the latest, up-to-date info instantly right at your computer ... when you subscribe today to *Irish Today*.

[CLICK HERE to go directly to our secure (SSL) order page]
{INSERT LINK TO ORDER PAGE}

What You Get When You Subscribe

Irish Today is published over 200 times a year--5 times every week during football season (Monday through Friday from September thru January). You'll also receive it 3 Monday, Wednesday, and Friday throughout the remainder of the year. (You can hardly call that the "off season" since this is the time that Coach Weiss and his staff are building the Fighting Irish teams of the future).

Irish Today is sent directly to your email in full-color HTML format. You do not have to go online to read it. It automatically shows up in your email mailbox so you won't miss a single info-packed issue.

[[CLICK HERE](#) to see what Irish fan Mike Gorny says about *Irish Today*.]
{INSERT LINK TO GORNY TESTIMONIAL}

You do nothing except check your email ... read it ... and enjoy.

(If you prefer to get *Irish Today* in text-only, black and white format? No problem. We'll send you the newsletter in the format you're most comfortable receiving).

Each edition brings you professional analysis and insights into the practices, past games, upcoming games, recruitment activities ... and *anything* relating to Irish Football. For instance, *Irish Today* has been reporting regularly on Coach Cutcliffe's (Notre Dame QB coach) health following his triple bypass and how it will his absence effect the team.

[[CLICK HERE](#) to see what Irish fan Paul Widzowski says about *Irish Today*.]
{INSERT LINK TO WIDZOWSKI TESTIMONIAL}

You'll also receive exclusive email updates on emerging news that immediately affects our team and its future. These emerging news updates are free ... part of our commitment to keeping you well informed ... so that you can remain the expert on Fighting Irish Football.

[[CLICK HERE](#) to go directly to our secure (SSL) order page]
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How Much Would You Pay for This High Level of Knowledge ... Knowledge about the Only Team You Could Ever Love?

What would you have to pay for a news resource like *Irish Today* if you wanted to get year-round news on your favorite college team?

If you were to buy a weekly sports newspaper like *Sporting News* every week at the newsstand, you'd have to pay over \$200 a year. Most of the news you'd get wouldn't have *anything* to do with Fighting Irish Football ... and it would come *just* once a week.

[\[CLICK HERE to see what Irish fan Kristen Zbikowski-Barbour says about *Irish Today*.\]](#)
{INSERT LINK TO ZBIKOWSKI-BARBOUR TESTIMONIAL}

Or you could subscribe to a glossy magazine like *Sports Illustrated*. Once again, through most of the year, you would get nil, nada, zip about Notre Dame Football. But during football season? Irish Football would have to share room with over 100 other major college football powers. And the information would be stale news, hardly worth the effort of reading.

In other words, there's no comparison. You simply cannot get high level, insider information year round on Notre Dame Football anywhere ... *EXCEPT* with *Irish Today*. There is nothing else like it anywhere. Anything less would not be acceptable by our committed staff ... and our subscribers. Excellence is the Notre Dame way of life.

[\[CLICK HERE to go directly to our secure \(SSL\) order page\]](#)
{INSERT LINK TO ORDER PAGE}

Two Months of *Irish Today* FREE

The good men at *Irish Today* have a special gift for you ... if you subscribe within 48 hours. You'll get 2 full months of *Irish Today* absolutely FREE. This means you will get 14 months of this valuable resource on Fighting Irish Football for the cost of just 12 months.

Everything you need to know--for 14 months--to be the expert at work, in the neighborhood, and among your friends about our team ... the team we love to love ... our family. At a 14% discount over the normal yearly subscription cost.

[\[CLICK HERE to see what Irish fan Charlie Kenny says about *Irish Today*.\]](#)
{INSERT LINK TO KENNY TESTIMONIAL}

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No Risk ... You Are *Completely* Protected

Being an Irish fan is being part of the family. And *this* family treats its members fairly. So, if you subscribe to *Irish Today* and are not satisfied with the high level information you get throughout the year ... contact the folks at *Irish Today* within 30

days and they will refund every cent of your subscription cost. NO QUESTIONS ASKED!

You are completely protected and take absolutely no risk when you subscribe to *Irish Today*.

[CLICK HERE to see what Irish fan Fred Vescio says about *Irish Today*.]
{INSERT LINK TO VESCIO TESTIMONIAL}

But I'm sure you'll love every issue of *Irish Today* you have delivered directly to your computer. And every special Emerging News Bulletin. And all the knowledge about Notre Dame Football you'll gain ... with each and every issue.

Sign up right now using our Secure Socket Layer (SSL) server. Your credit card or bankcard information is completely protected when you do.

Play like a champion TODAY.

**CLICK HERE to go directly to
our secure (SSL) order page]**
{INSERT LINK TO ORDER PAGE}

Yours for an exciting year of Fighting Irish Football,



Will Newman
Fan of the greatest football team in history

[CLICK HERE to see what other Irish fans say about *Irish Today*.]
{INSERT LINK TO McCARTHY, MARIETTA, & OGDEN TESTIMONIALS}

PS I'm not sure how the technical part goes, but the *Irish Today* website has a new high tech blog. (They tell me that means "web log"). You can go onto the *Irish Today* Blog anytime you need to get your Notre Dame news fix. It's free for you when you subscribe to *Irish Today*.

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{ORDER PAGE COPY: The following copy should precede the order form}

(NOTE TO CRAIG: I recommend that we not give the monthly option for ordering at this time. It makes opting out far too easy. Possibly you could test both alternatives to see where the biggest response occurs)}

{Headline, centered, bold}

**I'm Ready to Come Out of The Stands ...
... and Join "The Team!"**

YES! I am a "True Believer Fan." ... and I want to start getting the latest news and information on the Fighting Irish, their coaches, their players, their recruiting efforts ... on *everything* I need to become THE expert on Notre Dame Football.

I am responding within 48-hours. I qualify for the remarkable TWO MONTHS FREE offer. Please start my subscription immediately. I will receive 14 months of *Irish Today* for the cost of 12 (a 14% saving).

I understand I am completely protected by your ironclad guarantee of satisfaction. If I am not completely satisfied with the high level of insider information I get in every issue of *Irish Today*, I can contact you within 30 days and tell you I want my money back. I will receive a full refund--no questions asked.

I understand my transaction is completely protected with your safe Secure Socket Layer technology.

{CONTINUE WITH STANDARD ORDER FORM}