

## Great Leads The Six Easiest Ways To Start Any Sales Message

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" Great Leads: The Six Easiest Ways to Start Any Sales Message " By Michael Masterson & John Forde Let ' s start with the obvious: The skill – and ability – of " Great Leads " that breaks through all the noise...

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The best thing about Great Leads is that it breaks down a handful of strategies and tells you exactly when each one will be effective. If you practice using them, it really helps with deciding what angle to take when writing a lead for anything - sales pages, emails, blog posts, or whatever.

Great Leads - The Six Easiest Ways to Start Any Sales ...  
October 8, 2015. By Editorial Team. In Great Leads: The Six Easiest Ways to Start Any Sales Message, marketing genius Michael Masterson and master copywriter John Forde break through that ignorance to provide a clear, concise, and easy-to-follow guide to writing successful leads. Michael and John examine crucial aspects of writing powerful, successful leads and show how this process starts long before one word is put on paper.

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