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Quadrant Figure: Writing copy for your prospect's why. Who are you to them under this model?



Expert Chart: Serve above the green line!

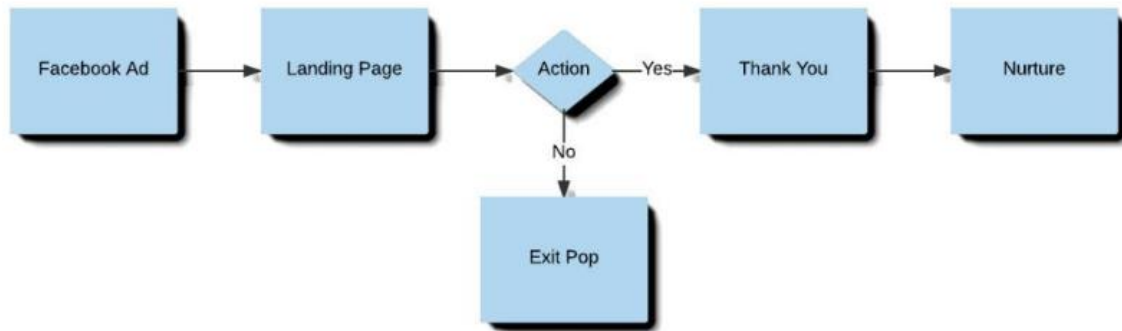


Chart: Ad click to landing page, response and thank you page + nurture framework

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