



LEARN HOW TO BLUF

The following exercise will help you craft your BLUF-inspired landing page copy. Fill out the table below and then use the results to build your conclusion, key points and actions. It's the framework for your BLUF copy.

Here's an example using PayPal to give you some inspiration:

Words/phrases you associate with this product/service	Problems this product/service solves	Things that make this product/service better than the rest
Money, finances, security, payments, safety, ease, simplicity, universal, send, receive, business, invoice, used by millions, trusted, fraud protection	Sending and receiving money safely No need to share bank details Trade in different currencies Keep track of business payments	Can receive payments/send invoices to people who don't have PayPal Work easily with any currency Access your money anywhere in the world

CONCLUSION: *Send and Receive Money Safely*

KEY POINTS: *Access your money anywhere. Trade business invoices in any currency.*

ACTION: *Start trading today*

Words/phrases you associate with this product/service	Problems this product/service solves	Things that make this product/service better than the rest

CONCLUSION:

KEY POINTS:

ACTION: