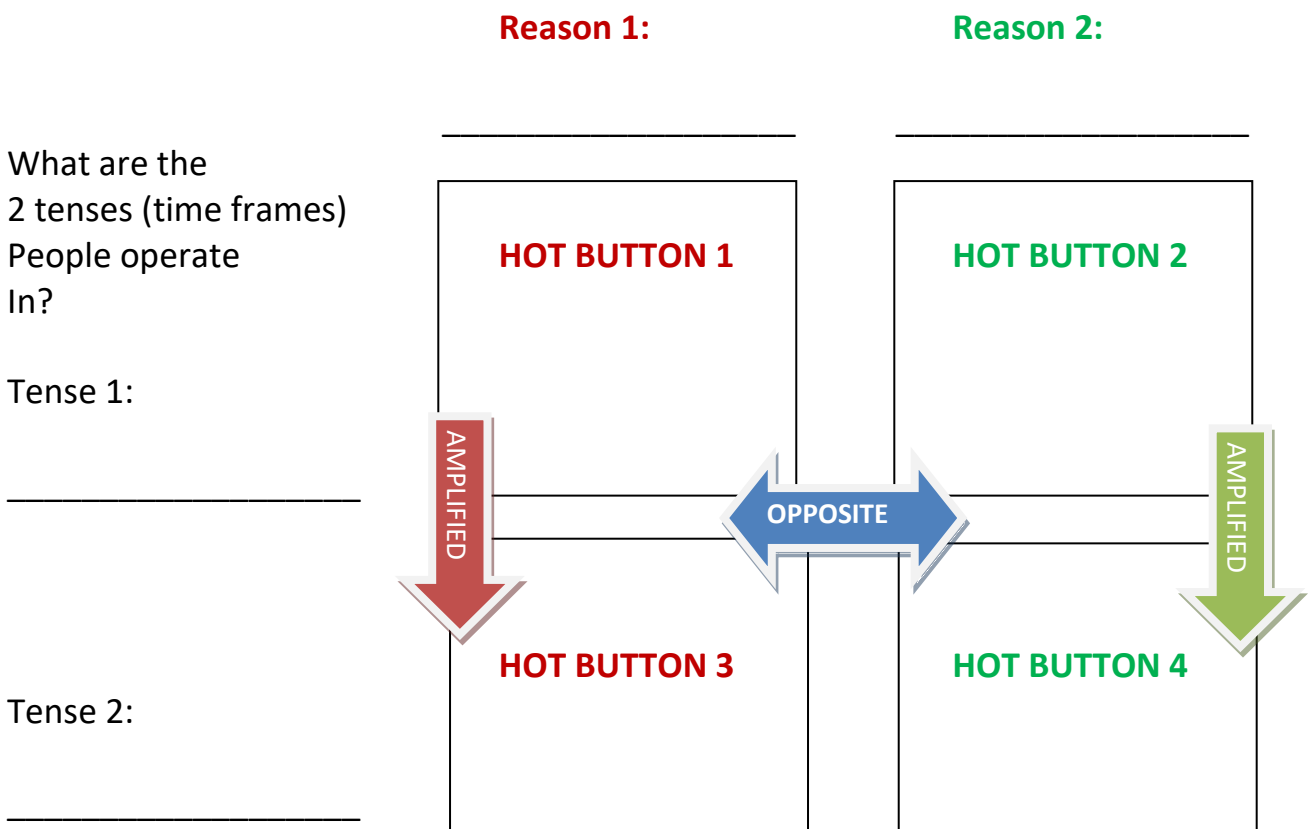


# Irresistible Marketing Template™: Part 1: Attractiveness

## 1) Name the 3 things a marketing message has to have

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## 2) PUSHING THE HOT BUTTONS: What are the 2 main reasons why people buy?



## 3) FORMAT: Name the 4 pieces of an ideal Marketing Message:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_