[Prehead is optional. Could say something like, “If you are a [insert description of ideal client] this is for you]

[Headline]

[Subhead is optional. This is an opportunity to further add to your headline by drilling down into the details and also address any objections.]

[Introduction]

Every day I [experience/talk to/see] [insert pain point and further describe the pain that the potential client experiences].

Is that you?

Perhaps one of the following sounds familiar to you, too:

* [scenario #1]
* [scenario #2]
* [scenario #3]
* Etc.

I get it – I’ve been there myself!

[Describe where you are today. You’re successful, happier, healthier, etc.]

But I wasn’t always where I am today.

[Tell your story. Let yourself be vulnerable in this section because that will help readers connect with you. When you first write this section, just allow yourself to brain dump and put everything out on paper. Anticipate that it’s probably going to get way too long. After you finish, go back and edit your writing. Take out anything that isn’t related to the solution that you’re offering. Try to limit this section to 2-3 paragraphs, max.]

[End your story by moving into the transformation.]

## Now I [feel amazing/feel sexy in my own skin/have better relationships/own a designer platform that can reach more people/have the flexibility to work from wherever I want in the world, etc…]

[Now present your solution. Avoid just listing features or being overly vague. For example, Through a combination of observing the techniques and strategies of other successful people and testing out my own, I’ve created a step-by-step system that has worked for all of my clients, in every niche and for all products and services.]

[Tell them how you’re different than your competitors. For example, “I’ve spent thousands of dollars on books and coaching and none of that got me anywhere. No one laid out for me the simple, step-by-step tactics that I want to share with you.”]

[Describe the transformation people will achieve with your product/service.]

If you’re looking to:

* [Transformation #1]
* [Transformation #2]
* [Transformation #3]
* Etc.

Then this [program/product] is for you!

[Describe your offer in detail. Try to use bullet points if possible.]

For example, …

Here’s a small sample of what you’ll learn in the course:

* Item #1
* Item #2
* Item #3

[Bonuses: you don’t have to include them but they’re a great way to create urgency or help close the deal.]

And because I want to do all I can to help you succeed, I’m including two great bonuses!

Bonus #1 –

Bonus #2 –

[Address objections head on.]

Now I know what you’re thinking. [Objection #1]

However, [overcome the objection.]

Sounds too good to be true? I promise you, it isn’t.

See what my other [clients/customers/students/members] are saying.

[TESTIMONIALS]

Now you may be thinking that this all sounds great, but what is it going to cost me?

[Address the cost head on. Tell them all that they’re going to make using the program or all they’re going to stop wasting, or even relate it to something else, such as the cost of coffee for a month.]

That’s why I’m asking you to pay [price] for [offer.]

The [solution] includes:

* Benefit/feature
* Benefit/feature
* Benefit/feature
* Benefit/feature

[Call to action. You could either close the sale, ask them to download something, or create urgency by telling them that it’s only available for a limited time.]

I can’t wait to [see you in the group/hear how you’re doing with the product/etc]!

[Name]