

The Motivating Sequence

Brainstorming Cheat Sheet for Copywriting

Copy and paste the text into your word processing program.

1) Grab Attention – with a headline or title emphasizing valuable information or similar benefit:

2) Problem – What is the biggest challenge your prospect is facing?

3) Solution – Position your product as relieving your prospect's problem:

4) Benefits – The advantages your product offers:

5) Proof – Support your benefits with credible third-party information and endorsements:

6) Call to Action – What's the next step your prospect should take?