

take your business to the next level!

Template

- **Headline** (be obvious and challenge status quo, you only have a matter of seconds to grab someone's attention)
- Describe a desire and/or struggle (preferably both)
- Tell a story
- Offer a valuable tip
- Proof (details, dates emotions)
- Make it personal to them (what would it cost to not implement your tips)
- Call to Action 4 out of 5 give soft call to action - question or invite to comment

Remember

- Be yourself, not a text book
- Use your image to reinforce your message