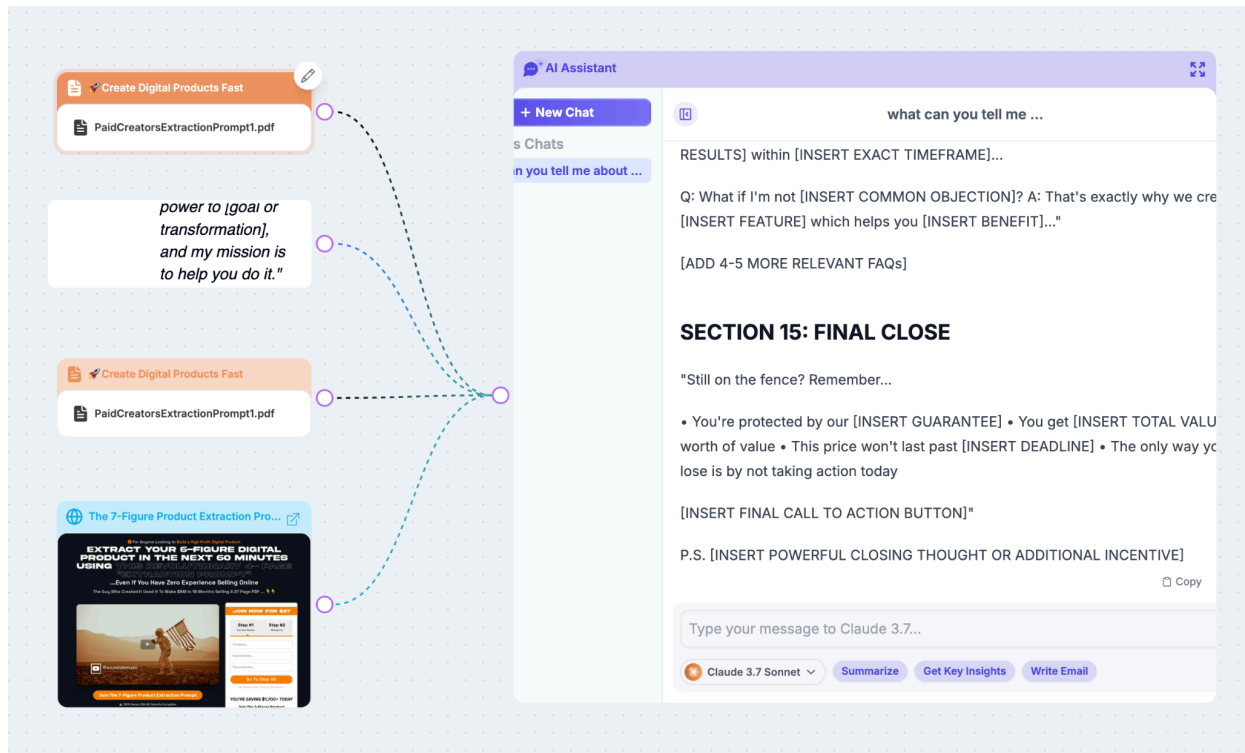**Using the Fill In The Blank Sales Page:**

This document can be used in ANY AI and is intended to be used by taking the document/ pasting it into your AI and teaching it about your product. It can then take your product details, your story, and create a sales page.

Personally, I use GetPoppy and this is how my board would look:

What I did in this board was uploaded my sales page, the fill in the blank sales page, the "Marketing Knowledge Base" and I upload a list of my product Offer stack and my Hero's Journey. Once it has that, I can then have it create a sales page for me.

The reason that I love GetPoppy for this is because I can teach it basically. Based on what I want to put into it, it will learn and use that data. You get to use this sheet to teach Poppy what to do and that's how we've built this. If you are using GPT or Claude directly it's a little less linear.

Being able to teach your own AI is incredible.

Ok, that's it… now go use the sales page!

SECTION 1: HEADER SECTION "Want To [INSERT DESIRED OUTCOME] Without [INSERT BIGGEST OBSTACLE]?"

"New [INSERT PRODUCT TYPE] Shows [INSERT NUMBER] Virtually Unknown Secrets To [INSERT MAIN BENEFIT] In Just [INSERT TIME FRAME]..."

[PROMISE] [TIMEFRAME] [MECHANISM] [OBJECTION CRUSHER]

Example: "Extract Your 6-Figure Digital Product [PROMISE] In The Next 60 Minutes [TIMEFRAME] Using This Revolutionary 4-Page AI Prompt Developed By A Multi-8 Figure Digital Creator[MECHANISM] ...Even If You've Never Created A Product Before" [OBJECTION CRUSHER]

Headline Formats:

 SECTION 2: HEADER SECTION

There are two types of [TARGET AUDIENCE]: those who [NEGATIVE BEHAVIOR/OUTCOME], and those who [POSITIVE BEHAVIOR/OUTCOME]...

"Want To [INSERT DESIRED OUTCOME] Without [INSERT BIGGEST OBSTACLE]?"

"The Counterintuitive [PRODUCT TYPE] That [SURPRISING RESULT] Even When [COMMON OBSTACLE]"

"New [INSERT PRODUCT TYPE] Shows [INSERT SPECIFIC NUMBER, e.g., 7, not "several"] Virtually Unknown Secrets To [INSERT MAIN BENEFIT with SPECIFIC RESULT] In Just [INSERT EXACT TIME FRAME, e.g., 57 minutes, not "about an hour"]..."

[PROMISE] [TIMEFRAME] [MECHANISM] [OBJECTION CRUSHER]

Example: "Extract Your 6-Figure Digital Product [PROMISE] In The Next 57 Minutes [TIMEFRAME] Using This Revolutionary 4-Page AI Prompt Developed By A Multi-8 Figure Digital Creator [MECHANISM] ...Even If You've Never Created A Product Before" [OBJECTION CRUSHER]

 SECTION 3: CREDIBILITY BAR (optional)

"Trusted By:" [INSERT 4-6 RELEVANT LOGOS OR CREDENTIALS]

 SECTION 4: PROBLEM AGITATION

"If you're like most [INSERT TARGET MARKET], you're probably sick and tired of... And if nothing changes, 6 months from now you'll still be [NEGATIVE FUTURE OUTCOME]."

Let me show you what I mean...

❌ Right now, you're probably:

- Struggling to [INSERT SPECIFIC PAIN POINT], even though you know you have value to share

- Watching others [INSERT COMPETITOR SUCCESS] while you [INSERT CURRENT SITUATION]

- Feeling overwhelmed by [INSERT INDUSTRY COMPLEXITY]

- Worried that [INSERT BIGGEST FEAR]

- Frustrated because [INSERT COMMON FRUSTRATION]

Every day you continue [NEGATIVE BEHAVIOR], you're losing approximately [SPECIFIC LOSS - time, money, opportunity].

And the worst part?

Every day that goes by, [INSERT CONSEQUENCE OF INACTION] while [INSERT WHAT COMPETITORS ARE DOING].

Right now you're experiencing [PAINFUL CURRENT STATE]. Imagine instead [IDEAL FUTURE STATE].

SECTION 5: OPPORTUNITY WINDOW

"But right now, we're living in the BIGGEST [INSERT INDUSTRY] opportunity window in history... This window is closing because [SPECIFIC REASON FOR MARKET TIMING LIMITATION]."

Here's why:

• [INSERT NEW TECHNOLOGY/TREND] has changed everything

• Most people are still [INSERT OLD METHOD]

• Those who understand [INSERT NEW METHOD] are [INSERT POSITIVE OUTCOME]

• This creates an UNPRECEDENTED advantage for those who [INSERT ACTION]

Those who don't take advantage of this window will miss out on [SPECIFIC OPPORTUNITIES] while watching others [SPECIFIC SUCCESS OUTCOMES].

But this window won't stay open forever...

SECTION 6: STORY/CREDIBILITY

"WARNING: What I'm about to share might contradict everything you've been taught about [INDUSTRY/TOPIC]..."

"From: [YOUR NAME]

Location: [YOUR LOCATION]

If you're reading this, then chances are you [INSERT COMMON SITUATION]. I know exactly how you feel because [INSERT YOUR STORY].

Back in [EXACT YEAR], I was [INSERT PREVIOUS SITUATION].

• I tried [COMMON SOLUTION 1]

• I invested in [COMMON SOLUTION 2]

• I even [EXTREME MEASURE]

My biggest struggle was [SPECIFIC CHALLENGE]. I felt [EMOTIONAL RESPONSE] when [DIFFICULT SITUATION].

Then something changed...

While [WHAT YOU WERE DOING], I discovered [INITIAL INSIGHT].

It hit me like a ton of bricks - what if I could [YOUR IDEA]?

I started experimenting with [SOLUTION] and created a simple [TYPE OF PRODUCT].

The results shocked me…

In just [EXACT TIMEFRAME], that simple [PRODUCT TYPE]:

• Generated exactly [SPECIFIC REVENUE FIGURE]

• Helped precisely [EXACT NUMBER] people achieve [SPECIFIC RESULT]

• Created [EXACT RESULT]

But here's what really blew my mind...

I realized I could use [NEW TECHNOLOGY/METHOD] to help others do the same thing - without [COMMON OBSTACLE].

Since then, I've refined this into a simple [NUMBER]-page prompt that:

• Creates products in under [EXACT TIMEFRAME]

• Works in any niche

• Requires zero [COMMON REQUIREMENT]

Now, for the first time ever, I'm sharing this exact system..."

 SECTION 7: SOLUTION INTRODUCTION

"Before I reveal the full system, take 10 seconds to imagine [POSITIVE OUTCOME]. How would that change your daily life?"

"Introducing [PRODUCT NAME]: The [INSERT NUMBER]-[INSERT FORMAT] System That [INSERT MAIN BENEFIT] In Just [INSERT TIMEFRAME]..."

Picture yourself [SPECIFIC POSITIVE SCENARIO] after using [PRODUCT NAME] for just [SHORT TIMEFRAME].

This isn't just another [INSERT COMMON SOLUTION]. This is a PROVEN [INSERT PRODUCT TYPE] that:

• [INSERT UNIQUE BENEFIT 1]

• [INSERT UNIQUE BENEFIT 2]

• [INSERT UNIQUE BENEFIT 3]

 SECTION 8: PROOF SECTION

"Don't just take my word for it...

In just [INSERT EXACT TIMEFRAME]:

• I generated exactly [INSERT SPECIFIC REVENUE]

• Created precisely [INSERT SPECIFIC RESULT]

• Helped exactly [INSERT EXACT NUMBER] people achieve [INSERT OUTCOME]

And I'm not the only one..."

[INSERT 3 TESTIMONIAL PLACEHOLDERS WITH SPECIFIC RESULTS]

 SECTION 9: WHAT YOU GET SECTION

"Here's EVERYTHING You Get When You Join [PRODUCT NAME] Today:

THE CORE SYSTEM:

Component 1: The [INSERT MAIN PRODUCT NAME] ($[INSERT VALUE] Value)

• [PRIMARY BENEFIT]: This alone would be worth [SPECIFIC VALUE] because [REASON]

• [SECONDARY BENEFIT]: Most people would pay [SPECIFIC VALUE] just for this because [REASON]

• [TERTIARY BENEFIT]: Others charge [SPECIFIC VALUE] for something similar because [REASON]

THE IMPLEMENTATION TOOLS:

Component 2: [INSERT COMPONENT NAME] ($[INSERT VALUE] Value)

• [PRIMARY BENEFIT]: This alone would be worth [SPECIFIC VALUE] because [REASON]

• [SECONDARY BENEFIT]: Most people would pay [SPECIFIC VALUE] just for this because [REASON]

• [TERTIARY BENEFIT]: Others charge [SPECIFIC VALUE] for something similar because [REASON]

THE ACCELERATION RESOURCES:

Component 3: [INSERT COMPONENT NAME] ($[INSERT VALUE] Value)

• [PRIMARY BENEFIT]: This alone would be worth [SPECIFIC VALUE] because [REASON]

• [SECONDARY BENEFIT]: Most people would pay [SPECIFIC VALUE] just for this because [REASON]

• [TERTIARY BENEFIT]: Others charge [SPECIFIC VALUE] for something similar because [REASON]"

[CONTINUE FOR EACH COMPONENT]

SECTION 10: BONUS STACK

"Order In The Next [INSERT TIMEFRAME] And You'll Also Get:

FAST-ACTION BONUS #1: [INSERT BONUS NAME] ($[INSERT VALUE] Value)

• [INSERT BENEFIT 1]

• [INSERT BENEFIT 2]

• [INSERT BENEFIT 3]"

[CONTINUE FOR EACH BONUS]

SECTION 10: PRICE STACK

"Option 1 (Most Popular): Complete [PRODUCT NAME] System - $[PRICE]

Option 2: [PRODUCT NAME] System + [PREMIUM ADD-ON] - $[HIGHER PRICE]

Option 3: [PRODUCT NAME] System + [PREMIUM ADD-ON] + [ADDITIONAL PREMIUM ADD-ON] - $[HIGHEST PRICE]

Total Real-World Value: $[INSERT TOTAL VALUE]

Normal Price: $[INSERT REGULAR PRICE]

Today's Special Price: $[INSERT OFFER PRICE]

That's just [PRICE DIVIDED BY 30] per day - less than [COMMON SMALL PURCHASE]

You Save: $[INSERT SAVINGS AMOUNT]"

SECTION 11: GUARANTEE/RISK REVERSAL

"My '[INSERT GUARANTEE NAME]' Promise:

If you don't [INSERT VERY SPECIFIC, MEASURABLE OUTCOME] in [INSERT EXACT TIMEFRAME], just send one email to [SPECIFIC EMAIL ADDRESS] with subject line '[EXACT SUBJECT LINE]' and I'll process your refund within [EXACT TIMEFRAME] with no questions asked.

This means I'm taking ALL the risk here. The only way you can lose is by not trying this today.

No questions asked. No hard feelings."

 SECTION 12: URGENCY/SCARCITY

"WARNING: This Offer Expires When [INSERT SCARCITY TRIGGER]

Here's why this is urgent:

• [INSERT REASON 1]

• [INSERT REASON 2]

• [INSERT REASON 3]"

 SECTION 13: FINAL CTA

"You now stand at a crossroads:

Path 1: Continue [NEGATIVE CURRENT BEHAVIOR] and still be facing [NEGATIVE OUTCOME] six months from now.

Path 2: Join [PRODUCT NAME] today and [POSITIVE OUTCOME] as soon as [SHORT TIMEFRAME].

The choice is yours.

Here's What To Do Next...

Step 1: Notice how easily you can click the [INSERT BUTTON COLOR] button below

Step 2: Feel confident as you fill in your [INSERT REQUIRED INFO]

Step 3: Get excited as you gain instant access to [INSERT DELIVERABLE]

In just 2 minutes from now, you'll be [FIRST POSITIVE OUTCOME]. By this time tomorrow, you could be [SIGNIFICANT POSITIVE OUTCOME].

[INSERT CALL TO ACTION BUTTON]"

SECTION 14: FAQ SECTION

"Frequently Asked Questions:

Q: Who is this for?

A: [PRODUCT NAME] is perfect for [INSERT IDEAL CUSTOMER] who want to [INSERT DESIRED OUTCOME]...

Q: How long will it take to see results?

A: Most people start seeing [INSERT INITIAL RESULTS] within [INSERT EXACT TIMEFRAME]...

Q: What if I'm not [INSERT COMMON OBJECTION]?

A: That's exactly why we created [INSERT FEATURE] which helps you [INSERT BENEFIT]..."

[ADD 4-5 MORE RELEVANT FAQs]

 SECTION 15: FINAL CLOSE

"Still on the fence? Remember...

• You're protected by our [INSERT GUARANTEE]

• You get [INSERT TOTAL VALUE] worth of value

• This price won't last past [INSERT DEADLINE]

• The only way you can lose is by not taking action today

[INSERT FINAL CALL TO ACTION BUTTON]"

P.S. [INSERT POWERFUL CLOSING THOUGHT OR ADDITIONAL INCENTIVE]

Upsell Framework

 Looking at the provided template, here's a framework we can use for creating compelling upsell pages:

1. Opening Pattern Interrupt

- "IMPOfRTANT: DO NOT CLOSE THIS WINDOW"

- Welcome message

- Video instruction

2. Congratulatory Opening

- Acknowledge their initial purchase

- Build excitement about their decision

- Create anticipation for the additional opportunity

3. Status Elevation

Structure:

- "You've joined the 1% who..."

- Present the exclusive opportunity

- Share a major achievement (like your $1.4M channel)

4. Strategic Reveal

- "Because I'm going to give you a shot at something..."

- Create intrigue

- Present risk (like "this is risky for me to share...")

5. Stack Presentation

Format:

```

CORE OFFER:

- Main benefit

- Key component 1

- Key component 2

- Key component 3

BONUSES:

- Bonus 1 (with value)

- Bonus 2 (with value)

- Bonus 3 (with value)

```

6. Value Stacking

- Show individual values

- Total real value

- Dramatic price reduction

- One-time offer emphasis

7. Urgency Elements

- Time-sensitive language

- One-time only opportunity

- Risk-free guarantee

- Clear call to action

8. Binary Choice

- Yes (with clear benefit)

- No (with implied loss)

This framework follows the psychological triggers in the template:

1. Pattern interrupt

2. Validation

3. Exclusivity

4. Opportunity

5. Risk reversal

6. Value proposition

7. Urgency

8. Decision point