

HOT BUTTON- LOADED HEADLINE That Interrupts Goes Here.

The Main Headline Above Along With This One
Here Should Both Interrupt and Engage.

Engaging Headline That Promises To Educate Goes Here.

Type in your *Control* information here that helps support and build your case. Get info for these paragraphs from your Discovery Questions. Use as much specific detail as possible; but don't worry too much about the text because your **headlines and offer will pull most of the weight**. Your average paragraph should be *about this long*. A little longer won't hurt.

Continue To Hit Their Hot Buttons. One Line Or Two Is Fine.

Make sure that as you write your text that you remember to use the writing guidelines. **Write like people talk**; it makes you seem more relatable. Use *simple words* and *short sentences*. For example, instead of saying 'with regard to,' just say 'about.' Don't attempt to be cute; it won't work. And most of all...**DON'T try to be an English professor!**

This Headline Should Let The Reader Know That There's A Low Risk Way To Get More Information.

Now you're in the home stretch! Make sure that all of your text supports your case... and remember to **quantify all of your claims**. Also, *use emphasis tools and punctuation*; there's several examples in this letter. But don't overuse them. Oh yes, one other reminder. The word **YOU** is the *second* most powerful word in marketing. *Use it!* (The *first* most powerful word is FREE).



FREE!

State Your Offer
(with handle) For
FREE Stuff

Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Please Fax This To (555) 555-1212 or Call (555) 555-1212

Tagline or Logo Here.