

The Funnel Builder's Copy Toolkit

25 Proven Templates to Build Funnels That Convert

Stop guessing what to write. Start with copy that works.

Presented by TheSmartFunnel.com — Amplifying Your Message

SECTION 1 — Headline Formulas That Stop the Scroll

Seven proven formulas to write headlines that grab attention and pull readers into your funnel. For each formula: copy it, fill in the blanks, and test.

Formula 1 — The Number Formula

Why it works: Numbers are specific and scannable. The brain trusts data over vague claims and "7 ways" feels more achievable than "many ways."

Template:

[Number] [Ways / Strategies / Secrets / Mistakes / Hacks] to [Desired Outcome]
[Optional: in/by/without X]

Example — Product:

7 Email Subject Lines That Doubled Our Open Rate (Swipe and Use Them Today)

Example — Service:

9 Funnel Mistakes Killing Your Conversions — And How a Single Fix Changed Everything

Formula 2 — The How-To Formula

Why it works: "How to" is one of the most searched phrases online. It signals a clear promise of useful, actionable information — exactly what your audience wants.

Template:

How to [Achieve Desired Result] Without [Common Pain / Objection / Sacrifice]

Example — Product:

How to Write Landing Page Copy That Converts — Without Hiring a £2,000-a-Day Copywriter

Example — Service:

How to Build a 5-Step Email Funnel in 48 Hours Without Any Tech Experience

Formula 3 — The Curiosity Gap

Why it works: Humans are wired to close information gaps. This headline introduces a problem they didn't know they had — and they have to click to find out if they're guilty.

Template:

The [Surprising / Hidden / Common] [Mistake / Thing / Reason] That's [Negative Consequence] Your [Goal / Business / Result]

Example — Product:

The Copywriting Mistake That's Silently Killing Your Conversion Rate (Most Marketers Miss This)

Example — Service:

The Hidden Funnel Error That's Sending Your Warm Leads Straight to Your Competitors

Formula 4 — The Benefit-First Formula

Why it works: Lead with the result, then demolish the most common objection in the same breath. The reader sees the prize and has their excuse removed simultaneously.

Template:

[Specific Big Result] in [Realistic Timeframe] — Even If [Most Common Objection]

Example — Product:

Your First 100 Email Subscribers in 30 Days — Even If You're Starting From Zero

Example — Service:

A Fully Built Sales Funnel in One Week — Even If You've Never Written a Word of Copy Before

Formula 5 — The Social Proof Formula

Why it works: We follow what others have already done. A specific result attributed to a real person or persona is far more persuasive than a generic claim.

Template:

How [Specific Person / Type of Person] Got [Specific Result] Using [Method / Tool / System] — Without [Objection]

Example — Product:

How a Freelance VA Grew Her Email List to 3,000 in 60 Days Using One Simple Opt-In Formula

Example — Service:

How This Solo Coach Went From 12 to 847 Leads Per Month — Using a Funnel She Built on a Weekend

Formula 6 — The Question Formula

Why it works: A well-framed question puts the reader in the story and creates an immediate "that might be me" response. Self-identification drives clicks.

Template:

Are You Making These [Number] [Topic] Mistakes That [Negative Consequence]?

Example — Product:

Are You Making These 5 Opt-In Page Mistakes That Drive Visitors Away Before They Even Read Your Headline?

Example — Service:

Are You Making These 3 Email Sequence Mistakes That Are Training Your List to Ignore You?

Formula 7 — The Command Formula

Why it works: A direct, specific command cuts through noise. It respects the reader's intelligence, addresses a painful behaviour, and proposes an immediate alternative.

Template:

Stop [Specific Bad Behaviour / Costly Habit]. Start [Better Alternative] Instead.

Example — Product:

Stop Writing Fluffy Email Intros. Start With a Hook That Forces Them to Keep Reading Instead.

Example — Service:

Stop Sending Traffic to a Homepage. Start Building Funnels That Actually Capture Leads Instead.

SECTION 2 — Landing Page Copy Structure

Use this fill-in-the-blank template for any opt-in landing page — content upgrades, lead magnets, webinar sign-ups, or free resources.

Above the Fold

HEADLINE:

[Specific Result] — Even If [Most Common Objection]

Writing note: This is the single most important line on the page. Your visitor decides in 3 seconds whether to stay. Lead with what they get, not who you are.

SUB-HEADLINE:

[Who It's For] — Get the [Name of Freebie] That [Specific Transformation / Outcome] in [Timeframe / Simple Way]

Writing note: Qualify the reader immediately. The sub-headline should make the right person lean in and the wrong person self-select out — both outcomes are good.

PRIMARY CTA BUTTON:

Yes! Give Me [The Specific Thing] →

Writing note: Write the CTA in the first person ("give me", "send me", "show me"). It outperforms generic "download" or "subscribe" by a significant margin.

What You'll Get Section

SECTION HEADER:

Here's Exactly What's Inside [Name of Freebie]:

3-BULLET TEMPLATE:

- ✓ [Feature] so that you can [specific benefit] — without [common pain]
- ✓ [Feature] so that you can [specific benefit] — without [common pain]
- ✓ [Feature] so that you can [specific benefit] — without [common pain]

Writing note: Never list features alone. Always attach a "so that" benefit. The reader only cares what the feature does for them, not what it is.

EXAMPLE COMPLETED:

- ✓ 7 plug-and-play headline formulas so you can write scroll-stopping copy in under 5 minutes — without staring at a blank screen
- ✓ A complete 5-email welcome sequence template so you can onboard new subscribers automatically — without sounding like a corporate robot
- ✓ 8 CTA frameworks that have been tested across hundreds of funnels so you can stop guessing which button copy converts — without hiring a copywriter

Social Proof Block

TESTIMONIAL TEMPLATE:

"[Specific result the person achieved]. [Optional: timeframe]. [Why they recommend it / what made the difference]. I'd recommend [product/service] to any [target audience member]."

— [First Name Last Initial], [Job Title / Type of Business], [Optional: Location or Company]

Writing note: The most persuasive testimonials lead with a result, not an emotion. "I loved it" is weak. "We doubled our opt-in rate in 10 days" is powerful.

EXAMPLE:

"I downloaded the toolkit expecting another fluffy PDF. Instead I had my opt-in page rewritten and live by the next morning — and my conversion rate went from 12% to 31% in two weeks. This is the practical tool I wish I'd had two years ago."

— Sarah M., Freelance Marketing Consultant, Manchester

Second CTA

REMINDER HEADLINE:

Ready to [Achieve the Main Desired Outcome]?

SUPPORTING LINE:

Join [X] [marketers / business owners / entrepreneurs] who already use these templates to [specific result]. It's completely free.

CTA BUTTON:

Send Me the Toolkit →

Writing note: The second CTA should mirror — not repeat word-for-word — the first. Reinforce social proof with a number if you have one. Remind them it's free (if it is). Remove any last resistance.

SECTION 3 — 5-Email Welcome Sequence Templates

Your welcome sequence is the highest-read email series you'll ever send. Use these templates to build trust, deliver value, and prime your list for your offers — without sounding like a newsletter robot.

Email 1 (Day 0) — Welcome + Deliver the Freebie

Subject line options:

- Your Funnel Copy Toolkit is here ☐
- Here's what you asked for (+ one thing to do right now)
- Your download is ready — start here

BODY:

Hi [First Name],

You're in. Here's your copy of **The Funnel Builder's Copy Toolkit**:

☐ [DOWNLOAD LINK]

Inside you'll find 25 templates covering headlines, landing pages, email sequences, CTAs, and ad copy — everything you need to write copy that actually converts.

One suggestion: Don't just read it. Open Section 1 and rewrite one headline on your website before the week is out. Even a small improvement compounds.

Over the next few days I'll share a few extra ideas that go beyond the toolkit — things I've seen work across hundreds of funnels.

Watch for my next email tomorrow.

Talk soon, [Your Name] TheSmartFunnel.com

P.S. If the link doesn't work, reply to this email and I'll send it straight to you.

Email 2 (Day 1) — The Backstory / Why We Built TSF

Subject line options:

- Why I almost quit (honest story)
- The funnel that changed everything for us
- Here's why TheSmartFunnel.com exists

BODY:

Hi [First Name],

When I first started trying to build funnels, I made every mistake in the book.

Wrong tools. Confusing copy. Opt-in pages that got traffic and nothing else.

I spent months reading blog posts that told me what a funnel *was* but never how to *write* one that actually worked. The copy advice was always either too vague ("be authentic!") or too expensive (hire a copywriter at £150/hour).

So I started testing everything myself.

What worked. What flopped. What moved the needle and what was just busy work.

TheSmartFunnel.com is where I share what I found — without the fluff or the thousand-pound price tag.

That toolkit you downloaded? That's the shortcut I wish I'd had at the start.

Tomorrow I'm going to share a quick win you can implement in under 30 minutes. It's small, but it's the kind of thing that tends to change conversion rates noticeably.

Talk soon, [Your Name]

Email 3 (Day 3) — Quick Win: One Actionable Tip

Subject line options:

- Try this before Friday (5-minute funnel fix)
- One change that lifted our opt-in rate by 40%
- The smallest thing with the biggest impact

BODY:

Hi [First Name],

Quick one today — this tip takes under five minutes to apply and it works almost every time.

Rewrite your CTA button copy in the first person.

Instead of: *Download Now* Try: *Yes! Send Me the Toolkit* →

Instead of: *Subscribe* Try: *Get My Free Training* →

Instead of: *Buy Now* Try: *Give Me Instant Access* →

First-person CTAs consistently outperform generic alternatives because they put the reader in the action. They're not clicking a button — they're making a decision.

Test it on any page or email you're running this week and see what happens.

(Section 4 of your toolkit covers eight full CTA frameworks — worth a re-read with this in mind.)

More on Thursday.

[Your Name]

Email 4 (Day 5) — The Common Mistake

Subject line options:

- The mistake that tanks most funnels (are you making it?)
- Why your funnel is leaking leads (and how to fix it)
- Most funnel copy fails here — here's why

BODY:

Hi [First Name],

The most common funnel mistake I see isn't bad copy.

It's copy that's about the *seller* instead of the *buyer*.

Look at most opt-in pages and you'll see headlines like:

"Welcome to [Brand Name]'s Free Resource Library"

Or landing pages that lead with: *"We help businesses grow through..."*

The reader doesn't care. They showed up with one question: **What's in it for me?**

Every headline, bullet, and CTA needs to answer that question. Lead with the result *they* get. Lead with the problem *they* have. Make them the hero of the story — not your brand.

Go back to any page in your funnel right now. Count how many times the copy says "we", "our", or your brand name — versus "you" and "your".

That ratio tells you everything.

Tomorrow I'll point you toward one resource that'll help you shift this across your whole funnel quickly.

[Your Name]

Email 5 (Day 7) — Soft Pitch

Subject line options:

- The next step (if you're ready)
- Want us to build this with you?
- One way we can help (no pressure)

BODY:

Hi [First Name],

This is email five in your welcome sequence — which means you've had the toolkit for a week.

Quick question: have you applied any of it?

If yes — brilliant. Keep going. The compounding effect of small, consistent copy improvements is real.

If not — that's normal. The gap between "this looks useful" and "I actually did it" is where most funnel potential dies.

If you'd like a shortcut, here's one option:

[Resource / Offer Name] — [one-sentence description of what it is and who it's for].

It's [price / free / a short course / a done-with-you programme] and it's designed to take you from where the toolkit leaves off.

[CTA: → Check it out here]

No pressure. The toolkit gives you everything you need to do this yourself. But if you'd rather move faster or work with someone who's done it before — that's what we're here for.

Either way, I'll keep sharing practical ideas in these emails.

Talk soon, [Your Name]

P.S. Hit reply and tell me: what's the single biggest challenge you're facing with your funnel right now? I read every response.

SECTION 4 — CTA Formulas That Convert

Your call-to-action is the moment of decision. These eight frameworks give you a starting point for every CTA in your funnel — button copy, email links, ad endings, and landing page sign-ups.

For each formula: three variations are provided. Adapt them to your specific offer.

Formula 1 — Benefit CTA

Framework: Lead with the specific outcome the click delivers.

Template: Get [Specific Result / Thing They Want]

Variations:

1. Get My Conversion-Ready Funnel
 2. Get Instant Access to All 25 Templates
 3. Get the Headline Formula That Stops the Scroll
-

Formula 2 — Free Offer CTA

Framework: Lead with "free" when the offer costs nothing. Simple, clear, and still one of the highest-converting words in English.

Template: Download Free [Specific Resource]

Variations:

1. Download Free: The Copy Toolkit
 2. Get Your Free Funnel Audit
 3. Grab the Free 5-Email Sequence Template
-

Formula 3 — Curiosity CTA

Framework: Create a sense of discovery without revealing what's on the other side. Works well for content-led magnets.

Template: Show Me [How / The / What]

Variations:

1. Show Me How to Fix My Funnel
 2. Show Me the Templates
 3. Show Me What I'm Missing
-

Formula 4 — Ownership CTA

Framework: Write as if the thing already belongs to the reader — they're just claiming it.

Template: Give Me My [Specific Thing]

Variations:

1. Give Me My Free Toolkit →
 2. Claim My Copy Now
 3. Send Me My Welcome Sequence Templates
-

Formula 5 — Speed CTA

Framework: Reduce perceived time-to-result. Especially powerful when your offer genuinely delivers fast.

Template: Start [Getting Result] in [Short Timeframe]

Variations:

1. Start Building in 60 Seconds
 2. Launch My Funnel Today
 3. Get Results This Week — Start Here
-

Formula 6 — Risk-Reversal CTA

Framework: Remove the fear of commitment before the click happens. Works best for trials, freemiums, or paid products with a guarantee.

Template: Try [Product] Free — [Remove Risk Statement]

Variations:

1. Try It Free — No Credit Card Needed
 2. Start Free — Cancel Any Time, No Questions Asked
 3. Get Full Access — 14-Day Money-Back Guarantee
-

Formula 7 — FOMO CTA

Framework: Introduce scarcity or social momentum to prompt action. Use honestly — manufactured scarcity erodes trust fast.

Template: Claim [Limited Thing] Now

Variations:

1. Claim Your Spot — Limited Places
 2. Join 2,400 Marketers — Download Now
 3. Grab Your Copy Before This Offer Closes
-

Formula 8 — Question CTA

Framework: Turn the CTA into a micro-commitment question. The reader answers "yes" in their head before clicking — which increases follow-through.

Template: Ready to [Achieve Main Desired Outcome]?

Variations:

1. Ready to Build a Funnel That Actually Converts?
 2. Ready to Stop Guessing and Start Testing?
 3. Want Copy That Works? Start Here →
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SECTION 5 — 3 Ad Copy Frameworks

Great ad copy isn't about being clever. It's about structure. These three frameworks have powered everything from Facebook ads to Google search copy for decades. Master them and you'll never stare at a blank ad account again.

Framework 1 — AIDA

Stands for: Attention → Interest → Desire → Action

When to use: Cold traffic awareness ads, Facebook/Instagram ads, YouTube pre-roll, display advertising. Works best when you have 150+ words to work with.

Stage	Purpose	Question It Answers
Attention	Stop the scroll	"Why should I look at this?"
Interest	Draw them in	"Is this relevant to me?"
Desire	Build want	"Do I want what this offers?"
Action	Trigger the click	"What do I do next?"

Fill-In-The-Blank Template:

[ATTENTION — bold, disruptive opening line that speaks to a pain or aspiration]

[INTEREST — 1-2 sentences that draw the reader in by connecting the attention hook to their situation]

[DESIRE — what they'll get / what changes for them / how their life looks after taking action]

[ACTION — single, clear CTA with a reason to act now]

Completed Example (Lead Magnet Ad):

Attention: You don't have a traffic problem. You have a copy problem.

Interest: Most funnels that fail convert less than 5% of visitors — not because the audience is wrong, but because the words on the page are. If people are landing and leaving, the copy is the issue.

Desire: The Funnel Builder's Copy Toolkit gives you 25 proven templates — headlines, CTAs, email sequences, ad frameworks — so you can rewrite any funnel page in under an hour and start capturing the leads already visiting your site.

Action: Download it free today → [\[Link\]](#)

Framework 2 — PAS

Stands for: Problem → Agitation → Solution

When to use: Highly targeted ads to warm or aware audiences, email copy, landing pages. The most emotionally direct of the three frameworks — use when you know your audience's pain intimately.

Stage	Purpose	Question It Answers
Problem	Name the pain	"You understand what I'm dealing with?"
Agitation	Twist the knife (ethically)	"This IS a big deal, isn't it?"
Solution	Offer the relief	"Oh — that would fix it."

Fill-In-The-Blank Template:

[PROBLEM — name the specific pain clearly, in the reader's own language]

[AGITATION — show the consequences of the problem continuing; make the stakes real without being manipulative]

[SOLUTION — introduce your offer as the logical, inevitable fix]

Completed Example (Opt-In Page Ad):

Problem: You're sending traffic to your funnel and watching it disappear.

Agitation: Every visitor who lands and leaves is a lead you paid for — in ad spend, in time, in content. That "5% conversion rate" isn't just a metric. It means 95 out of every 100

people chose to go elsewhere. If the copy doesn't stop them in the first three seconds, nothing else matters.

Solution: The Funnel Builder's Copy Toolkit gives you 25 tested templates — so you can fix your headlines, CTAs, and opt-in pages today, without guessing what to write. Free download at TheSmartFunnel.com.

Framework 3 — BAB

Stands for: Before → After → Bridge

When to use: Transformation-led ads, testimonial-style copy, video scripts, and any campaign where you want the reader to picture themselves on the other side of your offer. Works especially well on Instagram and in email.

Stage	Purpose	Question It Answers
Before	Mirror their current state	"This is where I am right now."
After	Paint the future state	"That's where I want to be."
Bridge	Show the path between	"And that's how I get there."

Fill-In-The-Blank Template:

[BEFORE — describe their current frustrating / stuck / painful reality in vivid, specific terms]

[AFTER — describe the specific, desirable outcome they could have instead; make it tangible and real]

[BRIDGE — introduce your offer as the method that gets them from Before to After]

Completed Example (Cold Traffic Facebook Ad):

Before: Right now your funnel has a leak you can't see. Traffic is coming in. Leads aren't coming out. You've tested the offer. You've changed the image. But the opt-in rate stays stuck, and you still can't figure out what's broken.

After: Imagine opening your dashboard on Monday and seeing double the opt-ins from last week — without changing a single thing about your targeting. Just better words in the

right places.

Bridge: That's what the right copy framework does. The Funnel Builder's Copy Toolkit gives you 25 proven templates — including the headline formulas, landing page structure, and CTA frameworks that consistent 20–40% conversion rates are built on. Download it free at TheSmartFunnel.com.

ABOUT THE SMART FUNNEL

TheSmartFunnel.com is a content-led platform for online marketers, entrepreneurs, and small business owners who want to build funnels that actually convert. We publish in-depth articles, practical guides, and proven templates — all focused on one thing: amplifying your message so the right people find you, trust you, and buy from you.

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