

AI DIGITAL FARM

Landing Page Copy Formula Pack

Use these plug-and-play formulas to quickly write compelling landing page copy for your digital products. Each section below includes a formula, examples, and tips.



Headline Formulas

- 1. [Big Benefit] without [Common Obstacle]
 - Example: Get Organised in 10 Minutes a Day – No Overwhelm Required
- 2. The [#] Step Plan to [Desirable Outcome]
 - Example: The 4-Step System to Grow Your Instagram with Zero Ads
- 3. [Audience]? Here's the [Tool/Resource] You've Been Looking For
 - Example: Busy Mums? Here's the Meal Planner You've Been Missing



Subheadline Formulas

- 1. Explain what they'll get and why it matters
 - Example: This 20-page planner helps you build better habits in under 5 minutes a day.
- 2. Reinforce the transformation
 - Example: Because staying healthy shouldn't require more hours in your day.



Call-to-Action (CTA) Formulas

- 1. [Action Verb] + [What They Get]
 - Example: Download Your Free Planner
- 2. [Trigger Emotion] + [Outcome]
 - Example: Start Feeling in Control – Get the Guide Now
- 3. [Time-Sensitive Offer]
 - Example: Limited Time: Grab the Template Bundle for £9



Bonus: Bio Line or 'About You' Hook

- 1. I help [Audience] with [Problem] so they can [Result]
 - Example: I help freelancers stay organised with simple, printable planners.
- 2. Inspired by my own journey as a [Relatable Identity]
 - Example: Created by a mum of two who needed a system that actually fits nap time.