Copywriting Examples Workbook: Before and After

Study the pattern
own offer.

Landing page pattern

- Headline: who it is for + the result

- First lines: the p

Website home page pattern

- One sentence: what you offer, for whom, and what changes

- Three benefits,

Email pattern

- Subject line: clear benefit or honest curiosity

- First line: the pr

Your turn: before and after

- Write your current headline, then rewrite it three ways

- Circle every fea