

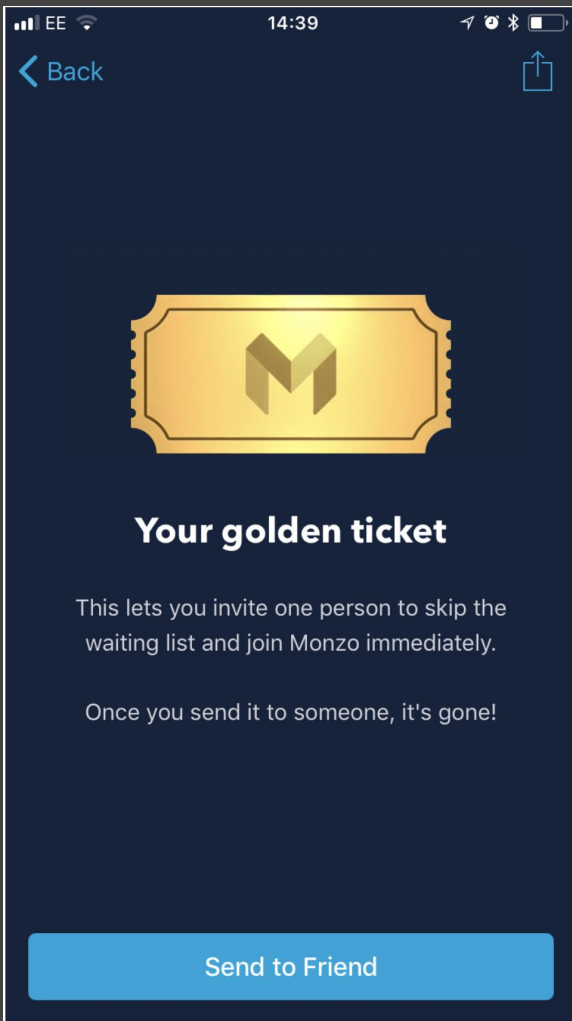
# Optional exercise

Rewrite with these voice attributes:

Enticing

Demanding

Inviting

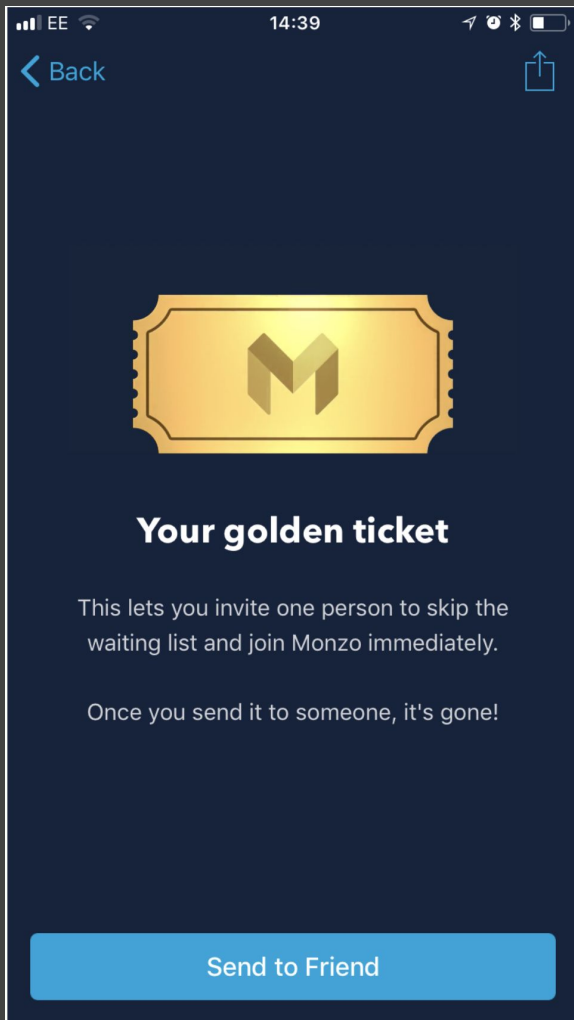


# Demanding

Headline: Sharing is caring

Body: Share the wealth and great experience you've had with a friend. They can join Monzo immediately.

Button: Share now

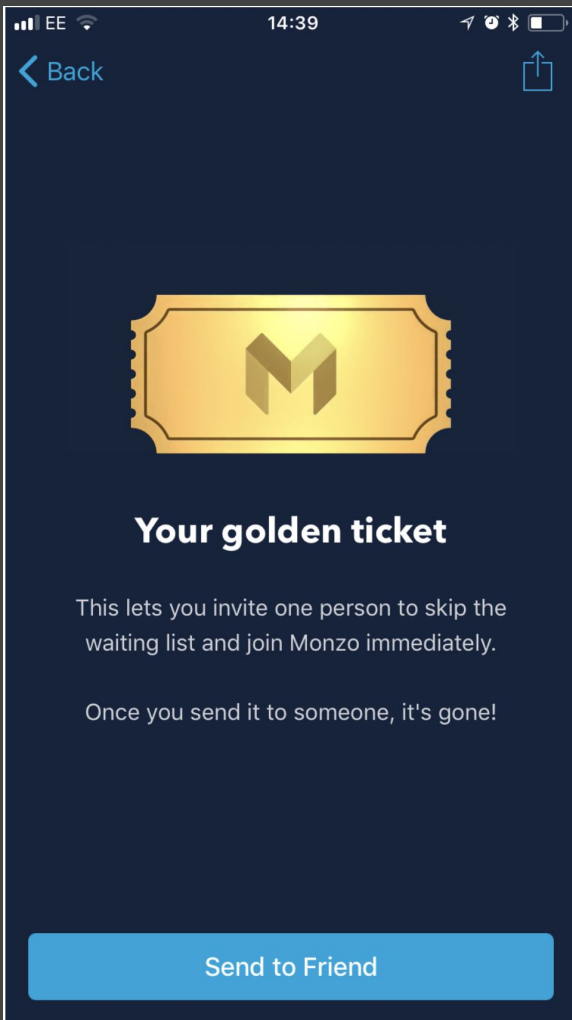


# Inviting

Headline: Golden rule thinking

Body: Invite a friend to Monzo and they can join immediately--just like you know they'd do for you.

Button: Invite a friend



# Enticing

Headline: It's no secret

Body: Let a friend know about Monzo and they can join immediately, skipping the wait list.

Button: Tell a friend