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Copywriting Makeover: Making An Emotional Connection – Part 2 of 2

By Karon Thackston

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by: Karon Thackston

<http://www.copywritingcourse.com/CruiseVacationCenter-Original.pdf>

.) In the

conclusion, you'll see how all the rewrite turned out and how exciting the end results have been.

The Rewrite

Starting at the top, I changed the headline of:

Planning quality discount cruises for you since 1993!

to

Book Your Exotic Cruise Vacation Online and Get Rock-Bottom Prices to the Hottest Destinations

Rather than talk about the company directly as the original copy did:

I started the copy with this:

You can see the end results for yourself at

<http://www.cruisevacationcenter.com>

.

## The Results

Man I just love my job!

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## **Copywriting Makeover: Making An Emotional Connection – Part 1 of 2**

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The Problems

<http://www.copywritingcourse.com/CruiseVacationCenter–Original.pdf>

The Solutions

However, I also had to persuade them to book online rather than calling CVCs office.

<http://www.cruisevacationcenter.com>

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