

The free ounce that built a 15-year gold-sales leader

An offer that felt like a gift to the buyer and cost the client almost nothing.

15+ years

Jarecki as the leader in gold sales

2.7X

The response from changing one headline word

~1.4%

What the free ounce cost on each gold order

THE CLIENT

Mocatta Metals / Jarecki Marketing, a precious-metals dealer

WHAT WE DID

The offer, the headline and the direct-response campaign

THE RESULT

Jarecki became the leader in gold sales for 15+ years

THE CHALLENGE

A reason to buy here, without a price war

Gold buyers are some of the most skeptical customers there are. A discount on gold looks like any other dealer's discount, and price cuts on a commodity eat straight into margin. The client needed a reason to buy here that felt big to the customer without giving away the business.

THE BIG IDEA

A free ounce of silver for every ounce of gold

Peter Betuel came up with an offer that changed the math in the buyer's mind. Instead of cutting the price of gold, give the buyer something to hold: a full ounce of precious metal, free. No discount, no price war. The bonus did the selling.

GARY BENCIVENGA ON THE OFFER

"One of my star copywriters, Peter Betuel, came up with this great offer: 'Free ounce of silver for every ounce of gold you buy!'"

Gary Bencivenga, legendary direct-response copywriter

WHY THE MATH WORKED

Big to the buyer. Small to the business.

Silver trades at a small fraction of gold. As of October 2026, gold is about \$4,127 an ounce and silver about \$57.67, so one ounce of silver is worth roughly 1.4% of an ounce of gold.

	WHAT THE BUYER SEES	WHAT IT COSTS THE COMPANY
The bonus	A full ounce of precious metal, free	About 1.4% of each gold order
The feeling	Real, tangible value they can hold	A small fraction of the margin
The comparison	"This dealer gives me more"	No discount on gold, no price war

MAKING THE FREE OUNCE WORTH EVEN MORE

A freebie is only as valuable as the buyer believes it is. So the copy didn't just give the silver away. It sold the silver, making the case for its upside so the free ounce felt like an investment in its own right. The more the buyer believed in silver, the bigger the gift felt.

A SECOND WIN: ONE WORD IN THE HEADLINE

"Silver is going to \$60 an ounce."

Sounds stronger. But experienced investors know nobody can promise a price, so it read as hype.

"Silver could go to \$60 an ounce."

Something a sophisticated reader could agree with, from someone with credibility. **Pulled 2.7X the response.**

THE RESULTS

- ✓ **Jarecki became the leader in gold sales for 15+ years**
- ✓ **2.7X the response** from the headline that chose credibility over hype
- ✓ **A bonus that cost about 1.4% of each order**, with no discount on gold

THE LESSON

Sophisticated buyers punish hype. The best offer isn't the biggest discount. It's the one that feels most valuable to the customer and costs the least to give. Then sell the gift, and say it in a way the reader can believe.

Let's find where you're losing sales.

A father-and-son team with 47 years of direct-response experience.

Book a 30-minute call

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