

**client:** Preferred Credit Solutions

**project:** Web site front page

**objective:** Convert visitors into new clients

## copy excerpt

### NEVER BE EMBARRASSED BY BAD CREDIT SCORES AGAIN!

Can't get a car loan? Turned down for a mortgage? Credit Card Rates Sky High?

Now—Get one hour of personalized, confidential, one-on-one credit coaching from one of America's most experienced and respected experts in consumer credit, for one low price, with a 6-month, unconditional money back guarantee.

Mark Enderle has reviewed over 4,000 individual credit reports. He has helped thousands of people just like you improve their credit scores, and increase their chances of getting jobs, mortgages, credit cards, and car loans.

### Here's What Satisfied Clients Had to Say about Mark's Services:

- "Mark has helped...my clients...to take control over their credit profile which previously left them feeling helpless."
- Mark "made me feel very at ease about some private credit problems. I felt like I could trust him..."
- "Mark is also very quick to get back to me with any questions or concerns..."
- "I am convinced that Mark is in this business primarily to help people..."

### Improve Your Scores in TWO SIMPLE STEPS

By using his easy 2-Step System, Mark will personally guide you through the process of obtaining your credit scores and improving your credit...

*"Holly has a knack for writing strong, compelling copy in a variety of formats. She has a thorough understanding of the best practices of no-hype, high-results copywriting."*

Steve Slaunwhite  
Author,  
The Everything Guide  
To Writing Copy

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