

Messaging Examples by Industry



Use these examples to quickly customize the words on your Partner Gift Page. Keep it simple, specific, and in your natural voice

The defaults (recommended)

Hero headline: Your Strategic Guide to AI-Driven Growth

Subheadline: Stop building a perfect propeller while your competitors build jet engines.

Personal message (optional): "I thought of you immediately. This cuts through the hype and shows what to do next—practically."

How to use this resource

- Pick your industry section below.
- Choose ONE hero headline + ONE subheadline (or keep the defaults).
- Copy/paste a short personal message (optional, but powerful).
- If you're using the optional Offer & Call-To-Action section, copy the offer heading/body + CTA button text.
- Preview your page, read it like a skeptical client, and tweak 10% to sound like you

Examples

CPA / Accounting Firm

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| Hero headline (pick one) | <ul style="list-style-type: none">• Year-End Clarity Meets AI-Driven Growth• A Practical Playbook to Protect Margin and Reclaim Time |
| Subheadline ideas | <ul style="list-style-type: none">• Make smarter decisions without hiring more people.• Reduce the busywork so your team can focus on advisory. |
| Personal message (copy/paste) | "I'm sharing this because I keep seeing good firms buried in admin work. This book is a practical roadmap for using AI to regain time and improve client delivery—without the hype." |
| Offer heading (optional) | Want a Quick Tax & Profitability Review? |

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| Offer body (optional) | In a 30-minute review, we'll spot the top 3 tax or process leaks that quietly cost cash and capacity—then map the next best moves for your firm or business. |
| CTA button text (optional) | Book My Review |

Commercial Banker / Lending

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| Hero headline (pick one) | <ul style="list-style-type: none"> • Fund Growth With Fewer Surprises • Build an AI Advantage Before Your Competitors Do |
| Subheadline ideas | <ul style="list-style-type: none"> • Stronger ops = stronger financials. • Make your next growth phase easier to finance. |
| Personal message (copy/paste) | “I’m gifting this because AI is becoming a quiet differentiator in how companies run operations and report results. This will help you separate real advantage from noise.” |
| Offer heading (optional) | Need Help Funding Your Next Growth Phase? |
| Offer body (optional) | Let’s do a financing readiness check. We’ll review cash flow, covenants, and operational levers that improve bankability—then outline options for your next step. |
| CTA button text (optional) | Schedule Your Financing Review |

Financial Advisor / Wealth Manager

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| Hero headline (pick one) | <ul style="list-style-type: none"> • Protect Wealth in a Faster-Moving World • Clarity for Business Owners Navigating AI + Markets |
| Subheadline ideas | <ul style="list-style-type: none"> • Less chaos. More compounding. • Make better decisions with better systems. |
| Personal message (copy/paste) | “I sent this because business owners are being pulled in a dozen directions—markets, hiring, tech, and now AI. This is a grounded guide for making smart moves without getting distracted by hype.” |
| Offer heading (optional) | Ready for a Portfolio + Business Owner Strategy Check? |

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| Offer body (optional) | In a 30-minute session, we'll review where risk and opportunity have shifted and identify 2–3 adjustments to keep your plan aligned with your goals. |
| CTA button text (optional) | Get My Strategy Check |

Insurance Broker / Risk Advisor

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| Hero headline (pick one) | <ul style="list-style-type: none"> • Reduce Risk While You Scale • Operational Systems That Prevent Expensive Mistakes |
| Subheadline ideas | <ul style="list-style-type: none"> • Fewer surprises. Better controls. • Build processes that lower claims and exposure. |
| Personal message (copy/paste) | “I’m sharing this because growth often increases risk before it increases profit. This book highlights practical ways to build stronger operational systems (including AI) that reduce preventable errors.” |
| Offer heading (optional) | Want a Risk & Coverage Gap Scan? |
| Offer body (optional) | In 30 minutes, we'll identify your top exposure areas as you grow—then outline quick wins to strengthen coverage, controls, and continuity. |
| CTA button text (optional) | Schedule My Risk & Coverage Gap Scan |

Management Consultant / Fractional COO

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| Hero headline (pick one) | <ul style="list-style-type: none"> • Stop Guessing. Start Building Your AI Advantage. • Systems That Compound—Not Just Optimize |
| Subheadline ideas | <ul style="list-style-type: none"> • Reclaim capacity and scale execution. • Turn scattered tools into one operating system. |
| Personal message (copy/paste) | “I’m gifting this because most teams don’t need more ideas—they need a system. This book gives a practical framework to turn AI into execution leverage.” |
| Offer heading (optional) | Want a 60-Minute Bottleneck Breakthrough? |
| Offer body (optional) | We'll pinpoint your biggest constraint, identify the fastest leverage points, and map a plan to unlock throughput—without burning out the team. |
| CTA button text (optional) | Schedule My Bottleneck Breakthrough |

Manufacturing / Industrial Advisor

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| Hero headline (pick one) | <ul style="list-style-type: none">• Increase Throughput Without Breaking Operations• Practical AI Systems for Real-World Production |
| Subheadline ideas | <ul style="list-style-type: none">• Less downtime. More output.• Modernize processes without chaos. |
| Personal message (copy/paste) | “I’m sharing this because manufacturers are under pressure to produce more with the same (or smaller) teams. This book offers a practical approach to using AI and systems to reclaim time and increase capacity.” |
| Offer heading (optional) | Want a Throughput & Downtime Diagnostic? |
| Offer body (optional) | In a 60-minute session, we’ll identify where time and capacity leak—then outline a short list of improvements that typically unlock meaningful throughput within 90 days. |
| CTA button text (optional) | Book My Diagnostic |

Construction / Roofing / Trades Advisor

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| Hero headline (pick one) | <ul style="list-style-type: none">• Win More Jobs With Less Admin• AI Systems That Make Sales and Ops Move Faster |
| Subheadline ideas | <ul style="list-style-type: none">• Less paperwork. More selling time.• Speed up estimates, follow-up, and scheduling. |
| Personal message (copy/paste) | “I’m gifting this because I keep seeing great operators lose momentum to admin, disjointed tools, and slow follow-up. This book lays out a practical system to tighten the whole flow.” |
| Offer heading (optional) | Want a Sales + Ops Speed Audit? |
| Offer body (optional) | In 45 minutes, we’ll map your lead-to-job process, find the delays and drop-offs, and outline 3 automation wins that immediately improve close rate and response time. |
| CTA button text (optional) | Book My Speed Audit |

Healthcare Practice Advisor (Dental / Med Spa / Clinic)

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| Hero headline (pick one) | <ul style="list-style-type: none">• Protect Patient Experience While You Grow• Systems That Add Capacity Without Adding Chaos |
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| Subheadline ideas | <ul style="list-style-type: none"> • More consistency. Less burnout. • Better communication across the team. |
| Personal message (copy/paste) | “I’m sharing this because practices often grow faster than their systems. This book offers a practical framework for using AI and simple workflows to increase capacity while protecting patient experience.” |
| Offer heading (optional) | Want a Patient Journey Tune-Up? |
| Offer body (optional) | In 45 minutes, we’ll identify friction in scheduling, intake, and follow-up—then map quick workflow improvements that reduce no-shows and free up staff time. |
| CTA button text (optional) | Schedule My Tune-Up |

Law Firm / Legal Advisor

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| Hero headline (pick one) | <ul style="list-style-type: none"> • Deliver Faster With Higher Confidence • Practical AI Systems for a Modern Practice |
| Subheadline ideas | <ul style="list-style-type: none"> • Reduce busywork. Protect quality. • Build repeatable workflows clients feel. |
| Personal message (copy/paste) | “I’m gifting this because clients increasingly expect speed and clarity—without compromise. This book is a practical guide to using AI responsibly to reduce busywork and improve consistency.” |
| Offer heading (optional) | Want a Practice Efficiency Review? |
| Offer body (optional) | In 30 minutes, we’ll pinpoint where time disappears (intake, drafting, follow-up, admin) and outline 2–3 workflow upgrades that protect quality while improving turnaround. |
| CTA button text (optional) | Book My Efficiency Review |

Real Estate / Business Broker / Deal Advisor

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| Hero headline (pick one) | <ul style="list-style-type: none"> • Close Deals With Less Friction • Systems That Keep Momentum From First Call to Close |
| Subheadline ideas | <ul style="list-style-type: none"> • Better follow-up. Cleaner handoffs. • Turn interest into action—faster. |

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| Personal message (copy/paste) | “I’m sharing this because most deals don’t die from lack of interest—they die from friction and slow follow-up. This book shows practical ways to build systems (including AI) that keep momentum.” |
| Offer heading (optional) | Want a Deal Flow Acceleration Session? |
| Offer body (optional) | In 30 minutes, we’ll map your follow-up and pipeline flow, identify the stalls, and outline automation and messaging tweaks that increase close rate. |
| CTA button text (optional) | Schedule My Acceleration Session |

Quick rules (so it doesn’t sound ‘market-y’):

- Use everyday words. Avoid “transform,” “synergy,” “unlock.”
- Be concrete: time saved, speed, clarity, fewer mistakes, better decisions.
- Keep the personal message under ~60–90 words.
- If you use an offer, make it about what YOU do (not about AI).
- Always test your CTA link before sharing.