

EPA Copywriting Formula

Engage

Goal

Grab Attention
Qualify
Set Context
Make Promise / Claim

Examples

Refer to [Headline Template Sheet](#)

Present

Paint A Picture
Future Pace
Identify The Problem
Agitate The Problem
Educate
Share Valuable Information
Share What You Learnt
Tell A Story

Describe A Painful Common Scenario 'No healthy food in the house so I ordered a pizza'
Explain The Result Of The Painful Scenario 'Felt bloated and guilty and mad at myself'
Offer An 'Imagine / What If' 'Imagine what it would be like never having to worry about healthy food again!' 'What if there was a way to avoid unhealthy food altogether?'
Set Up A Story 'There I was, about to walk in to my first day at my new job..'
State Your 'Promise' 'I'm going to show you how to XZY in just 3 simple steps..'
Establish Credibility 'What you're about to learn has come from 30 years of experience'
Tell A Story Personal or clients journey
Educate 'The 3 most common causes of anxiety are..'
Connect Product / Service Benefits to Ultimate Benefit 'This helps you schedule your time better, so you have more time with your family'
Testimonials 'Here's what our clients have to say..'
Shocking Truths, Interesting Facts / Figures, Uncommon Viewpoints
Current Situation 'describe how life is different now that you..'
Overcome Objections 'At first I thought only tech-savvy people could use this, but then I discovered..'

Action

State The Offer
Make A Bold Claim
Risk Reversal
Add Scarcity

Call to action 'Click here to download the free guide'
Scarcity 'We only have 42 left so hurry!'
Strong guarantee 'If this doesn't get you the results you want we'll give you a complete refund'
Bold claim 'We've had over 2039 customers and not 1 has been unhappy'
Final CTA 'Don't wait until it's too late, that link again is..'