

Creator Landing Kit - Copy templates

Replace the brackets with your offer. Keep sentences short. Prefer plain words over marketing fluff.

Hero formulas

Headline A: Get [result] without [pain].

Headline B: [Offer] for [audience] who want [result].

Subtext: We help [audience] achieve [result] through [method].

Primary button: Book a free call / Get instant access / Start free.

Problem section

Open with the buyer's current frustration. Example: You already know what to sell. The hard part is turning visitors into enquiries without sounding pushy.

- â€¢ Name the pain in the buyer's words
- â€¢ Show the cost of waiting (lost leads, slow sales, weak brand)
- â€¢ End with a bridge sentence into your solution

Solution section

Explain your method in three steps. Example: 1) Clarify the offer. 2) Build a clean page. 3) Add one clear next step.

Pricing block

- â€¢ Plan name
- â€¢ Best for
- â€¢ Includes (3 to 5 lines)
- â€¢ Price and currency
- â€¢ Button label

Testimonial format

"[One or two sentences about the result.]"

- Name, Role / City

FAQ starters

- â€¢ How long does delivery take?

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â€¢ Can I use this for client work?

â€¢ What do I receive after purchase?

â€¢ Do you offer refunds?

â€¢ Is support included?

Tone checklist

☐ No slang that weakens trust

☐ No fake urgency

☐ No childish wording

☐ Claims match what the product actually delivers