

# Mission - Marketing 101

## Getting Active Attention →

### Businesses :

#### Pappy's Barber Shop San Diego

4.8 ★★★★★ (628) · Barber shop

10+ years in business · San Diego, CA · (619) 885-2...

Open · Closes 7 PM

Online appointments



Website



Directions

#### PrecisionZ Barbershop

4.8 ★★★★★ (249) · Barber shop

San Diego, CA · (619) 679-0230

Open · Closes 8 PM



Schedule



Website



Directions

#### Classic Cuts Barber Shop

4.6 ★★★★★ (274) · Barber shop

San Diego, CA · (619) 684-5871

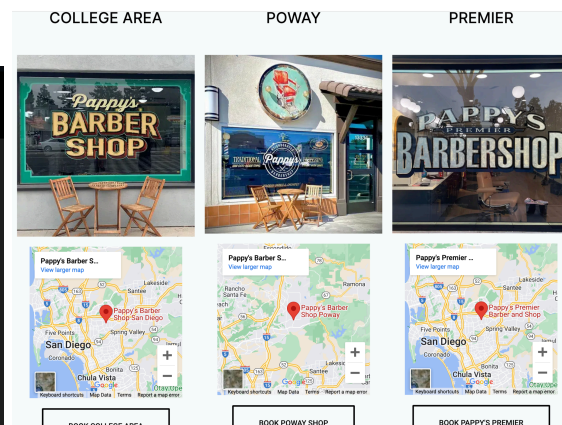
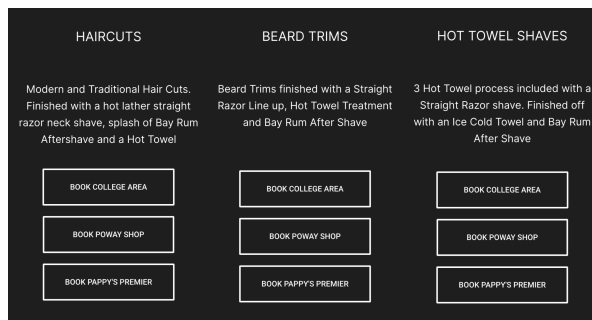
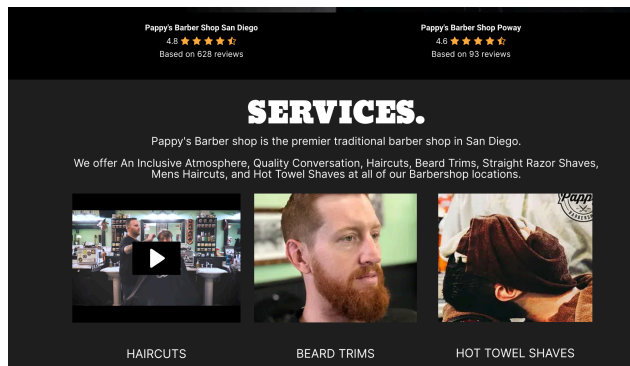
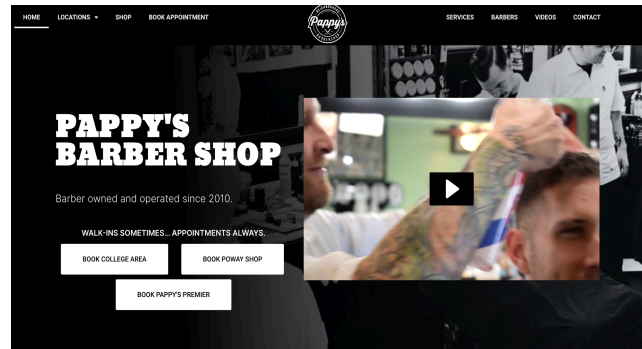
Open · Closes 8 PM



Website



Directions



- Good SEO → First on List → Most Reviews (628) 4.8 Overall and many raving clients that are willing to share their positive experience
- Footer covers what people are most likely looking for → Location, CTA→Book Appointment, Services Offered, Barbers→ Get familiar + build trust, video, & contact
- Hero Page → CTA and which location to choose from→ makes it easy to do business + a Visual Video → enhancing desires and trust, shows a cool vibe
- Scroll down shows most common services they offer with a visual and a brief description

- Next part is the 3 shops → what the building looks like and map of locations with another CTA  
→ makes it dummy proof and easy to do business
- 3 CTA's and a contact form at the bottom

### ***Getting Passive Attention→***

*Want to slash strokes from your game almost overnight?*

## **Amazing Secret Discovered By One-Legged Golfer Adds 50 Yards To Your Drives, Eliminates Hooks and Slices... And Can Slash Up To 10 Strokes From Your Game Almost Overnight!**

Now you can learn to use *your* natural ability to “load” every drive with **200% more explosive power** almost overnight, getting distance you could only dream of before... while nailing shot after shot *exactly where you want it*, as accurate as clockwork... and, if you're like most golfers, knocking a pile of strokes off your *next round*! Impossible? Not if you believe what lifelong professionals and hot new amateurs *worldwide* are now saying...

- Calling out the avatar with a question about their desire
- Headline gets attention by displaying an opportunity of dream state and amplifies with truck loads of curiosity big claim, specificity, unexplainable, will be little effort and get results quickly

### ***Increasing Desire →***

That's how I ran into Milt Wallace. And my life instantly changed forever. In a few short weeks after listening to Milt's advice...

- I had infused my swing with so much **new power** that I was *consistently* muscling drives **50 yards farther** than I ever had before! (And you should have seen the look on my buddies faces when I started using an 8-iron from 180 yards out, nailing shots they missed with their 5-iron!)
- I saw a **110% improvement** in my fairways-and-greens-hit-in-regulation! (Where my old swing would give me a "successful" shot 4 out of 10 times, I was now hitting **8-and-9 successful shots out of 10!** That's unbelievable accuracy even some pro's can't claim!)
- **Plus** - *incredibly...*

**My Handicap Plummeted From 16  
To Just 7 in  
Less Than Four Months!**

- Magic pill effect— after meeting guru his life changes
- Explains desirable dream state in bold and how he can do it on repeat.
- In bold a desirable outcome in short period of time increasing perceived value
- Status play "you should of seen the look on my buddies faces"

***Increasing Belief →***

"...o, I'm consistently hitting the ball 50 yards longer off the tee... and my overall consistency has increased 90%! Even when I miss a shot, I'm still in play. My lifelong slice is gone forever."

**Edward Rey**, Arcadia

"I met Milt 10 years ago, I watched his teaching methods, and was very curious. I've never met anyone who could match Milt for teaching people to hit for power and accuracy." **Joe Melideo**, Head Pro at Castenaso Golf Club, Bologna, Italy

"I started in the mid-90's, dropped to low 70's within weeks! Hit an 8-iron in Palm Springs 200 yards... my drives now average 290 yards! This swing is awesome!" **Dean Messier**, computer analyst

"Milt's simple strategy of 'turn and burn' made it incredibly easier for me to hit longer and straighter. Took 10 strokes off my handicap, from the mid-20's to the mid-teens." **Frankie Crocker**, musical DJ, TV host, announcer

"After just one viewing, I stopped the damaging sway in my swing — now I average 290-yard drives, almost 70 yards farther than my previous best, and my accuracy is astonishing. Thanks!" **John Thompson**, Norwalk, CA

"In just 15 minutes Milt turned my swing around — no more slice, hitting 6-iron 185, 5-iron over 190, which I've never been able to do before! And it's so simple, I can go out and do it every time." **Mel Clark**, banking vice president, Los Angeles

"I can't believe how far I'm hitting my shots now! Even the tough courses are now easy to play. This new swing is the simplest I've tried, very comfortable and tension-free. Amazing." **C. M. Nasser**, production engineer, Manhattan Beach

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"I started with a 15 handicap — now, after just 4 months using the Triple Coil Swing, I'm a **FOUR** handicap! Plus, my swing is 100% repeatable, time after time. I've turned into a deadly golfer almost overnight." **Sean Sansone**, San Gabriel

"Wow! My accuracy has **tripled**, and I'm hitting almost nine of ten fairways. I saw immediate results on the driving range after just one viewing of this tape... in fact, I'm hesitant to share this discovery with my friends. It's my secret weapon on the links." **L. Patricia Long**, Los Angeles

"It took me a while to believe that the incredible changes I saw in other golfers could be so simply related to this swing. When I finally broke down and tried it, the results came fast and heavy — I could actually feel my swing change, improving my game tremendously." **T. A. Voelker**, Realtor

"Absolutely amazing. My shots are now unbelievably accurate, and my swing is completely repeatable. This is clearly the best instructional golf product ever." **F. P. Cuomo, Jr.**, Albany, OR

"This will make the hairs stand up on the back of your neck... I never thought it was possible to hit a 5-iron 227 yards! Hit my driver 329 yards. You'd be foolish not to give this swing a chance." **Chris Alvarado**, Tucson, AZ

"Simple, quick to learn, easy to do time after time. This is the fastest way to get maximum power in your golf swing." **Ted Harris**, financial advisor

"I now swing every club in my bag with equal control and power. Hit my 9-iron 153 yards, improved my greens-hit-in-regulation by 100%, and dropped my scores from mid-90's to low 80's in just a few short weeks!" **R. S. Nanko, D.C., M.D.**, Muncie, IN

"I've spent thousands of dollars with 6 different pro's, practiced 4 days a week, and still couldn't break 90. Then I learned this new swing, and almost instantly dropped 8 strokes off my game! From 150 yards out, I can almost always put the ball within 10 feet of the pin. With my new distance and super-accuracy, I'm a different golfer." **Mike Sayegh**, Laguna Hills, CA

**Are these golfers any different than you?** No, they are not. They represent professionals, amateurs, beginners and lifelong golfers with the same passion





- Stacks massive amounts of testimonials from different backgrounds and from different areas. From pro golfers to casual regulars
- 

***Increasing Trust*** →

## JCarlton-The-One-Legged-Golfer... ▾

Done

manual) that reveal to you *everything* you'd learn in private lessons!

That, my friend, is the bargain of a lifetime for a serious golfer like yourself. What's more, the money is actually irrelevant, because...

**You Also Get A 3-Month No-Risk  
100% Money-Back Guarantee!**

**Here's how it works:** Order your personal copies of the videos, and use them as if you owned them. If, for any reason or for no reason at all, you aren't completely satisfied after **3 entire months** (by which time I had lowered my handicap 11 strokes!) – just send back the videos and the manual, in any condition, and I'll **personally guarantee** you get a complete refund of your purchase price by return mail. No questions asked. No hassles or forms to fill out. No problems at all.

**How can I afford to be so generous?** Easy – so far, every single person I know of who has experienced the thrill of this new swing has been using it ever since... with results that – as you saw in the above testimonials – almost defy belief.

So I'm pretty darned confident it can work magic for you, too. **Think about it:** Standing there with a smile on your face, watching your ball sail deep and true onto the fairway, half a football field farther than your buddies' best drives... that would be something, wouldn't it?

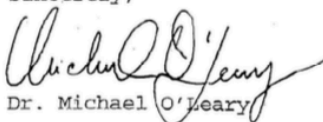
You bet it would. And you have **absolutely nothing to lose with this super-generous money-back guarantee!** I'm a doctor, and I stake my reputation on my promises. Perhaps more important, I'm a golfer, just like you – and I honestly want to share this amazing new swing with you, and I don't want you to have to worry about getting "taken" or anything. I've been "gyped" with phony experts trying to get me to buy into their phony junk before. It's hard to find someone you can trust. That's why I'm being so generous.

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So call right now. You have nothing to lose... and man-oh-man, are you ever gonna be happy with your game in a very short time!

Sincerely,



Dr. Michael O'Leary

**P.S.** Please call right now, while you're still reading. There's no risk, no reason at all not to try this amazing package for yourself... and yet this hot deal may never be offered again! So don't let this chance to **change your game forever** slip you by! The number of my office is **1-800-282-8316** (a toll-free call that won't cost you a cent). Thanks.

- Increasing trust with a 3 month money back guarantee demonstrating a confidence in the value of the product