

About the Author of CA\$HVERTISING: Drew Eric Whitman

Most people determine their career path in high school or college, but Drew Eric Whitman—a.k.a. “Dr. Direct!™” —couldn't wait to get started. He began creating advertising at age 11 by writing and designing direct-response catalogs of jokes, gags and novelties. Complete with product illustrations, order forms, and postage charts, he distributed them to his 5th grade classmates by the armful and collected cash orders in equal abundance. Although his teachers did not encourage Drew's entrepreneurial spirit (They would have preferred that he had done his homework rather than sold woopie cushions.), it marked the beginning of an exciting career in the wacky and wonderful world of creative writing and advertising.

Many years later, after extensive experience in face-to-face selling of everything from printing to clothing... jewelry to real estate, a degree in Advertising from Temple University started the ball rolling. Today, Drew is an outspoken, humorous and philosophical advertising trainer and writer. He worked for the direct response division of the largest ad-agency in Philadelphia. He was also Senior Direct Response Copywriter for one of the largest direct-to-the-consumer insurance companies in the world. He created powerfully effective advertising for companies ranging from small retail shops to giant, multi-million dollar corporations. His work has been used by many of the largest and most successful companies and organizations in the United States including: American Automobile Association, Advertising Specialty Institute, American Legion, Amoco, Faber-Castell, Texaco, Day-Timers, and many others.

Drew is co-author of, *The \$50,000 Business Makeover Marathon* and developer/producer of the nationally acclaimed *CA\$HVERTISING* crash-course advertising seminar.

As a resident of sunny southern California, Drew's creative mind is free from the constricting bounds of his former metropolitan life in Philadelphia, and he's now focusing his offbeat thinking and writing style to creating other genres of books, such as the children's thriller, “*Outerspace Monster Dinner*” and the life-affirming, “*Cookies of Gratitude*”, and others in various stages of development.

When he's not writing, Drew is thinking about what he *should* be writing, or trying to find the best enchiladas and salsa in Southern California with his amazing wife Lindsay and flat-coated retriever, Joey, the sweetest 4-pawed beast on planet earth.