

Sharon Peaslee

Direct Response Credits

Seattle WA
(206)605-4744
sharonpeaslee@gmail.com

flyinglula.com
sharonpeaslee.com

Summary

I've written more than 50 infomercials and direct response commercials, producing many of them.

Agencies include Hawthorne Direct, Guthy Renker, Script to Screen, Williams TV, Cesari Direct, Frederiksen TV and others.

Clients include Time-Life, Braun, Sharper Image, Ron Popeil, Victoria Principal and others.

DR Strategy

- Start with an integrated marketing strategy;
- Find the unique selling proposition;
- Identify your target audience;
- Appeal to their needs and dreams;
- Connect, engage and entertain;
- Give audience multiple ways to connect to the product;
- Leverage strengths of each media and cross-promote;
- Give the customer ownership and control.

Infomercials

Beauty

AlphaMax Skin Care, *writer*
BioDepiless, *producer & writer*
Braun: Free Spirit cordless hair styler, *writer*
Glitter Box:Fashion Adornment, *writer*
Ladyworks Hair Care System, *writer*
Origins Cosmetics, *writer*
Primage Skin Care, *writer*

Business Opportunities

BeautiControl Cosmetics: A business opportunity for women, *writer*
Mellinger World Trade Mail Order Plan: 5 different infomercials, *producer & writer*

Health/Fitness/Weight Loss

Alternative Medicine:The Definitive Guide, *writer*
Bio Stick, *producer & writer*
Health Innovations: DietMate, *producer & writer*
Herbal Advantage, *writer*
Pounds Off, *writer*
Team Jenner's Winning Formula, *producer & writer*

Home/Kitchen

Braun: K-1000 Food Preparation Center, *writer*
Food Saver, *writer*
Hudson: Easy Care Lawn & Garden System, *writer*
Lo-Shed: Pet Care Products, *writer*
Mark V Woodworking System, *writer*
Ron Peopeil's Electric Food Dehydrator, *writer*
Sharper Image: Ionic Breeze, *writer*
Sunbeam Rocket Grill, *writer*
Window Coverings Network, *writer*

Learning/Infotainment

GeoSafari, *writer*
Time-Life Books & Video
"Active Learning" Study Skills Program, *writer*
"Air Power" Videos, *producer & writer*
"Fix It Yourself" Books, *writer*

Non-profit

Angel Tree: gift giving program - Prison Fellowship, *writer*

Short Spots

Everfresh Green Bags, *writer*
Biorest Sleep System, *writer*
Micro Magic, *writer*
Primage Skin Care, *writer*
Quick Cook Grill, *writer*
Shoe Slip Heel Covers, *writer*
Hair Doodle, *writer*
"The Spotlight" Newspaper, *writer*
Shanachie Entertainment: "The Magic of Phil Coulter", *writer*