

## **Bullet Point Templates & Examples**

### **1. “Here’s a stunningly simple way to [get a benefit] – see page [number]!”**

Example: “Here’s a stunning simple way to get firmer abs – see page 10!”

### **2. “What does [one seemingly related thing] have to do with [getting a benefit]? You’ll find out on page [number]!”**

Example: “What does a piece of aluminum foil have to do with you looking ten years younger? You’ll find out on page 22!”

### **3. “If you want [benefit or result], then you’ll love the secret [type] strategy revealed on page [number]!”**

Example: “If you want to get rid of slugs in your garden once and for all, then you’ll love the secret slug-trapping strategy revealed on page 3!”

### **4. “You’ll discover the #1 way to [get a benefit] – you’ll wish you had known about this years ago!”**

Example: “You’ll discover the #1 way to get rid of belly fat – you’ll wish you had known about this years ago!”

### **5. “You’ll find out the best way to [get a benefit] – it’s easier than you think!”**

Example: “You’ll find out the best way to shave three strokes off your golf game – it’s easier than you think!”

### **6. See page [number] to find out a surprising way to [get benefit]... even if [you don’t have some prerequisite]!”**

Example: “See page 22 to find out a surprising way to get your business website up and running today – even if you don’t know HTML from a bar of soap!”