

# How to write web copy that converts



## Practice the Pain-Agitate-Solution approach!

### Work on the pain!

Perfecting the application of a productive P-A-S formula takes practice. So here are some examples and a great way to build up to poking those pain points in an effective way.

This proven technique will help to boost the effectiveness of your sales copy. But using the Pain-Agitate-Solution (P-A-S) formula to optimum effect can take some time to get right, so you'll probably need to practice.

Here are some examples – plus a great way to build up to poking those pain points in an effective way.

Let's just recap the 3-step approach:

> **Step 1: State the PAIN.**

> **Step 2: AGITATE that pain.**

> **Step 3: Provide the SOLUTION.**

You always want to retain focus on the *consequences* of the choice your reader has between not taking appropriate action or opting for positive change.

Right, let's look at a couple of examples. Here's a really simple one:

**Problem:** *Got a headache?*

**Agitate:** *And a two-hour drive, plus a really important meeting?*

**Solution:** *Grab the fast-acting painkillers and you'll be well on your way to making a great impression.*

And this is a slightly more intricate approach, but you'll see that it still follows the same formula:

*Do you lack confidence in your writing skills and struggle to promote your business in an effective way?*

*You could always jump online and waste hours (days, if you're not careful) of precious and otherwise productive time trawling the internet, looking for just the right starting point... But will you find exactly what you need? Probably not.*

*Smart business owners know the value of expert advice. So they go straight to the source – and get all the support and inspiration they need in a matter of minutes. Sorted.*

*What will you choose to do?*

Now it's your turn. To practice using this P-A-S formula, start by matching the format of the simple example above. Maybe even complete each line using just one or two words initially – that will help you focus on the key message for each step.

Then progress to building out full sentences, and, eventually, creating more of a longer form scenario or story, like in the second example. Some of the most successful landing pages and sales letters are actually several pages long, yet still clearly follow this 3-step formula.

Start simple, have a play around and see how it feels for *you* and *your* business...