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This space ad project targeted sales managers of B2B companies and had some specific limitations, including:

- Text only -- no images or graphics
- Headline of 80 characters max (including spaces)
- No subheads
- Body copy 75 words max
- No more than 3 bullets with max 10 words per bullet
- Only one link to the offer

Notice how I met all of the criteria, yet still included persuasive copywriting techniques like:

- Getting attention of target audience
- Defining the problem
- Introducing a solution
- Including some details and proof
- Call-to-Action

### **All-Star Sales Teams Use These 5 Email Cold Calling Techniques. Do You?**

Is your sales team getting stonewalled when emailing busy CEOs for that critical first contact?

Our free ebook, ***5 Email Cold Calling Techniques for Targeting the C-Suite***, uncovers how to crack inboxes of C-level execs to get response... and results.

Inside:

- Tested techniques: learn what really works
- Target top VPs and CEOs... and bypass gatekeepers

Discover what's working for the sales rockstars at IBM and NCR. They'll work for you, too.

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