

AIDA

An ad-copy structure: walks a reader from attention to interest to desire to action, one job per stage. Origin: E. St. Elmo Lewis (1898)

ATTENTION

INTEREST

DESIRE

ACTION

- **ATTENTION:** The hook. How the message gets noticed in a distracted, hostile environment - via contrast, surprise, or a sharp signal of relevance.
- **DESIRE:** The want. The emotional leap from 'neat' to 'I want this' - built with proof, specificity, identity, and a vivid after-state, not more features.

- **INTEREST:** The relevance beat. What makes the reader think 'this is about me' and earns the next ten seconds. Answers 'is this for me?'.
- **ACTION:** The ask. The single obvious next step with friction removed - one CTA, low perceived cost, biggest objection killed in the button copy.