

# 50 Proven Copywriting Templates - Plug and Play Copy That Converts

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## **50 Proven Copywriting Templates: Plug-and-Play Copy That Converts**

This isn't just a list of copywriting formulas — it's a toolkit to help you write faster, sound more confident, and connect with your audience without second-guessing every word. Whether you're writing an email, a headline, or a social media caption, these templates are here to guide you.

You don't need to be a professional copywriter to use them. Just pick a template, tweak the language to fit your voice, and get it out into the world.

### **How to Use This Toolkit**

- Start by choosing the section that fits what you're working on (headline, email, sales page, etc.)
- Read through the templates — highlight a few you like
- Swap in your topic, product, or offer where prompted
- Test it out! Post it, email it, publish it — then pay attention to what gets clicks or engagement

Don't worry about "sounding perfect." Focus on sounding real. The more you use these, the faster and easier it gets.

### **1. Headline Templates (10)**

Your headline is your first impression — it needs to grab attention fast. These work well for blog posts, emails, landing pages, and even video titles.

1. What No One Tells You About [Common Topic]
2. Struggling With [Problem]? Here's What to Do First
3. [Number] Ways to [Achieve Result] Without [Pain Point]
4. How I Went From [Before] to [After] in [Timeframe]
5. The Real Reason [Audience] Struggle With [Problem]
6. Stop [Frustrating Activity] — Do This Instead

7. [Number] [Adjective] Tips to [Result] Fast
8. Want [Big Result]? Here's the First Step
9. [Number] Mistakes to Avoid If You Want [Outcome]
10. The [Number]-Word Sentence That Changed Everything For Me

## **2. Email Opening Lines (10)**

These lines help you start emails naturally and draw your reader in without sounding like a robot.

11. Ever feel like you're doing everything right and still not seeing results?
12. I wasn't sure if I should share this story, but here goes...
13. Quick tip that saved me hours last week...
14. I made a mistake. Here's what I learned.
15. Let me ask you something:
16. If you're feeling stuck, this might help.
17. Can I be honest about something?
18. This almost made me quit [thing].
19. I used to think [myth] was true. I was wrong.
20. Before you give up on [goal], try this.

## **3. Call-to-Action (CTA) Templates (10)**

CTAs don't have to be pushy. These prompt action while keeping things conversational.

21. Ready to give it a try? Click here.
22. Want to see how it works? Take a look.

- 23. Download your copy and start now.
- 24. Get instant access and dive in today.
- 25. Learn more about what's inside.
- 26. Let's get started — here's the next step.
- 27. Need help deciding? Here's what to know.
- 28. See if this feels like the right fit.
- 29. Join the list and stay in the loop.
- 30. Hit reply if you've got questions.

#### **4. Social Media Captions (10)**

Use these to create quick, engaging posts that stop the scroll and encourage interaction.

- 31. You don't need more time. You need better words. Here's how I learned that the hard way:
- 32. What's one piece of advice you wish you had when you started [topic]?
- 33. Just a reminder that messy action > perfect plans.
- 34. Let me show you what most people get wrong about [topic]...
- 35. True or false: [Insert bold opinion here]
- 36. Screenshot this if you need the reminder today:
- 37. This changed the game for me: [quick tip or story]
- 38. Don't make the mistake I did. Here's what I learned:
- 39. If I had to start from scratch, I'd do this first:
- 40. A little tough love for anyone who needs it:

## 5. Sales Page Prompts (10)

Use these when writing longer-form copy for a sales page or landing page. They help you transition naturally, build value, and guide the reader toward action.

41. Imagine this: [Describe dream scenario your offer helps create]

42. If you're here, you're probably tired of [frustrating problem]

43. What if it didn't have to be so complicated?

44. You're not the only one — most people struggle with this too.

45. That's exactly why I created [offer name].

46. Let's walk through how it works.

47. Here's what you'll learn inside.

48. Still on the fence? Here's what others have said.

49. This isn't for everyone. But if it's for you, you'll know.

50. If you're ready, here's where to begin.

**Final Tip:** Use these templates to get started, but don't feel boxed in by them. Once you get into the rhythm of writing, you'll start adapting, combining, and creating your own versions naturally. That's when you know your copywriting confidence is kicking in.

You've got this.