



COPYWRITING

JUMPSTART PACK RESOURCES

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CORE MESSAGING CANVAS



CORE MESSAGING CANVAS

BEFORE		METAPHOR			AFTER	
Have:					Have:	
Feel:					Feel:	
Average Day:		STATEMENT OF VALUE			Average Day:	
Status:					Status:	
Good vs. Evil:		CUSTOMER QUOTES			Good vs. Evil:	
JOBS TO BE DONE						

COPYWRITING HOOKS

1. PAIN/BENEFIT

Ever wish _____?

Tired of _____?

Are you struggling to _____?

_____ and _____
Do This/Get This *Get/Learn/Understand XYZ*

1. PAIN/BENEFIT

Headline: Raising Baby Chicks: Beginners Guide to the First 6 Weeks

Newsfeed Link Description: Follow these 6 simple tips and raise healthy chickens that will continue to produce food for your family for years to come.

Text: Ever thought of raising baby chicks, but not sure exactly where to start?

Follow these 6 simple tips and raise healthy chickens that will continue to produce food for your family for years to come...

1. PAIN/BENEFIT

Headline: Why don't hearing aids work?

Newsfeed Link Description: It's one of the biggest questions we get from the Quincy community.... watch this video to get the details.

Text: "Why don't hearing aids work?" It's one of the biggest questions we get from the Quincy community.

The short answer: hearing aids don't work when you don't follow a comprehensive process.

Watch this video to get all the details and a process that works:

2. HAVE

Having _____ is _____ ...
Before *Before Feeling*

That's why we made _____.
Content

_____ and _____
Do This/Get This *Get/Learn/Understand XYZ*

3. FEEL

Are you feeling _____ because of _____?
Before Feeling *Pain Point*

That's why we made _____.
Content

_____ and _____
Do This/Get This *Get/Learn/Understand XYZ*

3. FEEL

Headline: Raising Baby Chicks: Beginners Guide to the First 6 Weeks

Newsfeed Link Description: Follow these 6 simple tips and raise healthy chickens that will continue to produce food for your family for years to come.

Text: Are you feeling nervous about raising baby chicks? Are you worried that you'll "screw up" as a chick parent?

Don't worry. That's why we created "Raising Baby Chicks: Beginners Guide to the First 6 Weeks"!

Follow these 6 simple tips and raise healthy chickens in no time.

(You'll also learn what to feed them, where to house them, how to tell if they're too hot, or too cold...)

4. AVERAGE DAY

Tired of _____?
Before Day

_____ and _____
Do This/Get This *Get/Learn/Understand XYZ*

5. STATUS

Want to be a _____?
Desirable Attribute

Become a _____ and _____.
Get/Learn/Understand XYZ

5. STATUS

Headline: Raising Baby Chicks: Beginners Guide to the First 6 Weeks

Newsfeed Link Description: Follow these 6 simple tips and raise healthy chickens that will continue to produce food for your family for years to come.

Text: Raising baby chicks is a right of passage for any homesteader or self-sufficiency folks.

But when you're a beginner raising baby chicks, you want to make sure you're caring for your animals correctly, after all, this is your egg and meat production.

That's why we created "Raising Baby Chicks: Beginners Guide to the First 6 Weeks"!

Follow these 6 simple tips and raise healthy chickens in no time.

(You'll also learn what to feed them, where to house them, how to tell if they're too hot, or too cold...)

6. RELEVANCE

It's _____ ! Therefore you should _____ .

Because of _____ , you should consider _____ .
Event *Content*

_____ and _____
Do This/Get This *Get/Learn/Understand XYZ*

7. TELL A STORY

"I was walking down the street..."

Joe: "Hi"

Anne: "Hello"

Joe: "How are you?"

Anne: "Good"

"Let me tell you about Anne..."

Can you relate? If so _____ and _____ .
Do This/Get This *Get/Learn/Understand XYZ*

7. TELL A STORY

Headline: Raising Baby Chicks: Beginners Guide to the First 6 Weeks

Newsfeed Link Description: Follow these 6 simple tips and raise healthy chickens that will continue to produce food for your family for years to come.

Text: “My first go-around with a chattering of baby chicks was a nightmare. Anything that went wrong did.....”

Can you relate? If so, read our guide “Raising Baby Chicks: Beginners Guide to the First 6 Weeks” and raise healthy chickens in no time.

7. TELL A STORY

Headline: Why don't hearing aids work?

Newsfeed Link Description: It's one of the biggest questions we get from the Quincy community.... watch this video to get the details.

Text: Just yesterday I met Joe, a fellow Quincy resident who at the age of 60 decided to change careers. He is applying to law school! He recognizes the importance of treating his hearing loss to make the transition from his current work to attorney an easier one.

I really loved hearing his story. Because as the famed writer George Elliot once said, "It's never too late to be what you might have been!"

That's why I created this video... to answer one of the biggest questions I hear from people like Joe, "Do hearing aids work?"

8. ANALOGY

It's like _____ for _____ !
Known Thing *Your Market*

You'll also _____ and _____ ... Learn More.
*Get/Learn/
Understand XYZ* *Get/Learn/
Understand XYZ*

9. COMPARISON

_____ is like _____ except for _____ !
Your Content *Known Thing* *Your Market*

You'll also _____ and _____ ... _____ .
*Get/Learn/
Understand XYZ* *Get/Learn/
Understand XYZ* *Call to Action*

10. NOVELTY

Did you know you could _____?

It works like this... _____.

You'll also _____ and _____... _____.

*Get/Learn/
Understand XYZ* *Get/Learn/
Understand XYZ* *Call to Action*

11. LOGIC

_____ .
Fact That Proves Importance or Poses Fear

Learn to _____ .

Take Advantage of Importance or Overcome Fear

You'll also _____

and _____

... _____

*Get/Learn/
Understand XYZ*

*Get/Learn/
Understand XYZ*

Call to Action

COPY TIPS

1. Call out your audience in your ad copy when appropriate, especially to warm and hot audiences [HOMESTEADERS], [DM Family] (use brackets).
2. Write for Homer, not for Hawking.
3. Use “You” as often as possible — because, we’re all selfish. BUT don’t use “You” to refer to people’s personal attributes (like calling someone out for being too old or diseased).
4. Use emojis to stand out and prove your point.
5. CAPITALIZE words you want to emphasize (don’t over do it).
6. Ad copy length will differ.
7. Use social proof when you have it.

THE 12-STEP SALES VIDEO SCRIPT - TEMPLATE

HOW TO ACCESS THE 12-STEP SALES VIDEO SCRIPT - TEMPLATE THROUGH GOOGLE DOCS

Before you get started, you will need a Google Drive Account. This account is free and provided by Google. Sign up [here](#) to create your free Google Account.

If you already have a Gmail account, you automatically have access to Google Drive. You can access your drive from your Gmail Inbox.

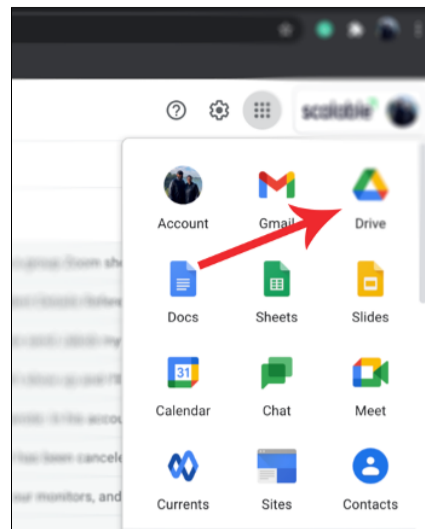


Figure 1 - Google Drive Icon

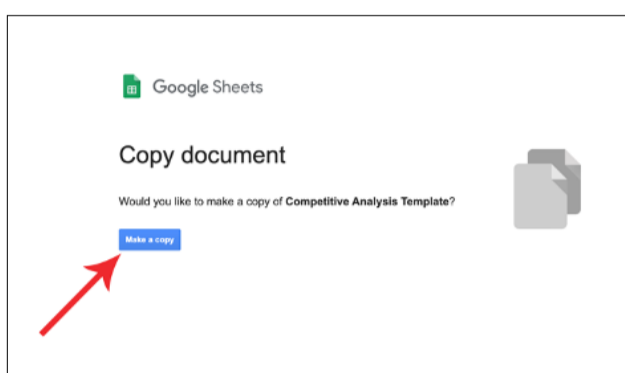


Figure 2- Make a Copy

To get your copy of The 12-Step Sales Video Script - Template [click here](#).

Once you click the link, you should see the following screen.

Click the blue "Make a copy" button and a copy of the Google Doc/Sheet will automatically be created in your drive.

After you click the button, a Google Doc/Sheet should open up in a new tab. At the top you should see the title of Document preceded with the word "Copy." This indicates that the copy process worked and is in your drive.

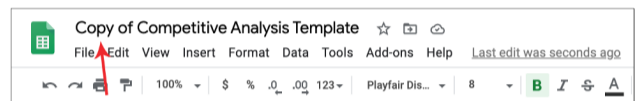


Figure 3- Copy of [DOCUMENT TITLE]

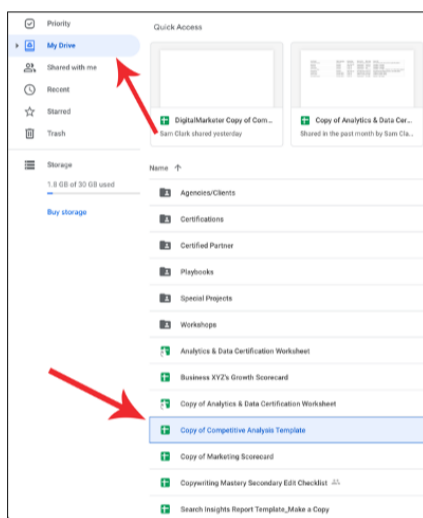


Figure 4 - File Location on Main Drive Page

From here this officially becomes your document and will stay in your Google Drive as long as you have your Google account or delete the document from your drive. You will find the Doc/Sheet listed on the main page of your drive, usually after any folders, in alphabetical order.

From here you can rename the Doc/Sheet to anything you choose by right clicking on the Doc/Sheet and selecting "rename." After you rename the document, we recommend adding it to a Google Folder so you can readily find it.

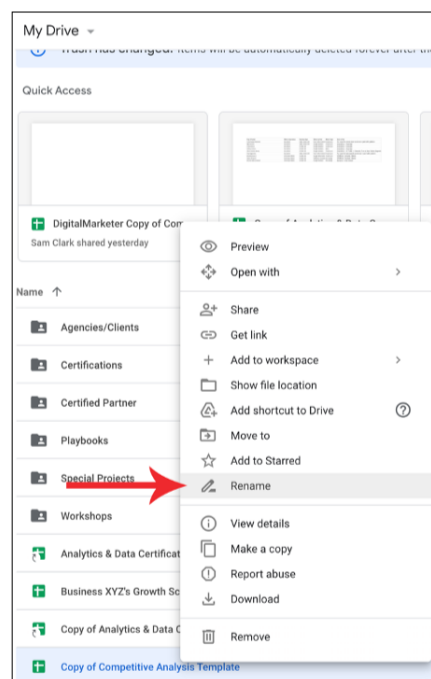


Figure 5 - Rename Your Doc/Sheet

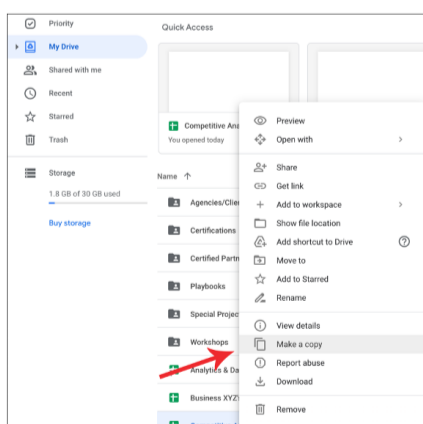


Figure 6 - Make A Copy

Our last thing we would like to recommend is that if you are using this tool multiple times, for instance if you will use a tool with each of your individual clients - that you make a copy of your "template" version. To do this, right click on the Doc/Sheet and select "Make a copy."

NOTE: This is different than the copy you created initially. These copies will automatically live in your drive!

Then when you rename the Doc/Sheet add [TEMPLATE] in front of the document name. For each new client, simply right click and select "Make a copy" from this template and you'll never have to worry about clearing out data each time you need to make a copy. This way you'll always start each new client with a clean template of the tool.

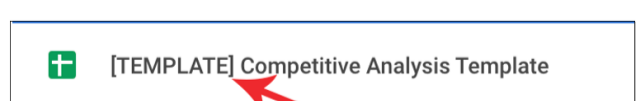


Figure 7 - [TEMPLATE] Rename

We hope you enjoy this tool. If you have any issues with your tool or can't access the original via the link above, please reach out to your Account Manager and we will get you a new link.

HIGH-CONVERTING HOMEPAGE TEMPLATE

HOW TO ACCESS THE HIGH-CONVERTING HOMEPAGE TEMPLATE THROUGH GOOGLE DOCS

Before you get started, you will need a Google Drive Account. This account is free and provided by Google. Sign up [here](#) to create your free Google Account.

If you already have a Gmail account, you automatically have access to Google Drive. You can access your drive from your Gmail Inbox.

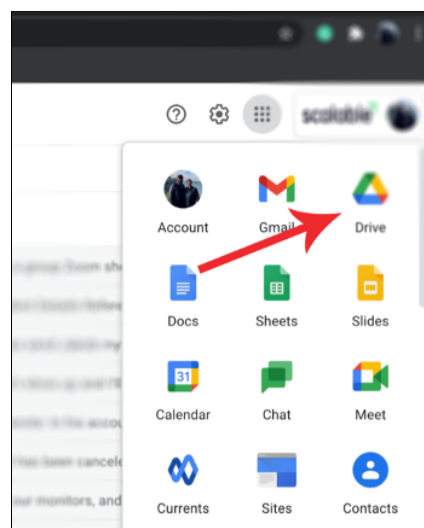


Figure 1 - Google Drive Icon

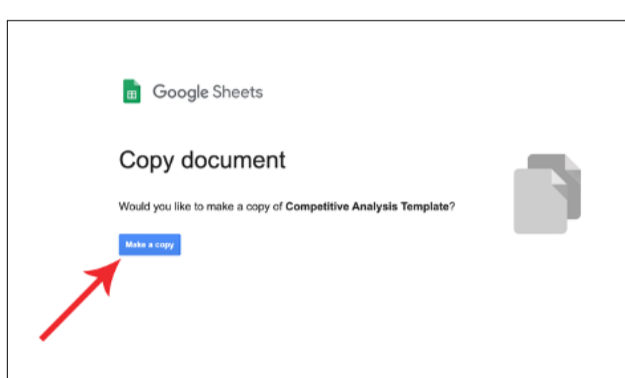


Figure 2- Make a Copy

To get your copy of The High-Converting Homepage Template [click here](#).

Once you click the link, you should see the following screen.

Click the blue "Make a copy" button and a copy of the Google Doc/Sheet will automatically be created in your drive.

After you click the button, a Google Doc/Sheet should open up in a new tab. At the top you should see the title of Document preceded with the word "Copy." This indicates that the copy process worked and is in your drive.

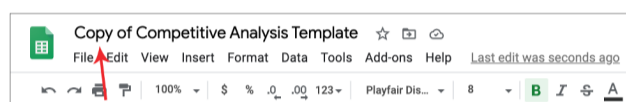


Figure 3- Copy of [DOCUMENT TITLE]

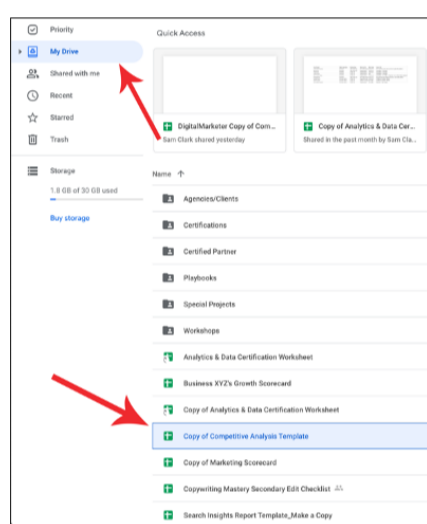


Figure 4 - File Location on Main Drive Page

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From here you can rename the Doc/Sheet to anything you choose by right clicking on the Doc/Sheet and selecting "rename." After you rename the document, we recommend adding it to a Google Folder so you can readily find it.

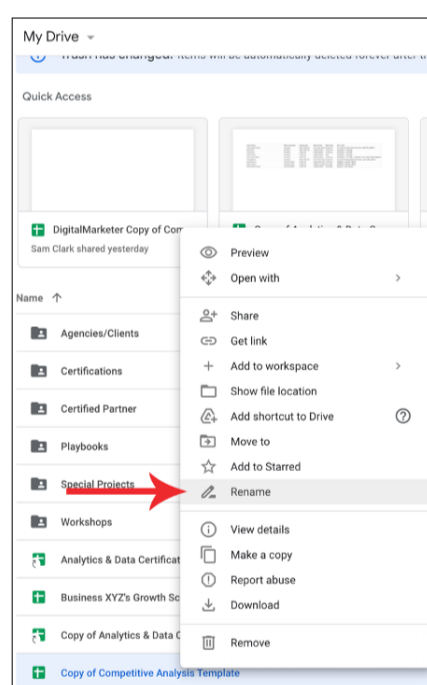


Figure 5 - Rename Your Doc/Sheet

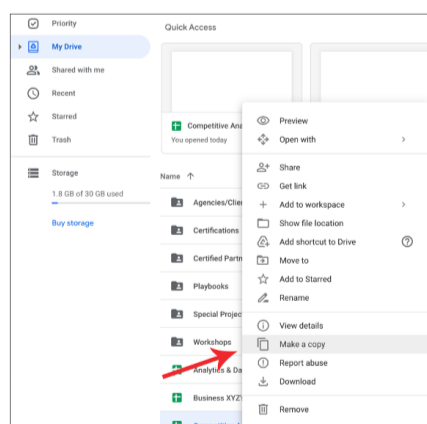


Figure 6 - Make A Copy

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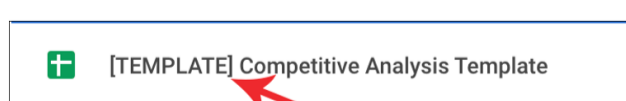


Figure 7 - [TEMPLATE] Rename

We hope you enjoy this tool. If you have any issues with your tool or can't access the original via the link above, please reach out to your Account Manager and we will get you a new link.

SUBJECT LINE BRAINSTORMING PLANNER

EMAIL SUBJECT LINE BRAINSTORMING PLANNER

Blind or Curiosity		Direct or Benefit		Urgency of Scarcity		Proof of Results	
1		1		1		1	
2		2		2		2	
3		3		3		3	
4		4		4		4	
5		5		5		5	

WHAT'S NEXT?

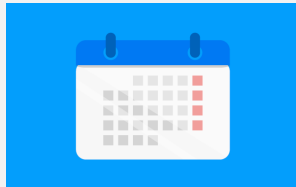
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*Playbooks



[Editorial Calendar
Playbook](#)



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