

Copy Brief & Rewrite Kit

Turn a real offer into a clearer opening. Fill in the facts first; choose the formula second.

Use this with an offer you can actually deliver. The worked example at copyformula.com/proposal-copy-example/ is fictional and does not claim customer results.

1 Brief the offer

Who is the reader?

Name a person in a specific situation, not everyone who might buy.

What problem can they already recognize?

Use their plain language. Do not inflate the stakes.

What exactly does the buyer receive?

List the format, scope, and deliverables.

What is outside the offer?

Write exclusions or conditions that a buyer should know before acting.

What should they do next?

Match the call to action to the actual next screen or conversation.

Choose, draft, check

Use one structure for the page, then edit every sentence for clarity and truth.

2 Choose a structure

- ☐ AIDA: The reader needs the full story.
- ☐ PAS: The problem is already familiar.
- ☐ Before - After - Bridge: The deliverable is easy to picture.
- ☐ Feature - Advantage - Benefit: The draft is a list of specifications.
- ☐ Problem - Promise - Proof - Proposal: Trust and evidence are the main questions.
- ☐ Question - Answer - Action: The reader wants a direct answer.

3 Draft three headline angles

Deliverable first

What will the person get or make?

Process first

How does the offer help them get there?

Question first

What would the reader ask before deciding?

4 Check the claims

- ☐ Every result claim has evidence I can show.
- ☐ The price, scope, delivery, and exclusions match the actual offer.
- ☐ The button describes the action the next screen really takes.

Next: try the online headline worksheet at copyformula.com/headline-worksheet/. Keep this completed sheet with the draft so later edits stay tied to the offer.