



# Attention-Getting Title: Benefit Laden Subtitle

(INSERT IMAGE THAT CREATES A  
MENTAL PICTURE OF THE BENEFIT)

Author

**Instruction:** Your title page can be a graphic, text or both. Include a title that gets attention and a subtitle that includes a benefit for the reader. For example: "Miracle Abs for Every Day People: How to Get Flat and Firm Abs in Only 5 Minutes Per Day".

Also Include:

- Your logo for branding purposes.
- An image that creates a mental picture of the benefit. In our example, we might have a picture of an average man or woman with good looking abs. If the target is woman, perhaps a busy mom on the beach with her kids, wearing a bathing suit that shows her abs.
- Author name
- Website Address

Make sure to create matching promotional graphics. Include the word "Free" on your promotional graphic to get attention.

# Website Logo and Website Name

## Attention-Getting Headline: Ex. *Flat Abs...At Last!*



This is your introductory page that you can add a couple of paragraphs too. Introduce yourself and/or your company and why you created this report. Start out with something like *"Congratulations on taking the first step to flatter abs. I'm June Cleaver and have been helping people flatten their abs and get into better shape for the past 7 years" .... etc.*

The key here is to establish your credibility.

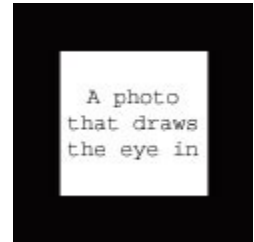
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## When You're Ready to Move onto the Next Step... (or other subheadline)

Include a product promotion on this page. Tell them that the report is going to explain [XXXXX], but when they're done, they should pick up your product, sign up for a list, claim a free sample, etc.

Add a photo that draws the eye in here. Not necessarily a product photo as you may not want to shove a product at them at this point. You want them to just start thinking about your offer and keep it in their mind as they read your report. For our flat abs example, we might show someone working out or something else that will cause the reader to stop and notice this part of the page.



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Now, let's get started...

## Attention-Getting Headline for Report Body

Get into the report and deliver what you promised. Make sure you shape the content of your report around its ultimate purpose and the offer you are making. In our flat abs example, we want the read to sign up for the complete abs system, so we will mention it throughout the body of the report and show how getting the complete system will ensure the reader exercises safely, saves time and get quicker results.

If your report delivers plenty of value, the product promotions will come naturally and will keep your product in mind as the reader consumes your free report.

Your report should help your reader solve a problem, but the product you are promoting should be the ultimate solution.

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## Conclusion Headline.

Try something like “What to Do Next” to encourage action  
Recap what was included in the report, give them encouragement and tell them what the next logical step is (to buy your product, of course!).

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Re-introduce your product with more detail, include benefits, a product photo, etc.

## Subheadline with Product Benefit



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- Product benefit
- Product benefit
- Product benefit
- Product benefit

Tell them how to get your product and include another reason why.

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