



## **Fill-in-the-Blanks Swipe File for Sales Pages, Emails and other Promotional Materials**

### Headlines

\_\_\_\_\_ Ways to \_\_\_\_\_

\_\_\_\_\_ Ways to Avoid \_\_\_\_\_

\_\_\_\_\_ Reasons Why

\_\_\_\_\_ Steps to \_\_\_\_\_

\_\_\_\_\_ Hidden Secrets about \_\_\_\_\_ Revealed

\_\_\_\_\_ Little Known Ways

\_\_\_\_\_ - If You Only Expect the Best

Amazing \_\_\_\_\_ Breakthrough

Announcing the First \_\_\_\_\_

Announcing, \_\_\_\_\_

Are You \_\_\_\_\_?

Are You Embarrassed by \_\_\_\_\_?

Are You Fed up with \_\_\_\_\_?

Avoid These \_\_\_\_\_ Mistakes

Break Free with \_\_\_\_\_

Discover \_\_\_\_\_

Don't \_\_\_\_\_ until You \_\_\_\_\_

Don't Blank \_\_\_\_\_ without Reading This

Don't Buy \_\_\_\_\_ until You \_\_\_\_\_

Don't Take Another Chance with \_\_\_\_\_

Experience the Difference of \_\_\_\_\_

Exposed! \_\_\_\_\_

Finally, \_\_\_\_\_

Get Rid of \_\_\_\_\_, Once and for All

Give Me \_\_\_\_\_ And I'll \_\_\_\_\_

If You Don't \_\_\_\_\_, You'll Kick Yourself Later

Have a \_\_\_\_\_ You Can Be Proud Of

How \_\_\_\_\_ Made Me \_\_\_\_\_ and It Can Help You Too.

How a Complete Beginner \_\_\_\_\_

How Do You Turn a \_\_\_\_\_ into a \_\_\_\_\_?

How to \_\_\_\_\_ in/by \_\_\_\_\_

How to \_\_\_\_\_ in \_\_\_\_\_ Easy Steps

How to Improve \_\_\_\_\_

Imagine, \_\_\_\_\_

Imagine Yourself \_\_\_\_\_

It Pays to \_\_\_\_\_

Learn How to \_\_\_\_\_

Little Known Ways to \_\_\_\_\_

Now You Too Can Have \_\_\_\_\_

Put \_\_\_\_\_ to Work for You

See Just How Easy it is to \_\_\_\_\_

Take the Guesswork out of \_\_\_\_\_

The Best Kept Secret \_\_\_\_\_

The Easiest Way to \_\_\_\_\_

The Lazy [Insert type of person: Man's, Woman's, Homemaker's] Way to \_\_\_\_\_

The \_\_\_\_\_ of Your Dreams

The \_\_\_\_\_ You Always Wanted

The Next Best Thing to \_\_\_\_\_

The Perfect Alternative to \_\_\_\_\_

The Secret(s) to \_\_\_\_\_

The Healing Power of \_\_\_\_\_

The Truth about \_\_\_\_\_

Tired of \_\_\_\_\_?

Top \_\_\_\_\_ Reasons Why \_\_\_\_\_

Unlock the Secrets of \_\_\_\_\_

What You Need to Know about \_\_\_\_\_

Who Else Wants to \_\_\_\_\_?

You Don't Have to Be \_\_\_\_\_ to \_\_\_\_\_

Your \_\_\_\_\_ is in Serious Danger

## Power Words & Phrases

- #1 \_\_\_\_\_ recommended
- \_\_\_\_\_'s choice
- \_\_\_\_\_-resistant
- act now
- action steps
- action-oriented
- action-packed
- advanced
- all-in-one
- all-star lineup
- amazing
- at last
- at your fingertips
- attention
- automatic
- auto-pilot
- available 24 hours per day, 7 days per week
- available morning, noon and night

- behind the scenes
- blockbuster
- bonus
- boost
- breakout
- breakthrough
- bright
- brutally honest
- built for life
- built to last
- by popular demand
- change
- charter
- cheap
- comfort
- competitive
- complete
- conspiracy
- convenience
- craftsmanship
- create
- critically acclaimed
- destiny
- dramatically increase
- eager
- easy assembly
- easy care
- easy to understand
- easy-access
- easy-to-use
- empower
- endless possibilities
- energize
- exciting
- exclusive
- experience
- expertly crafted
- explode
- extra
- extraordinary
- eye-popping
- fact
- fabulous
- fabulous news
- finally
- fine-toothed comb
- first
- focus
- foremost
- free
- free delivery
- free shipping
- from scratch
- fully assembled
- good news
- grand opening
- great news
- guarantee
- guaranteed
- hands-free
- hard-hitting
- heavy duty
- helpless
- hidden
- high-profit
- hope
- hottest
- how to
- important
- improved
- In a hurry?
- increase
- incredible
- innovation
- inside
- insider
- instant
- instantly
- instrumental
- Introducing!
- Irresistible
- knockout
- laboratory tested
- last minute
- latest
- leap frog
- leave [them] eating your dust
- limited
- long-term
- love
- low-cost
- magnetic
- major breakthrough
- master

- maximize
- measurable results
- mind-blowing
- minimal work
- most trusted
- never-before-seen
- next level
- new
- newly discover
- no expertise required
- no obligation
- No problem!
- no strings attached
- no-holds-barred
- nonstop
- now
- on demand
- only
- off the charts
- official \_\_\_\_\_
- overcome
- pales in comparison
- paralyzed
- peace of mind
- perfect fit
- personal service
- powerful
- powerhouse
- premiere
- prestigious
- private
- profitable
- proven
- pull no punches
- quick
- quickly
- quickly and easily
- ready to ship
- real-world
- recognized
- reduced
- relief
- remarkably \_\_\_\_\_
- results
- responsive
- reveal
- revealed
- revealing
- riveting
- rush delivery
- satisfaction guaranteed
- save
- scientific
- secret
- secret weapon
- seize
- shocking
- shortcut
- shrewd
- simple
- sneak preview
- startling
- step-by-step
- surprising
- surrender
- taboo
- tested
- time-sensitive
- time-tested
- trade secret
- transform
- tricks
- true-to-life
- trust
- ultimate
- ultra-simple
- unbelievable
- uncovered
- understand
- unlimited
- unparalleled
- unrestricted
- unrivaled
- unsurpassed
- urgent
- vibrant
- vindication
- wanted
- we pay the tax
- without breaking the bank
- worldwide delivery
- yes

## Transitions

- A word of caution...
- And best of all...
- And most importantly...
- And remember...
- As you may already know...
- As you may have noticed...
- Aside from that, one thing's for sure...
- Back to what I was saying...
- Bear with me because...
- Before you forget...
- Bottom line is...
- But before you decide...
- But don't take my word for it...
- But if you're still not sure...
- But that's not all...
- Consider this...
- Could this be true?
- Fair enough?
- Follow me so far?
- For example...
- For instance...
- Get started right now with...
- Had enough...
- Here's exactly why...
- Here's the bottom line...
- Here's the next step...
- Here's what else...
- I can't stress this enough...
- I'll let you in on a little secret...
- I'm sure you'll understand...
- If that sounds good...
- It all comes down to...
- It's all included in the...
- In fact...
- In truth...
- Just imagine...
- Let me ask you this...
- Let me explain...
- Listen,...
- More importantly...
- Never again...
- Now, I know what you must be thinking...
- Now, I don't know about you...
- Now, tell me...
- Please, don't let this happening to you...
- Quite frankly...
- Reality is...
- Remember...
- Seriously,...
- Shocking, isn't it?
- Still not convinced?
- So what's next?
- Take a deep breath and relax...
- That's just the tip of the iceberg...
- The answer is yes...
- The best part is...
- The cold, hard truth is...
- The next step is...
- There's no doubt...
- Think about it...
- Today, more than ever...
- To prove it, here's...
- To top it off...
- Want proof?
- Well, I've got news for you...
- What's more...
- What's worse...
- What if you could...
- Why?
- You see...
- You're gonna love this...

## Call-to-Action

- “Buy Now” (but you can do much better than this – give them a reason to)
- “Call now \_\_\_\_\_”
- “Call today to reserve your space.”
- “Claim your free subscription.”
- “Claim your free trial.”
- “Click here \_\_\_\_\_”
- “Click here for a guided tour of our website.”
- “Click here to start your free trial.”
- “Do it today and avoid disappointment.”
- “Don’t waste another minute, get yours now.”
- “Download your free report.”
- “Get a free trial.”
- “If you found this article helpful, sign up for the XXXX newsletter to receive more weekly suggestions, guaranteed to XXXX.”
- “Sign up for your introductory \_\_\_\_\_”
- “Stop the vicious cycle and make a change now.”

### Words that might be used in your closing phrase:

- |           |            |
|-----------|------------|
| • Apply   | • Listen   |
| • Book    | • Order    |
| • Buy     | • Register |
| • Call    | • Reserve  |
| • Claim   | • Save     |
| • Click   | • Sign up  |
| • Contact | • Visit    |
| • Join    | • Watch    |

### Closing

- “If you’re ready for a change...”
- “If you’re tired of...”
- “It doesn’t matter if it’s the middle of the night on a Sunday...”
- “It will be the best \$XX you ever spent.” (use this if the price is one of the attractive things about your product)
- “It’s in your hands.”
- “Order now and see for yourself.”
- “The choice is yours.”
- “Today’s the day to finally make a change.”
- “We’re here to help. The next step is all up to you.”
- “You don’t have to suffer with XX, make a change today.”
- “You’ll be glad you did.”

- “You’re only moments away from [insert benefit]”

## Postscript / P.S.

- “Don’t forget...”
- “Don’t need the whole system, but are interested in \_\_\_\_?” (Make a downsell offer)
- “Every day that goes by...”
- “If it’s really time to make a change...”
- “If you act by...”
- “If you’re tired of...”
- “Order now and you’ll also receive \_\_\_\_\_.”
- “Remember you’re always...”
- “Still skeptical? \_\_\_\_\_”
- “Your satisfaction is always guaranteed or your money back.”

## Frequently Asked Questions / FAQ

- Is there a money-back guarantee?
- What is your return policy?
- How much is shipping?
- How quickly will the product be shipped?
- Why is your XX better than everyone else’s?
- What can I expect by purchasing XX?
- Can I get the product in another size/color/etc.?
- What type of support do you offer?
- What type of maintenance does XX require?
- Where can I get replacement parts?
- Any other questions that people often ask before buying.