

Client: **PowerForce Sales Training**

Product/Service: **Ad: Free White Paper**

Objective: **Lead Generation**

Generate leads by offering a free white paper through an online Add.

Headline: **You can stop your sales team from struggling...**

With *PowerForce Sales Training's* latest white paper, **3 Strategies for Getting Meetings with CEOs**, your team will learn the techniques for setting more appointments with CEOs and other C-Suite executives.

In this 9-page white paper you'll get instant access to

- 3 "field-tested" strategies for setting more appointments
- 2 email templates that reach CEOs and increase response rate

These same strategies are working for big name sales teams at companies like IBM and NCR. Ready for your team to STOP struggling and set more appointments? [Get your free copy now](#)

Note: This Online Ad, an example of my writing style, was created during the American Writers and Artists, Inc., B2B Copywriting Mastery program.

Swiss Copywriting Service