



Emi Koulev **The Cake Lady**
Of Home Business & Online Branding!

CAMPAIGN BLUEPRINT

MY FREE GIFT NAME: _____

BENEFITS:

1. _____
2. _____
3. _____

MY CUSTOMER'S CHALLENGES (how they feel, why):

1. _____
2. _____
3. _____

MY SOLUTION (how can I help):

1. _____
2. _____
3. _____