

Marketing Templates

Fill-in-the-blank assets for email, social, and print — built so you can launch fast and still look professional. Copy the structure; you supply the words.

TEMPLATE 1

Monthly newsletter

EMAIL · MONTHLY

SUBJECT: **[Month]** at **[Your Business]** — **[the one interesting thing]**

Hi **[First Name]**,

[Warm, personal 2-3 sentence opening.]

— THIS MONTH'S BIG IDEA —

[One genuinely useful tip, lesson, or update. 3-4 sentences.]

— SPOTLIGHT —

[A client win, featured service, or someone to highlight.]

— QUICK TIP —

[One short, practical tip they can apply today.]

— WHAT'S NEXT —

[An upcoming event or deadline.]

[One clear call to action.]

Talk soon,

[Your Name] — [Business + contact]

Why it works: One idea, one spotlight, one tip, one ask. Readers know what to expect every month.

TEMPLATE 2

Launch announcement email

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EMAIL · LAUNCH

SUBJECT: It's here: **[Name of your new offer]**

PREVIEW: **[One line on the result it delivers]**

Hi **[First Name]**,

[Open with the problem your audience knows well — two sentences that make them nod.]

That's exactly why I created **[Offer Name]**. **[One sentence on what it is and who it's for.]**

Here's what it does for you:

- **[Benefit 1 — the result, not the feature]**
- **[Benefit 2]**
- **[Benefit 3]**

[One line of proof.] [Clear button: "Get Started" → your link]

[Your Name]

P.S. **[Restate the main benefit or deadline — the most-read line in any email.]**

Why it works: Problem → reveal → benefits → proof → one ask. Never waste the P.S.

TEMPLATE 3

Social media content calendar

Assign each weekday a theme, then you're only deciding *<i>what</i>*, not *<i>whether</i>*.

REPEATABLE WEEK

MON — Motivate: **[quote / mindset / why]**

TUE — Teach: **[tip / how-to / mistake to avoid]**

WED — Behind the scenes: **[story / process / your day]**

THU — Proof: **[testimonial / result / case snippet]**

FRI — Feature: **[offer / service spotlight, soft sell]**

Monthly rhythm: 1 deeper piece · 1 clear ask · 1 engagement post · rest = value (about 4 give : 1 ask).

TEMPLATE 4

Landing page wireframe

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The section order that converts, top to bottom. Build your page in this stack and it feels professional before any design.

- **1. Headline** — the big promise (the result they want, in one line)
- **2. Subhead** — who it's for + the outcome
- **3. Primary call-to-action button**
- **4. The problem** — 3 pain points they'll recognize
- **5. The solution** — your offer, framed as the fix
- **6. Benefits** — 3-4, benefit first / feature second
- **7. Social proof** — a testimonial, logo, or result
- **8. How it works** — 3 simple steps
- **9. Offer / pricing** — what they get and what it costs
- **10. FAQ** — answer the 3-4 real objections
- **11. Final call-to-action button**

TEMPLATE 5

Case study one-pager

PRINT / PDF · ONE PAGE

[CLIENT NAME / INDUSTRY]

[One-line summary of the win]

THE CHALLENGE

[What were they facing before you? 2-3 sentences. Make it relatable.]

THE SOLUTION

[What did you do? Keep it about them and the outcome. 2-3 sentences.]

THE RESULTS

- **[Measurable result 1 — use a number if you can]**
- **[Measurable result 2]**
- **[Measurable result 3]**

"[Client quote — one or two sentences, in their words.]" — [Client name, title]

[Call to action: "Want results like these? [your next step]."]

Why it works: Challenge → Solution → Results is the oldest story structure there is. Numbers make it believable.

Marketing Templates

The honest version

A template gets you 80% of the way fast — but the last 20% is you. Swap the generic lines for your real voice, your real numbers, and your real client stories. A template everyone can tell is a template doesn't build trust. Use the structure; bring your own substance.