**LITTLE GREEN BUTTON COPY CHANGES**

**RED = Amendment**

**BLUE = Comment**

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| **SECTION** | **ORIGINAL COPY** | **KATIE’S AMENDMENTS/COMMENTS** |
| E.g: Landing page — Bullet points | * The benefits of adopting a panic alarm system within your organization. * The questions to ask yourself when choosing a system. * The options open to you on the market and their pros and cons. | Please add points ‘x’ and ‘y’ to this section. |
| E.g, Lead Magnet — Point 3, paragraph 2 | A silent alarm is discreet, so the threat is unaware that an alarm has been raised. Responders can calmly walk into a situation to assess the level of response needed before the threat is aware of their presence. | A silent alarm is discreet, so the threat is unaware that an alarm has been raised. Responders can calmly walk into a situation before the threat is aware of their presence. |
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