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Your Headline Has a Job to Do.



In one line, make it easy to understand what you do, where you work, and how you help.

Three styles

Clear: Real estate agent in Duxbury | Helping downsizers plan their next move

Warm: Helping first-time buyers in Greater Boston feel at home

Specific: Boston condo specialist | Known for reading the fine print

Try it now. Write one of each.

Clear: I help ___ in ___

Warm: Helping ___ feel ___

Specific: ___ specialist | Known for ___

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