

Copywriting Worksheet

Target Market

Target Market Wants

The Offer

What They Get From Your Offer

Bonuses (Optional)

Emotional State

Steady State: _____

Buying State: _____

Call To Action

Intellectual calls to action: book, buy, charge, deliver, despatch, enroll, invoice, order, pay, select, send, sponsor, and subscribe.

Emotional calls to action: choose, congratulations, help, hurry, invest, join, meet, pledge, quick, reward, rush, save, and support