

# 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.