



GREAT COPY EXAMPLES

By @katiepaigeagency

Check each one of these out individually, & you'll see what Kallie means by these amazing examples,

- ▼ Blogs - *The Bucketlist Bombshells* use consistent blogging to reach their target audience. They cover a variety of different business & wellness topics that bring their readers value.
- ▼ Website Copy - Check out *BossBabe's* stellar website! You get a clear sense of who they are & who they serve. Everything you need to know is right there for you!
 - ▼ Email Marketing - Subscribe to *The Seaworthy Stew's* newsletters & see her warm welcome email! She has a great email sequence to introduce her course and follow-up emails sent to check-in after purchase!
 - ▼ Social Media Captions - *The Local Foreigner* Instagram combines aesthetics with relatable & reader-focused captions. Aesthetics might be the first thing your readers see, but they'll follow along for the value you provide them.
- ▼ Landing Pages (single-purpose pages; sales page, join an email list, course page) - *Jenna Kutcher's* Instagram Lab Landing Page is a long one, but it devotes every word to easing the fears of potential customers & making sure when asked if they want to invest in the course, their answer is a "hell, yes!"
 - ▼ Opt-ins - *The Seaworthy Stew's opt-ins* are well crafted & packed with value. You "opt-in" to her email list & you get a free bonus out of the deal.
 - ▼ Product Descriptions - The product description for *Hula Wellness's* Hula Loops make you want to add them to your cart ASAP.

Any questions?
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