

---

# Ad Writing Formula:

**The 2-Phase Approach**

---

## Ad writing formula - 2 Phase Approach

Know your customer Avatar

e.g. Age 45, in a troubled relationship

Age 52, single, divorced mother of 1

Wants to understand men better, and have experience the love of her life.

Etc.

==

Phase 1: Short AIDA model (Attention-Interest-Desire-Action)

1. Attention
2. Interest
3. Further interest
4. Desire-based Call to Action

[Link]

Phase 2: Curiosity Driven Benefits

1. CDB 1
2. CDB 2
3. CDB 3
4. CDB 4
5. CDB 5
6. CDB 6
7. CDB 7
8. CDB 8

[Link]

====

[Positive Image]

====

Curiosity Driven Call-To-Action    [Learn more]

====



**Radiant Life Lessons**  
Sponsored

Men don't choose women for 'logical reasons' ... They fall for someone who can make them feel the powerful emotion of infatuation.

They make so many decisions based on logic, except for whom they fall for.



How to Activate his "Infatuation Instinct".  
This video reveals why so many men are resistant to commitment... ..Plus the surprising reason men choose...  
RADIANTLIFELESSONS.COM

[Learn More](#)



## Radiant Life Lessons

Sponsored

Men don't choose women for 'logical reasons' ... They fall for someone who can make them feel the powerful emotion of infatuation.

They make so many decisions based on logic, except for whom they fall for.

Here's how to activate a man's infatuation instinct...

<http://radiantlifelessons.com/how-to-unlock-his-infatuation-instinct-video-by-clayton-max/>

This video also shows the 3 things that women do that unconsciously makes men want to chase them.

And it reveals the crucial link between a little 'uncertainty' and becoming 'infatuated'

It also shows why some women have the 'halo' effect, while others get criticized for their flaws.

Once his infatuation instinct is unlocked, he then sees his woman with his heart and not just his eyes.

He becomes concerned with her self worth and becomes her #1 fan.

Differences become nullified, and he becomes excited to spend time with her.

He will want to make her feel genuinely spectacular.

The right words, spoken at the right time, by the right person, can inspire people to do the unlikely, the improbable, and in some cases, the near impossible.

<http://radiantlifelessons.com/how-to-unlock-his-infatuation-instinct-video-by-clayton-max/>



***Example of an alternative “Top Section” from the video...***

Men don't fall for women who are the best 'logical' choice ... He is wired to love the one he feels “infatuation” for.

When he feels this emotion, he explains away her flaws, and wants to make her feel genuinely great about herself.

He wants to protect her, show her a good time, and looks forward to every moment with her.

Here's how to unlock his 'infatuation instinct'...

[Link Here]