



Copywriting Niche Marketing



Client Attraction

A I D A

A = ATTENTION

- What do they REALLY REALLY WANT
 - Make it SIMPLE. Make it EASY.
 - FOCUS on One BIG BIG BIG PROBLEM with the BEST OUTCOME.
 - This is your HEADLINE and YOUR FIRST QUESTION.
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I = INTEREST

- They're thinking "*You got me - now why should I keep reading?*"
 - *Think PROOF, Stats, Quick*
 - Flaunt a smidge of Authority & Social Proof
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D = DESIRE

**What's in this for me?
Why you?**



ACTION

You got me...
Now what do I do...



SOCIAL PROOF

- If you are in a market of “Not another one of these people”
 - If you know that you are dealing with doubt!
 - Predict the Objection
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VALUES HUG

- What is it that people feel different about you
 - My key one is Generosity. Commitment. Loyalty and Love.
 - It's my last sentence and signature.
 - Like a written hug.
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