

Exercise1: Analyze how top influencers sell products or courses.

| | Influencer #1 | Influencer #2 | Influencer #3 |
|---|---------------|---------------|---------------|
| Social Media Used | | | |
| Sales Page URL(s) | | | |
| What do the first 3 paragraphs on each page have in common? | | | |
| How do they get attention? | | | |
| How much info do they give away? | | | |

Exercise:2 Take your top 3 headlines and write copy that would follow each of them.

| | Headline #1 | Headline #2 | Headline #3 |
|--|-------------|-------------|-------------|
| What's your emotional hook? How can you relate to their pain or struggles? | | | |
| Share your own story | | | |
| Give hints at what the rest of the page will reveal | | | |
| Encourage them to keep reading | | | |
| What are your vivid, powerful words? | | | |

| | | | |
|--|--|--|--|
| <p>What are your product's key features?</p> | | | |
| <p>What are your product's core benefits?</p> | | | |
| <p>Write a strong Call to Action</p> | | | |
| <p>Add a bonus to make this offer hard to refuse</p> | | | |