



The 10 Types of Angles Worksheet

ANGLE TYPE 1

Promotion

Core Message

“Because it's on sale”

The Promotion angle emphasizes limited-time offers, discounts, special deals, or exclusive pricing. It creates urgency and appeals to value-conscious customers.

When to Use

- During sales events or seasonal promotions
- To clear inventory or increase short-term revenue
- When targeting price-sensitive audiences
- To reactivate dormant customers

Psychological Triggers

- Scarcity
- Loss aversion
- Value perception

Example Applications

[PRODUCT]: "Flash Sale: 48 hours only! Save 30% on all [PRODUCT] bundles"
 [SERVICE]: "Join today and get your first month free - limited spots available"
 [APP]: "Unlock all premium features at 50% off - this weekend only!"

Your Product Application

How could you apply the Promotion angle to your offer?

[Write your promotion angle here]

ANGLE TYPE 2

Education

Core Message

"Because it does this"

The Education angle focuses on product functionality, features, and unique mechanisms. It appeals to rational decision-making and works well for complex or innovative products.

When to Use

- For products with unique technical features
- When targeting logical, information-driven buyers
- For higher-priced items that require justification
- When your solution has a unique mechanism

Psychological Triggers

- Curiosity
- Desire for mastery/knowledge
- Rational problem-solving

Example Applications

[TECH PRODUCT]: "How our proprietary algorithm analyzes 50+ sleep factors to improve your rest quality"

[SKINCARE]: "The science behind our patent-pending delivery system that reaches 7 skin layers"

[SOFTWARE]: "See how our platform automates your workflow in 3 simple steps"

Your Product Application

How could you apply the Education angle to your offer?

[Write your education angle here]

ANGLE TYPE 3

Social Proof

Core Message

"Because everyone loves it"

The Social Proof angle leverages the wisdom of crowds and demonstrates widespread adoption. It shows that others have already made the purchase decision and are satisfied.

When to Use

- When you have impressive customer numbers
- For products with strong reviews/ratings
- In competitive markets where trust is crucial
- For status-oriented products

Psychological Triggers

- Conformity bias
- Fear of missing out (FOMO)
- Desire for belonging

Example Applications

[PRODUCT]: "Join the 250,000+ customers who've transformed their [problem area] with [product]"
 [SERVICE]: "Why 98% of customers renew their subscription after the first year"
 [APP]: "The #1 rated solution in the App Store with over 10,000 five-star reviews"

Your Product Application

How could you apply the Social Proof angle to your offer?

[Write your social proof angle here]

ANGLE TYPE 4

Influencer

Core Message

"Because this person loves it"

The Influencer angle uses trusted personalities, experts, or celebrities to build credibility. It leverages transferred authority and trust from a specific individual rather than the crowd.

When to Use

- When endorsed by relevant experts or celebrities
- For products where expertise matters in the decision
- When targeting communities that follow influencers
- To establish authority in new markets

Psychological Triggers

- Authority bias
- Aspirational identity
- Credibility through association

Example Applications

[PRODUCT]: "The exact [product] that [celebrity/expert] uses daily for [benefit]"
 [FITNESS]: "Developed with Olympic trainer [name] to maximize your workout results"
 [BEAUTY]: "The secret weapon in [celebrity]'s skincare routine for the past 5 years"

Your Product Application

How could you apply the Influencer angle to your offer?

[Write your influencer angle here]

ANGLE TYPE 5

Gifting

Core Message

"Because someone you love needs it"

The Gifting angle positions the product as a perfect gift for someone else. It leverages the buyer's desire to please others and be seen as thoughtful.

When to Use

- During holiday seasons or special occasions
- For products with gifting potential
- When targeting gift-givers rather than end-users
- For premium products that make impressive gifts

Psychological Triggers

- Altruism
- Social signaling
- Relationship reinforcement

Example Applications

[PRODUCT]: "The gift they'll actually use every day (unlike last year's present)"
 [SUBSCRIPTION]: "Give the gift of [benefit] that keeps giving all year round"
 [EXPERIENCE]: "Create unforgettable memories for someone special with our [product]"

Your Product Application

How could you apply the Gifting angle to your offer?

[Write your gifting angle here]

ANGLE TYPE 6

New Release

Core Message

"Because it's new"

The New Release angle emphasizes novelty, innovation, or being first. It appeals to early adopters and those who want to stay ahead of trends.

When to Use

- For product launches or feature updates
- When targeting innovators and early adopters
- When your product represents a genuine innovation
- To create buzz and initial momentum

Psychological Triggers

- Novelty seeking
- Status (being first/ahead of others)
- Curiosity about new solutions

Example Applications

[PRODUCT]: "Introducing the first-ever [product] that [unique benefit]"
 [TECH]: "Just released: The next generation [product] with [new feature]"
 [SERVICE]: "Be among the first to experience our revolutionary approach to [problem]"

Your Product Application

How could you apply the New Release angle to your offer?

[Write your new release angle here]

ANGLE TYPE 7

Emotional Benefit

Core Message

"Because it'll make you feel better"

The Emotional Benefit angle focuses on the emotional transformation or relief the product provides. It speaks directly to feelings rather than functional benefits.

When to Use

- For products that address emotional needs
- When targeting emotionally-driven buyers
- For lifestyle and personal development offerings
- When emotional outcomes are more compelling than functional ones

Psychological Triggers

- Desire for emotional states (joy, relief, confidence)
- Pain avoidance
- Identity reinforcement

Example Applications

[FASHION]: "Walk into any room with the confidence that comes from knowing you look your best"
 [WELLNESS]: "Finally experience the calm and peace you've been searching for"
 [HOME]: "The joy of coming home to a space that feels truly yours"

Your Product Application

How could you apply the Emotional Benefit angle to your offer?

[Write your emotional benefit angle here]

ANGLE TYPE 8

Functional Benefit

Core Message

"Because it will make this easier"

The Functional Benefit angle emphasizes practical value, efficiency, and problem-solving capabilities. It focuses on how the product makes life easier or better in tangible ways.

When to Use

- For utility-focused products that save time or effort
- When targeting practical, solution-oriented buyers
- For products with clear functional advantages
- When efficiency or effectiveness is a key selling point

Psychological Triggers

- Desire for ease/convenience
- Problem-solution alignment
- Practical value perception

Example Applications

[TOOL]: "Complete your [task] in half the time with none of the frustration"
 [SOFTWARE]: "Automate the 3 most time-consuming parts of your [process]"
 [APPLIANCE]: "The smart solution that handles [task] while you focus on what matters"

Your Product Application

How could you apply the Functional Benefit angle to your offer?

[Write your functional benefit angle here]

ANGLE TYPE 9

Comparison

Core Message

“Because it's better than our competitors”

The Comparison angle directly or indirectly contrasts your offering with alternatives. It highlights your competitive advantages and unique selling points.

When to Use

- In competitive markets with clear alternatives
- When you have specific advantages over competitors
- When targeting customers with competing options
- For differentiation in saturated markets

Psychological Triggers

- Contrast effect
- Loss aversion
- Maximization tendency

Example Applications

[PRODUCT]: "Why our [product] outperforms leading brands in all 5 key performance tests"
 [SERVICE]: "The only [service] that guarantees [benefit] without [common competitor limitation]"
 [SOFTWARE]: "What our customers say after switching from [competitor]"

Your Product Application

How could you apply the Comparison angle to your offer?

[Write your comparison angle here]

ANGLE TYPE 10

Seasonality

Core Message

"Because now is the time of year you need this"

The Seasonality angle connects to seasonal needs, timely relevance, or calendar-based urgency. It creates time-specific relevance for your offering.

When to Use

- For products with seasonal utility
- During specific times of year (holidays, seasons, events)
- When targeting seasonal pain points or desires
- For creating calendar-based urgency

Psychological Triggers

- Timeliness
- Preparedness
- Cultural/seasonal associations

Example Applications

[SUMMER PRODUCT]: "Be ready when the temperatures rise with the only [product] that [summer benefit]"
 [HOLIDAY]: "Make this [holiday] season memorable with our exclusive [offering]"
 [SEASONAL CHALLENGE]: "The solution to [seasonal problem] that works even in the harshest [season]"

Your Product Application

How could you apply the Seasonality angle to your offer?

[Write your seasonality angle here]

TEST

Multi-Angle Strategy Worksheet

Your Top 3 Most Promising Angles

Based on your product, audience, and objectives, which 3 angles seem most promising?

• Angle

• Why?

Angle Testing Plan

How will you test different angles to identify the most effective options?

[Outline your testing approach]

Audience-Angle Matching

Different audience segments may respond better to different angles. Map your key audience segments to their likely best angles:

• Audience Segment

• Primary Angle

• Secondary Angle

TEST

Multi-Angle Strategy Worksheet

Angle Combinations

Sometimes combining angles creates powerful messaging. List 2-3 potential angle combinations:

1. +
=
2. +
=
3. +
=

Final Notes & Insights

[Use this space for any additional observations or ideas about angle strategy for your specific product]



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