

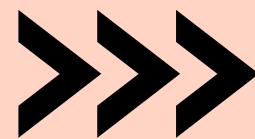
4

**Simple
Ways to**

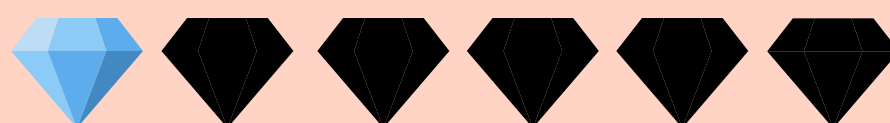
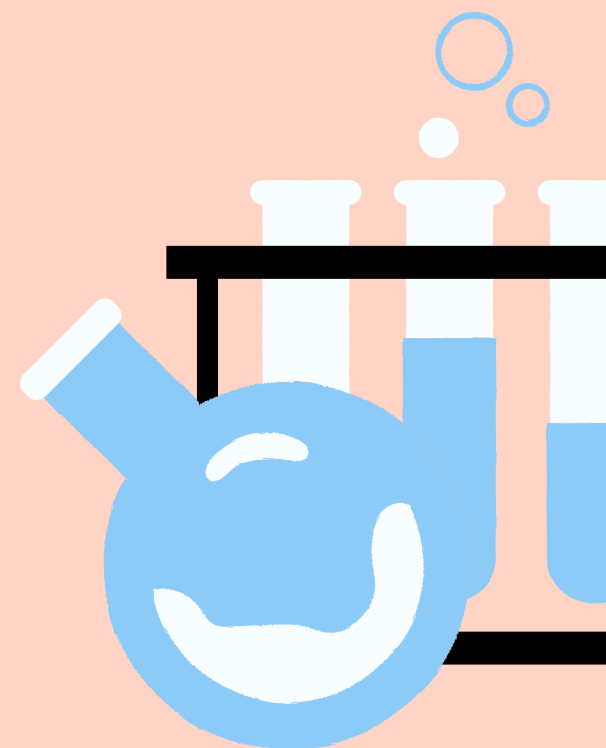
Inject Pure Value

**in Your
copy**





Dig for
your deeper
emotional
benefits

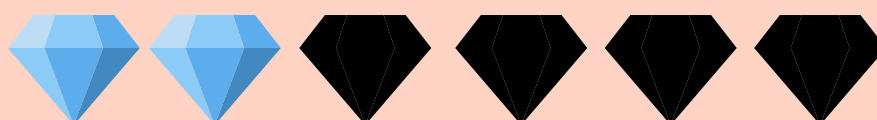




Use simple language.

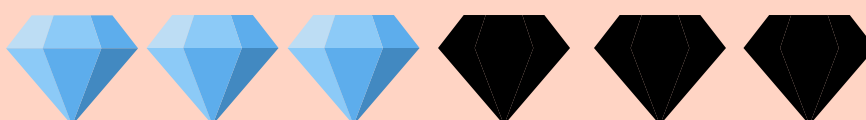
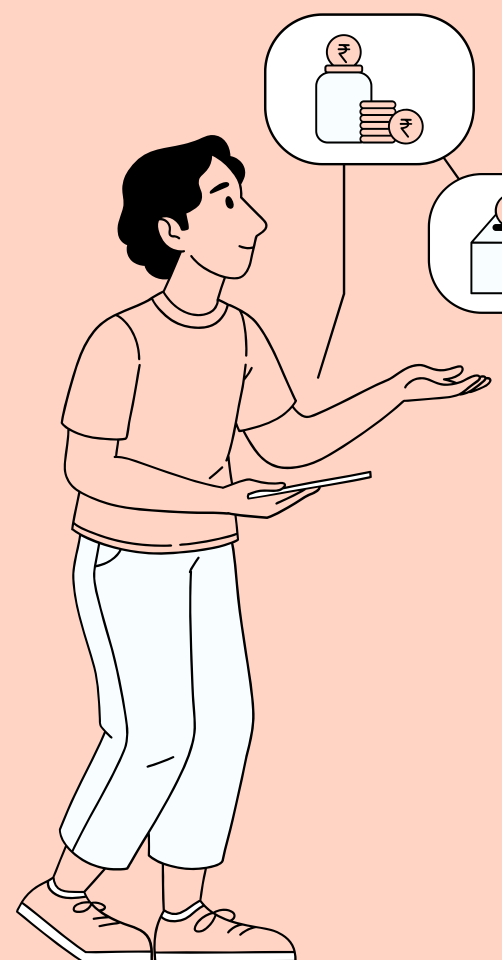


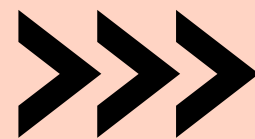
No jargon!



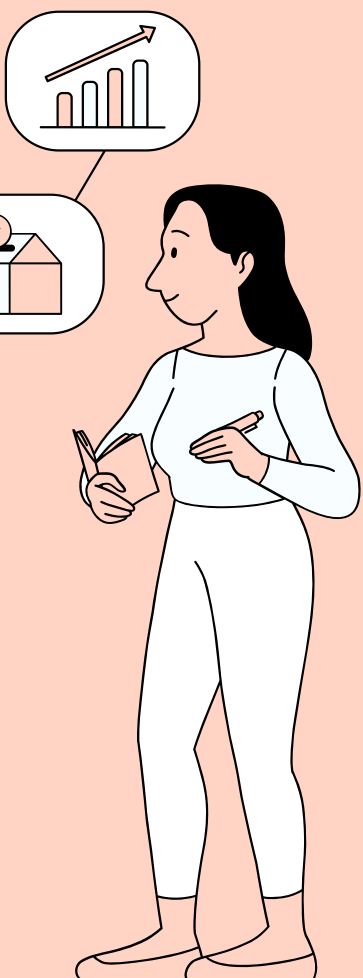
3

Avoid
features
at all costs.



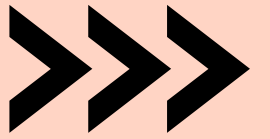


4



Delete
the sales
pitch.



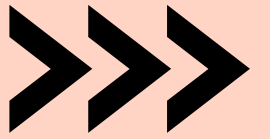


Look at
this Pure
Value



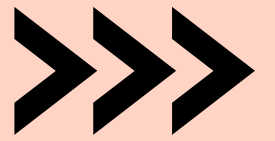
iPod.
1,000 songs in your pocket.





How
does this
one look
to you?





Hey Friend.

Thanks for making it this far.

I'm Darina a copywriter on a mission to help purpose-driven businesses maximize their impact. By using love-based copywriting principles.



One last step..

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