

Copy Journal Questionnaire

Opt-in



Create Sub-headline (Enticing Line to Introduce Your Main Point)

What Problem do you Offer a Sustainable Solution for?

Go deeper:

As a coach, why did you really come here? What is it that you KNOW you can help your customers with? In what area do you excel in helping your clients achieve their heart-felt goals, dreams, and desires?

Notes

[illegible]

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**Uncover their deepest need and
how you can serve them:**

**Need to
Want to
Wish you Could**

If only:

**(Problem, thing, circumstance,
limiting belief that's in the way)**

Wish you could meet the love of your life without playing all the relationship games?

Need to break free from addictive eating without being on an endless yo-yo diet?

Need to save for retirement after a damaging divorce?

Notes

**Insert Headline with the Big
Idea/Promise Here**

Add info about the benefits and
outcome of your Big Promise

Examples:

Looking to Break the Glass Ceiling
on Your Finances?

This Special Report Shows You
Step-by-Step
How to Uncover Financial Blocks and
End Financial Struggle Once and for
all

Uncover Your Limiting Beliefs

Grab Your Guide to Uncover Your Limiting Beliefs

Gain valuable insight on where you're
stuck, and exactly how to create
lasting change

How would it benefit your reader to
download your guide/report/freebie?
List those benefits:

(3 ways to instantly _____,
Overcome _____ and live _____,
Manage your _____ and create
long-lasting _____)

(Manage your anxiety and create
long-lasting harmony)

(5 Steps to Manage your anxiety and
create inner peace)

Use action words like: Create,
achieve, discover, overcome,
Add numbers, tips, ways, strategies,
ideas, etc.

In what area of their life will they gain
instant relief or uncover a creative
solution to their problem?

What are some of the features you offer your reader by downloading this freebie?

What immediate transformation, knowledge, wisdom, information will they receive?

Break the glass ceiling on finances
Find lasting love

Manage anxiety
Achieve personal goals
Create sustainable change in your
financial situation/love life/career

What kind of outcome/result will they
receive/can they expect?

Manage
Decrease
How to
Increase
Gain

Eliminate
Make
Build
Design
Achieve
Create
Overcome
Learn
Get Instant Results without Years of

What will your reader gain
emotionally, mentally, or spiritually
from your downloadable?

Notes



**Remember to include a relatable
image of your offer**

You can use a screenshot of your
actual product or an appropriately
licensed image

K.I.S.S.

Keep It Simple Silly

Include a paragraph or two about what keeps your reader stuck:

Have you been trying to?

without any luck at all?

Do you find yourself stuck when it comes to?

No matter how hard you try?
No matter how many courses you've taken?

Are you ready to give up on?

Answer the problem for them:

With our FREE _____

Guide, you will exactly how to

We offer you the first 5 Steps to
Clearing _____

We show you simple, affordable,
easy ways to _____

Give them a timeframe if applicable

With our FREE guide, learn how to
transform your limiting beliefs *without*
it taking months

Tried everything and still no success,
our FREE guide will show you why –
and it will only take a weekend
(Aren't you worth a weekend of your
own time?)

Be Clear and Concise

Even in your buttons, add language
that will take them to the next step:

- Yes, download my free guide now
- Absolutely, help me transform
- Send my FREE guide now
- I'm in
- Sign me up for freedom from anxiety
- Yes, please send me my FREE Guide

Be Transparent

Be transparent in what your offer includes with a bullet list

- Learn exactly how to
- Overcome
- Discover how to
- Eliminate this and gain that
(Example, eliminate procrastination and gain success)
(Eliminate overwhelm and gain wisdom)
- Manage your anxiety so it does not control you any longer

About You

Add a little bit about you and how you are here to serve them. Take a snippet from your About Me Page and add some of that body copy. Make certain to include how your way of being impacts them in a positive light and you are the go-to person for them.

Repeat their pain point, problem, or difficulty and how you can definitely help them and add your button one more time.

Ex: Stop looking for the next shiny object and start actually living your best life.



A few final notes:

Some Opt-in ideas:

- A cheat sheet
- A check list
- A special report
- A guide
- A template

- A pdf journal download
- A sample of your eBook
- The first chapter of a book
- The first module of your online course

When you are complete with creating the body copy of your Opt-in, don't forget to include some of these:

- Your one-of-a-kind signature line
- Any privacy, terms and conditions, disclaimers, any other policies on your website
- Your business information:
- Your name
- Your business name
- Your phone number

- Your hours of operation
- An upsell if that is your intention – for example, if you are giving away the first chapter of your book, then a link to find the book on Amazon. If you are giving away the first module of your course, then a link to the platform to find the shopping cart for the rest of the course. “If you’ve found this book or module helpful, why not check out the rest of the book/course here.”
- A link to another benefit your reader might find helpful
- An offer to book a discovery call
- An offer to sign up for your free masterclass
- A personalized video

- A few testimonials
- A Postscript reminding them of what you offer, and how it will help them

Good Luck with your Opt-in Copy Journal Questionnaire

Here's to helping you to serve them!

