

## **SUBJECT: Footprints in the sand...**

Hello

It's Eldo Barkhuizen here from Arrow Write and I have a true story for you that may help you.

Early this morning I went for a walk beside the sea.

As I walked along the promenade I looked down at the sand and saw thousands of footprints in the sand stretching as far as the eye could see.

Who could all these people be?

Where had they come from and where were they going?

I had no answer, because all the walkers left were footprints.

Soon the wind and waves would wash away any sign that anyone had ever been there.

Makes me think of the way some websites get thousands of visitors a day.

Click after click on pay-per-click ads that go to a landing page of sorts.

But most just click away, a faceless statistic the web owner will never know...

The only result these visitors bring is one of pain – when the credit card statement arrives at the end of each month.

Is this your story?

Do you spend a small fortune on pay per click but get just a handful of leads and sales?

Do you wonder how to capture more leads and start to build that all-important relationship with your prospects?

Do you know how to write a hypnotic landing page that pulls in leads faster than a whirlpool sucks in fish?

No?

Then let me do it for you.

[LINK]

Let me write you emails that get opened, read and acted upon.

Emails like this one that tell a story.

Take action and start to turn those clicks of sand into a river of gold.

[LINK]

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