

SALES COPY WORKSHEET

WHO ARE YOU SELLING TO AND WHAT ARE THEIR PAIN POINTS?

WHAT ARE THEIR OBJECTIONS?	WHAT IS YOUR ONE BIG THING YOU'RE OFFERING?
WHAT ARE THE BENEFITS OF THIS PACKAGE/SERVICE?	WHAT DO YOU DO DIFFERENTLY? WHAT IS YOUR MISSION?

WHAT ARE SOME SPECIFIC CTA'S YOU CAN USE?

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