



EFFECTIVE BACK COPY

- 1 Attention getting headline
- 2 Offer
- 3 Show value when appropriate
- 4 Quick description
- 5 Cheerleading description (You can combine quick description and cheerleading into one. Just avoid getting too wordy. Keep it simple.)
- 6 Use your website to say more
- 7 Keep phone number large
- 8 30 day "action" deadline
- 9 Added incentive through bonus



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