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# 02\_TEMPLATES — Prompts + HTML Shell (Paste-and-Run)

## TEMPLATE A — Hero (headline + subhead + CTA)

Write a sales page hero for:

Product: [NAME]

Price: [\$]

Audience: [WHO]

Outcome: [OUTCOME]

Timeframe: [TIMEFRAME]

Failure mode: [COMMON FAILURE MODE]

Rules:

- No hype
- Concrete, buyer-readable
- 1 headline + 1 subhead + 1 CTA line

## Headline Generator Block

HEADLINE GENERATOR (Paste-and-run)

You are a direct-response headline writer for [ICP]. Generate 25 headline options for this offer:

OFFER (1 sentence):

PRIMARY OUTCOME:

TIMEFRAME:

PRIMARY FAILURE MODE (what keeps them stuck):

MECHANISM (your “rule” / system):

PROOF TYPE (what proof exists: artifacts, screenshots, numbers, before/after, etc):

TONE: calm, precise, anti-hype, operator language.

Constraints:

- No “I help” language
- No buzzwords (“scale, crush, unlock, game-changer”)
- No vague benefit (“get clarity”)
- Must imply a measurable or observable outcome
- Must be readable in 1 breath

Output format:

- 1) 10 “Outcome + Timeframe” headlines
- 2) 8 “Problem Reframe” headlines
- 3) 5 “Mechanism/Rule” headlines
- 4) 2 “Contrarian” headlines

Then:

- Pick the best 5 and tell me WHY each works (1 line each).

- Rewrite the best 2 into: (a) shorter, (b) stronger, (c) safer/less bold.

## **TEMPLATE B — Deliverables (artifact-first bullets)**

List 4–6 concrete artifacts the buyer will finish with.

For each: Artifact name — what it enables in one sentence.

No generic “clarity” language.

## **TEMPLATE C — Mechanism block (why this works)**

Name a mechanism in one sentence (a rule/law/process).

Then explain it in 3 short paragraphs:

- 1) what goes wrong without it
- 2) what changes with it
- 3) why it's faster than alternatives

## **TEMPLATE D — Proof excerpt (even without case studies)**

Create a proof excerpt block using one of:

- example run excerpt
- “proof substitutes” (artifacts, receipts, screenshots, constraints proof)

Output:

Before / After / Output (one line of language or result)

## **TEMPLATE E — Action-based guarantee**

Write an action-based refund policy:

- refund only if buyer completes checklist + produces specified artifacts
- request within 48 hours of completion

Use plain language.

## TEMPLATE F — FAQ (objections + answers)

Generate 8 objections a skeptical buyer has.  
Answer each in 2–4 sentences.

Tone: calm, direct, non-salesy.

## HTML SHELL (WP Classic → Custom HTML)

Shell Theme Variants (Dark + Light)  
Same structure, different skin — pick what matches your site

Create a new WP page → Classic Editor → add a Custom HTML block → paste all of this → replace placeholders.

## Sales Page Builder Shell — DARK

```
<div style="background:#111; padding:60px 20px; margin:-20px;">
  <div style="max-width:920px; margin:0 auto; color:#fff; font-family:-apple-
system,BlinkMacSystemFont,'Inter','Segoe UI',Arial,sans-serif; line-height:1.65;">

    <!-- TOP BADGE -->
    <div style="text-align:center; margin-bottom:26px;">
      <div style="display:inline-block; font-size:12px; font-weight:900; letter-spacing:1px; text-
transform:uppercase; color:#ffd700; border:1px solid rgba(255,215,0,0.35); padding:10px 14px;
border-radius:999px; background:rgba(255,215,0,0.07);">
        SOP KIT • [SHORT PROMISE TAGLINE]
      </div>
    </div>

    <!-- HERO -->
    <h1 style="font-size:44px; line-height:1.15; margin:0 0 12px 0; font-weight:900; text-align:center;">
      [PRIMARY OUTCOME HEADLINE IN ONE LINE]
      <span style="display:block; color:#ffd700; margin-top:10px;">
        ([TIMEFRAME] • Without [COMMON FAILURE MODE])
      </span>
    </h1>

    <p style="font-size:20px; color:#e8e8e8; max-width:820px; margin:0 auto 22px auto; text-
align:center;">
      A buyer-runnable SOP + templates that produce <strong>[ARTIFACTS/OUTPUTS]</strong> so
you can
      <strong>[RESULT]</strong> without <strong>[WHAT THEY HATE DOING]</strong>.
    </p>
```

```
<!-- CTA 1 -->
<div style="text-align:center; margin:26px 0 18px 0;">
  <a href="[CARTMANGO_LINK]" target="_blank" rel="noopener"
    style="display:inline-block; padding:18px 26px; background:linear-gradient(135deg,#B8860B
0%,#FFD700 50%,#B8860B 100%);
    color:#000; font-size:18px; font-weight:900; text-decoration:none; border-radius:12px;
letter-spacing:0.3px;">
    [BUTTON COPY: e.g., GET THE KIT]
  </a>
  <div style="font-size:13px; color:#bdbdbd; margin-top:10px;">
    Instant download • Includes 00–04 kit files • Action-based refund policy
  </div>
</div>
```

```
<!-- QUICK FIT -->
<div style="background:#1b1b1b; border:1px solid rgba(255,215,0,0.28); border-radius:16px;
padding:18px; margin:20px 0 26px 0;">
  <div style="display:flex; flex-wrap:wrap; gap:10px; justify-content:center;">
    <span style="background:#232323; border:1px solid rgba(255,215,0,0.25); color:#e5e5e5;
padding:10px 14px; border-radius:999px; font-size:13px; font-weight:700;">[TIME TO RUN: 45–90
min]</span>
    <span style="background:#232323; border:1px solid rgba(255,215,0,0.25); color:#e5e5e5;
padding:10px 14px; border-radius:999px; font-size:13px;
font-weight:700;">[BUYER-RUNNABLE]</span>
    <span style="background:#232323; border:1px solid rgba(255,215,0,0.25); color:#e5e5e5;
padding:10px 14px; border-radius:999px; font-size:13px; font-weight:700;">[OUTPUT:
Artifacts]</span>
    <span style="background:#232323; border:1px solid rgba(255,215,0,0.25); color:#e5e5e5;
padding:10px 14px; border-radius:999px; font-size:13px; font-weight:700;">[USE CASE: Posts /
Sales Page / DMs]</span>
  </div>
</div>
```

```
<!-- DIVIDER -->
<div style="height:2px; background:linear-gradient(90deg,transparent 0%,#FFD700
50%,transparent 100%); margin:42px 0;"></div>
```

```
<!-- PROBLEM / MECHANISM -->
<h2 style="font-size:30px; font-weight:900; color:#ffd700; margin:0 0 14px 0; padding-left:16px;
border-left:5px solid #FFD700;">
  The Real Problem (and why the usual fixes don't work)
</h2>
```

```
<p style="font-size:17px; color:#e5e5e5; margin:0 0 12px 0;">
  If you're [WHO], you don't have a motivation problem. You have a <strong
style="color:#fff;">precision problem</strong>.
  You're making decisions with partial data — so you ship content, offers, and outreach that don't
compound.
</p>
```

```
<div style="background:#171717; border-left:5px solid #ffd700; border-radius:12px; padding:16px
16px; margin:16px 0 18px 0;">
```

```
<p style="margin:0; color:#eaeaea; font-size:16px;">
  <strong style="color:#fff;">Mechanism:</strong> [NAME YOUR MECHANISM / LAW / RULE IN
ONE LINE].<br>
  When you use it, you get <strong>[OUTPUTS]</strong> that create
<strong>[RESULT]</strong>.
</p>
</div>
```

```
<p style="font-size:17px; color:#e5e5e5; margin:0 0 10px 0;">
  This kit forces the missing step: <strong style="color:#fff;">[DECISION + ARTIFACTS]</strong>.
  No “persona work.” No vibe guesses. You leave with deployable language.
</p>
```

```
<!-- WHO IT'S FOR / NOT FOR -->
<div style="display:flex; flex-wrap:wrap; gap:14px; margin:22px 0 22px 0;">
  <div style="flex:1; min-width:280px; background:#1b1b1b; border:1px solid rgba(255,215,0,0.22);
border-radius:14px; padding:16px;">
  <div style="font-weight:900; color:#ffd700; margin-bottom:10px;">This is for you if...</div>
  <ul style="margin:0 0 0 18px; padding:0; color:#e5e5e5;">
    <li style="margin-bottom:8px;">[FOR POINT 1]</li>
    <li style="margin-bottom:8px;">[FOR POINT 2]</li>
    <li style="margin-bottom:8px;">[FOR POINT 3]</li>
    <li style="margin-bottom:0;">[FOR POINT 4]</li>
  </ul>
</div>
```

```
<div style="flex:1; min-width:280px; background:#1b1b1b; border:1px solid rgba(255,215,0,0.22);
border-radius:14px; padding:16px;">
  <div style="font-weight:900; color:#ffd700; margin-bottom:10px;">This is not for you if...</div>
  <ul style="margin:0 0 0 18px; padding:0; color:#e5e5e5;">
    <li style="margin-bottom:8px;">[NOT FOR POINT 1]</li>
    <li style="margin-bottom:8px;">[NOT FOR POINT 2]</li>
    <li style="margin-bottom:8px;">[NOT FOR POINT 3]</li>
    <li style="margin-bottom:0;">[NOT FOR POINT 4]</li>
  </ul>
</div>
</div>
```

```
<!-- DIVIDER -->
<div style="height:2px; background:linear-gradient(90deg,transparent 0%,#FFD700
50%,transparent 100%); margin:42px 0;"></div>
```

```
<!-- DELIVERABLES -->
<h2 style="font-size:30px; font-weight:900; color:#ffd700; margin:0 0 14px 0; padding-left:16px;
border-left:5px solid #FFD700;">
  What you'll have when you finish (not “clarity” — assets)
</h2>
```

```
<ul style="margin:14px 0 0 18px; padding:0; color:#e5e5e5; font-size:17px;">
  <li style="margin-bottom:10px;"><strong style="color:#ffd700;">[ASSET 1]</strong> — [what it
does]</li>
```

```
<li style="margin-bottom:10px;"><strong style="color:#ffd700;">[ASSET 2]</strong> — [what it does]</li>
<li style="margin-bottom:10px;"><strong style="color:#ffd700;">[ASSET 3]</strong> — [what it does]</li>
<li style="margin-bottom:0;"><strong style="color:#ffd700;">[ASSET 4]</strong> — [what it does]</li>
</ul>
```

```
<!-- PROOF EXCERPT -->
```

```
<div style="background:#161616; border:1px solid rgba(255,215,0,0.25); border-radius:16px; padding:18px; margin:22px 0 26px 0;">
  <div style="font-size:12px; font-weight:900; letter-spacing:1px; text-transform:uppercase; color:#ffd700; margin:0 0 10px 0;">
    Example Run Excerpt (so you can copy the standard)
  </div>
  <p style="margin:0; font-size:16px; color:#eaeaea;">
    <strong style="color:#fff;">Before:</strong> [short "messy before" sentence]<br>
    <strong style="color:#fff;">After:</strong> [short "artifact after" sentence]<br>
    <strong style="color:#fff;">Output:</strong> [one specific line of language they'll generate]
  </p>
</div>
```

```
<!-- CHATGPT BLOCKS MINI-BLOCK -->
```

```
<div style="background:#0f0f0f; border:1px solid rgba(255,215,0,0.28); border-radius:16px; padding:18px; margin:18px 0 26px 0;">
  <div style="font-size:12px; font-weight:900; letter-spacing:1px; text-transform:uppercase; color:#ffd700; margin:0 0 10px 0;">
    Paste-and-Run Templates Included
  </div>
```

```
<p style="margin:0 0 10px 0; font-size:16px; color:#eaeaea;">
  <strong style="color:#fff;">6 paste-and-run ChatGPT blocks</strong>
  (Decision Gate, Buyer Reality File, Deployment Sheet, Proof Builder)
</p>
```

```
<p style="margin:0; font-size:15px; color:#cfcfcf;">
  You will not wonder what to type — <strong style="color:#fff;">copy, paste, and run</strong>.
</p>
</div>
```

```
<!-- DIVIDER -->
```

```
<div style="height:2px; background:linear-gradient(90deg,transparent 0%,#FFD700 50%,transparent 100%); margin:42px 0;"></div>
```

```
<!-- WHAT'S INSIDE (00–04) -->
```

```
<h2 style="font-size:30px; font-weight:900; color:#ffd700; margin:0 0 14px 0; padding-left:16px; border-left:5px solid #FFD700;">
  What's inside (the exact 5-file kit)
</h2>
```

```
<div style="background:#1b1b1b; border:1px solid rgba(255,215,0,0.22); border-radius:16px; padding:18px; margin:16px 0;">
```

```
<p style="margin:0 0 10px 0; font-size:16px; color:#eaeaea;">
  <strong style="color:#ffd700;">00_START_HERE</strong> — [what to do first + timebox +
definition of done]
</p>
<p style="margin:0 0 10px 0; font-size:16px; color:#eaeaea;">
  <strong style="color:#ffd700;">01_SOP</strong> — [step-by-step actions + decision gates]
</p>
<p style="margin:0 0 10px 0; font-size:16px; color:#eaeaea;">
  <strong style="color:#ffd700;">02_TEMPLATES</strong> — [copy/paste scripts + prompts]
</p>
<p style="margin:0 0 10px 0; font-size:16px; color:#eaeaea;">
  <strong style="color:#ffd700;">03_CHECKLIST + SCOREBOARD</strong> — [one-page tracker
+ gates]
</p>
<p style="margin:0; font-size:16px; color:#eaeaea;">
  <strong style="color:#ffd700;">04_EXAMPLE RUN</strong> — [filled real example so you can
mirror it]
</p>
</div>
```

```
<!-- PRICING + CTA -->
<div style="background:#232323; border:3px solid #FFD700; padding:24px; border-radius:16px;
text-align:center; margin:34px 0 18px 0;">
  <h2 style="font-size:26px; font-weight:900; color:#ffd700; margin:0 0 10px 0;">Your
Investment</h2>
  <div style="font-size:50px; color:#ffd700; font-weight:900; margin:10px 0 14px
0;">${[PRICE]}</div>
```

```
<a href="[CARTMANGO_LINK]" target="_blank" rel="noopener"
style="display:block; max-width:720px; margin:10px auto 0 auto; padding:20px 26px;
background:linear-gradient(135deg,#B8860B 0%,#FFD700 50%,#B8860B 100%);
color:#000; font-size:22px; font-weight:900; text-align:center; text-decoration:none;
text-transform:uppercase; letter-spacing:0.5px; border-radius:12px;">
[BUTTON COPY: e.g., GET INSTANT ACCESS]
</a>
```

```
<p style="text-align:center; font-size:13px; color:#cfcfcf; margin:10px 0 0 0;">
Secure checkout • Seat/receipt confirmed on payment • Instant access
</p>
```

```
<p style="text-align:center; font-size:13px; color:#9e9e9e; margin:10px 0 0 0;">
By purchasing, you agree to the <a href="[TERMS_LINK]" target="_blank" rel="noopener"
style="color:#ffd700; font-weight:900; text-decoration:none;">Terms</a>.
</p>
</div>
```

```
<!-- GUARANTEE -->
<div style="background:#252525; border-left:6px solid #FFD700; padding:22px; margin:28px 0;
border-radius:12px;">
  <div style="text-align:center; font-size:44px; color:#ffd700; margin-bottom:10px;">✓</div>
  <h2 style="font-size:26px; font-weight:900; color:#ffd700; margin:0 0 6px 0; text-
align:center;">Action-Based Guarantee</h2>
```

<p style="font-size:15px; color:#d6d6d6; margin:0 0 14px 0; text-align:center;">(Not a “read it and feel good” guarantee)</p>

<p style="margin:0 0 12px 0; color:#e5e5e5; font-size:16px;">

If you <strong style="color:#fff;">complete the checklist</strong> and produce the required artifacts (listed below),

and you still do not finish with <strong style="color:#fff;">[DEFINED OUTCOME]</strong>, email <strong style="color:#fff;">[SUPPORT\_EMAIL]</strong> within <strong style="color:#fff;">48 hours</strong> for a refund.

</p>

<p style="margin:0 0 10px 0; color:#e5e5e5; font-size:16px;"><strong style="color:#fff;">To qualify, you must provide:</strong></p>

<ul style="margin:0 0 0 18px; padding:0; color:#e5e5e5; font-size:16px;">

<li style="margin-bottom:8px;">[ARTIFACT 1 screenshot/link]</li>

<li style="margin-bottom:8px;">[ARTIFACT 2 screenshot/link]</li>

<li style="margin-bottom:0;">Completed checklist + scoreboard</li>

</ul>

</div>

<!-- FAQ -->

<h2 style="font-size:30px; font-weight:900; color:#ffd700; margin:42px 0 14px 0; padding-left:16px; border-left:5px solid #FFD700;">

FAQ

</h2>

<div style="background:#1b1b1b; border:1px solid rgba(255,215,0,0.18); border-radius:16px; padding:18px; margin:12px 0;">

<p style="margin:0 0 8px 0; font-weight:900; color:#fff;">Q: [OBJECTION QUESTION 1]</p>

<p style="margin:0; color:#e5e5e5;">A: [ANSWER — short, blunt, confidence-building]</p>

</div>

<div style="background:#1b1b1b; border:1px solid rgba(255,215,0,0.18); border-radius:16px; padding:18px; margin:12px 0;">

<p style="margin:0 0 8px 0; font-weight:900; color:#fff;">Q: [OBJECTION QUESTION 2]</p>

<p style="margin:0; color:#e5e5e5;">A: [ANSWER]</p>

</div>

<div style="background:#1b1b1b; border:1px solid rgba(255,215,0,0.18); border-radius:16px; padding:18px; margin:12px 0;">

<p style="margin:0 0 8px 0; font-weight:900; color:#fff;">Q: [OBJECTION QUESTION 3]</p>

<p style="margin:0; color:#e5e5e5;">A: [ANSWER]</p>

</div>

<!-- FINAL CTA -->

<div style="text-align:center; margin:40px 0 0 0; padding:22px; background:rgba(255,215,0,0.08); border-radius:14px; border:1px solid rgba(255,215,0,0.20);">

<p style="margin:0 0 12px 0; color:#ffd700; font-size:18px; font-weight:900;">

Ready to [PROMISED OUTCOME] without [FAILURE MODE]?

</p>

<a href="[CARTMANGO\_LINK]" target="\_blank" rel="noopener"

```
    style="display:inline-block; padding:16px 22px; background:linear-gradient(135deg,#B8860B
0%,#FFD700 50%,#B8860B 100%);
    color:#000; font-size:18px; font-weight:900; text-decoration:none; border-radius:12px;">
    [BUTTON COPY: e.g., GET THE KIT]
</a>
```

```
<p style="margin:12px 0 0 0; color:#cfcfcf; font-size:13px;">
    Questions? Email <a href="mailto:[SUPPORT_EMAIL]" style="color:#ffd700; font-weight:900;
text-decoration:none;">[SUPPORT_EMAIL]</a>
</p>
</div>
```

```
<p style="font-size:12px; color:#8f8f8f; margin-top:26px; text-align:center;">
    © 2026 Your Name or Website • <a href="[PRIVACY_LINK]" style="color:#ffd700; font-weight:900;
text-decoration:none;">Privacy</a> • <a href="[TERMS_LINK]" style="color:#ffd700; font-weight:900;
text-decoration:none;">Terms</a>
</p>
```

```
</div>
</div>
```

## Sales Page Builder Shell — LIGHT

```
<div style="background:#f6f7f9; padding:60px 20px; margin:-20px;">
  <div style="max-width:920px; margin:0 auto; color:#111; font-family:-apple-
system,BlinkMacSystemFont,'Inter','Segoe UI',Arial,sans-serif; line-height:1.65;">
```

```
    <!-- TOP BADGE -->
    <div style="text-align:center; margin-bottom:26px;">
      <div style="display:inline-block; font-size:12px; font-weight:900; letter-spacing:1px; text-
transform:uppercase; color:#6b4f00;
        border:1px solid rgba(184,134,11,0.35); padding:10px 14px; border-radius:999px;
background:rgba(255,215,0,0.18);">
        SOP KIT • [SHORT PROMISE TAGLINE]
      </div>
    </div>
```

```
    <!-- HERO -->
    <h1 style="font-size:44px; line-height:1.15; margin:0 0 12px 0; font-weight:900; text-align:center;
color:#111;">
    [PRIMARY OUTCOME HEADLINE IN ONE LINE]
    <span style="display:block; color:#6b4f00; margin-top:10px;">
    ([TIMEFRAME] • Without [COMMON FAILURE MODE])
    </span>
  </h1>
```

```
<p style="font-size:20px; color:#2b2b2b; max-width:840px; margin:0 auto 22px auto; text-align:center;">
  A buyer-runnable SOP + templates that produce <strong>[ARTIFACTS/OUTPUTS]</strong> so you can
  <strong>[RESULT]</strong> without <strong>[WHAT THEY HATE DOING]</strong>.
</p>
```

```
<!-- CTA 1 -->
```

```
<div style="text-align:center; margin:26px 0 18px 0;">
  <a href="[CARTMANGO_LINK]" target="_blank" rel="noopener"
    style="display:inline-block; padding:18px 26px; background:linear-gradient(135deg,#B8860B
0%,#FFD700 50%,#B8860B 100%);
    color:#111; font-size:18px; font-weight:900; text-decoration:none; border-radius:12px; letter-
spacing:0.3px;">
    [BUTTON COPY: e.g., GET THE KIT]
  </a>
  <div style="font-size:13px; color:#555; margin-top:10px;">
    Instant download • Includes 00–04 kit files • Action-based refund policy
  </div>
</div>
```

```
<!-- QUICK FIT -->
<div style="background:#fff; border:1px solid rgba(0,0,0,0.08); border-radius:16px; padding:18px;
margin:20px 0 26px 0; box-shadow:0 10px 28px rgba(0,0,0,0.06);">
  <div style="display:flex; flex-wrap:wrap; gap:10px; justify-content:center;">
    <span style="background:#f3f4f6; border:1px solid rgba(0,0,0,0.08); color:#222; padding:10px 14px;
border-radius:999px; font-size:13px; font-weight:800;">[TIME TO RUN: 45–90 min]</span>
    <span style="background:#f3f4f6; border:1px solid rgba(0,0,0,0.08); color:#222; padding:10px 14px;
border-radius:999px; font-size:13px; font-weight:800;">[BUYER-RUNNABLE]</span>
    <span style="background:#f3f4f6; border:1px solid rgba(0,0,0,0.08); color:#222; padding:10px 14px;
border-radius:999px; font-size:13px; font-weight:800;">[OUTPUT: Artifacts]</span>
    <span style="background:#f3f4f6; border:1px solid rgba(0,0,0,0.08); color:#222; padding:10px 14px;
border-radius:999px; font-size:13px; font-weight:800;">[USE CASE: Posts / Sales Page / DMs]</span>
  </div>
</div>
```

```
<!-- DIVIDER -->
<div style="height:1px; background:linear-gradient(90deg, transparent 0%, rgba(0,0,0,0.12) 50%, transparent
100%); margin:40px 0;"></div>
```

```
<!-- PROBLEM / MECHANISM -->
<h2 style="font-size:30px; font-weight:900; color:#111; margin:0 0 14px 0; padding-left:16px; border-
left:5px solid #B8860B;">
  The Real Problem (and why the usual fixes don't work)
</h2>
```

```
<p style="font-size:17px; color:#222; margin:0 0 12px 0;">
  If you're [WHO], you don't have a motivation problem. You have a <strong>precision problem</strong>.
  You're making decisions with partial data — so you ship content, offers, and outreach that don't compound.
</p>
```

```
<div style="background:#fff; border:1px solid rgba(0,0,0,0.10); border-left:5px solid #B8860B; border-
radius:12px; padding:16px; margin:16px 0 18px 0;">
  <p style="margin:0; color:#222; font-size:16px;">
    <strong>Mechanism:</strong> [NAME YOUR MECHANISM / LAW / RULE IN ONE LINE].<br>
    When you use it, you get <strong>[OUTPUTS]</strong> that create <strong>[RESULT]</strong>.
  </p>
</div>
```

```
<p style="font-size:17px; color:#222; margin:0 0 10px 0;">
```

This kit forces the missing step: <strong>[DECISION + ARTIFACTS]</strong>.

No persona theater. You leave with deployable language.

</p>

<!-- WHO IT'S FOR / NOT FOR -->

```
<div style="display:flex; flex-wrap:wrap; gap:14px; margin:22px 0 22px 0;">
  <div style="flex:1; min-width:280px; background:#fff; border:1px solid rgba(0,0,0,0.10); border-
radius:14px; padding:16px; box-shadow:0 10px 24px rgba(0,0,0,0.05);">
  <div style="font-weight:900; color:#6b4f00; margin-bottom:10px;">This is for you if...</div>
  <ul style="margin:0 0 0 18px; padding:0; color:#222;">
    <li style="margin-bottom:8px;">[FOR POINT 1]</li>
    <li style="margin-bottom:8px;">[FOR POINT 2]</li>
    <li style="margin-bottom:8px;">[FOR POINT 3]</li>
    <li style="margin-bottom:0;">[FOR POINT 4]</li>
  </ul>
</div>
```

```
<div style="flex:1; min-width:280px; background:#fff; border:1px solid rgba(0,0,0,0.10); border-
radius:14px; padding:16px; box-shadow:0 10px 24px rgba(0,0,0,0.05);">
  <div style="font-weight:900; color:#6b4f00; margin-bottom:10px;">This is not for you if...</div>
  <ul style="margin:0 0 0 18px; padding:0; color:#222;">
    <li style="margin-bottom:8px;">[NOT FOR POINT 1]</li>
    <li style="margin-bottom:8px;">[NOT FOR POINT 2]</li>
    <li style="margin-bottom:8px;">[NOT FOR POINT 3]</li>
    <li style="margin-bottom:0;">[NOT FOR POINT 4]</li>
  </ul>
</div>
</div>
```

<!-- DIVIDER -->

```
<div style="height:1px; background:linear-gradient(90deg, transparent 0%, rgba(0,0,0,0.12) 50%, transparent
100%); margin:40px 0;"></div>
```

<!-- DELIVERABLES -->

```
<h2 style="font-size:30px; font-weight:900; color:#111; margin:0 0 14px 0; padding-left:16px; border-
left:5px solid #B8860B;">
```

What you'll have when you finish (not "clarity" — assets)

</h2>

```
<ul style="margin:14px 0 0 18px; padding:0; color:#222; font-size:17px;">
  <li style="margin-bottom:10px;"><strong style="color:#6b4f00;">[ASSET 1]</strong> — [what it
enables]</li>
  <li style="margin-bottom:10px;"><strong style="color:#6b4f00;">[ASSET 2]</strong> — [what it
enables]</li>
  <li style="margin-bottom:10px;"><strong style="color:#6b4f00;">[ASSET 3]</strong> — [what it
enables]</li>
  <li style="margin-bottom:0;"><strong style="color:#6b4f00;">[ASSET 4]</strong> — [what it
enables]</li>
</ul>
```

<!-- PROOF EXCERPT -->

```
<div style="background:#fff; border:1px solid rgba(0,0,0,0.10); border-radius:16px; padding:18px; margin:22px 0 26px 0; box-shadow:0 10px 24px rgba(0,0,0,0.05);">
  <div style="font-size:12px; font-weight:900; letter-spacing:1px; text-transform:uppercase; color:#6b4f00; margin:0 0 10px 0;">
    Example Run Excerpt
  </div>
  <p style="margin:0; font-size:16px; color:#222;">
    <strong>Before:</strong> [short “messy before” sentence]<br>
    <strong>After:</strong> [short “artifact after” sentence]<br>
    <strong>Output:</strong> [one specific line of language they’ll generate]
  </p>
</div>
```

```
<!-- CHATGPT BLOCKS MINI-BLOCK -->
<div style="background:#fff; border:1px solid rgba(184,134,11,0.25); border-radius:16px; padding:18px; margin:18px 0 26px 0; box-shadow:0 10px 24px rgba(0,0,0,0.04);">
  <div style="font-size:12px; font-weight:900; letter-spacing:1px; text-transform:uppercase; color:#6b4f00; margin:0 0 10px 0;">
    Paste-and-Run Templates Included
  </div>
```

```
<p style="margin:0 0 10px 0; font-size:16px; color:#222;">
  <strong>6 paste-and-run ChatGPT blocks</strong>
  (Decision Gate, Buyer Reality File, Deployment Sheet, Proof Builder)
</p>
```

```
<p style="margin:0; font-size:15px; color:#444;">
  You will not wonder what to type — <strong>copy, paste, and run</strong>.
</p>
</div>
```

```
<!-- WHAT'S INSIDE (00–04) -->
<h2 style="font-size:30px; font-weight:900; color:#111; margin:40px 0 14px 0; padding-left:16px; border-left:5px solid #B8860B;">
  What’s inside (the exact 5-file kit)
</h2>
```

```
<div style="background:#fff; border:1px solid rgba(0,0,0,0.10); border-radius:16px; padding:18px; margin:16px 0; box-shadow:0 10px 24px rgba(0,0,0,0.05);">
  <p style="margin:0 0 10px 0; font-size:16px; color:#222;">
    <strong style="color:#6b4f00;">00_START_HERE</strong> — [what to do first + timebox + definition of done]
  </p>
  <p style="margin:0 0 10px 0; font-size:16px; color:#222;">
    <strong style="color:#6b4f00;">01_SOP</strong> — [step-by-step actions + decision gates]
  </p>
  <p style="margin:0 0 10px 0; font-size:16px; color:#222;">
    <strong style="color:#6b4f00;">02_TEMPLATES</strong> — [copy/paste scripts + prompts]
  </p>
  <p style="margin:0 0 10px 0; font-size:16px; color:#222;">
    <strong style="color:#6b4f00;">03_CHECKLIST + SCOREBOARD</strong> — [one-page tracker + gates]
  </p>
</div>
```

```
</p>
<p style="margin:0; font-size:16px; color:#222;">
  <strong style="color:#6b4f00;">04_EXAMPLE RUN</strong> — [filled real example so you can mirror
it]
</p>
</div>
```

```
<!-- PRICING + CTA -->
<div style="background:#fff; border:2px solid rgba(184,134,11,0.45); padding:24px; border-radius:16px;
text-align:center; margin:34px 0 18px 0; box-shadow:0 12px 28px rgba(0,0,0,0.06);">
  <h2 style="font-size:26px; font-weight:900; color:#111; margin:0 0 10px 0;">Your Investment</h2>
  <div style="font-size:50px; color:#6b4f00; font-weight:900; margin:10px 0 14px 0;">${PRICE}</div>
```

```
<a href="[CARTMANGO_LINK]" target="_blank" rel="noopener"
style="display:block; max-width:720px; margin:10px auto 0 auto; padding:20px 26px;
background:linear-gradient(135deg,#B8860B 0%,#FFD700 50%,#B8860B 100%);
color:#111; font-size:22px; font-weight:900; text-align:center; text-decoration:none;
text-transform:uppercase; letter-spacing:0.5px; border-radius:12px;">
  [BUTTON COPY: e.g., GET INSTANT ACCESS]
</a>
```

```
<p style="text-align:center; font-size:13px; color:#555; margin:10px 0 0 0;">
  Secure checkout • Instant access
</p>
```

```
<p style="text-align:center; font-size:13px; color:#666; margin:10px 0 0 0;">
  By purchasing, you agree to the <a href="[TERMS_LINK]" target="_blank" rel="noopener"
style="color:#6b4f00; font-weight:900; text-decoration:none;">Terms</a>.
</p>
</div>
```

```
<!-- GUARANTEE -->
<div style="background:#fff; border-left:6px solid #B8860B; padding:22px; margin:28px 0; border-
radius:12px; box-shadow:0 10px 24px rgba(0,0,0,0.05);">
  <div style="text-align:center; font-size:44px; color:#6b4f00; margin-bottom:10px;">✓</div>
  <h2 style="font-size:26px; font-weight:900; color:#111; margin:0 0 6px 0; text-align:center;">Action-Based
Guarantee</h2>
  <p style="font-size:15px; color:#555; margin:0 0 14px 0; text-align:center;">(Not a “read it and feel good”
guarantee)</p>
```

```
<p style="margin:0 0 12px 0; color:#222; font-size:16px;">
  If you <strong>complete the checklist</strong> and produce the required artifacts (listed below),
and you still do not finish with <strong>[DEFINED OUTCOME]</strong>,
email <strong>[SUPPORT_EMAIL]</strong> within <strong>48 hours</strong> for a refund.
</p>
```

```
<p style="margin:0 0 10px 0; color:#222; font-size:16px;"><strong>To qualify, you must
provide:</strong></p>
```

- ```
<ul style="margin:0 0 18px 0; padding:0; color:#222; font-size:16px;">
  <li style="margin-bottom:8px;">[ARTIFACT 1 screenshot/link]</li>
  <li style="margin-bottom:8px;">[ARTIFACT 2 screenshot/link]</li>
  <li style="margin-bottom:0;">Completed checklist + scoreboard</li>
```

</ul>

</div>

<!-- FAQ -->

<h2 style="font-size:30px; font-weight:900; color:#111; margin:42px 0 14px 0; padding-left:16px; border-left:5px solid #B8860B;">

FAQ

</h2>

<div style="background:#fff; border:1px solid rgba(0,0,0,0.10); border-radius:16px; padding:18px; margin:12px 0; box-shadow:0 10px 24px rgba(0,0,0,0.04);">

<p style="margin:0 0 8px 0; font-weight:900; color:#111;">Q: [OBJECTION QUESTION 1]</p>

<p style="margin:0; color:#222;">A: [ANSWER — short, blunt, confidence-building]</p>

</div>

<div style="background:#fff; border:1px solid rgba(0,0,0,0.10); border-radius:16px; padding:18px; margin:12px 0; box-shadow:0 10px 24px rgba(0,0,0,0.04);">

<p style="margin:0 0 8px 0; font-weight:900; color:#111;">Q: [OBJECTION QUESTION 2]</p>

<p style="margin:0; color:#222;">A: [ANSWER]</p>

</div>

<div style="background:#fff; border:1px solid rgba(0,0,0,0.10); border-radius:16px; padding:18px; margin:12px 0; box-shadow:0 10px 24px rgba(0,0,0,0.04);">

<p style="margin:0 0 8px 0; font-weight:900; color:#111;">Q: [OBJECTION QUESTION 3]</p>

<p style="margin:0; color:#222;">A: [ANSWER]</p>

</div>

<!-- FINAL CTA -->

<div style="text-align:center; margin:40px 0 0 0; padding:22px; background:#fff; border-radius:14px; border:1px solid rgba(0,0,0,0.10); box-shadow:0 10px 24px rgba(0,0,0,0.04);">

<p style="margin:0 0 12px 0; color:#111; font-size:18px; font-weight:900;">

Ready to [PROMISED OUTCOME] without [FAILURE MODE]?

</p>

<a href="[CARTMANGO\_LINK]" target="\_blank" rel="noopener"

color:#111; font-size:18px; font-weight:900; text-decoration:none; border-radius:12px;">

[BUTTON COPY: e.g., GET THE KIT]

</a>

<p style="margin:12px 0 0 0; color:#555; font-size:13px;">

Questions? Email <a href="mailto:[SUPPORT\_EMAIL]" style="color:#6b4f00; font-weight:900; text-decoration:none;">[SUPPORT\_EMAIL]</a>

</p>

</div>

<p style="font-size:12px; color:#666; margin-top:26px; text-align:center;">

© 2026 Your Name or Website • <a href="[PRIVACY\_LINK]" style="color:#6b4f00; font-weight:900; text-decoration:none;">Privacy</a> • <a href="[TERMS\_LINK]" style="color:#6b4f00; font-weight:900; text-decoration:none;">Terms</a>

</p>

</div>

</div>