

## **Hangout-a-Thon Worksheet**

### ***Day 2: Using Sales Copy Strategies to Create Your Next Product***

TIP: Create this FIRST

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**It's not just about information.**

Your product must be: \_\_\_\_\_

#### **Four Elements to the Perfect Product**

1. Your product MUST open \_\_\_\_\_
2. Build \_\_\_\_\_ and be \_\_\_\_\_
3. Tell them about \_\_\_\_\_ and why it's different than \_\_\_\_\_.
4. Give \_\_\_\_\_.