

Freshly brewed agency news and insights.

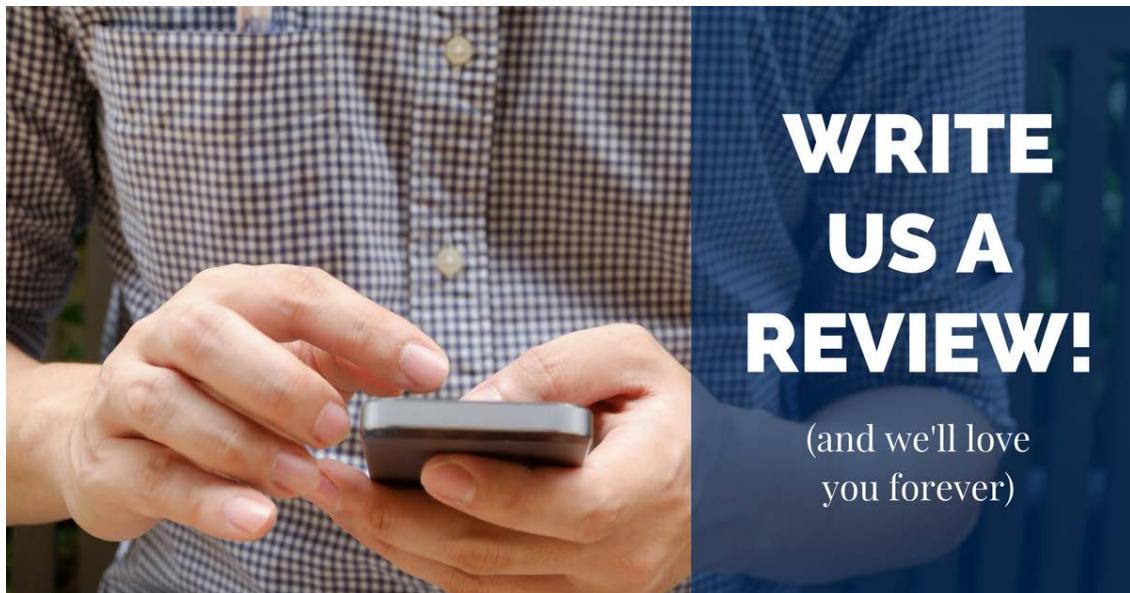
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## You Deserve a Coffee Break

You've made it halfway through the week (high five!) so now we're sliding into your inbox to power you through the next few days. Refill that coffee and check out this month's newsletter, featuring:

- A chance to win \$50!
- The 6 things your copy needs to be effective (A.K.A. a sigh of relief for the next time you have to write something)
- Adam Proehl's recent interview in C-Level Magazine (!) on classic marketing principles
- Words of wisdom on tastefully using pop-ups on your website



Are you a happy NordicClick client? Avid newsletter reader? Faithful social media follower? Tired of all these questions? If you answered yes to any of the above, have we got a contest for YOU!

[Click here](#) to write us a glowing review on Google and you could win a \$50 gift card to Amazon! (Ends 9/6/17)

[Write Us a Review!](#)



## CLICK CRAM SESSION



### 6 Things Your Content Needs To Convert

Learn the 6 things your copy is missing that is hurting its effectiveness. Ray Edwards' P.A.S.T.O.R. framework guides you through the writing process.

A photograph showing a person in a suit and tie on the left, a newspaper titled "BUSINESS" in the middle, and a person in a white shirt on the right. Overlaid on the center is a dark blue rectangular box containing the title "Are Classic Marketing Principles Still Useful Today?" in large, white, serif capital letters. Below this, another dark blue box contains the text "AN INTERVIEW WITH C-LEVEL MAGAZINE" and the "NordicClick" logo.

## [Are Classic Marketing Principles Still Useful Today? \(Interview with C-Level Magazine\)](#)

The marketing landscape changes daily. In an interview with C-Level, NordicClick's Adam Proehl shares 6 classic marketing principles that will always apply.



### [How To Use Website Pop-Ups And Not Annoy People](#)

Pop-ups get a bad rap for being annoying and ineffective, but studies show they can boost conversion when used with real people in mind. Read to learn how.

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## NC Cribs: Cubes Edition

*Who remembers the early 2000s MTV reality series, Cribs? Each episode showcased a celebrity giving a grand tour of his or her not-so-humble abode. It's basically the Parade of Homes for the Hollywood enthusiast. A guilty pleasure for some around this office, we were inspired to create our own spin-off. So, as a tribute to our MTV roots, we give you NC Cribs: Cubes Edition.*



**This cube belongs to:** Finny

**My cube would not be complete without:** Star Wars army men

**The most recent renovation to my cube was:** Cleaning out the 5 stacks of paper to take this photo.

**My cube style in 3 words:** Simplistic organized chaos.

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## NORDIC CLICK GRAM



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## NORDIC CLICK CHAT

What's your spirit animal?

**JP:** "Timberwolf. Because I enjoy wandering around in the north woods!"

**Garrett:** "If I had to choose one spirit animal I would have to say I (sadly) most closely resemble a house cat; cunning, loyal, easy going, and sometimes semi-egotistical."

**Adam:** "Grizzly bear - I love salmon and the outdoors."

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