

Red Hot Bullets Blueprint Workshop

From Lori Haller, graphic designer extraordinaire

Here are some VERY insightful links to share.

THIS is very important to ask your client about before writing or massaging copy -- creating a test panel.

USER EXPERIENCE and journey is KING.

Learn as much about what has transpired from past copy -- dig deep, find a way to keep the audience on the page and get to the YES!

THREE helpful links -- below.

<https://www.hotjar.com/heatmaps/examples/>

<https://www.hotjar.com/heatmaps/case-studies/>

<https://uxplanet.org/mobile-heatmap-one-of-the-best-tools-to-visualize-user-behavior-f0c056d4c196>