



## Copywriting Formulas Help You Find The First Word

*Often the most difficult step in writing is the first word, the first sentence. So, when your mind goes blank and the computer screen (or notepad!) remains wordless, stimulate your writing by following one of these copywriting formulas. **CAUTION:** Remember your business writing should be reader-centered. It's not about you. It's not about your business. It's about your customer or prospect discovering their wants and needs in your products and services. Your compelling copy goals are to think like your reader, talk like your reader and connect with your reader.*

### **AAPPA**

Get Attention  
Show people an Advantage  
Prove it  
Persuade people to grasp this advantage  
Ask for Action

### **ABC Checklist**

- ✓ **A**ttain Attention
- ✓ **B**ang out Benefits
- ✓ **C**reate verbal pictures
- ✓ **D**escribe success incidents
- ✓ **E**ndorse with testimonials
- ✓ **F**eature special details
- ✓ **G**ild with values
- ✓ **H**onor claims with guarantees
- ✓ **I**nject action in reader
- ✓ **J**ell with postscript

### **AIDA (Attention, Interest, Desire, Action)**

The best-known copywriting formula, AIDA serves as the basis for every promotional message. Your writing must:

- Attract Attention
- Arouse Interest
- Stimulate Desire
- Present a compelling call for Action

### **AIU (Attention, Interest, Urgency)**

This is an envelope formula. If your envelope isn't opened, it won't matter how phenomenal your words may be. Use teaser copy, graphics, or unique paper that will:

- Gain Attention
- Lead to Interest
- Convey Urgency to open the envelope immediately

### **Cluster of Diamonds**

Copy that follows this formula lists reasons why. For example, copy following a headline "7 Reasons Why You'll Save Money," would explain the 7 reasons; each detail compelling the reader toward your product like a "diamond" in a gold setting.

### **Fan Dancer**

Ah, here it is....the teaser copy that tantalizes the reader with specific details that never reveal any actual information. Like a movie trailer, the copy gives information, but leaves the reader wanting more. Social media profiles should be written with this formula in mind.



### **FAB (Features, Advantages, and Benefits)**

Features are what products have.

Advantages are what those features do.

Benefits, or end results - are what they advantages mean for the reader.

### **FORCEPS (Factual, Optical, Reversal, Credential, Evidential, Perceptual and Social)**

In a world of skeptic readers, conversion rates no longer equate to transforming readers into buyers – conversion equates to transforming readers into believers. How do you do that? With **proof** that builds trust, credibility and believability. FORCEPS is an acronym for 7 types of proof you can provide in your copy.

- ✓ Factual – statistics, data, survey results
- ✓ Optical – graph, product photo, graphics that show results
- ✓ Reversal – comparisons or what happens if readers don't buy the product
- ✓ Credential – education, expertise, author, awards, certifications
- ✓ Evidential – product sample, demonstrations, clinical trials, challenges
- ✓ Perceptual – stories, analogies
- ✓ Social – testimonials, case studies, endorsements, fan base size, social media followers, number of petition signatures

### **PPPP (Picture, Promise, Prove, Push)**

Picture: Get attention early and create a desire.

Promise: Make a meaningful promise and describe benefits and what the item will do.

Prove: Demonstrate the value and support your promise with testimonials.

Push: Ask for the sale.

### **QUEST (Qualify, Understand, Educate, Stimulate, and Transition)**

Qualify the reader by making statements about who the product is for and who it is NOT for.

Show that you understand the prospect by magnifying the problem and sharing their pain.

Educate the reader regarding your solution. Introduce your product or service, but not the offer. This is a great place to offer a lead-capture form.

Build value and stimulate the desire for the offer. Expand on benefits, add value to the offer, state guarantees and offer premiums.

Transition the reader from prospect to customer with call to action.

## **The TST Formula**

### **TSTBSLLC**

**T**alk and listen to stakeholders: employees, advisors, customers, vendors, industry leaders and competition

**S**earch online to review other writers' perspective on your topic

**T**rack at least 3 months' of content by creating a content calendar for your blogs, newsletters, social media and special events

**B**egin writing blog and newsletter articles.

**S**leep on it, then re-read and edit for clarity, grammar and voice.

**L**ist social media channels, internal distribution and traditional marketing areas for repurposing the content.

**L**og in to HootSuite and schedule a week or two of automated posting distribution.

**C**hillax (chill out and relax) for a minute or two and then return to running your company!

**NOW, start writing with one of these formulas, or write an original one that works for you!**