

YOUR STEP-BY-STEP TEMPLATE FOR USING

# THE AIDA MODEL

---

BY COMMA CHAMELEON

INSPIRE THE RIGHT PEOPLE  
TO TAKE THE RIGHT ACTION,  
*EVERY TIME*

THE DETAILS  
THE QUESTIONS  
EVERYTHING

If you want somebody to buy from you, you need to show them why they need you in their life. That means grabbing their attention, inspiring them to want to know more, making them desire what you're offering, and then leading them towards taking action. Welcome to the AIDA model of marketing...

# THE AIDA MODEL

## MARKETING WITH PURPOSE

---

**Campaign**

**Product**

**Format**

**Date**

**Contact**

### ATTENTION

**Questions:** *Who am I talking to? Where will I reach them? What problems do they have? How can my product or service solve this for them? Why should they buy from me and not somebody else?*

---

### INTEREST

**Questions:** *What do I know about my prospects and the struggles or desires they have? What keeps them awake at night? What worries them? How can I demonstrate that I 'get it'?*

---

### DESIRE

**Questions:** *What features does my product have? What difference will it make for them? How easy is it to use? Can I show it in action? What will make them feel like they need to buy it?*

---

### ACTION

**Questions:** *What action do I want my prospects to take? How can I sweeten the deal so they act immediately? How can I make it easier for them to complete the purchase/sign-up/phone call?*

---