

**A Customized Communication Profile
for Sales & Marketing Professionals**

"Can Your Marketing and Selling Become Easier, Less Tedious, Less Frustrating and More Rewarding? Take this short, **PERSONALIZED** test and I'll deliver a 1 in 10,000 Customized Training Course & Profile Report based on *YOUR Unique Marketing DNA.*"

- See if you're doing what you're truly gifted to do, based on your natural persuasion profile
- Get customized guidance to navigate the confusing maze of outsourcing, finding employees, finding employment and freelancing
- Find the exact combination of selling skills that works for YOU (only one person in 1,000 has a profile that closely resembles yours!)
- Accelerate achievement of your business goals with an exquisitely customized report delivered just minutes after you're done - followed by a personally tailored, training course over the next few weeks to help you do what you love and outsource the rest

So here are my observations:

- 1) Notice the customized language at the top in a smaller font that calls out to the right prospect "This is for me."
- 2) The headline - It is red (I'd test this but it often works the best) and a large but easy to read and not overwhelming font. It emphasizes benefits, elimination of a known pain in the market AND personalization.
- 3) The bullets - Offset with a bullet symbol and appeal to the reader's deepest desire to do what they were made to do, and reemphasize customization, personalization, and numerous benefits as well as precision and escape from pain.