COPYWRITING EXERCISE

Headline. Grab your prospective customers' attention.

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Define your prospective customers' problem(s) (their pain points).

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

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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)