

List Lab 500

There's no fixed number of sales angles—but there are **dozens of proven ones**, and most fall into a handful of core psychological or strategic categories.

At a high level, you can group sales angles into categories like:

1. **Problem/Solution** – Highlight a painful problem and present your product as the fix.
2. **Before/After** – Paint a vivid contrast between life before and after your solution.
3. **Curiosity/Intrigue** – Spark interest by teasing a surprising or unexpected idea.
4. **Fear/Scarcity** – Create urgency with what the customer stands to lose.
5. **Social Proof/Authority** – Rely on credibility, popularity, or expert validation.
6. **Greed/Desire** – Emphasize gains: money, status, pleasure, or convenience.
7. **Contrarian/Rebel** – Position your offer as the “anti-solution” or against the status quo.
8. **Transformation/Testimonial** – Show real-life results from others just like your prospect.
9. **Insider Secret/Exclusivity** – Offer access to hidden knowledge or private benefits.
10. **Value Stack/Deal Angle** – Make the offer irresistible through bonus stacking or discounts.

There are **well over 100 individual angles** that copywriters use, but they're usually variations or combinations of these core types. Master just a few from each category, and you'll never run out of fresh, effective hooks for your campaigns.