

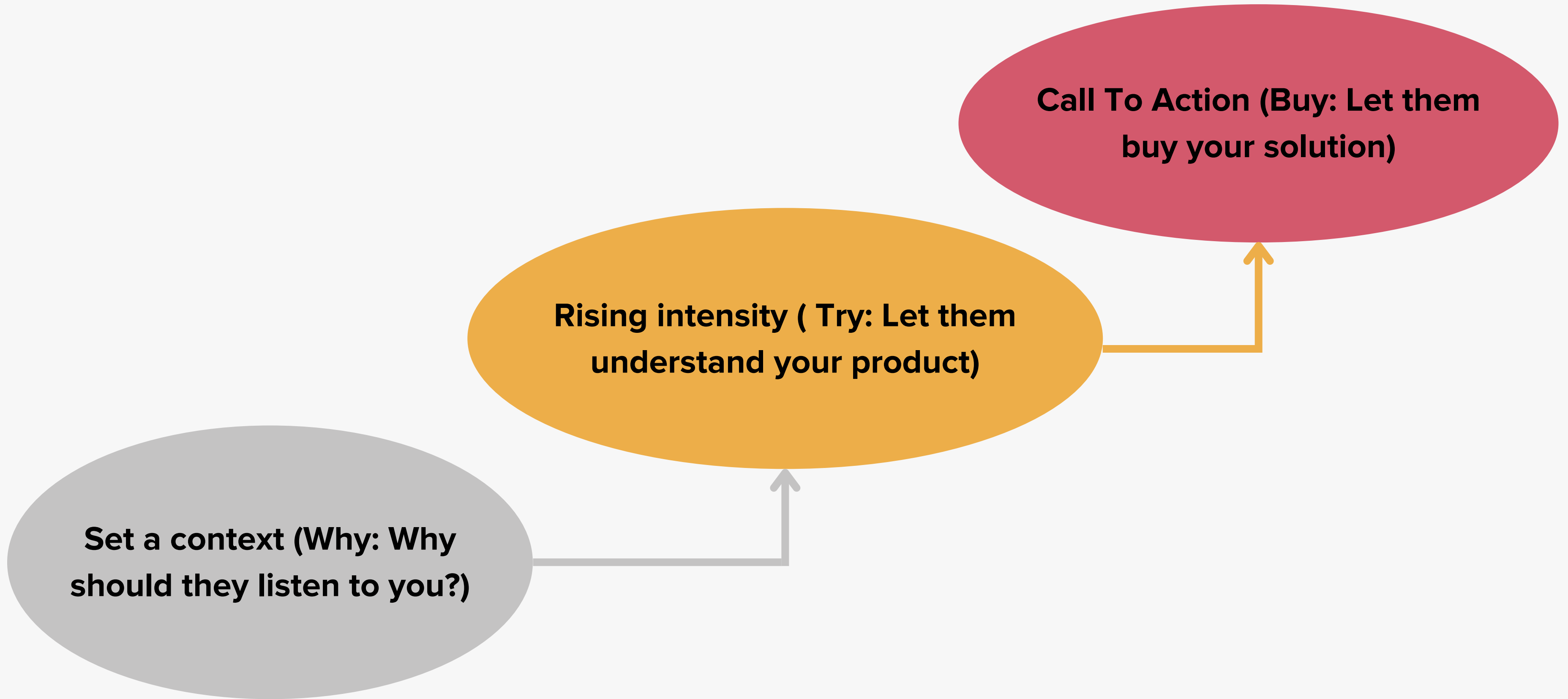


CREATING THE FLOW

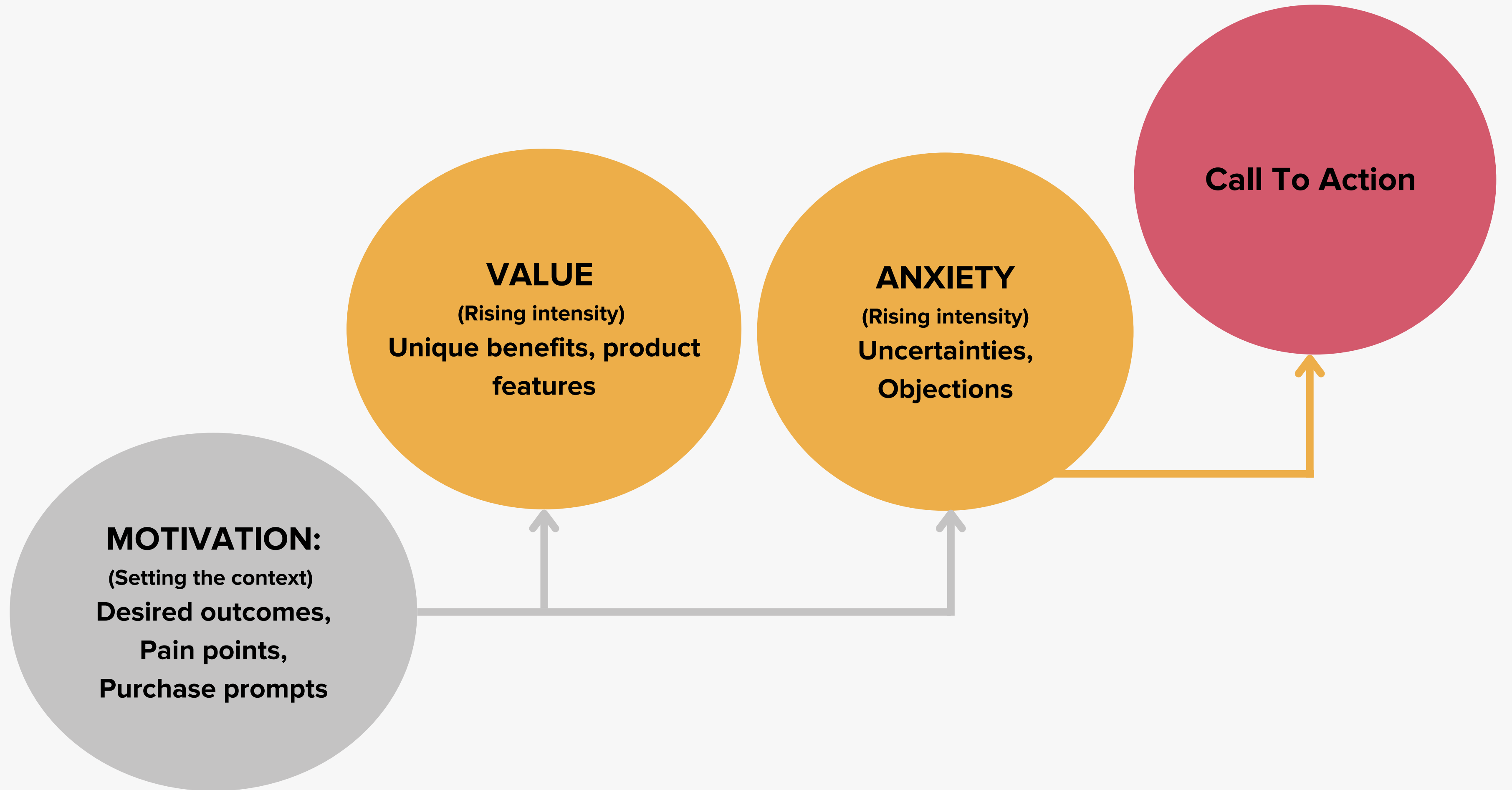
Worksheets

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

HOW SHOULD THE FLOW LOOK LIKE?



**HOW SHOULD THE FLOW (IN DETAIL)
LOOK LIKE?**



LAYERING YOUR GATHERED DATA

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

Notes:

A large rectangular area filled with a light grey grid pattern, intended for taking notes. The grid is composed of small squares and is enclosed by a thin grey border.

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