

## **Module #1: The Purpose of Your Copy – Prompts For Each Goal**

### **Lead Generation**

- 1.1) Write an engaging email subject line that encourages recipients to open the email and learn more about our lead generation services.
- 1.2) Draft a compelling Facebook ad that highlights the benefits of our [Product/Service] for small businesses.
- 1.3) Create a persuasive LinkedIn post that showcases our lead generation expertise and invites professionals to sign up for a free consultation.
- 1.4) Write a blog post introduction that explains the importance of lead generation and how our services can help companies achieve their growth goals.
- 1.5) Craft an attention-grabbing Twitter post that promotes our lead generation webinar and encourages registrations.
- 1.6) Develop a website landing page headline that conveys the unique selling proposition of our lead generation tools.
- 1.7) Write an Instagram caption that showcases a customer success story in using our lead generation services.
- 1.8) Draft a YouTube video script that teaches businesses how to optimize their lead generation strategies using our tools and techniques.
- 1.9) Write an SEO-optimized article title that targets business owners who are searching for information on effective lead generation.
- 1.10) Craft a call-to-action for a Google AdWords campaign that drives sign-ups for our lead generation software trial.

### **Ecommerce Sales**

- 2.1) Write a persuasive product description for an innovative kitchen gadget that convinces online shoppers to make a purchase.
- 2.2) Draft an email campaign that promotes a limited-time sale on our e-commerce website, creating a sense of urgency for subscribers.
- 2.3) Create an engaging Instagram post that showcases the features and benefits of our best-selling product, enticing users to visit our online store.
- 2.4) Write a blog post that highlights the unique value proposition of our e-commerce platform and the reasons why customers should choose us over competitors.

- 2.5) Draft a Facebook ad that targets potential customers who have abandoned their shopping carts on our website, encouraging them to complete their purchases.
- 2.6) Write a website banner that promotes a special offer for first-time customers, incentivizing them to make a purchase.
- 2.7) Develop a series of Pinterest pins that highlight the stylish and functional aspects of our product range, driving traffic to our e-commerce site.
- 2.8) Write a Twitter post that announces a flash sale on our e-commerce platform, creating buzz and driving immediate purchases.
- 2.9) Draft a YouTube video script that provides a product demonstration and highlights the key features, persuading viewers to buy.
- 2.10) Write an SEO-optimized article title that targets shoppers searching for reviews of our products, drawing them to our website.

### **Appointment Booking**

- 3.1) Write an engaging email subject line that encourages recipients to schedule an appointment with our experts.
- 3.2) Draft a compelling Facebook ad that promotes the ease and convenience of booking appointments with our service.
- 3.3) Create a persuasive LinkedIn post that invites professionals to schedule a consultation with our team.
- 3.4) Write a blog post introduction that explains the benefits of booking appointments with our company and how doing so can improve their lives.
- 3.5) Craft an attention-grabbing Twitter post that promotes a limited-time offer for new customers who book appointments through our platform.
- 3.6) Develop a website landing page headline that highlights the advantages of using our appointment booking service.
- 3.7) Write an Instagram caption that showcases a customer success story from using our appointment booking platform.
- 3.8) Draft a YouTube video script that demonstrates the simplicity of booking appointments through our service.
- 3.9) Write an SEO-optimized article title that targets individuals searching for solutions to their appointment scheduling challenges.
- 3.10) Craft a call-to-action for a Google AdWords campaign that encourages users to schedule an appointment with our service.

## **Table Booking**

- 4.1) Write an engaging email subject line that entices recipients to reserve a table at our restaurant for a special occasion.
- 4.2) Draft a compelling Facebook ad that highlights our restaurant's unique dining experience and promotes easy online table booking.
- 4.3) Create a persuasive Instagram post that showcases our restaurant's delicious menu items, inviting users to book a table.
- 4.4) Write a blog post introduction that explains the benefits of reserving a table at our restaurant and the exceptional service they can expect.
- 4.5) Craft an attention-grabbing Twitter post that promotes a limited-time offer for customers who book a table through our platform.
- 4.6) Develop a website landing page headline that emphasizes the convenience of our table booking service.
- 4.7) Write a LinkedIn post that targets corporate clients and invites them to book a table for their next business lunch or dinner.
- 4.8) Draft a YouTube video script that offers a virtual tour of our restaurant and encourages viewers to book a table.
- 4.9) Write an SEO-optimized article title that targets food enthusiasts searching for the perfect dining experience.
- 4.10) Craft a call-to-action for a Google AdWords campaign that drives users to reserve a table at our restaurant.

## **Course or Digital Product Sales**

- 5.1) Write a persuasive email subject line that entices recipients to learn more about our online course or digital product.
- 5.2) Draft a compelling Facebook ad that showcases the benefits and outcomes of our course or digital product, driving potential customers to make a purchase.
- 5.3) Create a persuasive LinkedIn post that invites professionals to enhance their skills by enrolling in our online course or purchasing our digital product.
- 5.4) Write a blog post introduction that explains how our course or digital product can help users achieve their personal or professional goals.
- 5.5) Craft an attention-grabbing Twitter post that promotes a limited-time offer for customers who enroll in our course or purchase our digital product.

- 5.6) Develop a website landing page headline that conveys the unique value proposition of our course or digital product.
- 5.7) Write an Instagram caption that showcases a customer success story from using our course or digital product.
- 5.8) Draft a YouTube video script that provides an overview of our course or digital product, highlighting key features and benefits.
- 5.9) Write an SEO-optimized article title that targets potential customers searching for educational resources or digital solutions in our niche.
- 5.10) Craft a call-to-action for a Google AdWords campaign that encourages users to enroll in our course or purchase our digital product.

### **Selling a Service**

- 6.1) Write an engaging email subject line that encourages recipients to learn more about our service offering.
- 6.2) Draft a compelling Facebook ad that highlights the benefits of using our services and invites potential clients to contact us for more information.
- 6.3) Create a persuasive LinkedIn post that showcases our service expertise and invites professionals to schedule a consultation with our team.
- 6.4) Write a blog post introduction that explains the value of our services and how they can help customers achieve their desired outcomes.
- 6.5) Craft an attention-grabbing Twitter post that promotes a limited-time offer for new clients who sign up for our services.
- 6.6) Develop a website landing page headline that conveys the unique selling proposition of our service offering.
- 6.7) Write an Instagram caption that showcases a customer success story from using our services.
- 6.8) Draft a YouTube video script that provides a comprehensive overview of our services and highlights the benefits for potential clients.
- 6.9) Write an SEO-optimized article title that targets potential customers searching for service providers in our industry or niche.
- 6.10) Craft a call-to-action for a Google AdWords campaign that encourages users to contact us and learn more about our services.