



How to Write Better Copy part four transcript

Hello and welcome to part four of How to Write Better Copy. In this section of the course, we are going to be looking at the AIDA formula. AIDA is a copywriting formula. There are lots of copywriting formulas and they break down the stages of good copy. And what I mean by good copy is that it gets your reader to do what it is that you want them to do. AIDA is probably the most famous of the formulas, so let's take a closer look.

AIDA is an acronym, it stands for Attention, interest, desire, and Action. It starts by attracting their attention. It then builds their interest and their desire by showing them that you understand them and the problems they face, and most importantly, that you've got the solution to those problems. And then lastly, it tells them how to take action, which you'll remember we covered briefly in the last section. So let's look at each of these stages in a bit more detail.

So attention, the key here is to use a headline that stands out from the crowd. If you think about it, we're bombarded with information every day, emails, phone calls, TV adverts, radio adverts, newspaper adverts. So you need to have a headline that stands out from the crowd and encourages people to read on. Now there are some beauties out there. You'll all know that go to work on an egg naughty, but nice. These are really great headlines, but they're not what we're looking for here necessarily because a good headline is relevant to your readers. And if you think back to parts one and part and two of the course, we looked at how you go about making the information that you've got relevant.

The answer is that you need to put your client avatar in front of you and you've got to address the problems they face and the solution you offer. So if I was advertising my e-courses, for example, I might have headlines like learn how to Write Better Marketing Materials or Get Better Results from your Marketing. If I was advertising my copywriting services, I might say something like, I can help you grow your business. The key to an attention grabbing headline, therefore, is one that uses language that resonates with your readers and either highlights the benefits that you have for them, or it's intriguing because it focuses exactly on what they're interested in. So you might have a headline that says Five trends for marketing in 2023, or the five Mistakes that Every Business Owner needs to avoid and so on.

You might think it's gonna be tricky to come up with a headline, but I think if you keep your client avatar in mind and the benefits that you've got to offer them, then a headline becomes easier than you might think at first. So I'd like to suggest an exercise now. And I'd like you to go to LinkedIn and scroll down your newsfeed. If you don't use LinkedIn, then you can do the same exercise on Facebook, by the way. So scroll down your feed and, and look at which articles leap out at you, which ones look interesting, which ones don't and then have a think about why that might be. My guess is the ones that interest you and leap out at you are the ones that use the same sort of language as you use and, and, and target your particular concerns or interests.



So that's attention. Let's move on and look at interest. The key to interest is to keep your reader reading. And it's the main body of your copy. It's a bit of the, your copy where you are writing about what it is that you want to write about your new product or your new service or the information that you've got to impart and so on. So how do you keep people interested? Well, it's the same as it always is. It's to answer the question, what's in it for me? You focus on the benefits, the things about what the, the things about what you are selling that solve your reader's problems and make their lives better.

Desire goes hand in hand with interest. If you think that interest focuses on the thing that is your selling, whereas desire focuses on your reader because it's very interesting to think, oh, yes, that sounds interesting, but what the the emotion that you want to evoke in your reader is something that goes slightly further than that. It's oh yes, that sounds really interesting and I need to have it now. There are a few ways that you can do that. The first is quite simply to use the law of scarcity. We all want something that's in short supply. So you could use a special offer that discounts for a limited period of time, or you could offer an upgrade for a certain number of people, or you could simply restrict the numbers of what you're saying, letting that you've got available.

Or you could use the concept of fear of missing out, make your reader feel as if they're missing out by pointing out that other people have already invested in something while your re reader hasn't. Or you could point out that your product offers specific benefits that none of your competitors do. In all these cases, just to make it absolutely clear, you need to be truthful here. So if you're gonna offer special offer that expires on a certain date, make sure that it really does. If yours is the only product that offers a specific benefit, then absolutely highlight that. But if it that's not strictly truthful and lots of your competitors have also got a similar benefit, then you run the risk of misleading them and losing their trust.

The other way to elicit desire in your reader is to paint a, a compelling picture of how your reader will benefit from what it is that you are offering. So you might do this by saying something like in my case, I might say something like imagine getting people calling you up the next time you have an article in the newspaper because they're interested in what it is that you have to sell. Or imagine how you'll feel if your boss praises the next sales letter you write and doesn't have any changes. It's something that, you know, it paints a picture of a, of a sort of idyllic future where everything is much better for them in this particular circumstance. One final point about the interest and desire section of the ADA formula is to add in a kind of optional extra, which is conviction.

We can add an extra step in here – Conviction. Conviction is the thing that answers the skeptics in your audience but by building additional trust and reassurance. So, you know, if, if you are talking about how amazing a product is, there's gonna be an element of your audience that says, oh, yeah, right? So you can answer them by using things like testimonials where you know, real people say how great your product is, or you might want to offer the reassurance of a free trial, or you might want to offer a guarantee, or you might have statistics that show how good your product or service is. Now is the time to use them in your copy just to kind of, to reassure those skeptics that are out there.



And the final part of the ADA formula is the action part, the bit that says Do it now we touched on in the last video, but it's such an important part of good copy that I'm going to reiterate it here. The call to action is the purpose of your writing. It's the thing that you want your reader to do once they've read your copy. So it might be buy it now or download it or order it or sign up for it, or sponsor me or call me or email me. So on and so on. Calls to action are short, clear, and to the point. And notice in those examples I just gave, they all used the imperative form of the verb. They were an order, essentially. They told people what to do very clearly and very plainly. One final point on this is you want to, you do want to make it easy for your readers to take action. So if you want them to call you, then make sure your phone number is on the copy. If you want them to email you, make sure your email address is there. If you want them to download something, make sure there's a big button so they can download it and so on.

And now for another exercise I'd like you to head back to LinkedIn or Facebook, whichever one it was that you used in the first exercise, and click on some of the adverts that interested you and see if they use this ADA formula or the AIDCA formula. Look to see how they've structured their copy and see which ones are most successful. Again, my guess would be that some of them will follow the ADA formula and do walk you through a process of attracting your attention, then evoking your interest and your desire, and then encouraging you to take action. So we are now at the end of this section of the course and in conclusion, the ADA principle is the thing that takes your reader's hand and guides them down the path that you want them to follow. There we go. See you in the fifth and final part.