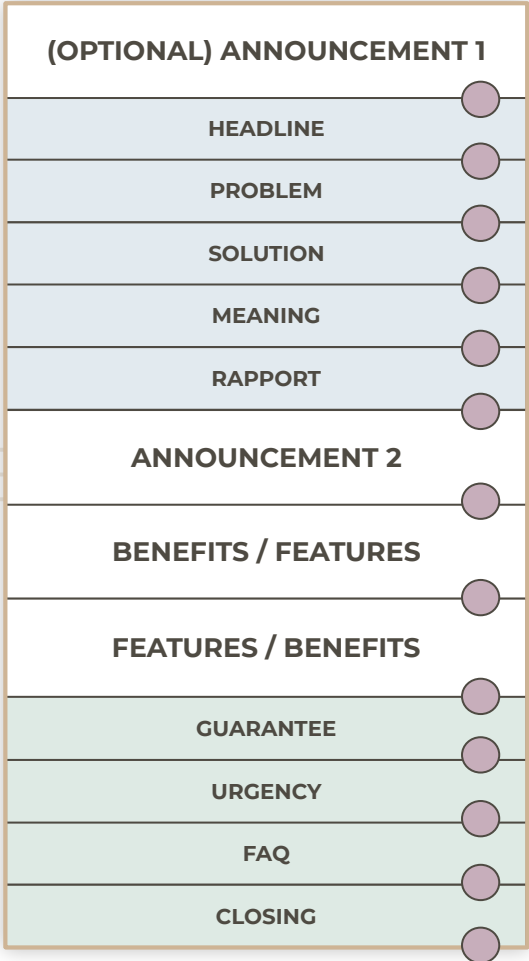
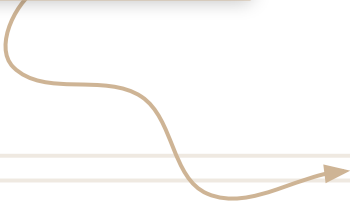


THE ANNOUNCEMENT

Starting **here...**



1. **What it is?** (title of the main offer)
2. What it does? (tagline)
3. Who it's for? (call out your avatar)

Introducing...

Once Upon A Magical Day

FUNNEL

Gorgeous

1. **What it is?** (title of the main offer)
2. What it does? (tagline)
3. Who it's for? (call out your avatar)

Introducing...

Once Upon A Magical Day

We're So Excited To Bring You...

Once Upon A Magical Day

FUNNEL

Gorgeous

1. **What it is?** (title of the main offer)
2. What it does? (tagline)
3. Who it's for? (call out your avatar)

Introducing...

Once Upon A Magical Day

We're So Excited To Bring You...

Once Upon A Magical Day

I Can't Wait For You To Discover...

Once Upon A Magical Day

1. **What it is?** (title of the main offer)
2. What it does? (tagline)
3. Who it's for? (call out your avatar)

Introducing...

Once Upon A Magical Day

We're So Excited To Bring You...

Once Upon A Magical Day

I Can't Wait For You To Discover...

Once Upon A Magical Day

That's Why I Built...

Once Upon A Magical Day

1. **What it is?** (title of the main offer)
2. What it does? (tagline)
3. Who it's for? (call out your avatar)

Introducing...

Once Upon A Magical Day

We're So Excited To Bring You...

Once Upon A Magical Day

I Can't Wait For You To Discover...

Once Upon A Magical Day

That's Why I Built...

Once Upon A Magical Day

Let's Sprinkle Some Pixie Dust On Your Next Vacation With Our New Course

Once Upon A Magical Day

Adding **Voice + Character = Master Marketer**

1. **What it is?** (title of the main offer)
2. What it does? (tagline)
3. Who it's for? (call out your avatar)

I Can't Wait For You To Discover...
Once Upon A Magical Day

becomes...

I Can't Wait For You To Unlock Your Dream Vacation With...
Once Upon A Magical Day

- Look for words that go with the **theme**.
- Look for words that **THEY** would use in conversation.
- Think about a **more visual** way to introduce the offer.

1. **What it is?** (title of the main offer)
2. What it does? (tagline)
3. Who it's for? (call out your avatar)

We're So Excited To Bring You...
Once Upon A Magical Day

becomes...

We're Tigger-Bouncin' Excited To Bring You...
Once Upon A Magical Day

- Look for words that go with the **theme**.
- Look for words that **THEY** would use in conversation.
- Think about a **more visual** way to introduce the offer.



Introducing	Ready to kick off, Let's get this party started...
Excited To Bring You	Pumped, Thrilled, Fired up, Delighted
Can't Wait To Discover	Itching to, Dying to, Eager to
That's Why I Built	This the motivation behind...
<i>Come Up With Your Own!</i>	<i>Use the market + conversation words your human uses. Look for a theme.</i>





Introducing	Ready to kick off, Let's get this party started...
Excited To Bring You	Pumped, Thrilled, Fired up, Delighted
Can't Wait To Discover	Itching to, Dying to, Eager to
That's Why I Built	This the motivation behind...
<i>Come Up With Your Own!</i>	<i>Use the market + conversation words your human uses. Look for a theme.</i>





Introducing	Ready to kick off, Let's get this party started...
Excited To Bring You	Pumped, Thrilled, Fired up, Delighted
Can't Wait To Discover	Itching to, Dying to, Eager to
That's Why I Built	This the motivation behind...
<i>Come Up With Your Own!</i>	<i>Use the market + conversation words your human uses. Look for a theme.</i>



Introducing	Ready to kick off, Let's get this party started...
Excited To Bring You	Pumped, Thrilled, Fired up, Delighted
Can't Wait To Discover	Itching to, Dying to, Eager to
That's Why I Built	This the motivation behind...
<i>Come Up With Your Own!</i>	<i>Use the market + conversation words your human uses. Look for a theme.</i>



Introducing	Ready to kick off, Let's get this party started...
Excited To Bring You	Pumped, Thrilled, Fired up, Delighted
Can't Wait To Discover	Itching to, Dying to, Eager to
That's Why I Built	This the motivation behind...
<i>Come Up With Your Own!</i>	<i>Use the market + conversation words your human uses. Look for a theme.</i>

1. What it is? (title of the main offer)
2. **What it does? (tagline)**
3. Who it's for? (call out your avatar)

Your offer is **WHAT** for **WHO** that want **DESIRE WITHOUT PAIN**.
Perfect for _____, _____, _____, _____, and _____.

Let's Sprinkle Some Pixie Dust On Your Next Vacation With Our New Course

Once Upon A Magical Day

Once Upon A Magical Day is a **step by step planning system** for **busy parents** that want **to maximize their Disney vacation dollars + time to create a memorable, stress free vacation.**

FUNNEL

Gorgeous

1. What it is? (title of the main offer)
2. **What it does? (tagline)**
3. Who it's for? (call out your avatar)

Your offer is **WHAT** for **WHO** that want **DESIRE WITHOUT PAIN**.
Perfect for _____, _____, _____, _____, and _____.

Let's Sprinkle Some Pixie Dust On Your Next Vacation With Our New Course
Once Upon A Magical Day

The revolutionary step-by-step planning system for **busy parents** that want **to maximize their Disney vacation dollars + time to create a memorable, stress free vacation.**

Shorten what you don't need to repeat. Added an adjective that makes it **more special.**

1. What it is? (title of the main offer)
2. **What it does? (tagline)**
3. Who it's for? (call out your avatar)

Your offer is **WHAT** for **WHO** that want **DESIRE WITHOUT PAIN**.
Perfect for _____, _____, _____, _____, and _____.

Let's Sprinkle Some Pixie Dust On Your Next Vacation With Our New Course
Once Upon A Magical Day

The 'Mickey Tested' step-by-step planning system for **busy parents** that want **to maximize their Disney vacation dollars + time to create a memorable, stress free vacation.**

Try to talk in a way that will **delight your human.**

1. What it is? (title of the main offer)
2. **What it does? (tagline)**
3. Who it's for? (call out your avatar)

Your offer is **WHAT** for **WHO** that want **DESIRE WITHOUT PAIN**.
Perfect for _____, _____, _____, _____, and _____.

Let's Sprinkle Some Pixie Dust On Your Next Vacation With Our New Course
Once Upon A Magical Day

The *'Mickey Tested'* step-by-step planning system for **families** that want **to maximize their Disney vacation dollars + time to create a memorable, stress free vacation.**

Simpler way to say the same thing.

1. What it is? (title of the main offer)
2. **What it does? (tagline)**
3. Who it's for? (call out your avatar)

Your offer is **WHAT** for **WHO** that want **DESIRE WITHOUT PAIN**.
Perfect for _____, _____, _____, _____, and _____.

Let's Sprinkle Some Pixie Dust On Your Next Vacation With Our New Course
Once Upon A Magical Day

The *'Mickey Tested'* step-by-step planning system for families ready to maximize their Disney vacation dollars + time to create a memorable, stress free vacation.

Simpler way to say the same thing.

1. What it is? (title of the main offer)
2. **What it does? (tagline)**
3. Who it's for? (call out your avatar)

Your offer is **WHAT** for **WHO** that want **DESIRE WITHOUT PAIN**.
Perfect for _____, _____, _____, _____, and _____.

Let's Sprinkle Some Pixie Dust On Your Next Vacation With Our New Course
Once Upon A Magical Day

The **'Mickey Tested'** step-by-step planning system for **families** ready to **make the most of** their Disney vacation dollars and time to create a memorable, stress free vacation.

Simpler way to say the same thing.

1. What it is? (title of the main offer)
2. **What it does? (tagline)**
3. Who it's for? (call out your avatar)

Your offer is **WHAT** for **WHO** that want **DESIRE WITHOUT PAIN**.
Perfect for _____, _____, _____, _____, and _____.

Let's Sprinkle Some Pixie Dust On Your Next Vacation With Our New Course
Once Upon A Magical Day

The 'Mickey Tested' step-by-step planning system for families ready to make the most of their vacation to create a memorable, stress free vacation.

Got rid of **dollars and time + Disney** because it's implied.

1. What it is? (title of the main offer)
2. **What it does? (tagline)**
3. Who it's for? (call out your avatar)

Your offer is **WHAT** for **WHO** that want **DESIRE WITHOUT PAIN**.
Perfect for _____, _____, _____, _____, and _____.

Let's Sprinkle Some Pixie Dust On Your Next Vacation With Our New Course
Once Upon A Magical Day

The 'Mickey Tested' step-by-step planning system for families ready to make the most of their vacation to create a memorable, stress free vacation that you'll be talking about for years to come.

Needed to draw in some **more meaning** and **status**.

1. What it is? (title of the main offer)
2. **What it does? (tagline)**
3. Who it's for? (call out your avatar)

Your offer is **WHAT** for **WHO** that want **DESIRE WITHOUT PAIN**.
Perfect for _____, _____, _____, _____, and _____.

Let's Sprinkle Some Pixie Dust On Your Next Vacation With Our New Course
Once Upon A Magical Day

The *'Mickey Tested'* step-by-step planning system for **families** ready to make the most of their vacation for a memorable, stress free vacation that you'll be talking about for years to come.

Simplified.

FUNNEL

Gorgeous

1. What it is? (title of the main offer)
2. **What it does? (tagline)**
3. Who it's for? (call out your avatar)

Your offer is **WHAT** for **WHO** that want **DESIRE WITHOUT PAIN**.
Perfect for _____, _____, _____, _____, and _____.

Let's Sprinkle Some Pixie Dust On Your Next Vacation With Our New Course
Once Upon A Magical Day

The *'Mickey Tested'* step-by-step planning system for **families** ready to make the most of their vacation for a memorable, stress free **trip** that you'll be talking about for years to come.

Said "vacation" twice so changed it.

RECAP!

Once Upon A Magical Day is a step by step planning system for busy parents that want to maximize their Disney vacation dollars + time to create a memorable, stress free vacation.

has now become...

The 'Mickey Tested' step-by-step planning system for families ready to make the most of their vacation for a memorable, stress free trip that you'll be talking about for years to come.



RECAP!

Once Upon A Magical Day is a step by step planning system for busy parents that want to maximize their Disney vacation dollars + time to create a memorable, stress free vacation.

has now become...

READABILITY ADJUSTMENT:

I have all the ideas I want, but it doesn't roll off the tongue...



RECAP!

Once Upon A Magical Day is a step by step planning system for busy parents that want to maximize their Disney vacation dollars + time to create a memorable, stress free vacation.

has now become...

The '*Mickey Tested*' step-by-step planning system for families ready to make the most of their vacation for a memorable, stress free trip that you'll be talking about for years to come.

and been revised to...

Enjoy a memorable, stress free trip you'll be talking about for years to come with the '*Mickey Tested*', step-by-step planning system for families that want to make the **most** of their vacation.



the rules for HACKING AT YOUR TAGLINE

- **Shorten** it wherever possible
- Simplify the language so it's **everyday language**
- **Use your voice** to sprinkle words and ideas that your human will love
- Make sure the tagline has **meaning** for your human
- **Don't duplicate** words
- **Read aloud** for readability
 - Switch the order around
 - Copy design with italics, bold, etc.



1. What it is? (title of the main offer)
2. What it does? (tagline)
3. **Who it's for? (call out your avatar)**

Let's Sprinkle Some **Pixie Dust** On Your Next Vacation With Our New Course

Once Upon A Magical Day

Enjoy a memorable, stress free trip you'll be talking about for years to come with the '*Mickey Tested*', step-by-step planning system for families that want to make the **most** of their vacation.

Perfect for families of all sizes!

First way:

an "interlude", it's not really a part of the copy, more like a comment or note before continuing on.

FUNNEL

Gorgeous

1. What it is? (title of the main offer)
2. What it does? (tagline)
3. **Who it's for? (call out your avatar)**

Let's Sprinkle Some **Pixie Dust** On Your Next Vacation With Our New Course

Once Upon A Magical Day

Enjoy a memorable, stress free trip you'll be talking about for years to come with the 'Mickey Tested', step-by-step planning system for families that want to make the **most** of their vacation.

Perfect for families of all sizes!

• Lots of kids • Adults only • Special needs • First time vacationers • Disney Pro's • On a budget!

First way:

an "interlude", it's not really a part of the copy, more like a comment or note before continuing on.

FUNNEL

Gorgeous

1. What it is? (title of the main offer)
2. What it does? (tagline)
3. **Who it's for? (call out your avatar)**

Let's Sprinkle Some **Pixie Dust** On Your Next Vacation With Our New Course

Once Upon A Magical Day

Enjoy a memorable, stress free trip you'll be talking about for years to come with the 'Mickey Tested', step-by-step planning system for families that want to make the **most** of their vacation.

Whether you're a Mom of tenor venturing to the World as a first time vacationer, Once Upon A Magical Day is perfect for a kids-free or kids-full trip!

- Adults only
- Kids of all ages
- Special needs
- Disney Pros
- First time vacationers
- On a budget

Second way:
It flows with the copy.

Next up...

