



## Bonus Content

Thank you for purchasing *Design to Sell!*

### Chapter 10, Figure 3

# Postcard Message Planner

<b>Problem</b>	
<b>Symptoms</b>	
<b>Solution</b>	
<b>Action</b>	
<b>Benefit</b>	
<b>Proof</b>	
<b>Offer</b>	
<b>Incentive</b>	