

Worksheet 5: Simple Copy Clarity Guide

Purpose: Write offers that guide instead of push

Order Bump Copy Template

Headline (answer: "Want help with what?"):

3 Benefit Bullets (what it does, not what it is):

- ---
- ---
- ---

Clear price statement:

"Add this for \$_____ today"

Quick check: (Yes/No)

- [] A beginner would understand this in 5 seconds
- [] It's clear how this helps the main offer
- [] No hype words, just helpful clarity

Upsell Page Simple Structure

Clear headline (the main benefit):

One sentence: What this is

One sentence: Who it's for

3-5 Benefit bullets:

- ---
- ---
- ---
- ---
- ---

Price and guarantee:

Button text:

"No thanks" text:

The Friend Test

Read your copy out loud. Would a friend immediately understand:

- [] What they're getting
- [] Why they might want it
- [] What it costs
- [] How to say yes or no

If any answer is no, simplify that section.