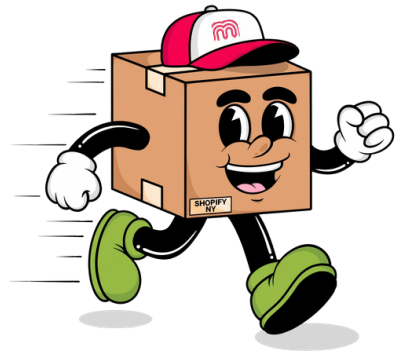


Stop Blending In. Start *Selling Out*.



WHAT IS A CATEGORY OF ONE HEADLINE?

The single sentence that makes your brand the obvious choice (and your competitors irrelevant).

The problem is that most Shopify brands sound like every other store in their category. Same claims, same tone, same result: customers scroll past.

A Category of One Headline changes that. It's not a tagline. It's the sentence that makes a stranger stop and think "this brand was made for me."

No channel will solve a messaging problem. But the right headline can help your homepage convert, your ads stop the scroll, and your emails get opened.

A GREAT ONE DOES THREE THINGS FOR YOUR STORE:

Repels the wrong customer — filters out people who were never going to buy

Signals to the right customer — makes your ideal buyer feel instantly understood

Puts you in your own category — shows why you're the only choice, in a way no competitor can replicate

Don't change your products. Change how people see them.

GENERATE YOUR 8 HEADLINES FOR FREE

Take 5 minutes to thoroughly answer 7 questions.
Walk away with eight headlines you can test on your homepage, ads, and emails today.

You're already better than your competitors in ways you can't yet articulate. Let's change that.

 **merchant mastery**™

