

Copywriting Formulas

AIDA

- A - Get Attention
- I - Arouse Interest
- D - Stimulate Desire
- A - Ask For Action

Robert Collier Formula

- Attention
- Interest
- Description
- Persuasion
- Proof
- Close

Victor Schwab's AAPPA Formula

- A - Get Attention
- A - Show People An Advantage
- P - Prove It
- P - Persuade People To Grasp This Advantage
- A - Ask For Action

Bob Bly's Formula

According to Bob, all persuasive copy contains these eight elements:

1. Gains attention
2. Focuses on the customer
3. Stresses benefits
4. Differentiates you from the competition
5. Proves its case
6. Established credibility
7. Builds value
8. Closes with a call to action

Bob Stone's Formula

1. Promise a benefit in your headline or first paragraph – your most important benefit.
2. Immediately enlarge upon your most important benefit.
3. Tell the reader specifically what he is going to get.
4. Back up your statements with proof and testimonials.
5. Tell the reader what he might lose if he doesn't act.
6. Rephrase your prominent benefits in your closing offer.
7. Incite Action – NOW!!

Orville Reed

Benefits – Tell your reader from the very beginning how your product or service will benefit them.

Believability - Back up your statements of benefits with believable evidence.

Bounce - Write with enthusiasm, keep your copy moving. Keep the prospect interested. Transfer your enthusiasm for the benefit to the prospect.

R.S. Template

Attention	<ol style="list-style-type: none">1. Superscript – teaser2. Headline – attention of desired audience3. Subhead4. Salutation
Interest	<ol style="list-style-type: none">5. Opening hook – if you...then6. Your story – credibility7. Here's what this is all about
Desire	<ol style="list-style-type: none">8. USP9. Appeal10. Benefits, Benefits, Benefits11. Bullets
Action	<ol style="list-style-type: none">12. Bonuses13. Don't Decide Now – you can't lose14. Price dropdown - justification15. Risk Reversal - Guarantee16. close the deal – buy now17. PS