

3 Super Easy Copywriting Formulas

SO you never have to write from scratch again

PAS – Problem Agitation Solution

This is one of the most used formulas. It can be used for a tweet, product description of blog post. Here's how it goes...

Problem – Present the problem that your prospect feels

Agitation – Poke at the problem until it's visceral (gets right down to the root)

Solution – Present the solution to the agitation problem.

Example: When annoying itching skin has you thinking of canceling date night, Skin Rescue Lotion makes give you soft, smooth and touchable skin.

AIDA – Attention Interest Desire Action

Attention – Give your reader something they weren't expecting

Interest – Engage your readers mind with something counter-intuitive or fresh info

Desire – Engage their heart some they want what you're offering. Build to desire to "have"

Action – Ask them to take the next step

Example: This is for the new Apple Watch 4

Part guardian, part guru.

ECG on your wrist. Low and high heart rate notifications. Fall detection and Emergency SOS. New Breathe watch faces. It's designed to improve your health every day and powerful enough to help protect it. [Learn More](#)

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Viking Velociraptor

VERIFY something they “see” or observe...lifestyle, problem, competition

VALIDATE how they “feel” (their internal response)...anger, envy, pleasure

VANTAGE to present your info...your product feature, benefits and advantage (over using another solution)

VALUES you have in common, these are the values you share... wants, hopes, the future

VILLAINS you both hate. These are the things you both stand against...enemy, obstacles, the past

Example: one of my faves is Duluth Trading Company. Their product descriptions get right to the heart of what’s going on...and how they solve it.

30% Lighter, Flexible and Tough Enough for Tree Duty!

Extreme or repetitive crouching, kneeling, stretching or climbing on the job? Take a tip from tree-cutter Chris F. in Verona, WI, and ditch the stiff work pants. "The extra flex in these pants makes climbing and stretching so much easier!" he reports. "I literally make reaches and climbs I can't do in ANY other pair of pants!"

You get all the features of our famous work pants in an 8-oz. Fire Hose canvas that's about a third lighter, while packing the same abrasion resistance. 3% spandex gives you incredible flex. Prewashed, broken-in feel right out of the box. FendOff Finish™ fabric treatment repels stains and water. Hidden Crouch Gusset for extra ease. Mid-leg utility pockets and back pockets with tuckable pocket flaps with hook-and-loop closure.