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Inventicity™ Framwork Copywriting Exercise

Headline. Grab your reader's attention.

_____

Define your customer's problem(s) (their pain points).

_____

_____

How can you solve your customer's problem? Tell them how you can solve it.

_____

_____

How can your product directly benefit your customer's life?

_____

_____

Tell your audience how to take action. Be brief!

Step 1 _____ (buy your product, download your freebie etc.)

Step 2 _____ (how to use your product)

Step 3_____ (reap the results)