

OFFER-RESPONSE MESSAGING

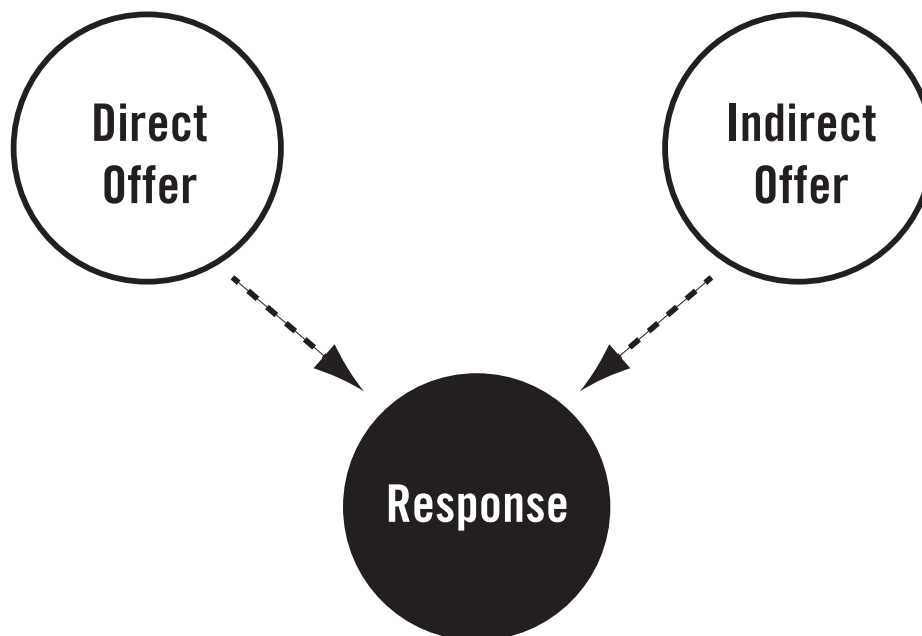


FIGURE 12 Your messages should make compelling direct and indirect offers that will evoke an immediate response from buyers and sellers.