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Main Headline

Subheadline [Message Match]

[insert case study/testimonial]

Introductory Paragraph

Crossheadline

Copy that deals with pain points or objections

Introduce your product:

Introductory Sentence

Your USP or unique framework

- Benefits
- Benefits
- Benefits

[insert testimonial]

Here's what you get:

Introductory Sentence

- Features
- Features
- Features

[insert testimonial]

Bonuses

BONUS #1:

BONUS #2.

Why You

Body copy and photo

What [name of program] will do for you

Summary statement

1. Xx
2. Xx
3. Xx

Who it's for / not for

Body copy

Add a guarantee [if you want]

[insert testimonials]

FAQS

Are you ready to [outcome]/[move from pain]. If so...

[call to action]