

# COPY *Cheat Sheet*

Writing good copy can be applied to just about any "offer" you make on your blog, email, video or social post.

Examples of offers can be: Sales Pages, Freebie email opt-ins, blog posts with calls to action, your own product sales email or posts, affiliate sales via post or email or any instance where you can help someone make a decision to take the action you want them to take.

HOOK

**H** Hook! Get them to stop the scroll or open the email. Get their attention with compelling titles or imagery.

STORY

**P** Talk about the Problem(s) your audience faces that is related to the offer you are giving them.

**S** Talk about how your offer is the Solution to the problems you mentioned.

**WO** Point out what your audience's life will continue to look like WithOut your offer.

**T** Talk about what audience's life will look like if they **Take** your offer.

OFFER

**C** Give a direct and clear call to action.