

# Conversion Copywriting Worksheet

## 1) Offer & audience

Who this is for, their pain, desired outcome, and top objection.

**Who is this for?**

**Primary pain they feel today**

**Desired outcome in plain language**

**Top objection to buying now**

## 2) Positioning statement

Complete the scaffold, then rewrite naturally in your own voice.

### Mad-libs scaffold

### Final positioning sentence

### 3) Hero

Draft your headline options, subhead, and CTA pair.

**Headline options (write 3)**

**Hero subhead**

**Primary CTA**

**Secondary CTA**

## 4) Proof plan

List proof assets that reduce buyer risk.

**Client or partner logos to show**

**Metrics or outcomes you can state publicly**

**Quote snippets and who said them**

## 5) Body sections

Map features to benefits, then force the 'so what?' translation.

**Feature -> benefit mapping**

**"So what?" translation**

## 6) Objections

Pre-answer common friction in FAQ-style bullets.

**Top objections you hear**

**FAQ bullet answers**

## 7) CTA set

Write context-specific CTA variants for top, middle, and bottom sections.

### Hero CTA copy

### Mid-page CTA copy

### Bottom CTA copy

## 8) Polish pass

Final quality pass before publishing or sharing.

### Clarity check

### Specificity check

### One-idea-per-section check

### Mobile-first line-break check