## PAS Framework short form copy.

Yellow = Pain/Desire Green = Amplify Blue = Solution

Subject line: Your e-commerce business isn't growing as much as you thought it would?

Maybe the problem isn't that your product is bad or the brand name is not "catchy". Many times, the problem lies elsewhere.

Imagine your business growing, you achieve the goal for the orders you set. People ask you for advice on how to grow their businesses.

**BUT,** you are not hitting your goals, people don't ask you for advice and they don't want their businesses to be like yours.

This program is only for people that are ready to change that.

If <u>you</u> are one of those people, I have the tools you will need.

Click here to **CHANGE!**