

M-A-G-I-C Headline/Naming Formula

XI. Name Your Product: _____

Name your Bonus #1: _____

Name your Bonus #2: _____

Name your Bonus #3: _____

Name your Bonus #4: _____

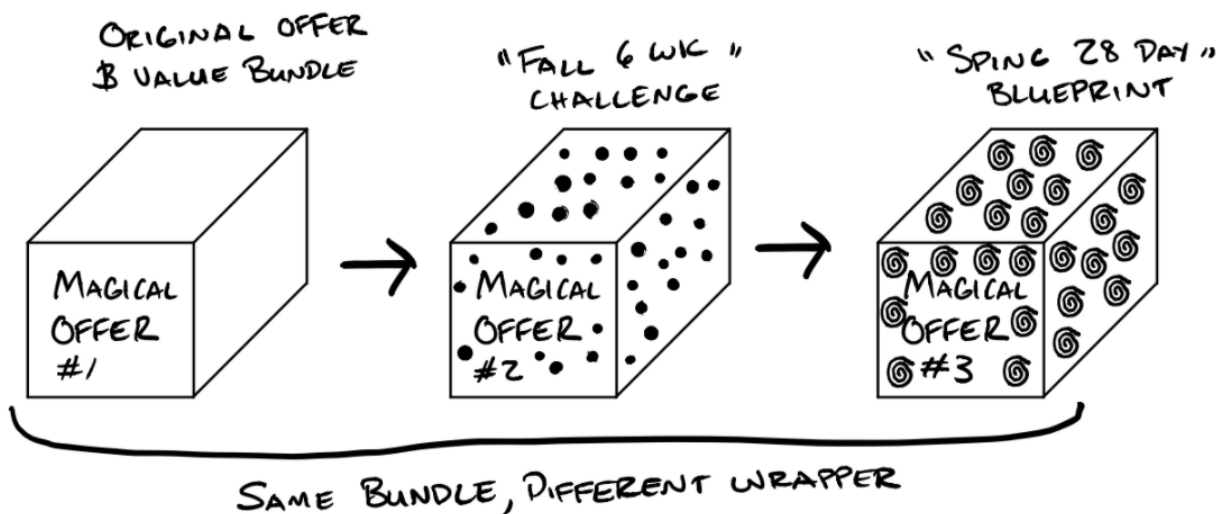
Name your Bonus #5: _____

Name your Bonus #6: _____

Name your Bonus #7: _____

- M-A-G-I-C Headline
 - Make A Magnetic Reason Why
 - Announce Your Avatar
 - Give Them a Goal
 - Indicate a Time Interval
 - Complete with Container Word

Change Time Intervals to smaller intervals for bonuses and “sizzle” pieces



- Refresh In Reverse order of difficulty and operational drag
 - Change the creative (the images and pictures in your ads)
 - Change the body copy in your ads
 - Change the headline - the “wrapper” of your offer

- Free 6Wk Lean Challenge to Free 6Wk Tone Challenge
- Holiday Hangover to New Year New You
- Change the duration of your offer
- Change the enhancer of your offer (your free/discount component)
- Change the monetization structure, the series of offers you give prospects, and the price points associated with them (Book II)