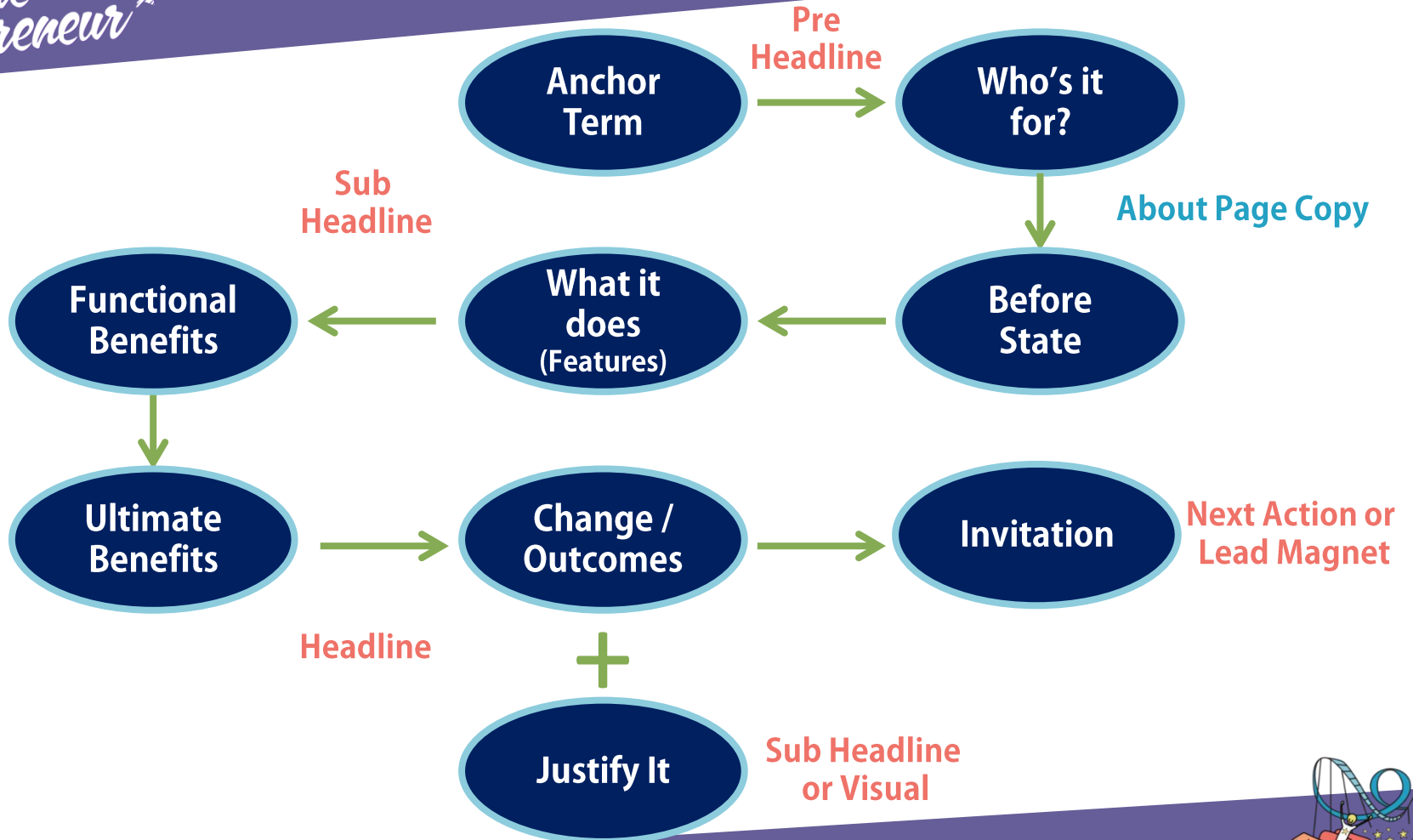


What goes where

- Pre Headline (Optional)
- Headline
- Sub Headline
- Call To Action
- Justify it



Benefit
Bullets
Copy



Headline

- Something they want but don't think they can have
- The "slam dunk" benefit

**The 24/7 support
concierge for your
website.**

elevio delivers relevant help to your users, precisely where
and when it's needed.

Get Started



Simplest Format

Headline:

{want, but haven't been able to have}

Sub - Headline

What. {short descriptor phrase}

How. {functional benefits} & / OR

Why. {higher order benefits}

Next Action

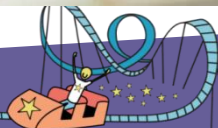


MEET YOUR FLEXIBLE BUSINESS DEVELOPMENT MANAGER

Outbound calling by an experienced sales professional to bring back clients and introduce fresh faces to your business.

You run your business while Jenny helps you grow it.

SEE HOW JENNY CAN HELP YOUR BUSINESS



Justification Format

Headline includes –
{want, but haven't been able to have}

Sub - Headline

What. {short descriptor phrase}

How. {functional benefits} & / OR

Why. {higher order benefits }

Next Action

Proof Points

WPCURVE

Contact Blog [Sign up today](#)

Imagine never having another WordPress headache...

With 24/7 access to the world's best developers for unlimited small jobs, where will you spend your new found time?

[Sign up today](#)

44,000+	39	4,000+	1,000+
jobs completed since Jun 2013	team members 24/7 worldwide	jobs completed this month	current active customers



Visual Process (Product Brands)

Headline includes – “Slam dunk” benefit.

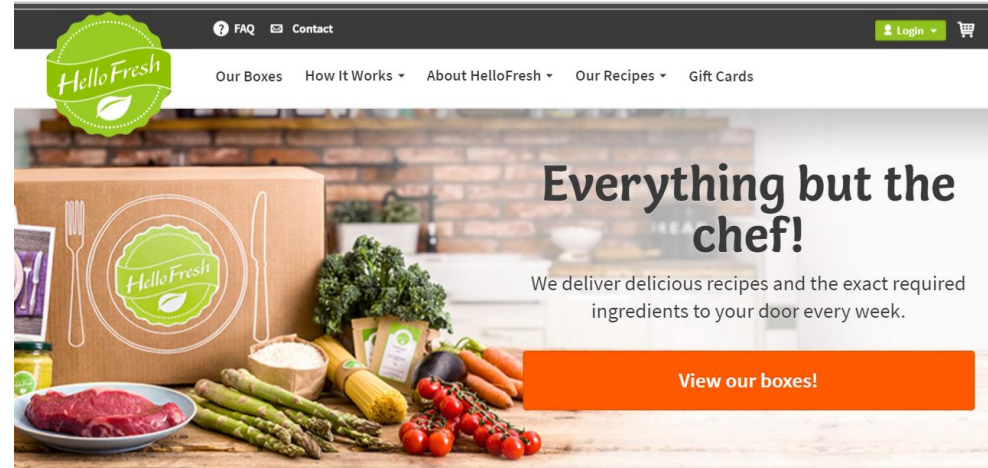
Sub - Headline

What. {short descriptor phrase}

How. {functional benefits}

Next Action

Visual Process



POSTAGE ON DEMAND[®]

Print your own stamps and shipping labels in seconds.



CLICK

Instantly buy and
calculate exact postage.



PRINT

Print postage on labels,
envelopes or plain paper.



MAIL

Affix postage and mail
anywhere in the world.

GET STARTED

Give us a try!

Get

\$5

in **FREE**

Postage!*

*to use during your trial
[see offer details](#)



Jon Benson Formula (Good for Sub Heads)

Power Phrase: {the only, the best, proven, reveals, solves, transforms, activates}

Key Benefit: {something they want or differentiator}

Enabler: {facilitates this ultimate outcome}

The only diet* in the world that allows you to eat your favourite foods and still lose weight

**** Diet is the anchor word that says what category this is***



Long Copy Format

Name and tagline

Introductory Sentence— Includes anchor phrase, market identification statement and differentiation “the first / the only”

Other Sentences

What. {short description}

Brand Promise. {differentiator, uniqueness, outcomes}

Invitation

The screenshot shows the top of the website. On the left is the logo 'BOOM! BY CINDY JOSEPH' with 'BOOM!' in large, colorful letters. To the right is the tagline 'It's about women. It's about beauty. It's about time.' Below the tagline is a search bar with a magnifying glass icon. At the bottom of the header is a navigation menu with links: HOME, VLOG, STORE, MODELING, BIO, REVIEWS, PHILOSOPHY, CONTACT. On the far right, there is a pink button that says 'JOIN THE BOOM CLUB' and a phone number: 'Please Call Us: +1 (929) 266-2100'.



Introducing the first
pro-age cosmetic
line for women of
every generation.

Cindy Joseph, make-up artist turned super model, has created a line of cosmetics especially for you. "BOOM! is for women who want to reveal their genuine beauty with an honest and realistic approach."



Personal Brand Formula

I help X

Overcome Y

Resulting in Z

I help online marketers with complex campaign funnels maximize their ad spend and provide customer insights to take their conversions to the next level.

**Claudia "Analytics Chick" Pilgrim
Digital Strategist**



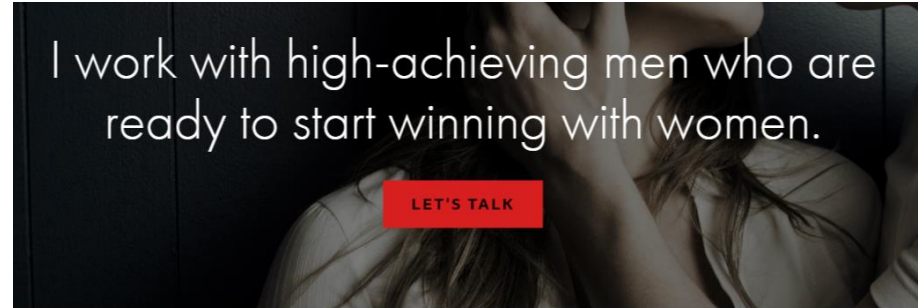
Erin Beate Coaching

I help X {note label}

Win at Y

Resulting in {heart's desire}

Action



You're in the Right Place if...

- You're **tired of online dating**. You've put a lot of time and effort into it and you're not getting results.
- You may feel like you have to "**buy the woman**" or **play up your status** on dates and get resentful when your tactics backfire.
- **You might go on a couple dates and not hear from her again**. She said everything was fine, so you don't know what you did wrong.
- **You don't know how to ask for what you want** in sex, relationships, and dating.
- **You want a relationship**, and you know you have to change your game if that's going to happen.



Test Test Test

Be careful who you test with ...

Join my private Facebook group and run some of your ideas by me. Some of my lovely, smart friends may also chime in.

Non brutal advice and support as you find clarity.

And you will, I promise!





THE HOTHOUSE

<https://www.facebook.com/groups/TheHothouseIncubator/>

