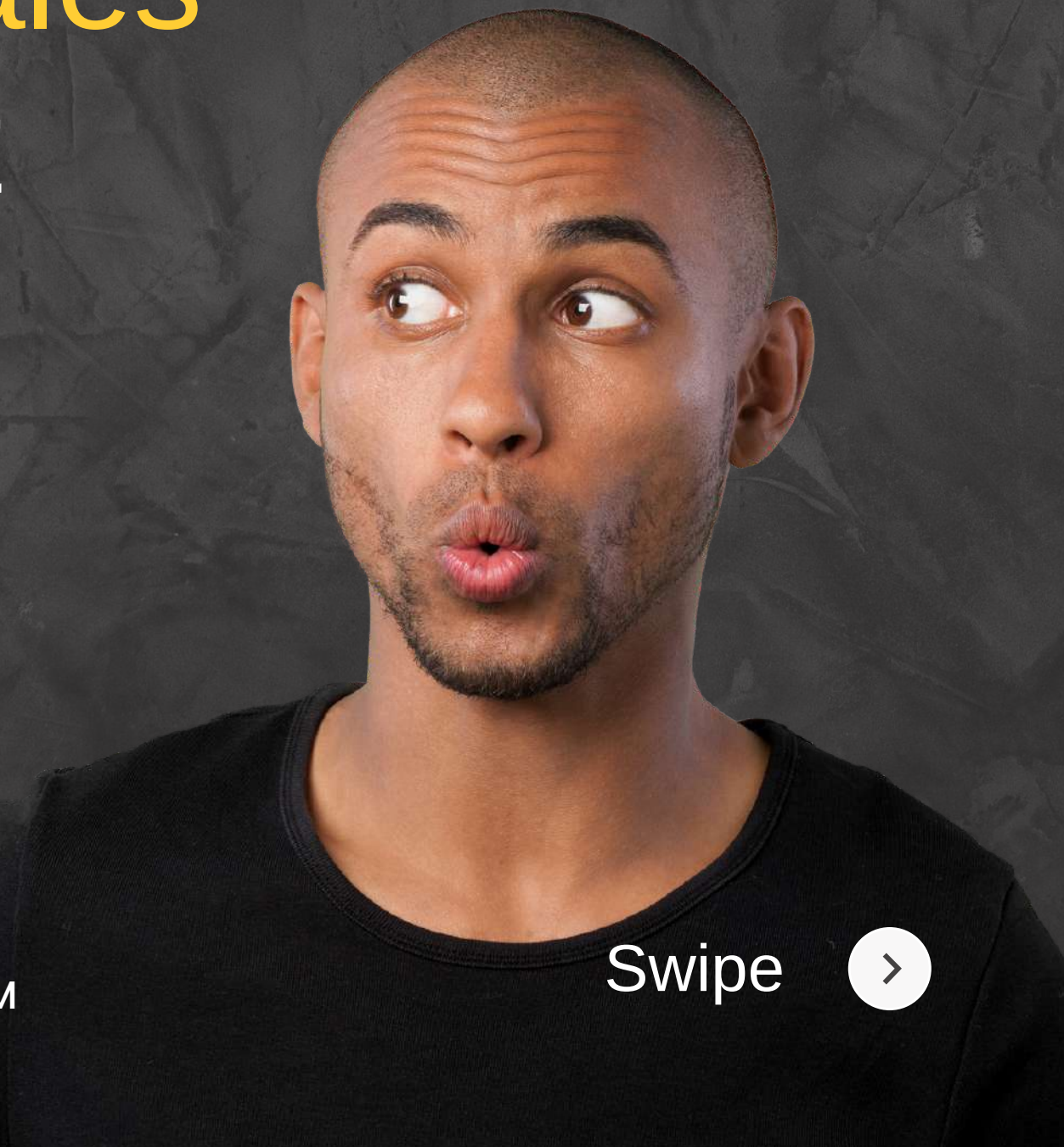


PAS



Framework for
writing **sales**
copy that
converts



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P

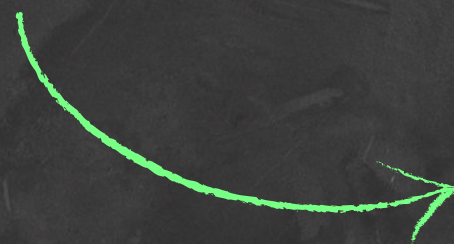
Pain

If you want your copy to evoke a response, you need to understand the problem of your audience. Nothing grabs the attention of a user more than laying out the pain points that a person is going through.

Example



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Talks about a Pain-Point

"Do these cause a sensation in your teeth?"

Do these cause a **sensation?**
in your teeth

"I recommend Sensodyne. A simple change from your daily toothpaste to Sensodyne can make a big difference."
Dr. Satbir Golar, Dentist, Practicing in the UK

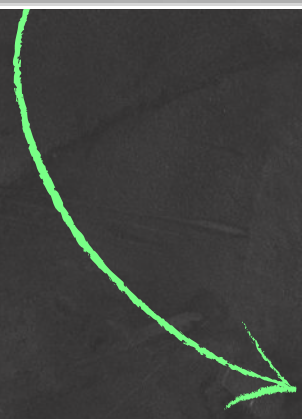
World's No.1 Sensitivity Toothpaste

Tooth sensitivity is the short, sharp sensation experienced when eating or drinking anything hot or cold. This happens when a part of the tooth called 'dentine', gets exposed. There is a simple solution, a change from your daily toothpaste to Sensodyne can make a difference. Sensodyne's active ingredients soothe the nerves that can cause this sensation. With twice daily brushing, it provides clinically proven relief & daily protection from sensitivity. Change to Sensodyne for effective relief from sensitivity.

Use as directed on pack. Visit your dentist regularly. Sensodyne is a Trademark of the GlaxoSmithKline group of companies.



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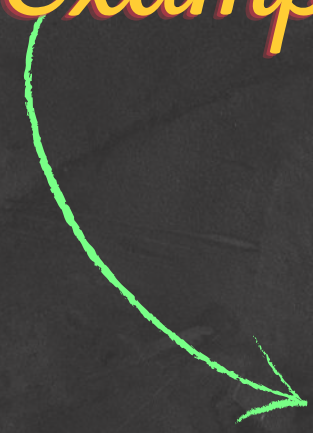


A

Agitate

Agitate the problem. Make your readers feel the pain of the problem. Let them feel like you're with them in this journey or you have been there & understand how they feel

Example



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Agitate the Problem

'Bevan's at a work lunch and he's full. Full of regret.

A brilliant advertisement for a beer that clearly addresses the issue we all face when we order the wrong drink at some point in our lives



IN AN EFFORT TO IMPRESS HIS BOSS, BEVAN DISAPPOINTED HIS MOUTH.

Bevan's at a work lunch and he's full. Full of regret. He wanted a beer. If only he ordered an Export Dry. Crisp and refreshing but still full of flavour, Export Dry is a sophisticated lager that will make your palate proud. So sophisticated in fact that it won Best Beer in the World in 1994. When was the last time wine won Best Beer in the World? Nineteen ninety never, that's when.



LET NOTHING COME BETWEEN A MAN AND A GREAT BEER

[adsoftheworld.com](https://www.adsoftheworld.com)



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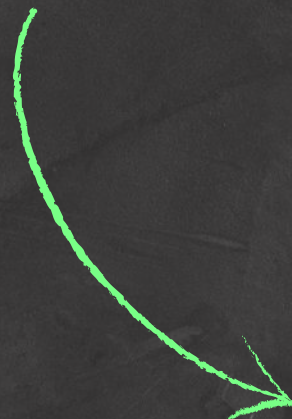


S

Solution

Now provide the solution that you have to offer to relieve the pain. Explain how your product or service will benefit your audience

Example



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Provides a Clear Solutions

Provide a few keywords, and we'll instantly turn them into full-length articles and marketing content, using our world-class AI with a vast knowledge of the world.

Hypotenuse AI states a problem and clearly provides a solution to that problem as seen in the example below

Let AI write your content in seconds. Without writer's block.

Provide a few keywords, and we'll instantly turn them into full-length articles and marketing content, using our world-class AI with a vast knowledge of the world.

[Try writing for free →](#)



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DID YOU FIND THIS USEFUL?

If so, make sure you
share it with others.
This helps me reach
more people like you!



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