

# Copywriting Strategies Worksheet

NEILPATEL

[neilpatel.com](https://neilpatel.com)

## Strategy #1: Map Your Audience Personas

Use this template below to develop your audience persona

Here are a few tips to help you format your content and make it more readable:

Persona Name:

Age:

Occupation:

Location:

About the Persona:

Goals:

Major Concerns:

How to collect data about the personas?

- Do a Survey
- Keyword and Search Analytics
- Forum Threads
- QA Sites

## Strategy #2: Leverage Persuasive Hacks

How You're using persuasion hacks in your content? Write down the problems you're solving of a potential customer.

## Strategy #3: Write Instant-Clarity Headlines

Follow these techniques to write instant-clarity headlines:

i). Use numbers:

Putting numbers in your headline accomplishes three things:

It draws people into the post

It compels people to share it

It provides certainty

ii). Add the right keywords:

Perform keyword research and pick the right keywords in your headlines. It will also give you an edge, because you'll drive qualified leads in addition to generating more search visitors.

## Strategy #4: Leverage the AIDA Strategy

AIDA is an acronym for:

A – Attract Attention

I – Trigger Interest

D – Create a strong Desire

A – Call to Action

i) How to Attract Attention?

- By Using Catchy Headlines

ii) How to Trigger Interest?

- Make the first paragraph stand out from the crowd.

iii) How to Build a Strong Desire?

- highlight the strongest benefit throughout the article. Use bullet points in your posts.

iv) What is a Strong Call to action?

- Depending on your content, the kind of call-to-action that you'll use can vary.

- Each of your blog posts can serve as an entry point for your site, or even a landing page in its own right. So treat each page and post with care to ensure that every element that makes for a perfect landing page is present.

## Strategy #5: Improve Click-Through Rate

Follow these two advices and you'll be able to improve your CTR:

- Best way to know which one will perform better is to "test". Craft an additional 2 to 4 article headlines and test them against each other.
- Don't forget to set a conversion goal, so you know exactly what milestone you're targeting.