

Hey



Grab your audience's attention!
Use an interesting image, a funny headline, a startling fact or stat, or a provoking question.

You



Instead of talking generally about "people," make it personal by using the word "you." Craft your message around the points of pain or aspirations.

Discover



What can your business do for your audience? Here's where you introduce the solution to their problems, an improvement to their lives, or a promise of better business performance.

Do



Offer a specific call to action. Don't leave your audience hanging! Use strong verbs that compel action like "contact," "reply," "download," or "connect."