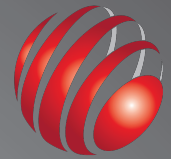


Massive Response Marketing LAUNCH PLAN



MARKETING
AUTOMATION GROUP

1

What headlines will you test? Come up with at least 7 to start.

2

What is the perceived benefit to the viewer (target audience)?

3

What will your call to action be? What do you want them to do?

4

What is your USP (Unique Selling Points?) How can you put that into a testimonial?

5

What will your guarantee be?

6

What other benefits can you list? What are the benefits of those benefits?