

Twitter Thread by Jeremy Moser



Jeremy Moser

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I've written marketing copy for 6+ years.

Here are 10 copywriting formulas to increase conversions and clicks on your ads, emails, headlines, and landing pages.

Formula: Problem, Agitate, Solution.

P: identify main problem your audience has.

A: agitate with emotions & stressors.

S: offer your product as the solution.

Use for: landing pages

Example: [@buymeacoffee](#)



Buy me a coffee

P

Buy Me a Coffee is a simple, meaningful way to fund your creative work.

A

Without stitching together a bunch of apps like Patreon, Mailchimp, and a donate button — you can accept support, memberships, and build a direct relationship with your fans.

S

Your fans are going to love it.

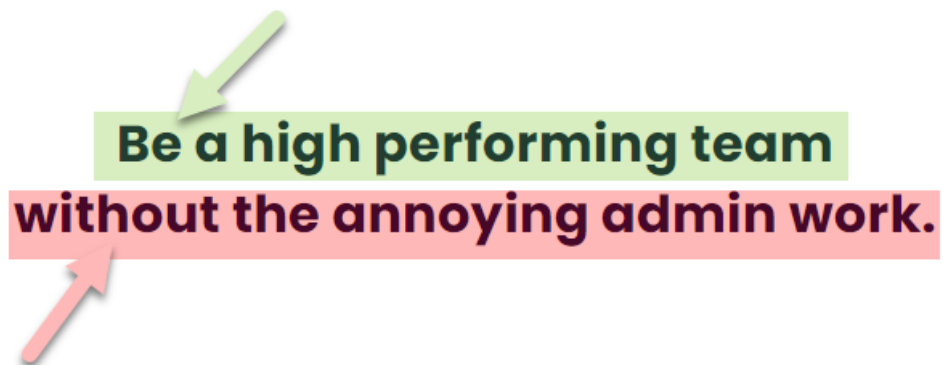
Formula: Be X Without Y

Be [solution] without [pain-point]

Focus on what your audience wants to become and how they can achieve it with no stress.

Use for: headlines

Example: @HypercontextApp



Formula: Anaphora

Anaphora is the repetition of a word or phrase at the beginning of each sentence, helping to solidify your message.

"Big skies. Big Scenery. Big Possibilities."

Use for: ads

Example: @WestJet



WestJet ✓



Big skies. Big scenery. Big possibilities for all kinds of adventure. All right at your doorstep when you visit Calgary.



[WESTJET.COM/LOWFARES](https://www.westjet.com/lowfares)

Low fares to Calgary.

#BestOfCanada

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Formula: Attention, Interest, Desire, Action.

Get attention via a bold statement. Tease the solution to spark interest.

Build desire via wants and needs. Then show them how to take action.

Use for: body text

Example: @arvidkahl

Attention

Too many businesses start with a big idea and ultimately fail because nobody wants to pay for their product. What are they missing? The Audience-Driven approach of an Embedded Entrepreneur.

Interest

Desire

Instead of building solutions looking for customers, Embedded Entrepreneurs find customers and build a solution with them. They join communities, observe, participate and take these learnings and transform them into products people need and businesses' customers love.

If you want to find your future customers, discover how you can help them, and build an audience while growing your business, I invite you to become an Embedded Entrepreneur.

Action

Formula: Feature, Advantage, Benefit

Don't just list features. Highlight the advantages those features bring, and the end-result they achieve (benefit).

Use for: body text

Example: @Grammarly



Advantage

Write With Your Reader in Mind

Feature

Grammarly now organizes your writing feedback by theme, so you can see how each change will help your readers better understand your message.

Benefit

Formula: Verb, Value, Urgency.

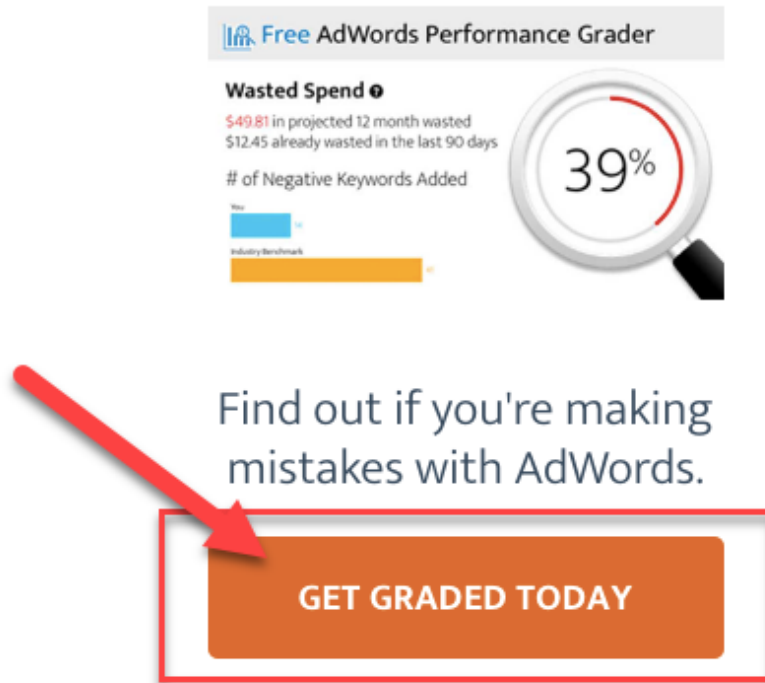
Verb → get

Value → graded

Urgency → today

Use for: CTAs

Example: @larrykim's @WordStream



Formula: Before, After, Bridge.

BAB is a storytelling formula that shows a user where they are now, where they can be in the future, and how your bridge (offer) gets them there.

Use for: email marketing

Example: @MorningBrew Newsletter

Before

After

Diversifying in this way *used to be expensive*. To that Yieldstreet said, "Ummmmm what if it wasn't?" And by golly they did it: **Yieldstreet's alternative investments start as low as \$1k.**

Diversify your portfolio like the ultra-wealthy—no monocles or top hats required. [Sign up for Yieldstreet today.](#)

Bridge

Formula: Outcome-With-Process

This formula focuses on concise clarity. Explain what will happen and how, pointing to your product as the solution.

Use for: headlines

Example:

[@hipreetam93's](#) [@delightchathq](#)



Outcome with
Grow your brand with
delightful customer
service Process



Formula: Bucket Brigades

Bucket brigades drive the person's attention to read line after line.

They're great for writing compelling long-form content.

Examples:

- Now:
- Truth is:
- Here's why:
- Think about it:

Are you struggling to bring in a steady stream of high-converting organic traffic?

Truth is: ←

Without SEO copywriting, you're going to fail in two ways...

1. Your content **won't** rank for quality keywords
2. Your content **won't** turn visitors into buyers

This last tip isn't a formula, but it's as useful. Here are three tools to improve your copywriting:

1. @copy_ai is magic for inspiration.
2. @Grammarly helps you refine tone, style, and more.
3. @HemingwayApp helps you write like you talk.

Were these tips helpful?

1. Retweet the 1st tweet above if you are feeling generous
2. Follow me @jmoserr for more weekly marketing, business, and writing threads!

Want to write landing pages that actually drive sales?

I'm launching a guided course to help you write ones that convert.

It's on pre-launch discount for the next 3 days!

<https://t.co/TU0tgyqnYi>