

# LAZY MAN'S ARBITRAGE

## WHITE PAPER BLURP EXAMPLES

The focus of this blurb is to really sell the benefit of your services. Do not sell the parts or the procedures of your service. Below you can see examples where I include a BAD example as well as a GOOD example. Write this in a way that matches your product or service that you will provide.

### SEO -

Bad: We will build 200 high authority blog links that will increase your search engine rankings within 2 weeks guaranteed.

Good: In two weeks, we can drive more interested prospects to your website using various strategies to strengthen your online presence.

### WEB DESIGN -

Bad: Our experienced technicians are adapt in PHP, HTML, CSS and Word Press. We can provide quick and effective changes to your coding and decrease your loading times for a better user experience.

Good: We will redefine your website by dramatically increasing your lead generation and social engagement efforts. We will turn your website into your best salesman, who never sleeps, never needs vacation and never quits.

### SOCIAL MEDIA -

Bad: We will utilize many strategies and ninja tactics in order to drive thousands of followers and likes to your fan page. We find high quality content to deliver to your social fans.

Good: What's a 1,000 likes or fans worth if they never engage in your business or buy your product or service? Absolutely nothing. We will turn your social presence into a lead generating machine!

You should be able to see a significant difference between the 'good' and the 'bad' examples. The bad examples typically sell the process, or what the business gets out of the service. The good examples will always sell the results and benefits of the process.