

# **Content Creation Made Easy**

Module #3: Copywriting Kit  
20 Prehead Templates

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# 20 Prehead Templates

## 1. Shock your readers.

1a. \_\_\_\_\_ Have LIED to You!

- The Internet Marketing Gurus Have LIED to You!

1b. The Rumors are TRUE: \_\_\_\_\_ – and You Could be Next!

- The Rumors are TRUE: The Government is Spying on Citizens – and You Could be Next!

1c. \_\_\_\_\_ is DEAD!

- PPC Marketing is DEAD!

## 2. Ask a qualifying question.

2a. Are you having problems \_\_\_\_\_?

- Are you having problems getting pregnant?

2b. Do you ever dream of \_\_\_\_\_?

- Do you ever dream of building your own log home?

2c. Would you like to \_\_\_\_\_ that will amaze your frinds?

- Would you like to teach your dog tricks that will amaze your friends?

## 3. Make a statement to qualify the prospect.

3a. You're tired of \_\_\_\_\_!

- You're tired of the never-ending housework!

3b. Your \_\_\_\_\_ - if only there was an easier way!

- Your back aches from weeding the garden - if only there was an easier way!

3c. Your \_\_\_\_\_ makes you feel like you're at the end of your rope...

- Your teenager makes you feel like you're at the end of your rope...

#### **4. Tap into the prospect's wants.**

4a. You just want to get rid of your \_\_\_\_\_ once and for all...

- You just want to get rid of your migraines once and for all...

4b. So you want to write \_\_\_\_\_

- So you want to write the next great American novel...

4c. You wish you had a \_\_\_\_\_

- You wish you had a bikini body...

#### **5. Mention a specific group.**

5a. Attention, \_\_\_\_\_!

- Attention, arthritis sufferers!

5b. Heads up, \_\_\_\_\_ !

- Heads up, football fans!

5c. An open letter to \_\_\_\_\_...

- An open letter to aspiring Haiku poets...

## 6. Offer a statistic.

Note: These are mostly fictional examples, so DON'T use them.

6a. There's a \_\_% chance \_\_\_\_\_ already has \_\_\_\_\_...

- There's a 77% chance your cat already has worms...

6b. \_\_% of \_\_\_\_\_ give/recommend this \_\_\_\_\_ to their own families/friends/colleagues – shouldn't you be taking/using it too?

- 95% of doctors give this heart-healthy supplement to their own families – shouldn't you be taking it too?

6c. Only \_\_% of \_\_\_\_\_ will succeed – let's make sure [yours is]/[you are] one of them...

- Only 5% of new business starts up will succeed – let's make sure yours is one of them...

## 7. Offer a fact or expert opinion.

Note: Again, these are fictional, so DON'T use them.

7a. \_\_\_\_\_ predict that \_\_% of \_\_\_\_\_ will be \_\_\_\_\_ by \_\_\_\_\_ within \_\_\_\_\_...

- Security experts predict that 80% of all computers will be infected by the McNasty Virus within three months...

7b. \_\_\_\_\_ experts are predicting \_\_\_\_\_ – are you ready?

- Weather experts are predicting 23 major hurricanes this season – are you ready?

7c. \_\_\_\_\_ is considered one of the most \_\_\_\_\_ to \_\_\_\_\_ (but it doesn't have to be)...

- San Francisco is considered one of the most expensive places to live in the U.S. (but it doesn't have to be)...

## 8. Mention a specific problem.

8a. Researchers just discovered the cure to the \_\_\_\_\_!

- Researchers just discovered the cure to the common cold!

8b. New \_\_\_\_\_ turns your \_\_\_\_\_ into \_\_\_\_\_!

- New software turns your mediocre articles into traffic-sucking profit machines!

8c. Amazing breakthrough \_\_\_\_\_ virtually/literally/permanently/magically \_\_\_\_\_!

- Amazing breakthrough supplement virtually eliminates joint pain!

## 9. Warn the reader.

9a. WARNING: \_\_\_\_\_ could change your life!

- WARNING: This letter could change your life!

9b. Warning: You're only going to see \_\_\_\_\_ once!

- Warning: You're only going to see this offer once!

9c. Warning: \_\_\_\_\_ is downright dangerous in the wrong hands...

- Warning: This mind-control information is downright dangerous in the wrong hands...

## 10. Arouse the prospect's curiosity.

10a. You're about to discover which common \_\_\_\_\_ turns \_\_\_\_\_ into \_\_\_\_\_... instantly!

- You're about to discover which common fruit turns drab, dull hair into shiny, beautiful hair... instantly!

10b. Do you make these common \_\_\_\_\_ mistakes?

- Do you make these common trout fishing mistakes?

10c. Has \_\_\_\_\_ ever said this to you?

- Has your teenager ever said this to you?

## **11. Give a benefit and a timeframe.**

11a. In just \_\_\_ minutes/hours/days/weeks/months from now you'll finally know the truth about \_\_\_\_\_!

- In just two minutes from now you'll finally know the truth about getting into law school!

11b. You could be \_\_\_\_\_ by \_\_\_\_\_!

- You could be pulling in hundreds of targeted visitors by later this afternoon!

11c. Give me \_\_\_ minutes and I'll show you how to how to \_\_\_\_\_!

- Give me five minutes and I'll show you how to how to land your dream job!

## **12. Mention a credible source.**

12. As seen on/in \_\_\_\_\_

- As seen on the Rachel Ray cooking show...
- As seen on CNN...
- As seen in the February issue of Prevention magazine...

### 13. Post part of a testimonial.

13a. "You'll never find a better way to \_\_\_\_\_!"

- "You'll never find a better way to whiten your teeth!"

13b. "If I can \_\_\_\_\_ this easy - and I \_\_\_\_\_ - anyone can!"

- "If I can lose weight this easy - and I LOVE desserts - anyone can!"

13c. "This \_\_\_\_\_ has/includes the \_\_\_\_\_ I've ever tried/used/seen!"

- "This recipe book includes the BEST French onion soup recipe I've ever tried!"

### 14. Post part of an endorsement / testimonial from a niche celebrity.

14a. \_\_\_\_\_ says, "\_\_\_\_\_"

- Tiger Woods says, "If you want to know the secrets of improving your golf game, grab this book!"

14b. \_\_\_\_\_ expert \_\_\_\_\_ says, "\_\_\_\_\_"

- Marketing expert Jimmy D. Brown says, "This is the best keyword tool on the market today!"

14c. Find out why famous \_\_\_\_\_ are absolutely RAVING about \_\_\_\_\_!

- Find out why famous chefs Emeril and Rachel Ray are absolutely RAVING about this new cookbook!

### 15. Use social proof by providing the stats.

15a. Find out why \_\_\_ other \_\_\_\_\_ couldn't wait to grab \_\_\_\_\_!

- Find out why 5735 other snowboarders couldn't wait to grab this book!

15b. \_\_\_ satisfied customers/members/users can't be wrong!

- 1838 satisfied customers can't be wrong!

15c. \_\_\_ other \_\_\_\_\_ are reading this page right now – but only \_\_\_ of you will get in.

- 7936 other back pain sufferers are reading this page right now – but only 77 of you will get in.

## **16. Make the sales letter forbidden.**

16a. \_\_\_\_\_ wants to BAN this book!

- The Catholic Church wants to BAN this book!

16b. Here's what \_\_\_\_\_ doesn't want you to know!

- Here's what the government doesn't want you to know!

16c. Right now \_\_\_ \_\_\_\_\_ around the city/country/world are trying to ban this book – get yours before it's banished from YOUR \_\_\_\_\_!

- Right now 214 schools around the country are trying to ban this book – get yours before it's banished from YOUR local bookstore and libraries!

## **17. Qualify the prospect by “disqualifying” others.**

17a. If you are/have [already] \_\_\_\_\_, then you don't need to read this letter.

- If you're already a millionaire, then you don't need to read this letter.

17b. If \_\_\_\_\_ is ready for \_\_\_\_\_, then you can click the back button now.

- If your body is ready for swimsuit season, then you can click the back button now.

17c. If you've never \_\_\_\_\_, then you don't need to read \_\_\_\_\_...

- If you've never gotten a cold, then you don't need to read this startling new health report...

## **18. Qualify the prospect and urge them to keep reading.**

18a. If you've ever dreamed of \_\_\_\_\_, then you'll want to read every word of this letter.

- If you've ever dreamed of piloting your own plane, then you'll want to read every word of this letter.

18b. If you've ever wanted to \_\_\_\_\_ but you thought it was \_\_\_\_\_, then you'll want to read every word of this letter.

- If you've ever wanted to go to Europe but you thought it was too expensive, then you'll want to read every word of this letter.

18c. If you've ever wanted to \_\_\_\_\_, then you'll want to read every word of this letter.

- If you've ever wanted to learn how to paint watercolor masterpieces, then you'll want to read every word of this letter.

## **19. Command the reader to do something.**

19a. \_\_\_\_\_. \_\_\_\_\_. And then read every word of this letter...

- Turn off your phone. Lock the door. And then read every word of this letter...

19b. If you've ever wanted to \_\_\_\_\_, then \_\_\_\_\_ and read every word of this letter...

- If you've ever wanted to discover the secrets of writing a killer resume, then plant yourself firmly in your chair and read every word of this letter...

19c. If you suffer from chronic tension headaches, then read every word of this letter...

- If you suffer from chronic tension headaches, then read every word of this letter...

## **20. Get prospects to start imagining the benefits.**

20a. Imagine you, \_\_\_\_\_.

- Imagine you, a rich and famous author.

20b. Imagine how would it feel/look \_\_\_\_\_ who/which is \_\_\_\_\_.

- Imagine how would it feel being a full-time RV'er who is just enjoying the good life.

20c. Imagine being a \_\_\_\_\_ who can \_\_\_\_\_...

- Imagine you, a master of persuasion who can sell anything to anybody...