

# Copywriting Formulas

(Write Your Copy Faster)



There are many,many, MANY different approaches to copywriting templates. Here are some of the most common used for general things like web pages, landing pages, really any type of page that's designed to help influence the reader to take action.

## **1. AIDA- (Attention, Interest, Desire, Action)**

Attention (Awareness)- What message would best pull our reader in and get them to consider our piece.?

Interest (Inspire) – Challenge the norms of the topic, explore counter-intuitive perspectives.

Desire – Entice! Build the allure of your topic or product by appealing to the emotions of the reader; what's the big win for them?

Action- Don't forget to ask them to do something

## 2. **AIDCA**

Attention

Interest

Desire

Conviction

Action

Conviction is about turning doubt into trust. This can be accomplished a few different ways, mainly through demonstrating that the results shown aren't just about "Taking our word for it"

### **3. Danny Iny's 6+1 Formula**

Here's how Iny's six-step formula goes:

Consider the context.

Grab attention.

Move the reader swiftly to desire a solution to their problem

Present the consequence of failing to act, which Iny calls "the gap"

Present the solution, telling only as much as is necessary to get to the next step

Call the prospect to act.

#### **4. PAS – Dan Kenedy**

This the most reliable sales formula ever invented. It goes like:

Problem – Present the problem your prospect feels.

Agitation – Poke at the problem your prospect feels

Solution – Present your solution to the agitated problem

## 5. 4 Ps

**Picture-** Create a vivid scene prospects can easily put themselves in, whether about an existing pain or an aspirational future.

**Promise-** State how your solution will end that painful scene or bring that aspirational scene to life for them

**Prove-** Support your promise! What are the consequences if you fail to do as promised? Who else has already seen you keep your promise, and how? What you can demonstrate to skeptics that your solution is easily going to ensure the promise is kept?

**Push –** Nudge the prospect to take action.

## 6. **ACCA**

Raise awareness about a problem.

Increase comprehension of the problem by explaining it.

Create the conviction to do something about the problem in your prospect.

Call them to action

## 7. **AAPPA**

Grab the prospect's attention

Show them the advantages of using your solution

Prove what you've just said

Persuade

Move them into action

## 8. **QUEST**

Qualify the prospect.

Understand where they're at ( Show them this understanding)

Educate them on better way

Stimulate them so they want that better way

Transition them from where they are your customer



## 9. **SLAP**

Stop the prospect

Make them look

Make them act

Get the purchase

## 10. **AIDPPC**

Attention

Interest

Description

Persuasion

Proof

Close

## 11. **5-Point Copywriting Formula**

What will you do for me if I listen to your story?

How are you going to do this?

Who is responsible for the promises you make?

Who have you done this for?

What will it cost me?

## 12. **AICPBSAWN**

Attention – Biggest benefit, biggest problem you can solve, USP

Interest – Reason why they should be interested in what you have to say

Credibility- Reason why they should believe you

Proof - Prove what you are claiming is true

Benefits- List them all

Scarcity- Create Scarcity

Action - Tell them precisely what to do

Warn - What will happen if they don't take action

Now - Motivate them to take action now

# 13. **Bob Serling's Power Copywriting formula**

Conductive exhaustive research

Rest to let your ideas percolate

Create a comprehensive list of features, facts and figures.

List every benefit

Create a comprehensive list of features, facts and figures

List every benefit

Create a great guarantee

Write an attention-grabbing headline

Draw attention to key points using color

Limit the number of graphics

Hook the reader with a no-holds -barred opener that starts delivering on the headline.

Eliminate early objections

Create enticing crossheads throughout the piece

Make your prospect feel their pain deeply

Eliminate their pain.

Establish your credibility

Lock in that credibility with “an insider benefit”

Provide unquestionable proof that your solution delivers

Break your copy into readable chunks

List the benefits of using your product.

Summarize the key benefits

List the features of your product

Go above-and-beyond with the package you're offering

State the price

Call to action

Add a piggy-back offer to boost average order value

Minimise risk

Close by summarizing the major benefits.

Add a PS

Make it easy to buy.

Eliminate all distracting links.

Let the copy rest.

Revise for maximum impact.

## **14. Craig Clemens Sales Letter**

### **Formula:**

Headline

Subhead

Questions that show you understand  
and push buttons

Powerful analogy or story

It's not your fault and there's hope

Give away content

Proof

What is I'm offering? What's in it?

Bullet Points/benefits

Who needs it? Who doesn't?

What makes it different?

.



Wrap up

Price

A guarantee

A close

A signature

Your P.S

Your testimonials

**Thank you**

