



CREATING SALES COPY Framework

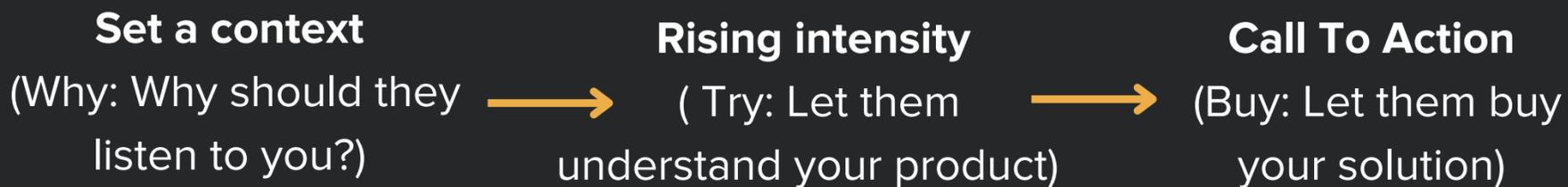
[Click here to go to the article with details on how to use this worksheet.](#)



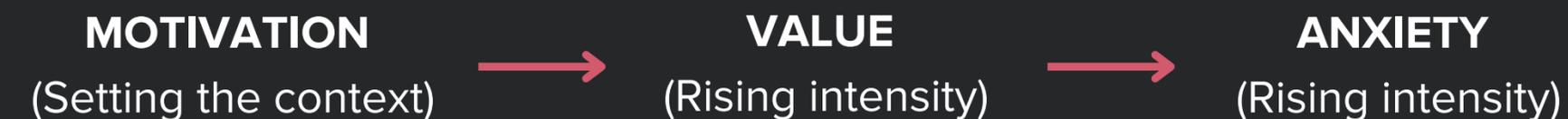
SaaS SALES COPY

LEVEL ONE: Creating

STEP 1: Create the structure



STEP 2: Layer your gathered data



LEVEL TWO: Editing

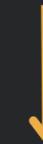
Say what you mean



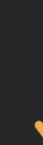
Use voice-of-customer in your copy



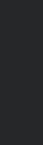
Impress the reader with the value



Quantify your proof



Create a cinematic experience with your words



Cut out the necessary details

Instructions:

Use this template to create an easy flow for your sales copy with gathered data.

Who, What, Why SETTING THE CONTEXT	Unique benefit advantages RISING INTENSITY	How does it work? RISING INTENSITY	CTA
MOTIVATION	VALUE	ANXIETY	CTA
Desired outcomes, Pain points, Purchase prompts	Unique benefits, product features	Uncertainties, Objections	CTA



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