# "Before & After Compliance Swipe File: Clean, Convert, and Comply"

This piece is a *perceived value powerhouse* because it shows your customers exactly how to clean up risky copy while still keeping it persuasive.

# **EXAMPLES:**

**1** Example 1: Weight Loss / Fitness Offer

### **Before:**

"Lose 15 lbs in just 2 weeks—no workouts or dieting needed!"

#### After:

"Feel more energized and confident with a wellness routine that works for your lifestyle."

- Time-based promise
- Specific weight loss claim
- Implies unrealistic results

# **A** Example 2: Biz-Op / Coaching Offer

### **Before:**

"Make \$10K/month with this easy, proven system—even if you're starting from zero."

#### After:

"Discover how business owners are creating new revenue streams using proven digital strategies."

- Income promise
- "Easy" and "starting from zero" sound unrealistic

• Could be flagged under get-rich-quick policies

# **A** Example 3: Personal Development / Life Coaching

### **Before:**

"Are you tired of being stuck, broke, and unfulfilled? Let me fix your life."

### After:

"If you're ready to take the next step toward clarity and growth, I'll help you move forward with a clear plan."

- Targets sensitive personal attributes (broke, stuck)
- Implies personal rescue or transformation
- Negative tone

# **A** Example 4: Health Product (Supplement or Service)

### **Before:**

"This supplement reverses diabetes symptoms fast—no prescription required!"

### **After:**

"Supports healthy blood sugar levels as part of your overall wellness plan."

# Why It Was Risky:

- Medical claim
- Disease reference (diabetes)
- Suggests a cure or treatment



## **Before:**

"Erase years of wrinkles overnight—look 10 years younger instantly."

### After:

"Nourish your skin with ingredients designed to promote a smoother, refreshed appearance."

# Why It Was Risky:

- Anti-aging claims
- Specific results in unrealistic time frame
- Aggressive transformation language

**1** Example 6: Dating / Relationship Niche

### **Before:**

"Find your soulmate in 7 days—guaranteed!"

#### After:

"Explore deeper connections and meaningful conversations, guided by expert relationship coaching."

- Guarantee of romantic outcome
- Time-based promise
- Emotion manipulation