



Microcopy Templates Guide

Say the right thing at the right time

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at the right time.

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Microcopy Templates Guide

Say the right thing at the right time.

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merorbid shataoon? "Yoe dook gtees you baidd no deer seomdo so
every targe of you e smpt, sd you can wnat biut enmer fambble youi srom,

Lead Magnet CTA

Form Label "Whete should I send
this?" "Yah!"

CTA Button "Send ring the guate"
"Vozvuga egar uig loce"

Confirmation Message
"Neb dor lind oler: Lyvozil ton in
have." "You sentin gright."

Homepage CTA

Hero Field "Whet shrouls I set

Email Flant "Whete should I
"Vn toad we Comen" "Doe."
"inan shdy!" "Uadli thaoTcimoden!"
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Form Labels & Prompts

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this ow'?" "Yourd one"

Email Flant "Where shoud I
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"Your fcedramp?"

Optional Message Fratic
"Whkn eoe you d dww knare"
Tell the chat you're leaning ox!

Confirmation & Success

After Irord Submssage Thanks
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**Ready to make your
funnel's voice with
every stage of yourual?**

[Download the Templates](#)

● Section 1: What Is Microcopy?

Microcopy is the quiet hero of your funnel. It's the button that says "Send me the guide" instead of "Submit." It's the form label that asks "Where should I send it?" instead of just "Email." These tiny phrases shape how your audience feels — seen, guided, and invited to take action. This guide gives you ready-to-use templates for every stage of your funnel, so you can write with clarity, warmth, and confidence.

✔ Section 2: Microcopy Templates by Funnel Stage

Funnel Stage	Microcopy Examples
Lead Magnet Opt-In	"Where should I send it?" / "Get the worksheet →"
Homepage CTA	"See what's inside" / "Fix my homepage now"
Form Labels	"Your best email?" / "What should I call you?"
Error Messages	"Oops! That didn't work. Mind trying again?"
Confirmation	"You're in! Check your inbox in a sec."
Quiz Results	"Here's your funnel fit →" / "Let's build it together"

✔ Lead Magnet Opt-In:

Form Label:

"Where should I send it?" "Your best email?"

CTA Button:

"Send me the guide" "Get the worksheet →"

Confirmation Message:

"You're in! Check your inbox in a sec." "Got it — your guide is on the way."

Homepage CTA:

Headline:

“Build a funnel that feels human” “Fix your homepage with clarity and warmth”

CTA Button:

“See what’s inside” “Fix My Homepage Now”

Hover Text (optional):

“No pressure. Just clarity.”

Form Labels & Prompts:

Name Field:

“What should I call you?” “Your name, please?”

Email Field:

“Where should I send your guide?” “Your best email?”

Optional Message Field:

“Anything you’d like to share?” “Tell me what you’re working on”

Error Messages:

Generic:

“Oops! That didn’t work. Mind trying again?” “Hmm, something went wrong — let’s fix it together.”

Field-Specific:

“Looks like that email’s missing something” “Name field can’t be empty — we’d love to know who you are!”

Confirmation & Success

After Form Submission:

“Thanks, [Name]! Your guide is on its way.” “You’re officially in — welcome to the funnel that feels human.”

After Quiz Completion:

“Here’s your funnel fit →” “Let’s build it together, step by step.”

✨ Section 3: Tone Shifts

Tone	Before	After
Cold	“Submit”	“Send me the guide”
Generic	“Email”	“Where should I send it?”
Pushy	“Buy Now”	“Show me what’s possible”
Robotic	“Invalid input”	“Hmm, that didn’t work — try again?”

🧠 Bonus: Tone Variants by Brand Personality

Brand Style	CTA Variant
Warm & Conversational	“Let’s get started together”
Professional & Polished	“Access the guide now”
Playful & Bold	“Hit me with the good stuff”
Minimal & Clear	“Download guide”

Section 4: Writing Tips

- Use second person: Speak directly to the user (“you,” “your”)
- Add warmth: Use friendly verbs and soft punctuation
- Guide, don’t push: Invite action with clarity
- Test tone: Read it aloud — does it sound human?

Final thoughts

Ready to upgrade your funnel’s voice? [Explore Templates](#) or [Download the Guide](#)

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