

Conversion vs. Brand Copywriting

Brand Copy

- Communicate personality
- Unique, memorable
- Not intended to provoke action

Conversion Copy

- Designed to make user **act** while on the page
- Used for closing sales

Strong Brand Copy:

Here's to the *crazy* ones.

The *misfits*.

The *rebels*.
The *troublemakers*.

The round pegs in the square holes.
The ones who see things *differently*.
They're not fond of rules.

And they have *no respect* for the status quo.

You can *quote* them,
disagree with them,
glorify or *vilify* them.

About the only thing you can't do is *ignore* them.

Because they *change* things.
They push the human race *forward*.

And while some may see them as the crazy ones, *we see genius*.



Because the people who are *crazy enough* to think they can *change* the world, *are the ones who do*.

Scott Dutton - contact@catpawdynamics.com - Adapted from the creative work of TBWACHiatDayLos Angeles for Apple Computer

Think different.

Strong Conversion Copy

Health Coach Institute PPC landing page



From Education, Through Transformation, To Wildly Successful Career,
We Got You Every Step Of The Way.

Get Started *Here.*


Become a Life Coach in 6 Months!
Get Program Info

Step 1 of 3

Email Address

CONTINUE >>

We ♥ Your Privacy

<  Join over 10,000 successful graduates from 30 countries who are getting paid to do what they love.** >

Direct Response Marketing

Earn Big Profits as a Seal-It Distributer!

Turn Wood & Concrete Into Money.

Seal-It™ Distributers Make Money Filling Huge Demand In Untapped Surface Sealing Market.

Manufacturers treat green wood with heavy doses of arsenic to keep out bugs and prevent rot. In fact, a 12-foot section of CCA-treated wood contains about an ounce of arsenic, enough poison to kill 250 people. Seal-It is a one-time application that seals in the harmful arsenic, and eliminates this deadly carcinogen for years to come.

Become A Seal-It Distributer and make money now!

Never has there been a better opportunity to get in on the ground floor of an untapped market for wood and concrete surface sealing services. And with Seal-It you have the best products and support, ensuring success and profits for years to come. Contact us today for information on this untapped market. But hurry... peak season is approaching, and territories are filling fast!

- ✓ Unlimited earnings potential
- ✓ Superior quality products outperform the competition.
- ✓ Affordable start-up costs (Financing Available)
- ✓ No franchise fees or royalties
- ✓ Commercial, Industrial & Residential Uses
- ✓ Exclusive Distribution Rights & Territories Available
- ✓ Equipment, Products & Training Included
- ✓ We advertise with you! Co-op advertising program

Potential clientele includes contractors, do-it-yourselfers, hardware stores, municipalities, industrial/ commercial contracts, homeowners and business owners. Seal-It Products Are Perfect for Decks, Fences, Playgrounds, Porches, Patios, Driveways, Parking Lots & More.

"Your product worked beyond our expectations. It saved us over \$4000 in resurfacing costs. Thanks for your help, and for creating such a terrific product!" – Tony Rotundo, Irvine CA



Hurry! Call today for our FREE Information package...
Call now: 1-800-770-4550