

The \$100K Sales Copy Template

Sales Letter Sales Copy Funnels

Fill-in-the-Blanks Framework

Based on the funnel script that generated \$100K in 30 days

SECTION 1: THE HOOK

[Copy this headline structure exactly]

If you're struggling with [THEIR #1 PAIN POINT], this might be the most important message you ever read.

Examples:

- "If you're struggling to get consistent clients online..."
 - "If you're struggling to lose weight and keep it off..."
 - "If you're struggling to scale your business past 6-figures..."
-

SECTION 2: PROBLEM AGITATION

[Agitate their current frustration]

Here's why:

You're doing everything the 'experts' tell you to do. You're [ACTIVITY 1]. You're [ACTIVITY 2]. You're [ACTIVITY 3]. You're [ACTIVITY 4].

But you're still not [DESIRED OUTCOME].

And here's what's really frustrating - you see people with [LESS QUALIFICATION 1], [LESS QUALIFICATION 2], and [LESS QUALIFICATION 3] achieving [BETTER RESULTS] than you.

It doesn't make sense. And it's costing you [SPECIFIC COST] every [TIME PERIOD].

Examples:

- *Activities: posting content, running ads, networking, following up*
 - *Desired outcome: getting consistent clients*
 - *Lesser qualifications: less experience, worse content, smaller audiences*
 - *Better results: landing bigger clients*
 - *Cost: thousands of dollars every month*
-

SECTION 3: THE REAL PROBLEM

[Position the true issue]

Here's the truth nobody wants to tell you:

The problem isn't your [WHAT THEY THINK PROBLEM IS]. It's not your [SECOND ASSUMPTION]. It's not even your [THIRD ASSUMPTION].

The problem is your [REAL PROBLEM].

See, most [THEIR PROFESSION/SITUATION] position themselves as [COMMODITY POSITIONING]. They try to compete on [COMMODITY FACTORS].

But the [IDEAL CUSTOMERS] who pay [PREMIUM PRICES] aren't looking for [COMMODITY]. They're looking for [UNIQUE SOLUTION] to their [SPECIFIC PROBLEM].

Examples:

- *What they think: skills, pricing, marketing*
 - *Real problem: positioning*
 - *Commodity positioning: another option in a crowded market*
 - *Commodity factors: price, features, credentials*
 - *Unique solution: THE solution*
-

SECTION 4: PROOF SECTION

[Social proof with specific transformations]

Let me show you what I mean:

Client #1: [NAME] was a [BEFORE SITUATION] [BEFORE RESULTS]. [HE/SHE] [TRANSFORMATION ACTION] and now [AFTER RESULTS].

Client #2: [NAME] was a [BEFORE SITUATION] [BEFORE RESULTS]. [HE/SHE] [TRANSFORMATION ACTION] and now [AFTER RESULTS].

Client #3: [NAME] was a [BEFORE SITUATION] [BEFORE RESULTS]. [HE/SHE] [TRANSFORMATION ACTION] and now [AFTER RESULTS].

What changed? Their [ASSUMPTION 1]? Their [ASSUMPTION 2]? Their [ASSUMPTION 3]?

Nope.

They [SIMPLE TRANSFORMATION DESCRIPTION].

Examples:

- *Before: marketing consultant charging \$500/month*
 - *Transformation: repositioned as 'Revenue Recovery Specialist'*
 - *After: now charges \$5,000/month*
-

SECTION 5: THE LOGICAL CONCLUSION

[Make the solution obvious]

And here's the beautiful part - when you're [UNIQUE POSITION], [BENEFIT] becomes [IRRELEVANT/AUTOMATIC].

Think about it: If you're the only person who can solve someone's [HIGH VALUE PROBLEM], will they pay you [PREMIUM PRICE]? Of course.

But if you're one of [LARGE NUMBER] people who can [COMMODITY SERVICE], you'll [NEGATIVE CONSEQUENCE] forever.

Examples:

- *Unique position: the only solution*
 - *Benefit: price*
 - *High value problem: \$100K problem*
 - *Premium price: \$10K*
 - *Commodity service: help with marketing*
 - *Negative consequence: compete on price*
-

SECTION 6: THE OFFER

[Present your solution]

So here's what I'm going to do for you:

I'm going to give you [YOUR SOLUTION NAME] that helped these clients (and [NUMBER] others) [MAIN TRANSFORMATION].

It's called [YOUR METHOD NAME] - and it's designed to [SPECIFIC OUTCOME].

Here's what you get:

- ✓ [DELIVERABLE 1] that [SPECIFIC BENEFIT] in [TIME FRAME]
- ✓ [DELIVERABLE 2] that [SPECIFIC BENEFIT]
- ✓ [DELIVERABLE 3] ([STEAL/COPY/USE THESE])
- ✓ [DELIVERABLE 4] that [SPECIFIC BENEFIT]
- ✓ [HIGH-VALUE BONUS] (usually [HIGH PRICE], included free)

Examples:

- *Solution: exact positioning framework*
 - *Method name: Monopoly Method*
 - *Deliverables: 4-Step Formula, Problem Stack technique, 37 examples, pricing psychology, personal feedback*
-

SECTION 7: PRICING & URGENCY

[Create urgency with logical reasoning]

Normally, this would cost [HIGH ANCHOR PRICE]. But because I want to help [NUMBER] [TARGET AUDIENCE] [ACHIEVE GOAL] this [TIME PERIOD], I'm offering it for just [ACTUAL PRICE].

But here's the catch - this price is only available for the next [TIME LIMIT]. After that, it goes back to full price.

Why the deadline? Because [LOGICAL REASON FOR URGENCY]. And [LOGICAL REASON CREATES LOGICAL OUTCOME].

Examples:

- *High anchor: \$1,997*
- *Actual price: \$497*

- *Time limit: 72 hours*
 - *Logical reason: urgency creates action, action creates results*
-

SECTION 8: THE CLOSE

[Clear call to action]

If you're serious about [END GOAL] and building a [DESIRED BUSINESS STATE], [CLEAR ACTION] right now.

[SIMPLE CALL TO ACTION BUTTON/LINK]

Examples:

- *End goal: ending the feast-or-famine cycle*
 - *Desired state: predictable, profitable business*
 - *Clear action: click the link below*
-

QUICK REFERENCE CHECKLIST

Before you write, identify:

- Target Avatar:** Who exactly is this for?
 - #1 Pain Point:** What keeps them awake at night?
 - Current Actions:** What are they already trying?
 - Desired Outcome:** What do they really want?
 - Real Problem:** What's actually stopping them?
 - Your Solution:** How do you solve it uniquely?
 - Proof Points:** Who has succeeded with your method?
 - Clear Offer:** What exactly do they get?
 - Logical Urgency:** Why must they act now?
-

POWER PHRASES TO STEAL

Problem Agitation:

- "Here's what's really frustrating..."
- "It doesn't make sense. And it's costing you..."
- "Meanwhile, you're watching [competitors] blow past you..."

Truth Reveals:

- "Here's the truth nobody wants to tell you..."
- "The problem isn't [what they think]. It's [real issue]."
- "See, most [people like them] position themselves as..."

Social Proof:

- "Let me show you what I mean..."
- "What changed? Their [assumption]? Nope."

- "They stopped being [commodity] and became [unique]."

Logical Selling:

- "And here's the beautiful part..."
- "Think about it: If you're the only person who..."
- "But if you're one of [many] people who..."

Urgency Creation:

- "But here's the catch..."
 - "Why the deadline? Because [logical reason]..."
 - "If you're serious about [outcome]..."
-
-

FINAL REMINDERS

- Lead with PROBLEM, not solution**
- Use SPECIFIC numbers and examples**
- Make the transformation feel INEVITABLE**
- Give LOGICAL reasons for urgency**
- Focus on OUTCOMES, not features**
- Make THEM the hero of the story**

Remember: This template works because it follows human psychology, not creative writing. Stick to the structure, customize the content, and watch your conversions soar.