

## Half page coupon ad

This was our first ad using this “new” approach and it drew (for us) 400% more response than our typical ad.

You can see the headline, urgency and “B” offer (email list) right away. Then testimonials then follow with a pic or two. This is easily switched to a full page ad via much more in the details (a full sales letter) as well as profitdoodles. The “A” offer is highlighted by showing the original price and the special price. The guarantee (& owner) are included as well.

There are also some additional hair/teeth, weight loss, and esthetic images for you to get an idea of what you could use. Make sure to obtain license rights for any art you use.

“Who loves ya?”

-Christopher