

6 Copywriting Frameworks

to Write High-Converting Copy

PASO

- P** Talk about the prospect's main **problem**.
- A** Make the problem hurt, **agitate** it.
- S** Present your **solution** to the problem.
- O** Show the **outcome** your solution provides.

ACE

- A** Capture the reader's **attention**.
- C** Provide valuable **content** or information.
- E** **Engage** the reader with a call to action.

QUEST

- Q** **Qualify** your visitors.
- U** **Understand** their needs.
- E** **Educate** them about your product.
- S** **Stimulate** their interest.
- T** **Transition** them to take action.

PAPA

- P** Address the main **problem**.
- A** Mention the **advantages** of solving the problem.
- P** Show **proof** that you can solve it.
- A** Ask them to take **action** with a CTA.

HERO

- H** **Hook** the prospect with your headline.
- E** **Engage** them with a story or narrative.
- R** **Reveal** your product.
- O** Make an **offer** they can't refuse.

SLAP

- S** Make the reader **stop**.
- L** Make them **look** (i.e. read).
- A** Motivate them to take **action**.
- P** Push them towards making a **purchase**.

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