

Objective:

Create a comprehensive copy plan to promote Inno Cleanse effectively, including sales angles and copy for Email, SMS, and Landing pages.

Project:

1. **Sales Angles:** Develop 5 unique sales angles that can be used across email + SMS marketing and Landing pages
2. **Sales Copy:**
 - a. Flesh out 1 direct response style email based on one of your sales angles.
 - b. Flesh out 1 value-based email based on one of your sales angles

References:

- **Example 1**
 - [Value-based Email](#)
- **Example 2**
 - [Direct Response Style Email](#)

Contents:

- [Sales Angles](#)
- [Value-Based Email](#)
- [Direct-Response Email](#)

Sales Angles:

These sales angles aren't exactly marketing copy (*though it could be*). It's mostly just arguments I've written to explain the sales angle in detail. But they can be dispersed or rewritten across the different marketing channels like email, SMS and landing pages.

Sales Angle 1 - The Flat Tummy Fix

You reach into your closet, grab those jeans that used to hug you in all the right places, but now... they're snug in all the wrong ones.

You slip them on, suck in your stomach, tug at the waistband, but nothing seems to help.

Crop tops? Forget it.

Leggings? They highlight every bloated inch.

Here's the thing.

It's not just about cutting calories or doing another round of crunches.

There's something deeper going on that's keeping you from fitting into your favorite clothes.

And that “**something**” is happening in your gut.

Yep, the real culprit behind that stubborn belly isn't necessarily your willpower or workout routine.

It's your digestive system.

More specifically, it's your gut health that's sabotaging your efforts.

You might be wondering: what does my digestive system have to do with fitting into my jeans again?

Well, everything.

Poor gut health leads to bloating, slowed metabolism, and inefficient nutrient absorption.

When your gut isn't functioning at its best, your body struggles to burn fat, leaving you with that puffy, bloated feeling no matter how hard you work out.

Think of your digestive system like your body's internal reset button.

When it's out of whack, everything gets thrown off. But when you fix your gut, you're giving yourself the chance to not just feel better, but to look better, too.

Imagine slipping into those jeans again, zipping them up with ease, and feeling confident in your crop tops and leggings.

That's what getting your gut back on track can do for you.

No more hiding under baggy clothes or frowning at your reflection.

The flat tummy you've been chasing isn't out of reach.

It's just one gut fix away.

That's what the **Inno Cleanse** is.

The gut reset you need to get rid of that bloated belly, fire up your metabolism, and finally see results.

Inno Cleanse helps restore balance to your digestive system, so you can absorb nutrients properly, reduce bloating, and support healthy fat burning.

It's the ultimate solution for achieving that flat tummy you've been working so hard for.

Sales Angle 2 - The Invisible Force

Tell me if this sounds familiar.

You're spending hours stuck everyday on a never-ending treadmill. You're sweating buckets at the gym. You count every calorie with military precision. You swear by every fad diet.

Then you step on the scale in the morning, and it stubbornly refuses to budge. Heck, you look in the mirror and notice that you seem more bloated and round. Things feel tighter around the waist, and your pants seem to fit just a little bit snugger.

It's almost as if there's an ***invisible force*** working against you.

That's because there is!

Chances are it might not be your willpower or workout routine that's at fault. Your body could be working against you, and the real issue might be lurking in your gut.

Digestive problems can cause unwanted weight gain or make it nearly impossible to shed those extra pounds.

There's two reasons for this.

- 1) Poor Nutrient Absorption
- 2) Slow Metabolism

When your digestive system isn't working properly, it's like trying to fill a bucket with holes.

Nutrients are slipping through and not getting absorbed efficiently.

This drags down your metabolism, hindering the fat-burning process.

Translation: Fix the leaky gut first and then weight loss becomes a breeze.

The best solution that has worked for thousands of ordinary folks is Inno Cleanse.

It's designed to tackle these digestive issues head-on.

Inno Cleanse supports healthy digestion, which enhances nutrient absorption and boosts metabolism.

This helps clear the way for effective weight management.

- **Flush Out Toxins:** Remove waste and toxins that slow down your metabolism and hinder weight loss.
- **Support Regular Bowel Movements:** Ensure your digestive system is working efficiently to prevent excess weight buildup.
- **Enhance Nutrient Absorption:** Optimize your metabolism and weight management by improving how your body absorbs nutrients.
- **Reduce Bloating and Gas:** Alleviate discomfort and bloating, making you feel and look lighter.

Don't let digestive dysfunction keep you from achieving your weight loss goals.

With Inno Cleanse, you can finally overcome the hidden barriers and see the results you've been working so hard for.

Sales Angle 3 - The Leaky Gut

You probably have a leaky gut and don't even know it.

Let me ask you a few questions:

- Do you feel like you're dragging yourself through the day, battling **brain fog** and **sluggishness**?
- Ever experience random bursts of **gas** or uncomfortable **bloating** after meals, no matter what you eat?
- How about **skin flare-ups** like acne or rashes that just won't go away, no matter how many creams you try?
- Or maybe you've been dealing with irregular stools—**constipation** one day, and the opposite the next?

If you nodded your head to any of these, there's a high chance you're dealing with leaky gut syndrome.

Here's the truth.

Research shows that most people have a leaky gut and don't even realize it. With over *20,000+ studies* on the topic, leaky gut has been linked to almost every health problem we know of—from chronic fatigue and brain fog to skin issues and digestive troubles.

So, what is leaky gut?

Simply put, it's when the lining of your intestines weakens, allowing toxins, bacteria, and undigested food to “leak” into your bloodstream. This can trigger inflammation, bloating, and even food sensitivities.

And when your gut is inflamed, your whole body feels the impact.

The good news?

When you fix a leaky gut, many of those nagging issues—like fatigue, gas, and even skin problems—start to improve along with it.

That's where Inno Cleanse comes in.

Unlike quick-fix solutions that only mask the symptoms, Inno Cleanse is packed with potent, natural ingredients that target the root cause: gut health.

- **Cascara Sagrada** and **Aloe Vera** gently cleanse your digestive tract, helping to flush out toxins and support a healthy gut lining.
- **Fennel Seed** and **Bentonite Clay** work to reduce gas and bloating, while also calming inflammation in the gut.
- **Milk Thistle** helps detox your liver, which plays a key role in processing all those harmful toxins that a leaky gut can let into your system.

When you repair your gut with Inno Cleanse, you're not just addressing bloating and digestive discomfort.

You're helping your entire body function better.

More energy.

Clearer skin.

And feeling lighter and healthier.

Sales Angle 4 - Feel Lighter Without Crash Diets or Juice Cleanses

We all know the common advice out there.

If you've spent any time clicking around the internet, you've probably stumbled on articles written by basement dwellers offering the same tired suggestions.

To get rid of bloating, they say you need to “fix your diet.”

Dieticians will hit you with the usual suspects:

... *It's the salt causing the problem.*

... *Or the gassy foods like beans and lentils that are hard to break down.*

... *Or sodas with all that trapped gas sitting in your digestive system.*

... *Oh, and dairy? Forget about it.*

Basically, to get rid of bloating, you need to get rid of everything you love and eat a bland diet.

(Because who doesn't dream of a life filled with plain rice and boiled chicken?)

The truth is you don't have to punish yourself with restrictive diets or elimination regimens.

And you don't need grueling 14-day juice cleanses either.

Those “**quick fixes**” will only leave you more hungry, frustrated, and—let's be real—miserable.

Instead of forcing your body through extreme measures, **Inno Cleanse** gently flushes out toxins and waste, resetting your digestion naturally. No need to give up your favorite foods or survive on a liquid diet.

It's a smarter, more effective way to tackle bloating and digestive discomfort without starving yourself.

How?

Inno Cleanse is packed with natural, potent ingredients that support healthy bowel movements and relieve constipation naturally. It helps your system flush out excess fluids and cleanse your digestive tract.

The result?

You'll feel lighter, more energized, and comfortable in your own skin—without giving up the foods you love or committing to a restrictive routine.

Sale Angle 5 - Comparing Laxatives to Inno Cleanse

We've all been there — that bloated, heavy, uncomfortable feeling that makes you want to hit the reset button.

And when you're desperate, the **quick fix** of a laxative might seem like the way to go, right?

But here's the catch.

While over-the-counter laxatives might provide **temporary** relief, they're not addressing the bigger picture.

In fact, they could be doing more harm than good.

Laxatives basically force your system into overdrive, flushing things out aggressively without actually helping your digestion.

They act like a fire hose to the gut – clearing everything out but leaving you feeling drained, and if you use them too often, your body can become dependent on them.

Yikes!

Plus, regular use of laxatives can deplete important electrolytes and throw off your body's natural rhythm.

Sure, laxatives might work in time of desperation, but it's not good for long-term health.

If I were you I'd go for something healthier.

That's why we've come up with **Inno Cleanse**, a digestive aid that's designed to work *with* your body, NOT against it.

Instead of pushing things through in a rush, Inno Cleanse supports **healthy digestion** and regularity by using **natural ingredients** to gently flush out waste and toxins that have been building up in your system. It's like hitting a reset button for your digestive system, without shocking it into action.

The difference?

While laxatives treat symptoms (often harshly), Inno Cleanse works on the **root cause**.

It helps improve digestion, reduce bloating, and prevent that backed-up feeling by supporting your body's natural detox processes. Plus, Inno Cleanse encourages nutrient absorption and gut health so you can enjoy lasting results, not just a quick fix.

So, while laxatives might offer a one-time escape, Inno Cleanse offers a long-term solution for a happier gut, smoother digestion, and a lighter, more energized you.

Value-Based Email

Subject Lines:

- New studies show that 20 pounds of toxic waste are hiding in your gut...
- “I used to think bloating and weight gain were just part of life but...”
- {firstname}, there’s more to life than restrictive diets and endless cardio..

Hey {firstname},

I used to think bloating and weight gain were just part of life.

Turns out, I was wrong. Dead wrong.

The real culprit? Old, dried-up gunk stuck in my gut!

Did you know most people carry up to **20 pounds of toxic waste** in their intestines?

That’s not just gross. It’s a health disaster waiting to happen.

Every day, undigested food and toxins pile up in your gut. They cause bloating, fatigue, and weight gain.

But that’s not all.

These toxins don’t stay put.

They leak into your bloodstream, causing inflammation, poor skin, and other nasty issues.

It’s like having a ticking time bomb inside you. Every bite you eat adds to the mess, making it harder for your body to work right. Over time, it leads to more serious problems like irritable bowel syndrome and chronic fatigue.

But there’s a way to hit the reset button on your gut and flush out a lot of that gunk in just a day or two.


All without needing to...


- Drink endless green juices
- Follow extreme fad diets that leave you feeling deprived
- Try harsh colon cleanses
- Popping pills daily, hoping they’ll keep things moving
- Spend hours on the treadmill


[Inno Cleanse helps your gut flush out that old waste quickly.](#)


Within 24 to 48 hours, you'll feel lighter, more energized, and wave goodbye to stubborn belly bloat. Plus, you'll protect yourself from the health risks of a backed-up digestive system.

It's clinically-proven to address the root cause by:

 **Flushing Out Toxins:** Inno Cleanse works to expel that toxic waste stuck in your gut, helping you feel lighter and more energetic within 24 to 48 hours.

 **Harnessing Nature's Best:** Packed with doctor-backed ingredients like Senna leaf, cascara sagrada, and aloe vera, it supports gentle, effective detoxification.

 **Boosting Metabolism:** By cleansing your gut, it ramps up your metabolism, making it easier to shed stubborn belly bloat and manage your weight.

 **Enhancing Digestion:** Improve overall gut function, reduce inflammation, and enjoy better skin and energy levels.

Don't let toxic buildup hold you back from feeling your best.

Take control with Inno Cleanse today and see the difference it can make in your life.

[Click here to grab your bottle of Inno Cleanse before it's gone!](#)

Cheers to a healthier you,
Team Inno Supps

P.S. Inno Cleanse comes with a 30-day, 100% money-back guarantee.

Direct Response Email

Subject Lines

- Working out and eating right but still bloated?
- Want to fit into your jeans again, {FirstName}? Here's how...
- Stop hiding under baggy clothes, {FirstName}—try this!

Body:

The bloated belly, the leggings that pinch my waist...

I barely recognized myself, {firstname}.

Who was this lady?

It felt like I was staring at a stranger who had hijacked my body.

The woman I used to be—the confident one, the one who could rock anything from skinny jeans to crop tops—felt like a distant memory. Had “life after 30” really turned me into THIS?

I thought I'd never feel like myself again...

But thank goodness I kept searching for answers and found this:

The bloating that shows up out of nowhere...

The gas that makes you avoid tight clothes...

Feeling sluggish and drained after meals...

The constant belly bloat that makes you cringe looking at the mirror...

It doesn't have to be this way.

You see, most so-called "fitness gurus and nutrition experts" will tell you to just work harder.

Cut out all the fun foods...

Juice for 14 days straight...

Live your life on the treadmill...

And counting every crumb like it's a crime scene ...

But the secret to a flat tummy isn't about dieting harder or working out longer.

It's about fixing what's happening *inside* your gut.

Think of your gut as the control center for your body.

When it's working properly, it breaks down food efficiently, keeps bloating at bay, and powers you through the day.

But after 35, processed foods, stress, and even medications can throw everything out of balance.

Your gut SLOWS down.

This means less fat burning, more bloating, and that stubborn belly pooch—no matter how many salads you eat or squats you do.

Those "miracle" diets?

They only focus on what you're eating, not why you're bloated.

And the workout grind?

It can actually make the problem worse by over-stressing an already struggling digestive system.

But here's the good news.

There's a breakthrough gut cleanse that's going viral among women who are fed up with feeling bloated and sluggish.

It's called **Inno Cleanse**, and it's changing the game for women everywhere.

Here's why:

✔ **Doctor-Backed Natural Ingredients:** Senna leaf, cascara sagrada, aloe vera, and milk thistle work together to cleanse and reset your digestive system, gently flushing out toxins and waste that cause bloating.

🔥 **Boosts Fat Burning:** When your gut is clean and functioning properly, your metabolism ramps up, and your body burns fat more efficiently.

💧 **Less Bloating, More Energy:** Say goodbye to that sluggish, heavy feeling after meals. With Inno Cleanse, you'll feel lighter and energized throughout the day.

🚽 **Promotes Regularity:** No more embarrassing gas or stomach cramps. Inno Cleanse helps keep everything moving, so you can feel comfortable and confident again.

But don't just take my word for it.

Here's what other women are saying:

"I had tried almost everything on the market to lose weight and had almost given up hope. I was always feeling sluggish and bloated, nothing has worked and flushed me out like Inno Cleanse has. I AM NOW DOWN 17 POUNDS IN ONLY 2 MONTHS." – Clara

"After being diagnosed with IBS, I was searching for something to make me regular. Inno Cleanse not only helped with that but I was also able to ditch the bloating and uncomfortableness as well as LOSE 13 POUNDS, which is a bonus!" – Kimberly

Imagine this:

No more avoiding crop tops or high-waisted jeans.

No more tugging at your leggings in frustration.

No more hiding under loose sweaters or feeling like your clothes don't fit.

You can enjoy the foods you love and still feel confident and light.

That's the power of **Inno Cleanse**.

But here's the thing.

It's selling out fast. The demand is insane.

Once we're out, it could be months before we restock.

If you're reading this, it means you still have a chance to try it. Don't miss your opportunity to reset your gut, banish the bloat, and finally get that flat tummy you've been working so hard for.

[Click here to grab yours before it's too late.](#)

- Team Inno Supps

P.S. It comes with a 30-day, 100% money-back guarantee. What do you have to lose? Except the bloat, of course!