

## V2 Tease FV

💣BOOM💣 / 🎊YES🎊

Steve, that's how your customers should feel after reserving one of your cruises.

Like they've hit the jackpot of cruise deals.

But, there's always a part of your target market hovering their mouse over the Reserve button...thinking "Is this worth it" or "Is Viagra allowed on the cruise"(😏)

To convert the "ponderers" to cruisers, I've put together a bullet list to cut customer uncertainty.

Reply "yes", and I'll show exactly what I'm talking about.

**What is the objective of this piece of copy?**

**What is the writer doing to accomplish this objective? Why does it work? How could they do it better?**

**What mistakes is the writer making that is keeping them from achieving their objective? How could they fix these mistakes? How can I keep from making these mistakes myself?**

**What would the reader feel as they read this piece of the copy?**  
**What lessons from the Bootcamp do I see at play in the copy?**

**When you comment on a piece of student-submitted work, answer all 5 of these questions.**

**It's easy to be a critic, it's harder, and more valuable to you and your fellow student, to make constructive suggestions.**

But, there's always a part of your target market hovering their mouse over the Reserve button...thinking "Is this worth it" or "Is Viagra allowed on the cruise"(😏)

To convert the "ponderers" to cruisers, I've put together a bullet list to cut customer uncertainty.

