
5 Copywriting Formulas That Convert

Proven Structures for Headlines, Emails, and Sales Pages

Why Formulas Work

A copywriting formula isn't a shortcut around thinking — it's a proven skeleton that keeps you from forgetting a persuasive step under deadline pressure. Below are five formulas that have stood the test of decades of direct-response writing, with a plug-and-fill example for each.

1. AIDA — Attention, Interest, Desire, Action

The oldest structure in the book, and still the most flexible.

Step	Job	Example
Attention	Interrupt the scroll	"Your invoices are costing you more than late fees."
Interest	Explain the mechanism	"Every manual invoice takes 12 minutes to process — most of it is copy-paste."
Desire	Paint the after-state	"Imagine invoices that process themselves while you sleep."
Action	One clear next step	"Start your free trial — no card required."

2. PAS — Problem, Agitate, Solve

Best for audiences who already feel the pain but haven't named it yet. Name the problem plainly, sit with the cost of ignoring it for one more beat than feels comfortable, then hand them the fix.

3. The 4 U's — Useful, Urgent, Unique, Ultra-specific

A headline checklist, not a full structure. Before publishing any headline, ask: does it promise something useful, does it create real urgency, is it different from what a competitor would write, and is it specific enough to sound believable?

4. FAB — Features, Advantages, Benefits

Most copy stops at features. This formula forces the translation all the way to the reader's actual life.

Feature	Advantage	Benefit (what they feel)
Automated backups every hour	You never lose more than 60 minutes of work	You stop dreading the "did I save that?" moment

5. Before-After-Bridge

Describe their current frustrating reality (Before), describe life without that frustration (After), then show your offer as the Bridge between the two. This formula is especially effective in email sequences and landing page openings.

PRACTICE DRILL

Take one product you already sell or believe in, and write the same 3-sentence pitch five times — once per formula above. You'll immediately feel which formula fits your audience's mindset best.

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