

TEMPLATE CTA Workbook

brought to you by



Instructions

Go to 'File -> Make a Copy' and save the copy to your own Drive. You will be able to edit the new document, but you are unable to edit the original template.

It is recommended to make a fresh copy of this document for each offer. You can get a fresh copy of the original template by subscribing at the link in the header above.

Any issues, comments, questions, or ideas, feel free to contact hello@stellarplatforms.com.

Table of Contents

- [Warm-Ups](#)
- [Copy Swipe](#)
- [Fill-in-the-Blanks](#)
- [Places to Post](#)
- [Reference](#)

CTA Copywriting Warm-ups

Service to Sell / Product to Promote

- TITLE

#1 MOST Compelling Reason to Buy

-

Problems and Pain Points

1. Write a list of at least 10
2. Problems this solves

Outcomes

1. Write a list of at least 10
2. Specific outcomes the customer will be able to achieve

Benefits

- Write a list of
- Changes in the customer's life

Features

- Write a list of
- Components of what you are selling

Potential Customers

1. Write a list of at least 10
2. People you know who would buy this

Copy Swipe

SEO Keywords

- Write a list of
- SEO keywords you could target or research

Headlines

- Write a list of
- Headlines you could use

Subject Lines

- Write a list of
- Subject lines you could use

Evergreen Promotion Formulas

If you want to OUTCOME, you need my FORMAT.
I'll share how to OUTCOME without NEGATIVE

Download It Today

--

Want to know how to OUTCOME? (Without NEGATIVE)

This week we want to show you the top 3 strategies for OUTCOME, OUTCOME, and OUTCOME...in just TIME.

You'll discover our FEATURE that will OUTCOME on NUMBER.

Click here to register for the training -> [LINK](#)

--

Here's two ways we can work together...

#1 - If you're looking to OUTCOME and want to see how we're helping people use our LEADMAGNET to BENEFIT, BENEFIT, and BENEFIT while TIME Click Here.

#2 - If you QUALIFICATION and want to OUTCOME by having my team and I create you a system to automatically OUTCOME, Click Here.

—

Download this free FORMAT and turn your TOPIC around

10 TOPIC Hacks: A Solid Cheat Sheet for OUTCOME

Finally, The OUTCOME That You've Always Wanted

9 out of 10 AVATARS Don't OUTCOME. Are you one of them? Get my Simple Secret For OUTCOME here: LINK

Want to OUTCOME? Let me show you exactly what to do. Get my TITLE: LINK

Fill-In-The-Blanks

Headline Formulas

- How To Permanently Stop PROBLEM
- OUTCOME in TIMEPERIOD
- We OUTCOME in TIME. Here's how:
- Free LEADMAGNET: Get OUTCOME in TIME
- Take Charge Of Your PROBLEM
- AVATAR Alert: The New TOPIC Scam To Avoid
- How safe is your TOPIC from THREAT?
- Make Your First AMOUNT In Just TIME
- X Must-Have FEATURES That Will OUTCOME
- Download this free FORMAT and turn your TOPIC around
- Save PRICE on PROGRAM before DATE

Subject Line Formulas

- X TOPIC Hacks: A Solid Cheat Sheet for OUTCOME
- BENEFIT, BENEFIT, BENEFIT. How OUTCOME?
- You are COMPARATIVE than you think
- Finally, The OUTCOME That You've Always Wanted
- 9 out of 10 AVATARS Don't OUTCOME. Are you one of them?
- My Simple Secret For OUTCOME
- Want to OUTCOME? Let me show you exactly what to do.
- X real reasons why other people joined PROGRAMTITLE

Ad Copy Formulas

- VERB NOUN GOAL
- VERB APPLICATION DIFFERENTIATOR
- You're tired of PROBLEM. But you want OUTCOME. So it's time for PRODUCT.
- Get The ADJECTIVE Power Of CATEGORY Without PROBLEM
- Here's The ADJECTIVE Way To OUTCOME
- We promise you this: OUTCOME Or CONSEQUENCE
- A FEATURE that will help you OUTCOME
- A simple step-by-step blueprint for a FEATURE that OUTCOME
- How to OUTCOME with AVATARS
- TITLE (PRICE) When you follow the instructions in this FORMAT, you can use it to OUTCOME within TIME. Even if PROBLEM.

- Want to know how to OUTCOME? (Without NEGATIVE)
- This is the roadmap for AVATARS who want to OUTCOME without NEGATIVE
- Discover the truth about TOPIC with this free guide

Button Copy

(To be used in place of 'Buy Now' or 'Click Here')

- >> Get Instant Access Here <<
- Click here to register for the training
- Not for me! / Sign me up!
- Add TITLE To My Cart For Only PRICE
- Get It Now
- Register Today
- Download It Today
- Get Your Free Resources
- Download Your Copy
- -> Join Now <-
- Get Instant Access To TITLE

Biography formulas

NAME is the TITLE of COMPANY. She is a ADJECTIVE and ADJECTIVE ROLE, ROLE and ROLE whose insight is grounded in over NUMBER years of experience as a successful ROLE, ROLE, and specialist in OUTCOME.

Known for her ADJECTIVE and ADJECTIVE style, NAME is a top-rated, sought-after PROFESSION for TOPIC, TOPIC, and TOPIC. Her audiences range from CLIENT to CLIENT and she is a DISTINCTION. She has ACCOMPLISHMENT.

Before her work with COMPANY, NAME spent TIME on EXPERIENCE, helping AVATARS to OUTCOME. Learning SIGNATUREOFFER changed her life, and the lives of all the AVATARS who want OUTCOME.

NAME is an award-winning TITLE and lives in LOCATION, with FAMILY.

Sales Page Section Formulas

Here are a few things in particular I can help you with...

- OUTCOME
- OUTCOME
- OUTCOME

Sound good? See something in that list you could use some help on?

Then come join me for...PROGRAM

--

PROGRAM is a strategic collection of simple ways that I've tested and proven over the last XNUMBER years to do the following:

- OUTCOME
- OUTCOME
- OUTCOME

--

PRODUCTTITLE

TIME & INVESTMENT

PARAGRAPH DESCRIPTION

APPLY BUTTON

Here's what you'll get:

- ICON
- FEATURE
- BENEFIT

--

If you want to...

OUTCOME

DESCRIPTION PARAGRAPH

I'll share how to OUTCOME without NEGATIVE

--

Want to know how to OUTCOME? (Without NEGATIVE)

This week we want to show you the top 3 strategies for OUTCOME, OUTCOME, and OUTCOME...in just TIME.

You'll discover our FEATURE that will OUTCOME on NUMBER.

Click here to register for the training -> [LINK](#)

--

Here's two ways we can work together...

#1 - If you're looking to OUTCOME and want to see how we're helping people use our LEADMAGNET to BENEFIT, BENEFIT, and BENEFIT while TIME Click Here.

#2 - If you QUALIFICATION and want to OUTCOME by having my team and I create you a system to automatically OUTCOME, Click Here.

--

If you want to...

OUTCOME

Get it done in a top-notch, professional manner

Avoid the trials, tribulations and risk of trying to do it yourself

Work with a proven team who has your best interests in mind and will personally guide you step-by-step to OUTCOME

Become the recognized authority (leader) in your niche

Stop the guesswork as to how you can easily, consistently and cost-effectively OUTCOME

Eliminate time, energy and resource draining marketing initiatives that don't work

And, make this happen fast!

Then click here to get started.

--

TITLE: OUTCOME That BENEFIT

This program is designed to teach you OUTCOME. With these secrets, you'll be able BENEFIT. This is one of the most effective ways to FEATURE, FEATURE, and FEATURE.

In this program, you'll discover the latest strategies on how to...

OUTCOME1

OUTCOME2

OUTCOME3

OUTCOME4

OUTCOME5

Value: \$PRICE

Join Now

--

FNAME, doors are now officially open to our PROGRAMTITLE 90-Day Training Program.
Hooray!

Over XXXX students have already used the TAGLINE that I used to OUTCOME, OUTCOME<
and OUTCOME.

And now the doors are open so you, too, can use TOPIC to BENEFIT in YEAR and beyond.

>> Click Now to get details & register for PROGRAMTITLE.

In my 90-Day LIVE Program you'll discover how to:

- BENEFIT
- BENEFIT
- BENEFIT
-
- OUTCOME
- OUTCOME
- OUTCOME
-
-

OUTCOME, OUTCOME, & OUTCOME. << Enroll now. Classes start soon.

Whether you're just starting out and want to OUTCOME...

Or you're a seasoned PROFESSION...

I'm going to pull back the curtain and share with you exactly how you can use TOPIC to OUTCOME.

Let's do this - together!

Brochure template

TITLE

TAGLINE

Are you ready to OUTCOME? If you are a AVATAR who wants to:

-BULLETS

Then you need PROGRAM. If you are ready to OUTCOME - then let's talk.

Why PROGRAM?

At its best, NICHE can be POSITIVEQUALITIES. At its worst, it can be NEGATIVEQUALITIES.

Knowing MODEL can be the difference between the two.

MODELIMAGE

VALUESTATEMENT

P2

OUTCOME in a way that's true to you, and OUTCOME.

Coaching with NAME will help you:

- OUTCOMEBULLETS

This program is for AVATARS who are QUALIFIERS, and who are ready to OUTCOME. This program is not for those who do not QUALIFIER.

TESTIMONIALS

Profile of NAME

TAGLINE, NAME's mission is to OUTCOME through PROGRAM. S/he helps AVATARS to OUTCOME.

NAME is a sought-after TITLE, TITLE, and TITLE. As the author of BOOK, s.he has expertise in TOPICS for AVATARS.

S/he works with AVATARS and AVATARS in INDUSTRIES. Clients appreciate NAME's QUALITY, QUALITY, and QUALITY for helping AVATARS achieve OUTCOME.

Places to Post

- Write a list of places you can
- Insert your CTAs, like
- Website footer
- Homepage hero section
- Hello Bar
- Welcome Mat
- Pop-up
- Blog Sidebar
- After each blog post
- Author bio
- About page
- Start Here page
- Social media bios
- Social media banners
- Email signature
- Email auto-reply message
- Newsletter footer
- Onboarding email autoresponder
- End of PDFs
- Thank You pages
- 404 page
- CTA page
- Podcast Outro
- YT Channel Description
- YT Video Description
- FB Page Tab
- Forum Bios

Reference

Links

- Paste the links to
- Purchase, access, and thank-you pages

Media Assets

- Paste the links to
- Images, media files, and videos

Working Documents

- Paste the links to
- Collaborative production documents shared with others

Color Palette

- Paste the [brand color palette](#) from Coolors.co here

About the Author

Hi, I'm Caelan Huntress.

I help experts and entrepreneurs set up smart marketing systems.

Connect with me on:

- [LinkedIn](#)
- [Twitter](#)
- [Facebook](#)
- [Instagram](#)
- [Medium](#)
- [DeSo](#)
- [YouTube](#)



I wrote a book called *Marketing Yourself*: MarketingYourselfBook.com

Talk to me about:

Speaking: My virtual presentations are dynamic: CaelanHuntress.com/Speaking

Coaching: For experts and entrepreneurs ready to grow: CaelanHuntress.com/Coaching

Marketing: I set up smart marketing systems: StellarPlatforms.com/Case-Studies

If you are growing an online business, review my [Recommended Resource List](#).

"Caelan has done a great job helping us focus in on our marketing message and building out the funnels, pages, and campaigns to drive revenue."

Testimonial



Andrew Mellen, CSP

CaelanHuntress.com

Interested in working with me? [Contact me through my website](#).