

Three lines only you can write. Then let AI do the typing.

Fill in the blanks. Paste the block below into any AI tool. Edit what comes back.

STEP 1 — WRITE YOUR THREE LINES

THE PROBLEM

Most _____ struggle with _____.

THE FIX

We _____ so they can _____.

THE AFTER

Without ever _____.

STEP 2 — PASTE THIS

ROLE

You are writing a one-page piece of marketing for a building products business (manufacturer, distributor or dealer). The reader has about five seconds to decide whether to keep reading.

MY THREE LINES

Problem: [paste line 1]

Fix: [paste line 2]

After: [paste line 3]

PRODUCT FACTS

[paste specs, sizes, finishes, certifications, warranty, lead time, where to buy – messy is fine, don't clean it up first]

WRITE IT IN THIS ORDER

1. Headline – the problem in my customer's words. Not my company name.
2. One sentence – what it is and exactly who it's for.
3. Three proof points – tested, rated, or warranted. Numbers, not adjectives.
4. The details – specs, sizes, terms. Complete, organized, scannable.
5. One next step – a specific action a real person can take today.

RULES

- The customer is the hero of this page. My company is the guide.
- Translate every feature into what it prevents. "Class A fire rating" becomes "passes inspection the first time."
- Short sentences. Eighth-grade reading level. No throat-clearing.
- Banned from the headline: industry-leading, quality, solutions, world-class, and how long we have been family owned.
- "Contact us for more information" is not a call to action.
- If it needs a second page, cut until it doesn't.

THEN

Show me three headline options before you write the rest.

BEFORE YOU PRINT IT

- Five-second test: hand it to someone outside your industry. Can they say what it is and who it's for?
- Every claim on the page — can you prove it?
- Is there exactly one next step?

WHAT AI STILL CAN'T DO

- Know what your customer is actually afraid of.
- Tell you which product deserves the page.
- Decide what's worth putting your logo on.