

@buzzmark

CLARK HUGHES

HEADLINE - READ 19 TIMES MORE THAN
BODY COPY:

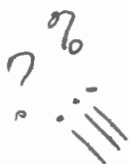
19 PEOPLE
WILL READ THIS
for every one reads this
person that part.....

PROVEN!

TOP SIX
HEADLINE
WORDS:

YOU SUDDENLY DISCOVER!
YOUR YES NOW!

YOU SUDDENLY DISCOVER
YOUR YES NOW



PEOPLE LOVE
OUTRAGEOUS
UNUSUAL
TABOO
HILARIOUS
REMARKABLE
SECRETS



GIVE THEM A
GREAT STORY
TO SHARE

DAVID & GOLIATH
UNUSUAL

CONTROVERSY

★ CELEBRITY ★

DON'T BE WILD YOU ARE NOT; BE AUTHENTIC,
APPROACHABLE