



Promo Communiqué Structure

PROMO COMMUNIQUÉ STRUCTURE

GRABBER

Close More Business Starting Today

MESSAGE

You can... when armed with the information you need, when you need it. Find product availability, price changes or breaking news stories that impact your clients—immediately—all in a device that fits right in the palm of your hand.

CALL TO ACTION

Get the XYZ portable wireless device at the introductory price of \$50. Call 800-555-1212.

Promotional communications lead with a grabber (see Table 3.4). It is *the most compelling reason* that the listener should pay attention to the message.

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www.The5Ps.com or call 973-378-3400