The 10 Copywriting Frameworks Cheat Sheet

Welcome to this 10 copywriting frameworks cheat sheet.

Throughout this document, I'll cover 10 of my favorite copywriting frameworks that'll help you write copy easier and copy that'll perform better.

For each framework, you'll learn what it is, an example of how it can be applied, and a bonus ChatGPT prompt.

Before you dive in, here's a quick overview of the 10 frameworks covered:

1. The Attention Interest Desire Action (AIDA) Framework

2. The Awareness-Comprehension-Conviction-Action (ACCA) Framework

3. The Before After Bridge (BAB) Framework

4. The Consistent Contrasting (CC) Framework

5. The Features-Advantages-Benefits (FAB) Framework

6. The Friend-Expert (FE) Framework

7. The Past-Present-Future (PPF) Framework

8. The Problem-Agitate-Solve (PAS) Framework

9. The Problem-Amplify-Story-Transformation-Offer-Response (PASTOR) Framework

10. The Picture-Promise-Prove-Push (PPPP) Framework

The Attention Interest Desire Action (AIDA) Framework

<u>What it is:</u>

The "Attention-Interest-Desire-Action" (AIDA) framework is an effective framework to help you create compelling and persuasive copy that will capture your reader's attention and inspire them to take action.

It describes the four stages that a customer goes through before making a purchase. These stages are:

Attention: Attracting the customer's attention to your product or service through advertising, marketing, or other means.

Interest: Once you have the customer's attention, you need to create interest in your product or service by highlighting its benefits and unique features.

Desire: After building interest, you need to create a desire for the product or service by demonstrating its value and how it can improve the customer's life or solve their problem.

Action: Finally, you want the customer to take action, such as making a purchase or signing up for a service.

<u>Here's an example of how the AIDA model can be applied to an ecommerce company:</u>

Attention: In a Facebook ad for a new online store selling eco-friendly products, the ad might use an eye-catching image of a product or an environmentally friendly scene to grab the viewer's attention. The headline might read "Transform Your Life with Sustainable Products".

Interest: Once the viewer's attention is captured, the ad might go on to describe the various eco-friendly products available on the website, such

as reusable bags, recycled paper products, and sustainable home goods. The copy might emphasize how the products can help the environment and also benefit the user.

Desire: The ad might then focus on the benefits of using eco-friendly products, such as reducing waste, saving money, and promoting a healthier lifestyle. It might also emphasize the company's values and commitment to sustainability, creating a desire to support a socially responsible brand.

Action: Finally, the ad might provide a call to action, such as a link to the website where the viewer can browse and purchase products. The ad might also offer a limited-time promotion or discount to encourage immediate action, such as "Get 10% off your first purchase when you use the code SUSTAIN at checkout".

Bonus ChatGPT Prompt using AIDA:

"Write an email marketing campaign using the 'Attention-Interest-Desire-Action' framework to grab the attention of [ideal customer persona] and persuade them to take action. Start with a bold statement to get their attention, present information that piques their [interest], state the benefits of our [product/service] to create [desire], and ask for a sign-up or purchase.

The Awareness-Comprehension-Conviction-Action (ACCA) Framework

What it is:

The Awareness-Comprehension-Conviction-Action (ACCA) framework is a copywriting technique used to guide the customer through the buying process, from initial awareness to final action. The ACCA framework consists of four parts:

Awareness: This section of the message aims to create awareness of the problem or need that the product or service can solve. It identifies the customer's pain points and shows how the product or service can address those issues.

Comprehension: This section of the message aims to help the customer understand how the product or service works and how it can solve their problem. It provides clear and concise information about the features and benefits of the product or service, as well as any relevant technical information.

Conviction: This section of the message aims to build the customer's confidence in the product or service. It provides social proof and testimonials from satisfied customers, as well as any relevant statistics or data that support the effectiveness of the product or service.

Action: This section of the message aims to motivate the customer to take action and make a purchase. It provides a clear and compelling call-to-action that encourages the customer to buy the product or service.

Here's an example of how the ACCA framework can be applied in a message for a new online course:

Awareness: Are you struggling to find a new career or advance in your current job? Our online course can help you acquire the skills and knowledge you need to succeed in today's job market.

Comprehension: Our course covers a wide range of topics, from technical skills to soft skills and business acumen. You'll learn from experienced instructors who have worked in your desired industry and gain practical knowledge that you can apply to your career.

Conviction: Don't just take our word for it – our graduates have landed jobs at top companies and seen significant improvements in their career

prospects. We have a 95% success rate in job placement, and our satisfied customers are our best advertisement.

Action: Enroll now and take the first step towards a brighter future. With our easy-to-use platform and flexible schedule, you can learn at your own pace and from anywhere in the world. Sign up today and start your journey to success!

Overall, the ACCA framework can be an effective way to guide the customer through the buying process, by providing a clear and persuasive message that creates awareness, comprehension, conviction, and action.

Bonus ChatGPT Prompt using ACCA:

"Write an email marketing campaign using the 'Awareness-Comprehension-Conviction-Action' framework to present the situation or [problem] faced by [ideal customer persona] and help them understand it. Create the desired conviction in the reader to use our [product/service] as the solution and make them take action.

The Before After Bridge (BAB) Framework

What it is:

The "Before-After-Bridge" (BAB) framework is a copywriting technique used to create a persuasive message that connects the customer's current situation to the desired outcome. It consists of three parts:

Before: This section of the message highlights the customer's current situation or problem. It aims to create an emotional connection with the reader by showing that the writer understands the challenges they are facing.

After: This section of the message paints a picture of the desired outcome or solution to the customer's problem. It creates a vision of a better future and motivates the reader to take action.

Bridge: The bridge section of the message links the before and after sections, demonstrating how the product or service being offered can help the reader move from their current situation to the desired outcome. It presents the solution as the missing link between the two, creating a sense of urgency to take action.

Here is an example of how the BAB framework can be applied in a message for a weight loss program:

Before: Do you struggle to lose weight and keep it off? Have you tried countless diets and exercise programs, only to see little to no results? Do you feel frustrated and discouraged, wondering if you'll ever achieve your goal weight?

After: Imagine waking up every day feeling energetic and confident, fitting into your favorite clothes, and finally reaching your goal weight. Imagine the sense of accomplishment and self-confidence that comes with achieving your health goals.

Bridge: Our weight loss program is the solution you've been looking for. With a customized meal plan and personalized coaching, we can help you lose weight and keep it off for good. Say goodbye to the endless cycle of diets and disappointment and hello to a healthier, happier you. Join our program today and take the first step towards achieving your goals.

Overall, the BAB framework can be an effective tool for creating copy that resonates with customers and motivates them to take action by demonstrating how a product or service can help them move from their current situation to the desired outcome.

Bonus ChatGPT Prompt using BAB:

"Using the 'Before-After-Bridge' framework, please write an email marketing campaign that presents the current situation with a [problem] faced by [ideal customer persona]. Show them the world after using our [product/service] and how it has improved their situation. Then, provide a [bridge] to show them how they can get to that improved state by using our product.

The Consistent Contrasting (CC) Framework

What it is:

The Consistent-Contrasting (CC) framework is a copywriting technique used to make a product or service stand out from its competitors by highlighting its unique features and benefits. The CC framework consists of two parts:

Consistent: This section of the message highlights the features and benefits of the product or service that are consistent with what the customer is already looking for. It reinforces the customer's existing beliefs about what they need or want from the product or service.

Contrasting: This section of the message highlights the features and benefits of the product or service that are different or superior to what the customer might find in other options. It demonstrates how the product or service is uniquely positioned to meet the customer's needs.

Here is an example of how the CC framework can be applied in a message for a new coffee shop that wants to stand out from its competitors:

Consistent: At our coffee shop, you can count on freshly roasted, high-quality coffee that is carefully crafted by our experienced baristas. We offer a range of classic and specialty drinks that will satisfy even the most discerning coffee connoisseur.

Contrasting: What sets us apart is our commitment to sustainability and ethical sourcing. We work directly with small-scale farmers to source our beans and ensure that they are paid fairly for their work. We also use eco-friendly packaging and strive to minimize our environmental impact. When you visit our coffee shop, you can enjoy a delicious cup of coffee while knowing that you're supporting a socially responsible business.

Overall, the CC framework can be an effective way to make a product or service stand out from its competitors by highlighting unique features and benefits that are consistent with what the customer is looking for, while also contrasting the product or service to demonstrate its superiority.

Bonus ChatGPT Prompt using CC:

"Please write an email marketing campaign using the 'Consistent-Contrasting' framework to convert leads into customers. Use a consistent message or theme throughout the copy, but incorporate contrasting language or images to draw the reader's attention and keep them engaged. Include talking points such as [product/service], [unique selling point], and [desired action]."

The Features-Advantages-Benefits (FAB) Framework

What it is:

The Features-Advantages-Benefits (FAB) framework is a copywriting technique used to highlight the unique qualities of a product or service and how they can benefit the customer. The FAB framework consists of three parts:

Features: This section of the message describes the specific features of the product or service. Features are the physical or functional characteristics of the product or service that make it unique.

Advantages: This section of the message describes how the features of the product or service provide specific advantages. Advantages are the ways in which the features of the product or service are beneficial to the customer.

Benefits: This section of the message describes the overall benefits of the product or service to the customer. Benefits are the positive outcomes that the customer can expect as a result of using the product or service.

Here's an example of how the FAB framework can be applied in a message for a new smartphone:

Features: Our new smartphone has a large, high-resolution screen, a fast processor, and a long-lasting battery.

Advantages: The large, high-resolution screen allows you to view videos and photos in stunning detail, while the fast processor ensures that your apps run smoothly and quickly. The long-lasting battery means you can stay connected all day without worrying about running out of power.

Benefits: With our new smartphone, you can stay connected, entertained, and productive throughout the day. You can enjoy high-quality video and photos, stay on top of your work and personal tasks, and never miss an important call or message.

Overall, the FAB framework can be an effective way to communicate the unique features of a product or service and how they can benefit the customer. By highlighting the specific advantages and benefits of the product or service, the FAB framework can help to create a persuasive message that motivates the customer to take action.

Bonus ChatGPT Prompt using FAB:

"Using the 'Features-Advantages-Benefits' framework, please write an email marketing campaign that highlights the [features] of our

[product/service] and explains how these [advantages] can be helpful to [ideal customer persona]. Elaborate on the [benefits] of our product and how it can positively impact the reader.

The Friend-Expert (FE) Framework

What it is:

The Friend-Expert (FE) framework is a copywriting technique used to create a persuasive message by positioning the product or service as both a reliable expert and a trustworthy friend to the customer. The FE framework consists of two parts:

Friend: This section of the message positions the product or service as a friendly and approachable entity that the customer can trust. It creates a sense of familiarity and empathy between the product or service and the customer.

Expert: This section of the message positions the product or service as an expert in its field, with the knowledge and experience to provide reliable solutions to the customer's needs. It creates a sense of trust and confidence in the product or service.

Here's an example of how the FE framework can be applied in a message for a financial planning service:

Friend: We understand that financial planning can be a daunting task, and we're here to help. Our team of advisors is friendly, approachable, and always ready to listen to your concerns and answer your questions.

Expert: With decades of experience in the financial planning industry, we have the knowledge and expertise to provide you with personalized solutions that meet your unique needs. We stay up-to-date with the latest

trends and strategies, so you can trust that you're getting the best possible advice.

Overall, the FE framework can be an effective way to create a persuasive message by positioning the product or service as a reliable expert and a trustworthy friend to the customer. By combining the qualities of an expert and a friend, the FE framework can help to create a sense of confidence, trust, and familiarity that can motivate the customer to take action.

Bonus ChatGPT Prompt using FE:

"Craft an email marketing campaign using the 'Friend-Expert' framework to establish a connection with [ideal customer persona] and position our brand or [product/service] as an expert in our field. Use a friendly and approachable tone to connect with the reader, but also highlight our credibility and expertise in our field. Include talking points such as [unique selling point], [pain point], and [desired action]."

The Past-Present-Future (PPF) Framework

What it is:

The Past-Present-Future (PPF) Framework is a copywriting technique used to tell a story that connects the customer's past experiences to their present situation and future desires, with the product or service as the solution. The PPF Framework consists of three parts:

Past: This section of the message describes the customer's past experiences, pain points, or challenges, that the product or service can help to overcome. It creates an emotional connection with the customer by acknowledging their struggles and showing empathy.

Present: This section of the message describes the customer's current situation and how the product or service can help to solve their problems or

improve their lives. It focuses on the features and benefits of the product or service, and how it can make a difference in the customer's life.

Future: This section of the message describes the customer's future aspirations and how the product or service can help them achieve their goals. It creates a vision of the customer's ideal future, with the product or service as the key to making that vision a reality.

Here's an example of how the Past-Present-Future (PPF) Framework can be applied to a B2B company selling a project management software:

Past: Have you struggled with managing multiple projects and teams, missed deadlines, and overspent budgets? We understand the challenges of project management, and we know how frustrating it can be to not have the right tools and processes in place.

Present: Our project management software is designed to streamline your project management processes, from planning and scheduling to collaboration and reporting. With our user-friendly interface and advanced features, you can easily manage all your projects and teams in one place and improve your efficiency and productivity.

Future: Imagine having complete control and visibility over all your projects, delivering them on time and within budget, and exceeding your clients' expectations. With our project management software, you can make that vision a reality. You'll have the tools and insights you need to manage your projects like a pro and take your business to the next level.

Overall, the PPF Framework can be an effective way to tell a story that connects the customer's past experiences to their present situation and future desires, with the product or service as the solution. In a B2B context, the PPF Framework can create a sense of trust and understanding with the customer, and help to demonstrate the value and benefits of the product or service for their business.

"Write an email marketing campaign using the 'Past-Present-Future' framework to connect our [product/service] to [ideal customer persona]'s past experiences or memories. Show how it can improve their present situation, and then show how it can shape their future in a positive way. Include talking points such as [unique selling point], [pain point], and [desired action]."

The Problem-Agitate-Solve (PAS) Framework

What it is:

The Problem-Agitate-Solve (PAS) Framework is a copywriting technique used to capture a customer's attention by highlighting a problem, agitating the customer's pain or frustration, and then offering a solution. It's a simple yet effective framework that can be used to persuade customers to take action by positioning the product or service as the answer to their problems. The PAS Framework consists of three parts:

Problem: This section of the message identifies a specific problem that the customer is facing, whether it's a pain point, frustration, or challenge. It's important to make the problem clear and relatable to the customer, so that they feel that their needs and concerns are being understood.

Agitate: This section of the message agitates the customer's pain or frustration by emphasizing the negative consequences of the problem. It's important to create a sense of urgency and make the customer feel that the problem is more serious than they may have originally thought.

Solve: This section of the message presents the product or service as the solution to the problem. It's important to demonstrate how the product or service can address the customer's pain points and provide a positive outcome.

<u>Here's an example of how the PAS Framework can be applied in a message for a pest control service:</u>

Problem: Do you have a pest infestation in your home or business? Whether it's ants, cockroaches, or rodents, a pest problem can be a major headache and a threat to your health and safety.

Agitate: Pests can cause damage to your property, spread disease, and create an unpleasant living or working environment. They can also be difficult to get rid of on your own, leading to frustration and wasted time and money.

Solve: Our pest control service provides a fast and effective solution to your pest problems. Our licensed and trained professionals use the latest techniques and products to identify and eliminate pests from your property, and provide ongoing prevention to keep them from coming back. With our service, you can enjoy a pest-free environment and peace of mind.

Overall, the PAS Framework can be an effective way to grab the customer's attention by highlighting a problem, agitating their pain or frustration, and then offering a solution. By positioning the product or service as the answer to the customer's problems, the PAS Framework can motivate the customer to take action and make a purchase.

<u>Bonus ChatGPT Prompt using PAS:</u>

"Using the 'Problem-Agitate-Solve' framework, please write an email marketing campaign that identifies the most painful [problem] faced by [ideal customer persona] and agitates the issue to show why it is a bad situation. Then, present our [product/service] as the logical solution to the problem.

The Problem-Amplify-Story-Transformation-Offer-Response (PASTOR) Framework

What it is:

The PASTOR Framework is a copywriting technique that helps to structure a persuasive message in a clear and compelling way. PASTOR stands for Problem, Amplify, Story, Transformation, Offer, and Response, and each component of the framework serves a specific purpose in guiding the customer towards taking action.

Here's a breakdown of the PASTOR Framework:

Problem: Identify the customer's pain point or problem that your product or service can solve. This helps to make an immediate connection with the customer and demonstrate that you understand their needs.

Amplify: Amplify the problem by emphasizing the negative consequences and emotions associated with it. This creates a sense of urgency and makes the customer feel that the problem is more serious than they may have originally thought.

Story: Tell a story that relates to the customer's problem and shows how your product or service has helped others in a similar situation. This helps to build trust and credibility, and makes the customer feel that they are not alone in their struggles.

Transformation: Show the transformation that the customer can experience by using your product or service. This is where you highlight the benefits and outcomes that the customer can expect, such as increased productivity, improved health, or greater happiness.

Offer: Make a compelling offer that encourages the customer to take action, such as a discount, free trial, or bonus. This creates a sense of urgency and gives the customer a reason to act now.

Response: Finally, provide a clear and simple call to action that tells the customer what to do next, such as "click here to sign up" or "call us now to learn more."

Overall, the PASTOR Framework can be an effective way to structure a persuasive message that guides the customer towards taking action. By identifying the customer's problem, amplifying it, telling a story, showing the transformation, making a compelling offer, and providing a clear call to action, the PASTOR Framework can help to build trust and credibility, overcome objections, and ultimately drive conversions.

Here's an example of how the PASTOR Framework could be applied to an ecommerce company selling a physical product, such as a portable water bottle:

Problem: Do you ever feel dehydrated on the go and struggle to find a convenient way to stay hydrated?

Amplify: Not drinking enough water can lead to dehydration, fatigue, and poor performance, which can affect your daily routine and even impact your health.

Story: Meet Alex, a busy commuter who used to struggle to stay hydrated during his long days away from home. But after discovering our portable water bottle, he's able to stay hydrated on the go and feel refreshed throughout the day.

Transformation: With our water bottle, you'll not only stay hydrated, but you'll also feel better, perform better, and be more productive. Plus, our sleek and stylish design means you can stay hydrated in style!

Offer: Order now and get a special discount of 10% off your first purchase, plus free shipping.

Response: Click here to order your portable water bottle today and start feeling your best wherever you go!

In this example, the PASTOR Framework is used to identify the customer's problem, amplify it, tell a story, show the transformation that is possible, make a compelling offer, and provide a clear call to action. This structure can be applied to a variety of ecommerce companies selling physical products, and is particularly effective for those that offer a solution to a common problem or pain point, such as convenience or portability.

Bonus ChatGPT Prompt using PASTOR:

"Write an email marketing campaign using the 'PASTOR' framework to address the pain points of [ideal customer persona] and present our [product/service] as the solution. Identify the [problem] they are facing, amplify the consequences of not solving it, tell a [story] related to the problem, include [testimonials] from happy customers, present our [offer], and ask for a response.

The Picture-Promise-Prove-Push (PPPP) Framework

What it is:

The Picture-Promise-Prove-Push Framework is a marketing framework used to create effective marketing messages that resonate with potential customers. It includes four key components:

Picture: This component involves creating a vivid mental picture of the problem or pain point that the customer is experiencing. It helps to create an emotional connection with the customer and make them feel understood.

Promise: This component involves making a promise to the customer that your product or service can solve their problem or pain point. It's important

to be specific and to clearly communicate the benefits that your product or service offers.

Prove: This component involves providing evidence to back up your promise. This can include customer testimonials, case studies, statistics, or other forms of social proof that demonstrate the effectiveness of your product or service.

Push: This component involves making a strong call to action to encourage the customer to take action. It's important to be clear and direct, and to offer a compelling reason for the customer to act now.

Overall, the Picture-Promise-Prove-Push Framework can be an effective tool for creating marketing messages that resonate with potential customers, address their pain points, and encourage them to take action.

Here's an example of how the Picture-Promise-Prove-Push Framework could be applied to a B2B SaaS company selling a project management software:

Picture: Do you ever feel overwhelmed by the number of projects you're juggling, and struggle to keep track of everything?

Promise: Our project management software streamlines your workflows and allows you to manage your projects with ease. You'll be able to easily collaborate with your team, stay on top of deadlines, and prioritize your tasks.

Prove: Our software has been used by over 500 companies and has a proven track record of increasing productivity and streamlining workflows. Our customers have seen a 25% increase in efficiency and a 40% reduction in project completion time.

Push: Try our software today and see the difference for yourself. Sign up for a free demo and see how our software can transform your business.

In this example, the Picture-Promise-Prove-Push Framework is used to create a marketing message that addresses a common pain point for businesses, which is juggling multiple projects and tasks. The framework creates a mental picture of the problem, promises a solution, provides social proof to back up the promise, and includes a clear call to action to encourage the potential customer to take action. This structure can be applied to a variety of B2B SaaS companies, and is particularly effective for those that offer solutions to common pain points, such as productivity or workflow management.

Bonus ChatGPT Prompt using PPPP:

"Write an email marketing campaign using the 'Picture-Promise-Prove-Push' framework to paint a picture that gets the attention and creates desire for our [product/service] in [ideal customer persona]. Describe how our product will deliver on its promises, provide testimonials to back up those promises, and give a little push to encourage the reader to take action.