



Copywriting Worksheet

This is a template you can use to write effective sales copy for products or services.

Title/Headline: Keep it simple and self-explanatory with a clear purpose of what it is and why it will help. This can be your product or service name, or you can use a headline like a hook.

Short description of the problem it solves and your product framed as the solution. Phrase in the form of a question they can say yes to. "Are you having a hard time writing sales copy for your website? Wanting to sell products without selling your soul? This easy worksheet will help you execute solid copywriting skills to communicate exactly what your prospective customers need to hear to buy your stuff!

List all the benefits they will get from using your product or service.



Copywriting Worksheet, cont.

Now go back and pick 3-5 of the best, juiciest benefits from your above list and use those for bullet points in your copy.

- _____
- _____
- _____
- _____
- _____

You'll need your pricing information here.

End with your call to action! (See what I did there?) There needs to be a short punchy what-to-do-next sentence. You'll see a lot of "buy now" "buy today" etc and many times it's on a button. Depending on where my copy is, I don't always include a CTA. Most of my Freedom Flowers product pages don't have one due to the layout. I've noticed most of them are going to continue on down the page and read reviews, and those sell better than anything I could ever write. But if they come to the end of your info, you need a CTA. It can be as simple as Buy blah blah today! I like to remind them why they have to have it while also reminding them that inaction is actually painful. "Don't keep running on fumes, grab your bottle today so you can restore your energy ASAP!"
