



Cheryl Binnie presents...

Sizzle Sentences

10 fill-in-the-blank, done-for-you
phrases that resonate + get your
readers excited to buy

A
Copy Luv
mini-guide





Hey there, Hot Stuff.

You grabbed this guide because you want 10 fill-in-the-blank Sizzle Sentences.

Perfect. That's exactly what you're going to get.

But first...

You'll notice that a number of these "Sizzle Sentences" aren't... well... they're not grammatically complete sentences.

That's because copywriting doesn't NEED grammatically complete sentences.

But you'll also notice they don't really make sense if you just throw them randomly into the middle of a paragraph. They're kind stand-alone entities.

So here's **WHERE** you can use these phrases...

- In headlines
- As article titles
- As bullet points (especially bullet points meant to sell something)

Ready? Let's get sizzling!

xoxo,
Cheryl



1. The #1 mistake _____ make _____
(type of person your reader is) (what kind of mistake?)

that absolutely *kills/destroys* their _____ / keeps them _____.
(something they want) (result they DON'T want)

Examples:

- The #1 mistake entrepreneurs make when trying to connect with Big Name influencers that absolutely ruins their chance of getting a thoughtful reply.
- The #1 "big mistake" people make on their blogs that absolutely *kills* their sales. Page 239
- The #1 mistake women make when trying to have “The Talk” with a boyfriend – get this wrong, and it’s “bye-bye, ring.”

2. How to _____ / get _____ – even if
(something they want to know how to do or get)

(an “objection” they might have to your promise)

Examples:

- How to get corporate decision makers **to pay attention + take you seriously** – even if you have no experience working in corporate yourself!
- How to create a stellar support community for yourself – even if you live in a small town... and even if you’re an introvert.



3. The secrets to _____ / get _____ –
(something they want to know how to do or get)
even if _____.
(an “objection” they might have to your promise)

Examples:

- The 3 secrets to weight loss with minimal effort – even if you’ve tried every diet under the sun.
- The “insider secrets” to get your website listed at the top of Google – even if you know nothing about SEO.

4. The MOST important thing to do after you

(something they already do or want to learn how to do)
(_____.)
(a consequence of not knowing this most important thing; OR, an even bigger benefit if they DO know it)

Examples:

- The MOST important thing to do after you name your price (ignoring this crucial step could cost you thousands).
- The #1 thing you MUST do after the end of a stellar first date (this one simple step will keep him thinking about you all week long).



5. My 5-Step System to _____ / get _____ –
(something they want to know how to do or get)
without _____.
(an “objection” they might have to your promise)

Examples:

- My 5-Step Follow-Up System to stay top of mind with VIP contacts – without bugging them.
- The 3 simple steps to finding to the best hotel deal – without ending up in a sketchy “budget” room.

6. Discover how / Find out how / See how _____
(someone similar to your reader)
did / got / made _____.
(something they want to know how to do or get)

Examples:

- Discover how one mom became a successful CEO – and was still able to pick her kids up from school at 3pm every day.
- Find out why this health coach’s decision to “go paleo” quadrupled her business.
- See how this graphic designer suddenly made it to the top of every big name life coach’s list of Go-To Resources.



7. _____ . _____ . _____ . _____ .
(Your product or service.) (adjective) (adjective) (adjective)

Examples:

- Health coaching for women. Powerful. Lasting. Fun.
- All-new Lightning connector. Smaller. Smarter. Durable. Reversible. *(example found in an Apple advertisement)*
- Small business legal advice. Smarter. Safer. And not as scary as you think.

8. _____ . Which means / So _____ .
(A feature of your product or service) (a benefit, or a problem that the feature solves)

Examples:

- Reversible. Which means your toddler can go from outdoor play-date to grandma's brunch without the grass stains.
- 100% Confidential. So you can spill your deepest, darkest beans with total trust.



9. We don't _____.

(the "surface level" thing people assume you do)

We _____.

(What you REALLY do, and why it's important to the reader.)

Examples:

- We don't take pictures. We capture precious memories.
- I don't give you yet another diet. I help you create a healthy, energetic, guilt-free lifestyle.

10. How do you get _____ without _____?

(something they want)(something they DON'T want - an objection)

Examples:

- How do you get the latest runway-inspired looks without paying ridiculous prices?
- How do you get your website listed on the front page of Google without having to stay on top of all the latest SEO tactics?

Done!

Remember – you can use these phrases...

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- as article titles
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Want some 1-on-1 help with your writing?

I can help you brainstorm your content, plan your strategies for a website, program launch, email campaign, speaking event, video script, or editorial calendar.

We can also work on your messaging – your Point of View, your Signature Story, your brand’s language & voice – any of the pieces you feel are missing.

I also take on a small number of writing clients (for those of you who just want me to do it all for you!), depending on availability.

[Grab a complimentary
Copy Luv Strategy Session here.](#)



Cheryl Binnie is a copywriter & writing coach for entrepreneurs with personal brands. She helps small business owners write their websites, newsletters, blogs & sales material – with a human voice, big picture strategy, & focus on building relationships + inspiring action in the reader.