

COPYWRITING FORMULA + EXAMPLES

FORMULA 1: PAS (Problem, Agitate, Solution)

– *Product: Wireless Earbuds*

Problem: Sick of tangled wires and earbuds that fall out mid-run?

Agitate: It's frustrating when your music cuts off right when you hit your stride. And those uncomfortable, bulky buds? They hurt after a while.

Solution: Meet the SoundFlow Wireless Earbuds. Designed for a snug, comfortable fit and crystal-clear sound. With 30-hour battery life and water resistance, they're made to keep up with you.

FORMULA 2: AIDA (Attention, Interest, Desire, Action)

– *Product: Silk Pillowcase*

Attention: Tired of waking up with frizzy hair and creased skin?

Interest: Our 100% pure mulberry silk pillowcase reduces friction, keeping your hair smooth and your skin wrinkle-free, every morning. It's hypoallergenic, breathable, and oh-so-luxurious.

Desire: Imagine waking up refreshed, your hair perfectly in place, and your skin glowing, without any extra effort. **That's the magic of sleeping on silk.**

Action: Ready to upgrade your beauty sleep? [Click here](#) to get yours today!



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FORMULA 3: SLAP (Stop, Look, Act, Purchase)

– *Product: Scented Candle Set*

Stop: Your home deserves to smell as good as it looks.

Look: Our hand-poured soy candles fill your space with calming, long-lasting scents, from lavender fields to warm vanilla.

Act: Light one up, take a deep breath, and feel the stress melt away.

Purchase: Ready to cozy up? Grab your candle set now and enjoy free shipping!

FORMULA 4: BAB (Before, After, Bridge)

– *Produk: Blender Portable*

Before: Susah nak buat smoothie bila sibuk kan? Blender selalunya besar, leceh, susah nak basuh, dan tak praktikal langsung.

After: Dengan BlenderGo, proses nak buat smoothie jadi senang sangat! Korang boleh blend je terus dalam bekas & boleh bawa ke mana-mana. Jimat masa dan tenaga.

Bridge: Jom upgrade rutin sihat dengan BlenderGo hari ni!



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FORMULA 5: FAB (Feature, Advantage, Benefit)

– Produk: Beg Tangan Kulit Premium

Feature: Anda mencari beg tangan yang diperbuat daripada kulit asli yang berkualiti tinggi?

Advantage: Beg tangan kulit XYZ tahan lebih lama, tak mudah calar & nampak eksklusif walaupun dah lama pakai.

Benefit: Dengan beg tangan ini, anda boleh bergaya dengan yakin di mana-mana event. Beg ni akan bagi anda nampak classy & elegan.

