

Fundamental #2

**Focus Your
Message**

**Everyday we
are overloaded
with information**

**Simple
messages
are powerful**

**How to
focus your
message...**

**Create a
customer
avatar**

**Ask yourself
these 3
questions**

1

**What's your
big idea?**

2

**What feeling does
your reader want
most?**

3

**What action do
you want your
reader to take?**

**Writing your copy
becomes so
much easier!**

Video Review

Focus Your Message