

The Copywriting Frameworks Cheat Sheet

7 Frameworks. One page. Use these before every piece of copy you write.

1 AIDA

Attention · Interest · Desire · Action

Hook, hold, make them want it, tell them what to do.

ATTENTION

INTEREST

DESIRE

ACTION

EXAMPLE

"Your competitor is closing deals you're losing to silence." ! "Emails fail because they lead with features." ! "Imagine 40% more calls booked..."

Best for: **Ads, sales pages, launch emails, cold outreach**

2 PAS

Problem · Agitate · Solution

Name the pain, twist the knife, offer the cure.

PROBLEM

AGITATE

SOLUTION

EXAMPLE

"Most freelancers underprice by 40%." ! "That's 2 days/week working for free — compounding yearly." ! "The Copy Copy pricing guide..."

Best for: **Short ads, subject lines, social media, cold email hooks**

3 BAB

Before · After · Bridge

Show where they are, where they want to be, be the bridge.

BEFORE

AFTER

BRIDGE

EXAMPLE

"Sending 50 proposals and hearing nothing." ! "Send 10, close 6 — copy sells before the call." ! "That's what Copy Copy teaches."

Best for: **Testimonials, case studies, onboarding emails, transformation copy**

4 FAB

Feature · Advantage · Benefit

Don't just list what it does — explain why it matters to them.

FEATURE

ADVANTAGE

BENEFIT

EXAMPLE

"40ms response time." (F) ! "3x faster than average mechanical keyboard." (A) ! "Every thought hits the page the instant it arrives." (B)

Best for: **Product descriptions, feature pages, B2B specs, Amazon listings**

5 4Ps

Promise · Picture · Proof · Push

Promise the outcome, paint the vision, prove it, push them to act.

PROMISE

PICTURE

PROOF

PUSH

EXAMPLE

"Double conversions in 14 days." ! "Twice the signups, same traffic." ! "Worked for 2,300 businesses." ! "Enroll — doors close Friday."

Best for: **Sales pages, webinar promos, high-stakes email sequences**

6 ACCA

Awareness · Comprehension · Conviction · Action

Educate first, build belief second, then ask for commitment.

AWARENESS

COMPREHENSION

CONVICTION

ACTION

EXAMPLE

"80% of SaaS trials expire unconverted." ! "Onboarding copy failed to communicate value." ! "Rewritten emails ! 38% lift in paid conversions..."

Best for: **B2B drip emails, thought leadership, retargeting campaigns**

7 Star–Story–Solution

Lead with a character, tell what happened, reveal how it resolved

The most powerful framework for making copy feel human — because it is.

STAR

STORY

SOLUTION

EXAMPLE

"Marcus charged \$800/project and was burning out." (Star) ! "Pitched \$2,000 for 6 months. Every client said no." (Story) ! "Rewrote proposals..."

BEST FOR

Email newsletters · Brand storytelling · Video scripts · Long-form sales letters · About pages

Pro tip: Pick one framework before you write anything. Frameworks aren't formulas — they're scaffolding. Once you know the structure, you can break the rules intentionally.