

ACCA FORMULA

Copywriting formulas are super-important if you want to write sales copy that works. Because only rookies write from scratch I want to show you ACCA formula [Awareness-Comprehension-Conviction-Action] that will help you drive your conversions off-limits!

AWARNESS



First make the consumers aware that the product or service exists. You can do that in your marketing by throwing a huge announcement. Also when writing an advertisement you can make them aware by writing a headline like this "Discover New Way To_____"

"Discover A New Way To Skyrocket Your Sales!"

COMPREHENSION



In the second stage they must comprehend what the product is and what it will do for them. Here you need to explain and give them a lot of logical reasons, testimonials, etc.

CONVICTION



After comprehension the readers must be convinced to buy the product. Appeal to their emotion. Make them imagine they are using your product. Show them your offer and every damn feature and benefit of your product or service...

ACTION



Finally the reader must take action and actually make the purchase. Challenge them, create massive sense of urgency and get them to buy!