**LEARN HOW TO BLUF**

The following exercise will help you craft your BLUF-inspired landing page copy. Fill out the table below and then use the results to build your conclusion, key points and actions. It’s the framework for your BLUF copy.

Here’s an example using PayPal to give you some inspiration:

<table>
<thead>
<tr>
<th>Words/phrases you associate with this product/service</th>
<th>Problems this product/service solves</th>
<th>Things that make this product/service better than the rest</th>
</tr>
</thead>
</table>
| Money, finances, security, payments, safety, ease, simplicity, universal, send, receive, business, invoice, used by millions, trusted, fraud protection | Sending and receiving money safely  
No need to share bank details  
Trade in different currencies  
Keep track of business payments | Can receive payments/send invoices to people who don’t have PayPal  
Work easily with any currency  
Access your money anywhere in the world |

**CONCLUSION:**  *Send and Receive Money Safely*

**KEY POINTS:**  *Access your money anywhere. Trade business invoices in any currency.*

**ACTION:**  *Start trading today*

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**CONCLUSION:**

**KEY POINTS:**

**ACTION:**

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