**Days of the week**

**Sunday**

Choose a framework

Who am I writing it for?

x

**Monday**

Choose a framework

Who am I writing it for?

x

**Tuesday**

Choose a framework

Who am I writing it for?

x

**Wednesday**

Choose a framework

Who am I writing it for?

x

**Thursday**

Choose a framework

Who am I writing it for?

X

**Formats**

**Feature - Advantage - Benefit**

→ FAB tells the reader:

* What is does
* How that helps
* Why it matters

**P.A.S.T.O.R.**

→ The PASTOR framework stands for:

* Problem
* Amplify
* Story
* Testimonial
* Offer
* Response

**Before - After – Bridge**

→ This framework highlights:

* Where you are
* Where you want to be
* How to get there

**Q.U.E.S.T**

→ A copywriting formula that:

* Qualifies
* Understands
* Educates
* Stimulates
* Transitions

**The 4P's framework**

→ The 4P's outlines:

* Problem
* Promise
* Prove
* Push

**Problem – Agitate – Solution**

→ PAS is a classic copywriting formula everyone should know:

* Problem
* Agitate
* Solution

**Star – Story – Solution**

→ This framework is effective storytelling:

* Star: (Person had a problem)
* Story: (until they had a breakthrough)
* Solution: (That created a transformation)

**Attention - Interest - Desire - Action**

This copy framework is a gem with:

* Landing pages
* Thread writing
* Email