

Copywriting Frameworks

"Using the 'Emotional Appeal' framework, please write a marketing campaign outline that uses [emotional appeal] to persuade [ideal customer persona] to take action and purchase our [product/service]. Choose an emotion such as [fear], [happiness], or [guilt]."

"Write a marketing campaign outline using the 'Social Proof' framework to demonstrate the value and effectiveness of our [product/service] to [ideal customer persona]. Include [testimonials], [case studies], and [industry experts] as social proof."

"Using the 'Empathy' framework, please write a marketing campaign outline that identifies the [needs] and [pain points] of [ideal customer persona] and crafts copy that demonstrates understanding and empathy for their situation. Present our [product/service] as a solution to their problems."

"Write a marketing campaign outline using the 'Future Pacing' framework to help [ideal customer persona] visualize a future where they have achieved their [goals] with the help of our [product/service]. Describe the [benefits] they will receive as a result."

"Using the 'Benefits-Features-Proof' framework, please write a marketing campaign outline that outlines the [benefits] our [product/service] provides to [ideal customer persona]. Explain the [features] that make these benefits possible and provide [proof] to back up our claims about the product."

"Using the 'Unique Value Proposition' framework, please write a marketing campaign outline that identifies the unique value our [product/service] provides to [ideal customer persona] and crafts copy that clearly communicates that value."

"Write a marketing campaign outline 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."

"Using the 'PASTOR' framework, write a marketing campaign outline that addresses the pain points of [ideal customer persona] and presents 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 request a response."

"Write a marketing campaign outline using the 'Features-Advantages-Benefits' framework that highlights the [features] of our [product/service] and explains how these [advantages] can be helpful to [ideal customer persona]. Outline the [benefits] of our product and how it can positively impact the reader."

"Using the 'Awareness-Comprehension-Conviction-Action' framework, please write a marketing campaign outline that presents [ideal customer persona] with a [situation or problem] and helps them understand it. Create the desired conviction in the reader to use our [product/service] as the solution and prompt the reader to take action."

"Write a marketing campaign outline using the 'Star-Story-Solution' framework to introduce the main character of a [story] related to our [product/service] and keep the reader hooked. End the story with an explanation of how the star wins in the end with the help of our product."

"Using the 'Picture-Promise-Prove-Push' framework, please write a marketing campaign outline that paints 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."

"Write a marketing campaign outline using the 'Problem-Agitate-Solve' framework to identify the most painful [problem] faced by [ideal customer persona] and agitate the issue to show why it is a bad situation. Present our [product/service] as the logical solution to the problem."

"Using the 'Before-After-Bridge' framework, please write a marketing campaign outline 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."

"Write a marketing campaign outline using the 'Unique Selling Proposition' framework to highlight the [unique selling points] of our [product/service] to [ideal customer persona]. Craft copy that clearly communicates these points and persuades the reader to take action."

"Write a marketing campaign outline using the 'Headline' framework to identify the main benefit or value proposition of our [product/service] and craft a headline that clearly communicates that benefit to [ideal customer persona]."

"Write a marketing campaign outline using the 'Hook-Story-Offer' framework to use a hook or attention-grabber to engage [ideal customer persona], tell a story to create an emotional connection, and then present an offer or call to action."

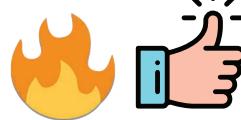
"Using the 'CAB' formula, write a marketing campaign outline that highlights the features of our [product/service], explains the advantages of those features, and then outlines the benefits that [ideal customer persona] will receive as a result."

"Write a marketing campaign outline using the 'PAS' formula to identify the problem faced by [ideal customer persona], agitate that problem to make it more pressing, and then present our [product/service] as the solution."

"Using the 'AIDA' formula, write a marketing campaign outline to capture the attention of [ideal customer persona], create interest in our [product/service], generate desire for it, and ultimately prompt them to take action."



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