

Your Messaging Matrix

	Prospect	Client	Referrer	Marketplace
Attract				
Urgency <i>Buy Now</i> <i>Learn More</i> <i>Passive</i>				
Engage				
Urgency <i>Buy Now</i> <i>Learn More</i> <i>Passive</i>				
Educate				
Urgency <i>Buy Now</i> <i>Learn More</i> <i>Passive</i>				