

# appendix 1

## TRIED & TRUE COPY FORMULAS

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## Preference

This guide is a compilation of many well known copywriting frameworks. I’ve done my best to give credit to both the originator of the formula as well as the individual who may have originally compiled the content. **If you find that your method, template, or formula was referenced without proper credit please email [reference@sean.co](mailto:reference@sean.co) and we’ll be sure to update!**

**Important:** To find the sources for a given section visit <http://sean.co/copyref> ~ at the end of each section is a “Source Name” which you can use to identify the reference. OR you will find the direct source listed

1	Source Name	Reference Link
2	AIDA	<a href="https://copyhackers.com/2015/10/copywriting-formula/">https://copyhackers.com/2015/10/copywriting-formula/</a>
3	AIDA	<a href="https://en.wikipedia.org/wiki/AIDA_(marketing)">https://en.wikipedia.org/wiki/AIDA_(marketing)</a>
4	AIDA	<a href="https://blog.bufferapp.com/copywriting-formulas">https://blog.bufferapp.com/copywriting-formulas</a>
5	AIDA	<a href="http://www.enchantingmarketing.com/copywriting-formulas/">http://www.enchantingmarketing.com/copywriting-formulas/</a>

## General Copywriting Formulas

There are many, many, MANY, different approaches to copywriting templates. Here are some of the most common used for general things like web pages, landing pages, really any type of page that’s designed to help influence the reader to take action.

### AIDA

This model has proven to be useful for over a century, advertisers understood in the 1800’s how to infiltrate the human mind.

**Attention (Awareness)** – What message would best pull our reader in and get them to consider our piece?

**Interest (Inspire)** – Challenge the norms of the topic, explore counter-intuitive perspectives.

**Desire** – Entice! Build the allure of your topic or product by appealing to the emotions of the reader; what’s the big win for them?

**Action** – Don’t forget to ask them to do something.

An enticing headline or interesting webinar are good examples of where these techniques can be accomplished.

Source Name: AIDA

### AIDCA / IDCA & More

There are many variants on AIDA, two of note are...

AIDCA – Adds ‘Conviction’ the formula

- Attention
- Interest
- Desire

- Conviction
- Action

Conviction from credible results turns doubt into trust.

Testimonials // Endorsements // Statistics, Research // Demo // Guarantees – *Inspire convention*.

IDCA, the stage is yours now that you have their attention.

If you captured their attention and interest with an ad, your landing page will perform better if it deals with desire and conviction, the action goes without saying.

Here's more variants on the formula to consider:

**Basic AIDA Model:** Awareness» Interest» Desire» Action

**Lavidge et al's Hierarchy of Effects:** Awareness» Knowledge» Liking» Preference» Conviction» Purchase

**McGuire's model:** Presentation » Attention » Comprehension » Yielding » Retention » Behavior.

**Modified AIDA Model:** Awareness» Interest» Conviction »Desire» Action (purchase or consumption)

**AIDAS Model:** Attention » Interest » Desire » Action » Satisfaction

**AISDALS Love model:** Awareness» Interest» Search »Desire» Action » Like/dislike » Share » Love/ Hate.

These formulas are all very useful when you're not sure where to go next in your writing.

Known in psychology as CAB: Cognition -> Affect -> Behavior, this is the secret sauce to jive with the tribe of your choice.

Source Name: IDCA

## Danny Iny's 6+1 Formula

Danny Iny of Firepole Marketing offers a spin on the AIDA model as highlighted on Smashing Magazine.

1. Consider the **context**
2. Grab attention

3. Move the reader swiftly to **desire** a solution to their problem
4. Present the consequence of failing to act, which Iny calls "**the gap**"
5. Present the **solution**, telling only as much as is necessary to get to the next step
6. Call the prospect to **act**

(Summary: Joanna Wiebe)

Source Name: danny

## PAS – Dan Kennedy

PAS was dubbed by Dan Kennedy as the most reliable sales formula ever invented.

1. **Problem** – Present the problem your prospect feels
2. **Agitation** – Poke at that problem until it's visceral
3. **Solution** – Present your solution to the agitated problem

Another variation on PAS from Sean Mitchell:

- Problem
- Agitation
- **Discredit** – Discredit other solutions
- Solution

Source Name: PAS

## 4 Ps (2 variations)

Henry Hoke Sr 4 P's

**Picture** – Create a vivid scene

**Promise** – State how your solution will end that painful scene or bring that aspirational scene to life for them

**Prove** – Support your promise!

**Push** – Nudge the prospect to take action

- Problem
- Promise
- Proof
- Proposal

Source Name: 4P

## ACCA

This formula will be quite useful for anyone, or any group, to rouse the hearts of a disconnected crowd.

- Raise awareness
- Increase **comprehension** of the problem (*teaching*)
- Inspire **conviction** to do something about the problem
- Rally to **action**  
(Summary: Joanna Wiebe)

Source Name: ACCA

## AAPPA (or PAPA)

- ✓ Grab the prospect's **attention**.
- ✓ Show them the **advantage(s)** of using your solution.
- ✓ **Prove** what you've just said.
- ✓ Persuade.
- ✓ Move them to **action**.  
(Summary: Joanna Wiebe)

## PAPA:

- Problem
- **Advantages** of solving the problem
- **Proof** that you can solve it
- Action

Source Name: AAPPA

## QUEST

When broken down by letter, QUEST is an acronym that will save everybody time and lessen miscommunication.

- **Qualify** the prospect
- **Understand** where they're at (show them this understanding)
- **Educate** them on a better way
- **Stimulate** them so they want that better way
- **Transition** them from where they are to your customer

Source Name: QUEST

## SLAP

SLAP is a handy layout for shorter pages or if you have something relatively inexpensive to sell.

- **Stop** the prospect
- Make them **look** (i.e., read)
- Make them **act**
- Get the **purchase**

Let's put aside the fact that, if you're going for the sale, that is the action, so "act" and "purchase" don't need to be separate.

Source Name: SLAP

## AIDPPC

The legendary Robert Collier provides a useful sales sequence ideal for sales letters or, really, anywhere you are trying to sell.

- Attention
- Interest
- Description
- Persuasion
- Proof
- Close

The first two parts of this copywriting formula are exactly like AIDA's first two points. But *desire* is unpacked (helpfully!) into three core elements:

1. Descriptions, likely of the solution but also of the problem, the status quo, the challenges of not switching – anything that fleshes out the story
2. Persuasive elements, like loss aversion, testimonials, future pacing
3. Proof (e.g., demos, testimonials, endorsements) that the solution can do what it claims to, and can do it like no other

So if you've struggled with the "desire" part of AIDA, try AIDPPC instead.

Source Name: AIDPPC

## 5-Point Copywriting Formula

Jack Lacey gets the credit for this simple formula that is ideal for lead-gen and landing pages. This could also be used to guide a one page site.

1. What will you do for me if I listen to your story?
2. How are you going to do this?
3. Who is responsible for the promises you make?
4. Who have you done this for?
5. What will it cost me?

Source Name: 5PCF

## AICPBSAWN

1. **Attention** – Biggest benefit, biggest problem you can solve, USP
2. **Interest** – Reason why they should be interested in what you have to say
3. **Credibility** – Reason why they should believe you
4. **Proof** – Prove what you are claiming is true
5. **Benefits** – List them all
6. **Scarcity** – Create scarcity
7. **Action** – Tell them precisely what to do
8. **Warn** – What will happen if they don't take action
9. **Now** – Motivate them to take action now

Source Name: AICPBSAWN

## Copywriting formulas for long-form sales pages

### Bob Serling's Power Copywriting Formula

1. Quality product
2. Customer profile
3. Credibility
4. Offer
5. Conduct exhaustive research.
6. Rest to let your ideas percolate.
7. Create a comprehensive list of features, facts and figures.
8. List every benefit.
9. Create an irresistible offer.
10. Create a great guarantee (i.e., don't be ho-hum about this critical risk-reducer!).

11. Write an attention-grabbing headline.
12. Draw attention to key points using color.
13. Limit the number of graphics.
14. Hook the reader with a no-holds-barred opener that starts delivering on the headline.
15. Eliminate early objections.
16. Create enticing crossheads throughout the piece.
17. Make your prospect feel their pain deeply.
18. Eliminate their pain.
19. Establish your credibility.
20. Lock in that credibility with "an insider benefit."
21. Provide unquestionable proof that your solution delivers.
22. Break your copy into readable chunks.
23. List the benefits of using your product.
24. Summarize the key benefits.
25. List the features of your product.
26. Go above-and-beyond with the package you're offering.
27. State the price.
28. Call to action.
29. Add a piggy-back offer to boost average order value.
30. Minimize risk.
31. Close by summarizing the major benefits.
32. Add a PS.
33. Make it easy to buy.
34. Eliminate all distracting links.
35. Let the copy rest.
36. Revise for maximum impact.

Source:

<http://webcache.googleusercontent.com/search?q=cache:nNaNTnagSEJ:www.medical-web-design.com.au/LiteratureRetrieve.aspx%3FID%3D29719+%26cd=1%26hl=en%26ct=clnk%26gl=us>

### Craig Clemens Sales Letter Formula:

- Headline.
- Subhead.
- Questions that show you understand and push buttons.
- Powerful analogy or story.
- It's not your fault and there's hope.
- Give away content.
- Proof.
- What is it I'm offering? What's in it?
- Bullets points/benefits
- Who needs it? Who doesn't?
- What makes it different?

- Wrap up.
- Price.
- A guarantee.
- A close.
- A signature.
- Your P.S.
- Your testimonials

6. List special features or value-adds.
7. State your value proposition.
8. Move the prospect to action with specifics and urgency.
9. Finish with a postscript.

Source: <https://mikedillard.com/episodes/how-to-write-a-sales-message-that-moves-millions-with-craig-clemens/>

Source: <https://copyranger.com/21-incredible-copywriting-formulas-i-use/>

## Star Story Solution

## 12-Step Foolproof Sales Letter Template

1. Introduce the **star** of the story
2. Tell the star's **story**
3. Present the **solution** that helped the star achieve big things

1. Get attention
2. Identify the problem
3. Provide the solution
4. Present your credentials
5. Show the benefits
6. Give social proof
7. Make your offer
8. Inject scarcity
9. Give a guarantee
10. Call to action
11. Give a warning
12. Close with a reminder

Source: <https://www.revenueriver.co/thecuttingedge/copywriting-formulas-to-create-better-copy>

Source: <http://www.marketingprofs.com/2/frey2.asp>

## The Seven-Step Copywriting Formula

## Perry Belcher's 21 Part Sales Letter Formula

Step 1: Start with your key benefit.

Step 2: Explore & build that benefit.

Step 3 Explain what your readers actually get; specifically. In-depth.

Step 4: Provide proof to support step 3. (Testimonials/case studies/logic)

Step 5: Detail the risks of not taking action.

Step 6: Summation of benefits.

Step 7: Add CTA.

Source: <https://blog.hubspot.com/marketing/bob-stones-gem-copywriting-formula>

1. Call out to your audience (e.g., actually say whom it's best for)
2. Get their attention, likely with a big promise headline
3. Backup the big promise headline with a quick explanation
4. Identify the core or most painful problem they're experiencing
5. Provide the solution to said problem
6. Show pain of and cost of development of solution
7. Explain ease-of-use
8. Show speed to achieve results
9. Future pace (i.e., help the prospect visualize their vastly improved future)
10. Show your credentials

## The Nine-Point Copywriting Formula

1. Grab attention with a headline.
2. Follow with a lede that inspires.
3. Clearly define the product.
4. Give a success story or case study for the product.
5. Add testimonials and endorsements.

Find the last 11 steps on Perry's website below...

Source: <http://perrybelcher.com/21-step-salesletter/>

## HELLYEAH

**Holler** and get their attention

**Empathize** with their pains (usually by sharing yours)

**Lambast** the things that led to the problem in the first place

**Legwork** – prove you're not full of it

**Yes**, you have the solution for them

**Educate** them on why your solution is best

**Action** – give them a clear action to take

**Handle** lingering doubts or objections

**Source:** <https://copyranger.com/21-incredible-copywriting-formulas-i-use/>

## P.A.S.T.O.R

1. **Person**, problem, pain.
2. **Amplify** the consequences of not solving the problem and eliminating the pain.
3. **Story**, solution, system.
4. **Testimonials**.
5. **Offer**. (He adds to spend 80% of your offer talking about transformation. Good tip.)
6. **Response**.

**Source:** <https://ravedwards.com/031/>

## Copywriting Formulas For VSL's

### The Jim Edwards VSL Method

1. Open with a shocking statement.
2. State the problem and why it's a big deal.
3. Agitate the problem.
4. Push the agitation even further, taking it to a deep emotional level.
5. Introduce the solution.
6. Highlight your credibility so people know why they should listen to you.
7. Prove that what you're saying is true.
8. List out the biggest things they'll get, including features and benefits.

9. Specific reasons not to procrastinate but rather to act now.
10. Close by asking for the purchase and reinforcing benefits.

**Source:** <https://thejimedwardsmethod.com/the-great-video-sales-letter-script-formula/>

## Common Video Sales Letter Template

1. The "Attention Grabbing Greeting"
2. Identify the problem and promise to solve it
3. Establish scarcity
4. Agitate the problem
5. Provide your solution as THE solution
6. Present the features and benefits of the solution
7. Your first call to action, this one based in satisfying a desire
8. List off your credentials, including proof, results, examples, testimonials
9. Explain your guarantee
10. Your second call to action, this one appealing to their logic
11. Warn of FOMO with the looming deadline and scarcity
12. Your final call to action, this one based on FOMO

**Source:** <https://copyranger.com/21-incredible-copywriting-formulas-i-use/>

## Headline Writing Formulas

{Product Name} is a {product category} that {different thing it does best}

They All {Did Unpleasant Thing} When {Unexpected Thing}, But When {Ideal Result of Using Unexpected Thing}!

Who Else Wants {Most Desirable Outcome or Benefit}?

The Only {SEO Keyword Phrase} Made Exclusively to {Most Desirable Outcome or Benefit}

The only {product category} that doesn't {objection or anxiety}.

Now You Can {Do Something Desirable} {Counter to Expectations}

Now You Can {Do Something Desirable} {Great Circumstance}

We Promise You This: {Highly Desirable Result} Or {Consequence}

Here's the {Best Adjective} Way to {Solve a Problem}

{Eliminate pain in an unexpected way}

{Do desirable thing in an unexpected way}.

{Notable person} shows you how to {do notable thing like they do}

{Service name} is a {service category} that {amazing outcome for end users or decision-makers} without {objection or anxiety}

You're tired of {objection or anxiety}. But you {desired outcome}. So it's time you met {Product name}.

{Do something} like {world-class example}

Are You Still Wasting Money on {blank} (Without Anything to Show for It?)

Have a / Build a {Desirable Thing} You Can Be Proud Of

Get the {Unusual Adjective} Power of {Product Category} Without {Pain}

Get Rid of {Problem} Once and For All

{Do Something Hard} in {Period of Time}

9 Out of 10 {Group Members} Can't/Don't \_\_\_\_\_.  
Are You One of Them?

Make Your First {\$} in Just {Time}

How to Permanently Stop {Painful or Embarrassing Thing}, Even if You've Tried Everything!

{Known Competitor} {Does This Undesirable or Unimpressive Thing}. {Your Brand Name} {Does This Highly Desirable or Impressive Thing}.

Can your {current solution} pass the \_\_\_\_\_ Test?

You are {comparative} than you think

Let {your product} work on your {noun} for just {time period}

Overcome the {Unexpected Culprit} That Keeps You {Unpleasant Thing}

Is it worth {low price} to you to {get outstanding result}?

{One meaningful word.}

{Objection.} But/And it works.

**Source(s):** <https://copyhackers.com/2012/09/headline-formulas-and-the-science-of-high-converting-copywriting/>

<https://www.crazyegg.com/blog/proven-headline-formulas/>

<https://www.copyblogger.com/10-sure-fire-headline-formulas-that-work/>

<https://unbounce.com/landing-pages/5-headline-formulas/>

## Justin Blackman 10k Headline's Breakdown

Basic headlines starter kit:

For \_\_\_ who want to \_\_\_

Get \_\_\_ without the \_\_\_

Helping \_\_\_ do \_\_\_

The only \_\_\_ that doesn't \_\_\_

Underused Emotions in Copywriting

- Fear
- Frustration
- Powerlessness
- Anger
- Betrayal
- Revenge

Define Your Audience

- Who would I be?
- What would I want?
- How would I feel?
- Which pains hurt most?
- What’s missing in my life?

Source: <https://prettyflycopy.com/the-headline-project/>

## Jason Brewer’s Sure Fire Website Copy Templates

Copy Template: Inspire First

Inspire and connect

Cut to the chase

Who should care

---

Copy Template: Big shift in the world

Big shift in the world

Winner and losers

Tease the promised land

Be the solution

Source: <https://brolik.com/blog/conquer-website-copywriting-using-3-templates/>

## Headline formulas for use on lead-gen pages, for marketing ebooks or for blog posts

1. The Ultimate Guide to {Good, Bad or Desirable Thing}
2. What Everybody Ought to Know About {Good, Bad or Desirable Thing}
3. X Lessons I Learned from {Person or Unusual Experience}
4. To the {role} who will settle for nothing less than {world-class outcome}
5. Break all the rules and {world-class outcome}
6. How Your {Service Provider} Is Ripping You Off. And What to Do About It Right Now.
7. I Found a {Adjective} Way to {Get Incredible Outcome}
8. See why we have an {adverb} {adjective} {social problem} in just {short time}.
9. {Influencer or celebrity} {emotional reaction} {to thing that basically the whole world already understood}
10. Is this the world’s first {Good, Bad or Desirable Thing}?
11. How to Survive Your First {Good, Bad or Desirable Thing}
12. How I found out that {unexpected thing} is the best medicine
13. Let me show you the secrets of {powerful group}
14. What {Group or Celebrity} Can Teach You About {Unexpected Thing}
15. People Regularly Pay Me {\$} for This Information. But You Can Have It FREE.
16. {David-type addresses Goliath-type.} {Result.}
17. How to Make {\$} With Your \_\_\_\_\_, Step-by-Step
18. The complete library of {large #} free and low-cost {desirable resources}
19. Behind the Scenes of a \_\_\_\_\_
20. {Person does X.} {Another person’s reaction.} Result: priceless.
21. Is {Trending Topic} a Scam? Find Out If You’re Putting Your {Resource} at Risk
22. Here Is a Method/System That’s Helping {Blank} to {Blank}
23. Little Known Ways to {Blank}
24. The secret ways the {people from a foreign country} {get desirable result}
25. X Little Known Factors That Could Affect Your {Thing in Which Reader Has a Vested Interest}
26. Why haven’t {people like your readers} been told these facts?
27. The Secret of {Desirable Thing}
28. {#} of {group} are right/wrong/confused about {X}
29. Is it immoral to {get desirable outcome}?
30. Recently Downsized/Fired {Profession} Reveals the Dirty Little Secrets to {Outcome}
31. Do you have the courage to {do something very desirable}?
32. This {bad thing} just happened. {Outcome or media} is {adjective}.
33. How to {get incredible result} and {do unexpected thing as a result}.
34. {Bully does X.} {Bullied reacts with Y.}

35. I Stopped {Doing Common Thing} Today. You Should Too. Here's Why.
36. Who doesn't like {somewhat accepted taboo}? {Unexpected answer with tease about why.}
37. I spent {time} {working toward goal}. I just {quitting statement}. Here's why.
38. I don't regret {X}. But here's what I'd do differently.
39. Would you {do unimaginable thing}? I just did.

Source: <https://www.crazyegg.com/blog/proven-headline-formulas/>

## Brian Clark's 10 Sure-Fire Headlines

1. Who Else Wants [blank]?
2. The Secret of [blank]
3. Here is a Method That is Helping [blank] to [blank]
4. Little Known Ways to [blank]
5. Get Rid of [problem] Once and For All
6. Here's a Quick Way to [solve a problem]
7. Now You Can Have [something desirable] [great circumstance]
8. [Do something] like [world-class example]
9. Have a [or] Build a [blank] You Can Be Proud Of
10. What Everybody Ought to Know About [blank]

Source: <https://www.copyblogger.com/10-sure-fire-headline-formulas-that-work/>

## Jay Abraham Inspired Headline Formulas

- ✓ What's Your Best Chance to \_\_\_\_\_?
- ✓ What [pros] wants you to know before you [thing you need to do]
- ✓ Most [industry professionals] do \_\_\_\_\_ but we're not most [industry professionals].
- ✓ I'd like to give this to [industry professionals] ... before they [do something common]
- ✓ How to [thing customer wants to do] without [thing customer doesn't want to do]

- ✓ If You've Already [done common thing], don't read this. It'll break your heart
- ✓ Who else wants a \_\_\_\_\_ without the \_\_\_\_\_
- ✓ Don't \_\_\_\_\_ until you read this guide!
- ✓ What your [someone you trust] doesn't tell you when you [thing you need to do]
- ✓ What would become of your \_\_\_\_\_ if [positive or negative thing] happened?
- ✓ What [pros] say about [your profession]
- ✓ We Sell the Same [product] as (Company A), but [at/with/without/for] [key differentiator].
- ✓ Three Powerful Reasons Why \_\_\_\_\_
- ✓ New [product/service] [does something better] than [what you're currently doing OR aspirational goal]
- ✓ Do you make these mistakes in \_\_\_\_\_?
- ✓ [Negative outcomes] can be foreseen in Advance-And Prevented.
- ✓ What not to \_\_\_\_\_ on a \_\_\_\_\_
- ✓ To the \_\_\_\_\_ Who Wants to \_\_\_\_\_ Someday
- ✓ How to know when a \_\_\_\_\_ is about to [good or bad thing]
- ✓ Who else wants a [better result]?
- ✓ An Easy Way to \_\_\_\_\_
- ✓ Which [industry professional] used [Product A] and which has the [Product B]

Source:

<https://app.box.com/s/ar7wolonn6x8xd61c639czenlj7olowe>

## Headline formulas based on headlines by Laura Belgray

- ✓ How To \_\_\_\_\_, Even if You're Not \_\_\_\_\_
- ✓ You're not still [doing common thing] with [common product] are you?
- ✓ Why \_\_\_\_\_ is the best way to \_\_\_\_\_
- ✓ Where [thing consumer wants to happen] happens
- ✓ The [product/service] for [thing consumer wants to happen]
- ✓ For \_\_\_\_\_ who are tired of/don't want to \_\_\_\_\_
- ✓ Helping \_\_\_\_\_ do \_\_\_\_\_
- ✓ When \_\_\_\_\_ happens, you'll be ready to \_\_\_\_\_

Source: <https://talkingshrimp.com/>

## Headline formulas with unknown origins (LOTS!)

- ✓ [Question/Problem] Here's How to Fix It

- ✓ Why [Action/Thing] Is/May Be [Opinion/Assertion]
- ✓ Warning: [Blank]
- ✓ How to [Do Something] Like a Boss
- ✓ How to [Do Something] in 5 Minutes
- ✓ How to [Blank] and [Blank]
- ✓ How to [Blank] Without [Objectionable Action]
- How to [Blank]
- ✓ How to Be [Desirable Quality]
- ✓ [Audience]! Are You [Undesirable/Desirable Outcome]?
- ✓ [Action] NOW!
- ✓ These/Find Out Which [Thing] Could/Will [Desired Outcome]
- ✓ How We [Desired Result] in [Timeframe]
- ✓ [Promise of What Your Business/Content Will Do]
- ✓ [Keyword]: [Supporting Keywords]
- ✓ Are You More Like [X] or [X]?
- ✓ Reminder: [Claim or Truth]
- ✓ Why [Problem] (And What to Do About It)
- ✓ [Claim That Goes Against What Most People Think is True]
- ✓ [4 Words or Fewer Summarizing Topic]
- ✓ What You Should Know About [Topic]
- ✓ [A Claim as if You Know the Future]
- ✓ [Controversial Claim or Story]
- ✓ No/Yes, You [Pre-Empt Objection] to [Achieve Desired Result]
- ✓ [An Odd or Funny Claim]
- ✓ Give Me [short time period] and I'll Give You [desired result]
- ✓ Who Else Wants [desired result]?
- ✓ Why [Thing] [Outcome]
- ✓ How to [Desired Outcome] Without [Unpleasant Action]
- ✓ [Provocative Question]
- ✓ [Social Proof] [Desired Outcome]
- ✓ Take X minutes to get started with [blank]... you'll be happy you did!
- ✓ How to [Achieve Desired Outcome] Like [Celebrity]
- ✓ Now You Can Have [something desirable] Without [something challenging]
- ✓ See How Easily You Can [desirable result]
- ✓ [A Quote From/Summary of a Testimonial]
- ✓ How You Can [desired result] Almost Instantly
- ✓ The Quickest & Easiest Way To [desired result]
- ✓ Never Suffer From [undesired result] Again
- ✓ How To [desired result] When You're Not [blank]
- ✓ No [undesired result] Just [desired result] Everyday
- ✓ How To Get [desired result] Out Of [blank]
- ✓ If You Can [blank] You Can [desired result]
- ✓ Warning! Are You [Something Undesirable]?
- ✓ How [A Seemingly Inconsequential Action] Can [Undesirable Result]
- ✓ How to fast-track your [desirable result]
- ✓ [A Call to Arms]
- ✓ How To Take The Headache Out Of [blank]
- ✓ How To Become [desired result] When You [something challenging]
- ✓ [Outrageous/Controversial Claim]
- ✓ Answered: Your Most Burning Questions About [blank]
- ✓ X Questions Answered About [blank]
- ✓ How To Turn Your [blank] Into [desired result]
- ✓ How to [Achieve a Desired Outcome]
- ✓ (The) [Group/Famous Person] Guide to [Blank]
- ✓ The Ultimate Guide to [Blank]
- ✓ 10 Things [Group] Do Differently
- ✓ 7 Things We/You Should [Blank]
- ✓ 7 Things Only [Group] Understand
- ✓ 7 Things to Remember About/When/If [Blank]
- ✓ 15 Things You Didn't Know about [Person/Thing]
- ✓ 7 [Blank] That Will Change Your Life
- ✓ 7 Quotes from/by [Famous Person] That Will [Desired Result]
- ✓ 7 [Adjective] Facts [Person/Audience] Should Know
- ✓ 13 Ways to [Do Something] When [Situation]
- ✓ 7 Ways to [Do Something]
- ✓ Can You [Find/Spot/Answer/etc.]
- ✓ [Number] [Expert] Share [What]
- ✓ [Number] Little-Known Ways to [Desired Outcome]
- ✓ [Number] Steps to [Achieve Desired Outcome]
- ✓ [Number] Hacks to [Achieve Desired Outcome]
- ✓ [Number or How to] Simple/Easy Ways to [Desired Outcome]
- ✓ Quiz: [Which/What/How] [Quiz Topic]?
- ✓ A [Power Word] Tutorial to [Achieve Desired Outcome]
- ✓ We Analyzed [Number] [Measurable] And This Is What We Learned
- ✓ [Person] Did [Unusual Action] [Timeframe]. Here's What Happened
- ✓ [Number] Lessons I Learned When/From [Experience]
- ✓ [Number] Secrets to [Achieve Desired Outcome]
- ✓ [Number] Mistakes Most People Make When/With [Common Action]
- ✓ [Number] Proven [Actions/Ways] to [Achieve Desired Result]
- ✓ [Large Number] of Ways to [Achieve an Outcome]
- ✓ How [impressive number] Got [desired result] Without [undesired result]
- ✓ How To Make People Line Up And Beg To [blank]

- ✓ The Lazy [blank's] Way to [desired result]
- ✓ The Ultimate Guide to [Achieve a Desired Outcome]

“We help X do Y doing Z”.

We're the ones that {primary differentiator}.

{Superlative} {category} {qualifiers}

Source: <http://torgronsund.com/2011/11/29/7-proven-templates-for-creating-value-propositions-that-work/>

## 7 Deadly Sins of Copywriting Formula

- **Lust** (get what you desire / be what they desire)
- **Slothfulness** (this will help you be lazy / do less work)
- **Envy** (rise about your particular Joneses)
- **Pride** (be amazing)
- **Wrath** (be angry)
- **Gluttony** (get everything!)
- **Greed** (the ultimate me-focused bullet – *it can all be yours!*)

Sin #1: Lust – Appeal to: Desire

Sin #2: Gluttony – Appeal to: Self-interest

Sin #3: Greed – Appeal to: Possessiveness

Sin #4: Sloth – Appeal to: Laziness

Sin #5: Wrath – Appeal to: Anger and annoyance

Sin #6: Envy – Appeal to: Jealousy

Sin #7: Pride – Appeal to: Confidence

**Get Full Detailed Write up for each step:**

<https://unbounce.com/landing-page-copywriting/get-emotional-in-your-marketing-copy/>

## Formulas for writing value propositions

For {target} who {statement of the need or opportunity}, {Name} is {product category} that {statement of benefit}.

Source: <https://link.sean.co/valprop>

## VAD: Verb, Application, Differentiator

We do X, but the difference is {primary differentiator}.

The {adjective} way for \_\_\_\_\_ to \_\_\_\_\_, {benefit/outcome}.

{Proven industry example} for/of {new domain}.

## Fascination formulas (bullet lists) for copywriting

### BGNGo Bullets

- Best
- Good
- Necessary
- Good, with Outcome

Source: <https://copywritinginaction.com.au/from-bullet-point-to-fascination/>

### The Headline-as-Bullet List

- Discover the {high-value} secrets of {powerful group}
- What {group} taught me about {unexpected thing}
- How your X is ripping you off – and exactly what to do about it (page #)
- The #1 lesson I learned from {unusual experience}
- How to learn {technical thing} before {technical expert}
- How to survive your first \_\_\_\_\_ (page #)
- How a {role} showed me {unexpected insight}
- Why you need to break all the rules to get {world-class outcome}
- Possibly the world's first \_\_\_\_\_
- Why some {role} are given favored status in {seemingly neutral place} – this little-known information could {incredible impact for reader}
- The unexpected X that may just be the best medicine for Y
- # steps to make \$ with your \_\_\_\_\_ (page #, with a bonus on page #)
- A {adjective} method that's helping \_\_\_\_\_ to \_\_\_\_\_
- The secret ways {people from a foreign country} {get desirable result}

## FAB

**Feature** – State or intro the feature

**Advantages** – Describe its advantages

**Benefits** – Describe its benefits

Source: <https://buffer.com/resources/copywriting-formulas>

## Copywriting Formulas to Entice Action

The *I Want* Button

I want to \_\_\_\_\_

I want you to \_\_\_\_\_

Get a new car

or

Show me the newest cars

“Get \_\_\_\_\_”

## RAD

- Require
- Acquire
- Desire

Source: <https://copyhackers.com/2012/06/radically-rethink-your-ctas/>

## Hook, Line and Sinker

Command verb + offer + urgency

Elements-of-the-Offer Formula

1. Establish the Value
2. Offer a (Conditional) Bonus
3. Price
4. Trivialize Price
5. Guarantee
6. Risk Reversal

## 7. Scarcity

Source: [https://medium.com/@jay\\_70791/hook-line-and-sinker-how-to-fish-for-more-copywriting-clients-493e9fd844d](https://medium.com/@jay_70791/hook-line-and-sinker-how-to-fish-for-more-copywriting-clients-493e9fd844d)

## The Before-After-Experience Testimonial

**Start with Before.** What hesitations did they feel pre-purchase?

**Then explain After.** What did the client discover after going for it?

Then speak to the Experience. What did they feel?

Source: <https://learnleadgeneration.com/lead-generation-ideas/>

## TEASE

Is it **tactful**?

Does it **emphasize** a particular strength of the solution or product?

What **authentic** part of the experience have you shared?

Is it **short** and sweet?

Does it **engage** the reader?

Source: <https://www.endorsewise.com/page/help/how-write-testimonials-testimonials-example/>

## The 4 Ss

- Specific
- Short
- Sizzling
- Signed

Source: <https://www.awai.com/2006/07/write-a-damn-good-testimonial/>

## Walling's 5-Day Drip Course Formula for Leads

**Day 0** Send on sign-up. Cover 3 points: welcome them, touch on what the drip course will cover, CTA (e.g., reply to email with answer to Q asked in email).

**Day 1** 24 hours after Do. Educate and finish with an action.

**Day 2** 24 hours after D1. Theory shared via story. CTA in PS.

**Day 3** 24 hours after D3. Batch of actionable tips.

**Day 4** 24 hours after D4. Case study with real numbers. CTA to use your solution.

Source: <https://growtheverywhere.com/marketing/rob-walling-drip/>

## Wishpond's 5 Part Drip Campaign

### Email 1

A warm hello.

### Email 2

A transparent case study or finding.

### Email 3

Personal business story that shows your transparency and humanity.

### Email 4

Case study.

### Email 5

Free trial offer or soft sell.

Source: <https://blog.wishpond.com/post/110249650561/5-drip-email-templates-that-work>

## PASOP

### Email 1: PASOP

Problem. Agitation. Solution. Outcome (measurable or storied). New problem.

### Email 2: PASOP

Repeat the problem you ended E1 on. Agitation. Solution. Outcome. New problem.

### Email 3: PAS

Repeat the problem you ended E2 on. Agitation. Your solution as the solution, with a link to the sales page to learn more about the solution and the outcomes it brings.

Source: <https://expresswriters.com/pasop-formula/>

## The 6-Email New Customer Nurturing Sequence

**Email 1** Welcome and intro to support person, with contact info provided.

**Email 2** Free offer.

**Email 3** Case study highlighting use of your product or service.

**Email 4** Actual examples of ROI for your solution.

**Email 5** Customer testimonial video(s).

Email 6 FAQs.

Source: <https://bombbomb.com/blog/drip-email-nurture-prospect-customer>

## The Report Formula

**New** {agency/institute} approved {process/device} + {benefit}

**Innovative** {system/process/product} + {benefit}

**Introducing** {technique/system/process} + {benefit or mystery}

Source: <http://emailsalesmachine.com/author/orangej568/>

## The Data Formula

{Percentage} + {unexpected thing}

{Known entity} is rated as {rating} for {rated thing}

{Trendy thing} {percentage change}

Source: [https://copyhackers.com/2015/10/copywriting-formula/#The\\_Data\\_Formula](https://copyhackers.com/2015/10/copywriting-formula/#The_Data_Formula)

## The How-To Formula

{Attention-grabber}: how to {avoid or get attention-grabbing thing}

How {world-class example or average joe} {does amazing thing}

**Source:** <https://copyhackers.com/2015/10/copywriting-formula>

## The Empty Suitcase

{Name}, this is for you

This is how you {do desirable or undesirable thing}

I learned this from watching \_\_\_\_\_

I {past-tense verb} this. The world changed.

What {industry} needs to {verb}

## The Announcement

Introducing {Name}

Introducing {Name}: {short value prop}

New! {Name}

New! {Benefit of new thing without mention of name}

Now open: {registration}

**Source:** <https://www.campaignmonitor.com/blog/email-marketing/2019/04/subject-line-formulas/>

## The Scarcity + Urgency Formula

Only {#} {days/hours/weeks} left to {X}

Just {#} {X} left

Last chance to {action}

Get {valuable thing} if you {action} in the next {#} {days/hours/weeks}

**Source:** <https://neurofied.com/scarcity-urgency-improves-sales/>

## Copywriting for Ads

### The Wordstream Ad Copy Formula

Unforgettable and Affordable \_\_\_\_\_.

Your Search for \_\_\_\_\_ Ends Here.

Big Range, Great Price and Service.

Get \_\_\_ For Only \$\_\_.

Start Searching Now!

Get Your Free Quote Online!

Order Our Expert Guide Today!

Quick and Affordable Call Us Today!

## Headline = Attract Attention (Be Relevant!)

Description Line 1 = Generate Interest (Be Useful!)

Description Line 2 = Ask for the Click (Show the Value!)

## MECLABS Online Ad Sequence

MECLABS has created a copyrighted heuristic for your ads:

$ea = 2at + i + as$  ©

Where ea = Effectiveness of the Ad, at = Attract Attention, i = Generate Interest and as = Ask for the Click.

**Source:** <https://marketingexperiments.com/digital-advertising/improve-conversion-online-ads>

## Facebook Ad Formulas

### Loud. Relevant. Engaging.

- Be Loud.
- Be Relevant.
- Be Engaging.

**Source:** <http://www.lorirtaylor.com/a-simple-formula-for-facebook-ads-that-deliver-real-returns/>

## ERERS

- Emotional
- Rational
- Emotional

- Rational
- Social proof

Source: <https://adespresso.com/blog/9-tips-perfect-facebook-ad-design/>

## The 4-Step Formula

Be Objective

Highlight **Benefits**

Be Persuasive

Follow the Rules

Source: <https://www.semrush.com/blog/a-4-step-formula-for-writing-fantastic-facebook-ads/>

## Facebook Ad CTA Formulas

- ✓ See why {influencer} said {intriguing thing}
- ✓ See why Stephen King said we're the future of writing
- ✓ Free {high-value freebie}
- ✓ Free "Grammar Nerd" ebook
- ✓ Want / Need {highly desirable thing}? {Actionable solution}
- ✓ Need a new girlfriend? Get the Hot Tamale Handbook
- ✓ Enter to win {highly desirable or interesting thing}
- ✓ Enter to win your very own battle axe
- ✓ Sick of {thing readers are definitely sick of}?
- ✓ Sick of being compared to other moms?
- ✓ Stop {unpleasant or unexpected thing}
- ✓ Stop eyeing up the neighbor

Source: <https://blog.wishpond.com/post/75805327199/7-facebook-ad-call-to-action-cta-copy-formulas>

## Formulas for Writing Facebook Posts

One little-known way to {do something}: {summary of how}

Remember when {something nostalgia-triggering}?

Fill in the blank: "{partial line of dialogue}  
-----"

Fill in the blank: "The only way to double your conversion rate is to -----"

{#} reasons I'm stopping {good or bad activity}

If / When {scenario}, I -----

Source(s): <https://buffer.com/library/anatomy-of-a-perfect-facebook-post>

<http://www.appssolut.com/blog/118/facebook-post-formula-that-will-bring-you-more-clicks>

<https://blog.wishpond.com/post/52314932186/8-sure-fire-facebook-post-formulas-that-drive>

## Blog Post Formulas

**Perfect Blog Post Formula:** <https://sean.co/ml-blogposts>

If you like that, you should also check out these blog post templates from HubSpot: <https://offers.hubspot.com/blog-post-templates>

## Michael Hyatt's 6-Part Blog Post

- Headline.
- Lead paragraph / hook.
- Relevant image.
- Personal story.
- Scannable body.
- Open-ended question.

Source: <https://sean.co/mh-key>

## HIPASI

This is PAS for blog posts:

- Headline
- Image
- Problem
- Agitation
- Solution
- Invitation

**Source:** <https://samueljwoods.com/conversion-copywriting-sourcebook/>

## SCAMPER

Substitute a ho-hum phrase with something surprising or new.

Combine successful elements from 2+ other sources.

Adapt a winning headline, button, offer or other from a different product category.

Modify, minify or magnify one element.

Put it to use with unexpected people.

Eliminate or exclude an element that you think has seen better days.

Rearrange, reverse or redefine any part of the copy, the funnel, etc.

**Source:** <https://link.sean.co/scamper>

## The “A FOREST” checklist

Verify you’ve hit all the important points in your sales materials.

- ✓ Alliteration
- ✓ Facts
- ✓ Opinions
- ✓ Repetition
- ✓ Examples
- ✓ Statistics
- ✓ Three (as in the rule of)

**Source:** <https://sean.co/buffer-forest>

## More Formulas and Templates

### AICPBSA

- A – Attention – Biggest benefit, biggest problem you can solve, USP
- I – Interest – Reason why they should be interested in what you have to say

- C – Credibility – Reason why they should believe you
- P – Prove – Prove what you are claiming is true
- B – Benefits – List them all (use bullets)
- S – Scarcity – Create scarcity
- A – Action – Tell them precisely what to do
- W – Warn – What will happen if they don’t take action
- N – Now – Motivate them to take action now

## Gary Halbert’s newsletters:

1. Say something that gets attention.
2. Tell them why they should be interested. (Expand on CSI)
3. Tell them why they should believe what you are saying is true.
4. Prove it is true.
5. Itemize and describe all benefits.
6. Tell them how to order.
7. Tell them to order now.

**Source:** <https://link.sean.co/ghn-1>

## ABC Checklist

1. Attain Attention,
2. Bang out Benefits,
3. Create verbal pictures,
4. Describe success incidents,
5. Endorse with testimonials,
6. Feature special details,
7. Gild with values,
8. Honor claims with guarantees,
9. Inject action in reader,
10. Jell with postscript.

**Source:** <http://www.directcreative.com/blog/copywriting-formulas>

## “Elements of an Offer” Classic Formula:

1. Here’s What You’re Gonna Get
2. Establish the Value
3. Offer a (Conditional) Bonus
4. Price
5. Trivialize Price
6. Guarantee
7. Risk Reversal
8. Scarcity

Source: <https://sean.co/offer-elements>

## 41 Classic Copywriting Headline Templates

Source: <https://sean.co/harrisonamy-1>

- The secret of getting [results]
- A little mistake that cost a [target market] [cost] a year
- Advice to... [target market] who want [results]
- Do you suffer from [problem] at [occasion]?
- Who ever heard of [target market] having [results] without [objection]
- How I improved... [problem] without [objection] in just [time]
- Discover the [benefits] you get with [results]
- Proven: The most effective way to get [results]
- How a [something perceived as bad] resulted in [results] and [benefits]
- Do you suffer from [problem]?
- Do you have these symptoms of [problem]
- Guaranteed to [results] without [objection]
- How a new [product] solved my [problem] in just [time]
- Which type of [target market] are you? Is it stopping you get [results]?
- Does your [problem] ever embarrass you?
- To people who want [results] but don't know where to start
- How much is [problem] really costing you?
- The right way to solve [problem]
- [thousands / hundreds / etc]of [target market] now have [results] will you join them?
- For the [target market individual, not plural] who has less [results] than he / she wants
- Suppose this happened to your [business / life / relationship etc]. Would you survive?
- Are other [target market] secretly overtaking you?
- [X] proven ways to get [results] and [benefits]
- Are you ready to have [results] in just [time]?
- Get your hands on this system that took one [target market] from [starting results] to [end results] in just [time]
- How I got [results] by making this unusual mistake.
- Why some [target market] always have / get [results]
- You can laugh about [problem] if you follow this simple plan
- Five common [problems] faced by [target market] which one do you want to solve?

- What [industry experts] do when faced with [problem]
- [industry] experts prove that you can have [results] and with this new [product]
- Read the rest of the formulas in the source below...

Source: <http://harrisonamy.com/41-classic-copywriting-headline-templates/>

## Headline Generators

1. Free headline generator: <http://www.internetmarketingcourse.com/freeheadlinegenerator/>
2. Free online title generator: <http://title-generator.com/>
3. Link bait title generator: <http://www.contentrow.com/tools/link-bait-title-generator>
4. Market Positioning Statement Generator: <http://info.ecornell.com/market-positioning-statement-generator>
5. Content Idea Generator: <http://www.portent.com/tools/title-maker>
6. Blog topic idea generator: <http://www.hubspot.com/blog-topic-generator>
7. Sales letter generator: <http://www.internetmarketingcourse.com/freesalesgenerator/>

## Sources...

For a more detailed organized list of resources and sources used please visit: <https://sean.co/all-sources>

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## Even More Resources

### RESOURCES: Headline Copywriting Templates

**List compiled by Optimoster -**

Visit: <https://sean.co/hct-a>

[For More Details On Their Lead Capture Systems](#)

**Copywriting Headlines That Sell** – Neville Medhora’s Copywriting Course.

Link: <https://sean.co/hct-1>

**9 Proven Headline Formulas That Sell Like Crazy** – CopyBlogger

Link: <https://sean.co/hct-2>

**10 Sure-Fire Headline Formulas That Work** – Copyblogger is a known authority on writing headlines.

Link: <https://sean.co/hct-3>

**5 Headline Templates to Make More Sales Today** – Ray Edwards

Link: <https://sean.co/hct-4>

**102 Headline Formulas** – Chris Garrett

Link: <https://sean.co/hct-5>

**Steve Fabian’s copywriting swipe file** – 51 copywriting formulas.

Link: <https://sean.co/hct-6>

**58+ Headline Formulas** – Blog Marketing Academy

Link: <https://sean.co/hct-7>

**Smart Blogger’s 52 Headline Hacks** –

Link: <https://sean.co/hct-8>

**7 Proven Headline Formulas That Convert (And why they work)** – Russ Henneberry

Link: <https://sean.co/hct-9>

**7 More Sure-Fire Headline Templates That Work** – Copyblogger

Link: <https://sean.co/hct-10>

**Writing Home Page Headlines For The Modern World (3 Formulas That Work)** – Peep Lajand

Link: <https://sean.co/hct-11>

**A Collection of the Most Powerful Million Dollar Headlines** – Jason Hart

Link: <https://sean.co/hct-12>

**Peter Sandeen’s 101 Headline Formulas** Link:

<https://sean.co/hct-13>

**14. 41 Classic Copywriting Headline Templates** – Link:

<https://sean.co/hct-14>

## RESOURCE: Subject Line Templates

**164 Best Email Subject Lines to Boost Your Email Open Rates** – Link: <https://sean.co/esl-15>

**DigitalMarketer’s 101 Best Email Subject Lines of 2016**

Link: <https://sean.co/esl-16>

**29 Sales Email Subject Lines That Get Prospects to Open, Read, and Respond** – Link: <https://sean.co/esl-17>

**Copy-And-Paste Email Subject Lines For Churches** – Link: <https://sean.co/esl-18>

**GrowthLab’s Email Copywriting Guide** – Link:

<https://sean.co/esl-19>

## RESOURCES: Email Marketing Copy Templates

**4 Bombproof Formulas for Openings That Grab Readers & Don’t Let Go** – Smart Blogger – If you don’t hook your reader within the first eight seconds, they’ll click a link and disappear, perhaps forever.

Link: <https://sean.co/emct-20>

**Digital Marketer’s Best Email Body Copy** – the subject line, body copy (word for word) and my analysis of the strengths of Digital Marketer’s top 22 emails over the last 12 months.

Link: <https://sean.co/emct-21>

**What to Write in Your Emails** – 45+ email content templates and the complete course to writing great emails from Aweber

Link: <https://sean.co/emct-22>

**3 Tested Email Marketing Templates You Can Use Right Now** – Just fill in the blanks in the following three “plug ‘n play” email templates with your own information

Link: <https://sean.co/emct-23>

**Michele Pariza Wacek’s Copywriting Email Templates**

They’re designed to get straight to the point, using copy that promotes action. Fill in your information, personalize the copy, and click “send” – Link: <https://sean.co/emct-24>

**Super Office’s Email Swipe File** – Spay and pray marketing doesn’t work. And this is exactly why more companies are investing in account-based marketing. Link:

<https://sean.co/emct-26>

## RESOURCE: Call to Action Copywriting Templates

**14 Real-Life Examples of CTA Copy YOU Should Copy** – Hubspot explains exactly why these examples work and which features you should emulate. Link: <https://sean.co/cta-27>

**21 Call to Action Examples** – Kathryn Aragon of Crazy Egg tells us what works, and what doesn't, with calls to action. She provides some rules for writing them, along with call to action examples. Link: <https://sean.co/cta-28>

**Hubspot's Calls to Action Templates** – There are dozens of templates here, covering everything from email marketing to eCommerce. Click on the ones that interest you, then opt in to get them. Link: <https://sean.co/cta-29>

**How To Write A Call To Action In A Template With 6 Examples** – CoSchedule highlights the science of writing effective calls to action, and gives examples you can copy in your marketing. Link: <https://sean.co/cta-30>

## RESOURCE: Product Description Copywriting Templates (eCom)

**18 Ingredients of High Converting Product Pages** – If you want to have high converting product pages, start with these ingredients  
Link: <https://sean.co/pdc-a>

**How To Write Product Descriptions To Grow Sales** – This resource by BigCommerce includes a simple copywriting formula for effective product descriptions, and gives examples of how to build on that to make your descriptions work even better.  
Link: <https://sean.co/pdc-31>

**A Copywriter's Template for Excellent Product Page Descriptions** – Econsultancy's copywriting template for product descriptions is a little different, functioning more like a recipe or step-by-step guide.  
Link: <https://sean.co/pdc-32>

**Product Descriptions that Sell: Template & Sample** – Made Urban provides fill in the blank product description examples, and walks you through the process of creating one.  
Link: <https://sean.co/pdc-33>

**Marketing Labs Product Description Templates** – You'll have to opt in to get this free product description template. This copywriting template includes guidance on SEO and how to focus your description.  
Link: <https://sean.co/pdc-34>

## RESOURCES: Copywriting for Social Media

**30+ Ultimate Headline Formulas for Tweets, Posts, Articles, and Emails** – A headline can serve either as an apple pie on the windowsill of your content or as its bouncer. It's all in the way you phrase things.  
Link: <https://sean.co/sm-35>

**The Best Social Media Copywriting Guide to Be a Social Word Ninja** – In order to cut through the static, you need to wield your words wisely. That means writing posts that stand out from the clutter and speak directly to what your audience wants.  
Link: <https://sean.co/sm-36>

**71 Ways to Write a Social Media Update** – There are a litany of ways to compose, style, and organize a social media update, even in just the words we use in our updates.  
Link: <https://sean.co/sm-37>

## Welcome Email Templates

**How to Write the Perfect Welcome Email for New Subscribers** – Your welcome email for new subscribers is the first impression they'll get after joining your email list through a lead magnet or sign up form.  
Link: <https://sean.co/wet-38>

**Email Template for Welcoming New Subscribers** – The welcome email has a very high open rate, sometimes up to 90%.  
Link: <https://sean.co/wet-39>

**How to Write An Effective Welcome Email** – Email is the backbone of customer retention, and a highly effective channel for connecting with your customers even after they've left your website.  
Link: <https://sean.co/wet-40>

**The Perfect Welcome Email Template** – Welcome Emails are 4 times more likely to be opened and nearly 7 times more likely to get a click than other promotional mailings.  
Link: <https://sean.co/wet-41>

### 6 Welcome Email Templates that Do More than Welcome

– Welcome emails are a lot like first dates (minus the awkward in-person meeting). They're both the first real personal interaction you have with someone you've heard or read about for a while.

Link: <https://sean.co/wet-42>

### Optimize Your Welcome Emails With These 5 Templates –

Welcomes arise in many situations. People meet businesses in many different ways – which calls for more than one type of email greeting. Link: <https://sean.co/wet-43>

## RESOURCES: Cold Email Templates

**The Best Cold Email Template To Crush Replies** – A cold email template makes everything less awkward. Because we all know that “just saw someone in the grocery store” feeling.

Link: <https://sean.co/cet-44>

### 5 Cold Email Templates That Turn Your Contacts Warm

**As Toast** – Cold emailing can be a tricky game to play, especially when you're using the wrong format to close that big sales deal.

Link: <https://sean.co/cet-45>

**5 Cold Email Templates** – There are 3.8 billion email users in the world. Pretty much any person that you want to get in touch with, you can do so via cold email. Link: <https://sean.co/cet-46>

**5 Steps to Write a Cold Email That Converts New Clients** – there's both an *art* and *science* to learning how to write a cold email template that predictably converts new freelance clients.

Link: <https://sean.co/cet-47>

**Cold Email Template Issues** – Predictable Revenue was a book written 6 years ago, about stuff they were actually doing 10 years ago. It doesn't work anymore. Are you still using these stale tactics?

Link: <https://sean.co/cet-48>

**“Magic” Email Template** – John Corcoran has a 72-word magic email template, available after you opt in.

Link: <https://sean.co/cet-49>

### 4 B2B Sales Principles Applied To Cold Email Templates –

There are simple principles that you can apply to everyday life (and sales alike) to make more meaningful connections.

That's being Respectful, Cheerful, Transparent and Helpful.

Link: <https://sean.co/cet-50>

### 26 Cold Email Examples Broken Down To Help You Write Your Own

– Dmitry Dragilev shares the impressive results he's achieved with cold emails.

Link: <https://sean.co/cet-51>

### 5 Cold Email Templates Sumo.com Used to Grow to \$5

**Million** – If you have any mutual connections or have been introduced to this prospect by a mutual connect, this subject line *almost* guarantees an open.

Link: <https://sean.co/cet-52>

## RESOURCES: Sales Email Templates

### 28 Sales Prospecting Email Templates Guaranteed to Start a Relationship

– The majority of sales development reps (SDR) and inside sales people seem to believe that spam is the most efficient prospecting method available to them.

Link: <https://sean.co/set-53>

**The Ultimate Guide to Sales Email** – Yesware's sales email templates are collected inside an ebook. You'll need to opt in to download the tips on subject lines and body copy, based on data from more than half a million emails. Link: <https://sean.co/set-54>

**12 CRM-Ready Sales Email Templates** – The world has evolved around us. Gone are the days of sighing “spam, spam, spam” as we sift through our daily mail ... and arrived are the days where we hit “delete, delete, delete” as we rummage through our inboxes.

Link: <https://sean.co/set-55>

**4 Sales Email Templates That Drive Conversions** – A good sales email must strike the right tone, convey the essential information and take into account which phase of the sale the prospect is at.

Link: <https://sean.co/set-56>

### 9 Sales Email Templates to Inspire Urgency in Your

**Prospects** – Most salespeople face the same persistent challenge: Their prospects lack urgency. There are a number of strategies -- both successful and unsuccessful -- reps use to overcome this inertia.

Link: <https://sean.co/set-57>

### 12 Free Sales Email Templates Proven to Increase

**Response Rates** – New forms of reaching out to potential

customers, such as social networks or content marketing, have sprung up lately. Link: <https://sean.co/set-58>

#### **10 Sales Email Templates With 60% or Higher Open Rates**

– The following 10 templates have 60% or higher open rates, 8% or higher click rates, and 30% or higher response rates.

Link: <https://sean.co/set-59>

**Five Sales Email Templates to Get You Started** – Even if you have your own unique style for capturing attention, there are some key points to keep in mind if you want your email to have the best chance of success.

Link: <https://sean.co/set-60>.

**101 Sales Email Templates You Can Use to Close More Deals** – Your biggest success will come when you study these examples, make them relevant to your business and turn them into your own.

Link: <https://sean.co/set-61>

## **RESOURCES: Other Copywriting Formulas and Swipe Files**

**Swiped.co Swipe File Archive** – The place for copywriters & marketing minds to dissect & discuss great marketing examples.

Link: <https://sean.co/ocf-62>

**Ray Edwards' Copywriting Cheatsheets** – 6 copywriting infographics and other guides on offer when you opt in.

Link: <https://sean.co/ocf-63>

**The Ultimate Guide to No-Pain Copywriting** – Copyhackers has a huge copywriting guide that includes copywriting formulas and templates.

Link: <https://sean.co/ocf-64>

**The Copywriting Checklist** – I built my business without venture capital or partners, and I was able to do it because of copywriting. This is the skill that I'd like to share with you now.

Link: <https://sean.co/ocf-65>

**ACCA Fundraising Copywriting Formula** – I'm sorry to betray my fellow copywriters like this, but let's be fair guys, this is our worst-kept secret...

Link: <https://sean.co/ocf-66>

**Irresistible Invitation Emails for Webinars and Events** – It seemed like a great idea, plan an event, promote it, have

lots of people turn up, deliver some great content and kick start many new beautiful relationships.

Link: <https://sean.co/ocf-67>

#### **Conquer Website Copywriting Using These 3 Templates** –

It doesn't happen often, but most people can think of a website they have visited that made them feel a sense of inspiration and intrigue while scrolling down the page.

Link: <https://sean.co/ocf-68>

**SwipeFile.io** – Personal copywriting swipe file, including examples for headlines, print ads, about pages, pricing pages, direct mail, and more.

Link: <https://sean.co/ocf-69>