



AIDA MODEL

Simple way to
Writing Engaging
Copy



@RIGHTLYDIGITAL
RIGHTLYDIGITAL.COM

Swipe



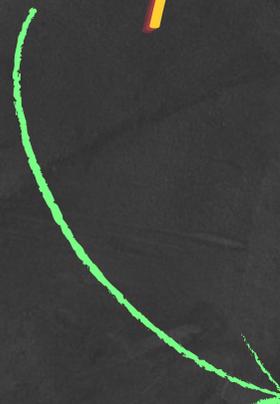


A

Attention

Grab their attention. Usually used in a pre-headline or headline. A great way is by using some stats or a pain point that will grab the attention of your target audience

Example



@RIGHTLYDIGITAL
RIGHTLYDIGITAL.COM

Swipe





Grabs Attention

"Struggling to get a constant flow of Customers?"

This is a pre-headline used by ClickFunnels that addresses a pain point

→ *Struggling To Get A Constant Flow Of Customers?*

Meet ClickFunnels.

Getting People To Your Website And Turning Them Into Happy Paying Customers Is What We Do Best

[Start Your Free Trial Today >>](#)

No Contracts • Cancel Anytime



@RIGHTLYDIGITAL
RIGHTLYDIGITAL.COM

Swipe

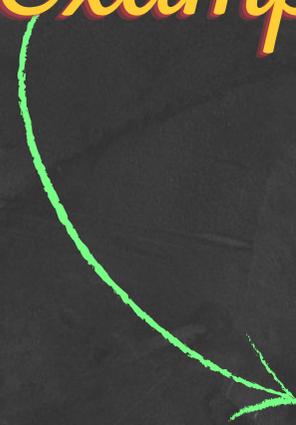




Interest

Once the reader's attention is captured, the next step is to create interest. Provide more details that will help the reader understand the product or service with benefits

Example



@RIGHTLYDIGITAL
RIGHTLYDIGITAL.COM

Swipe





Get's you Interested

"Getting People To Your Website And Turning Them Into Happy Paying Customers Is What We Do Best"

Highlighting the benefits to get the user interested to know more about the product

Struggling To Get A Constant Flow Of Customers?

Meet ClickFunnels.

Getting People To Your Website And Turning Them Into Happy Paying Customers Is What We Do Best

Start Your Free Trial Today >>

No Contracts • Cancel Anytime



@RIGHTLYDIGITAL
RIGHTLYDIGITAL.COM

Swipe

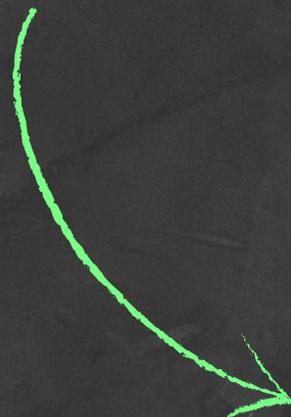




D Desire

Create a desire for the product or service. This is done by providing more information about how the product or service can improve the reader's life.

Example



@RIGHTLYDIGITAL
RIGHTLYDIGITAL.COM

Swipe





Creates that Desire

A funnel is like a “digital road” that moves your dream customers to your website and into your online store with their credit cards in hand!

ClickFunnels does this on their headlines as well as in the landing page copy below

So, Why A Funnel?

Let's face it — a website without paying customers is like building a store in the middle of the desert without a single road leading to it.

That's Where A “Funnel” Comes In.

A funnel is like a “digital road” that **moves your dream customers to your website** and into your online store with their credit cards in hand!



@RIGHTLYDIGITAL
RIGHTLYDIGITAL.COM

Swipe

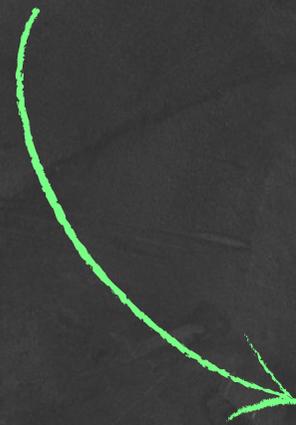




A Action

The last step is to encourage the reader to take action. This is done by providing a call to action, such as a request to purchase the product

Example



@RIGHTLYDIGITAL
RIGHTLYDIGITAL.COM

Swipe





Guides you to take Action

"Start Your Free trial Today"

A clear call-to-action on what you need to do next.

Struggling To Get A Constant Flow Of Customers?

Meet ClickFunnels.

Getting People To Your Website And Turning Them Into
Happy Paying Customers Is What We Do Best

Start Your Free Trial Today »

No Contracts • Cancel Anytime



@RIGHTLYDIGITAL
RIGHTLYDIGITAL.COM

Swipe

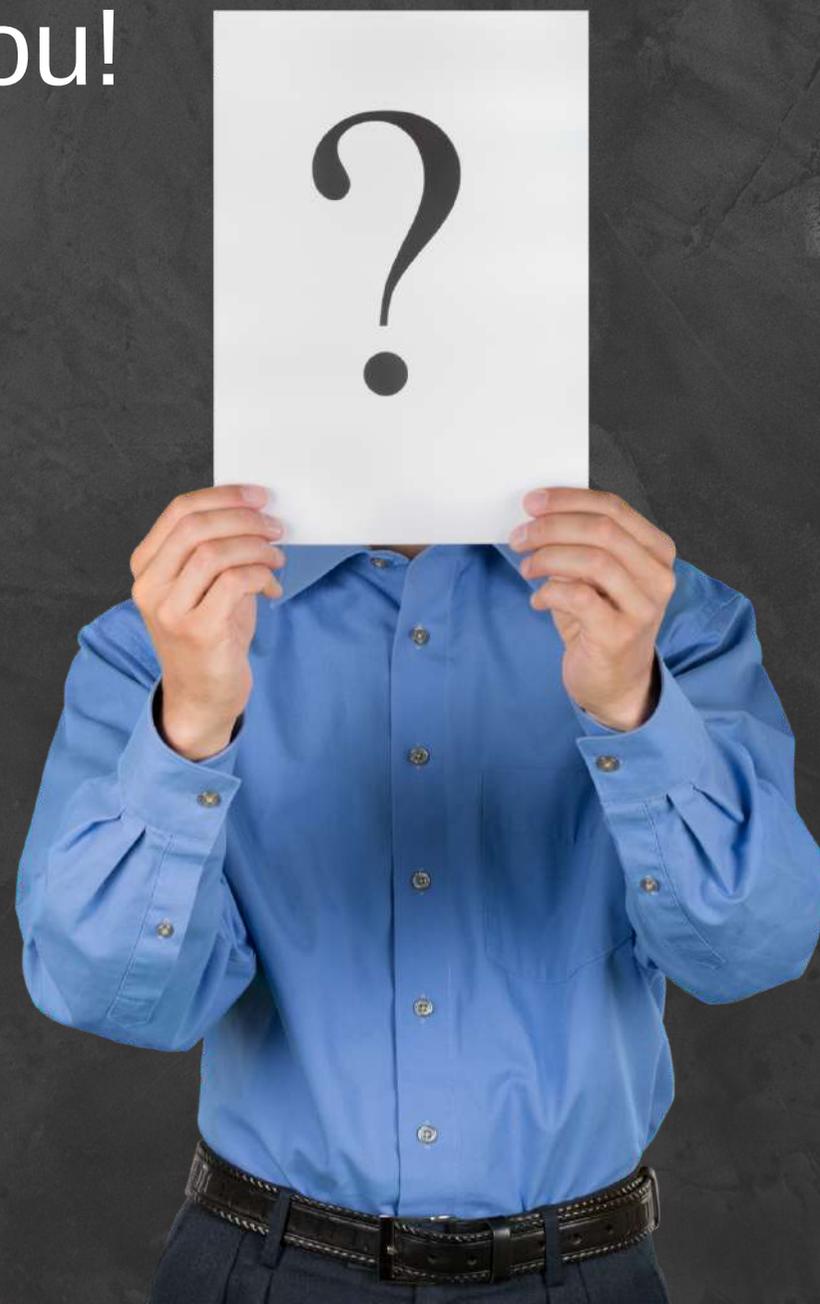




DID **YOU** FIND THIS USEFUL?

If so, make sure you
share it with others.

This helps me reach
more people like you!



@RIGHTLYDIGITAL
RIGHTLYDIGITAL.COM