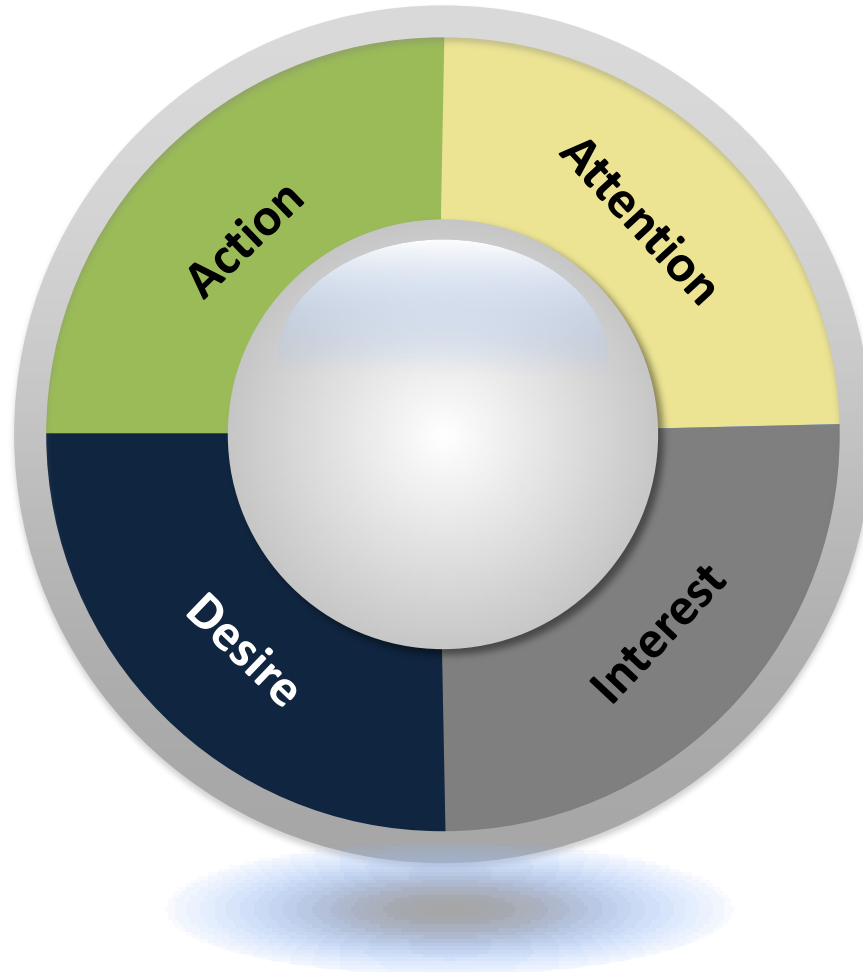


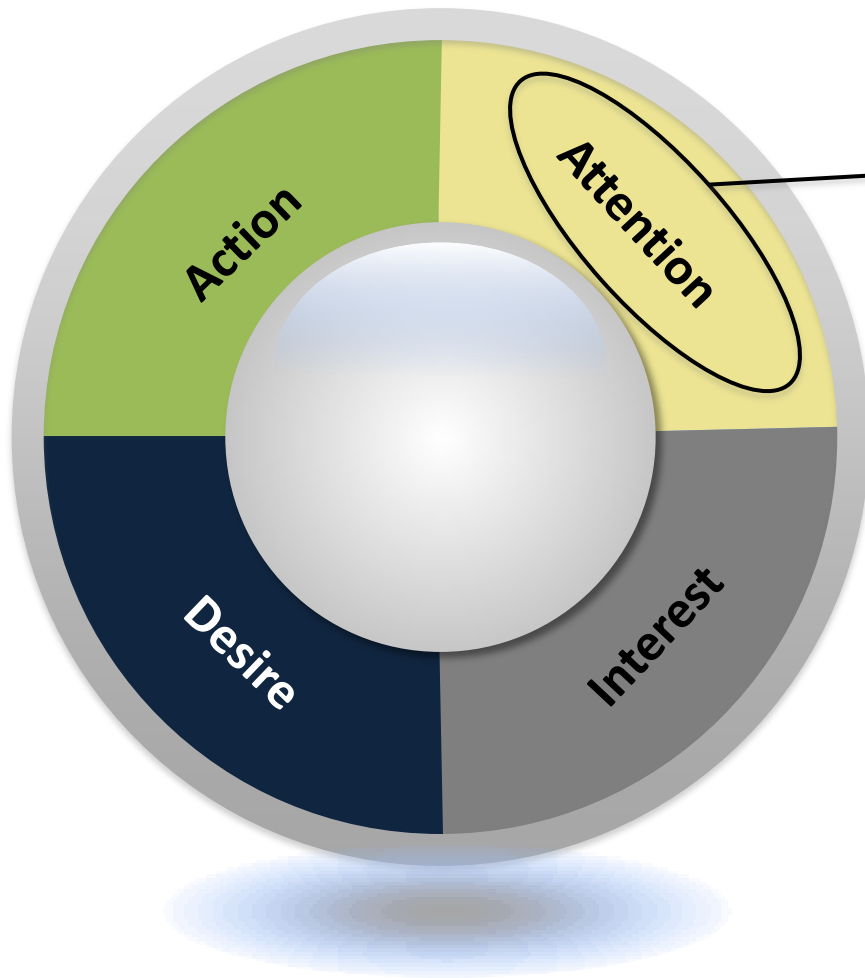
# AIDA for Persuasive Writing

One of the most common tools for 'Persuasive Writing' is 'AIDA'. The acronym, AIDA stands for:



Let us look at each in detail.

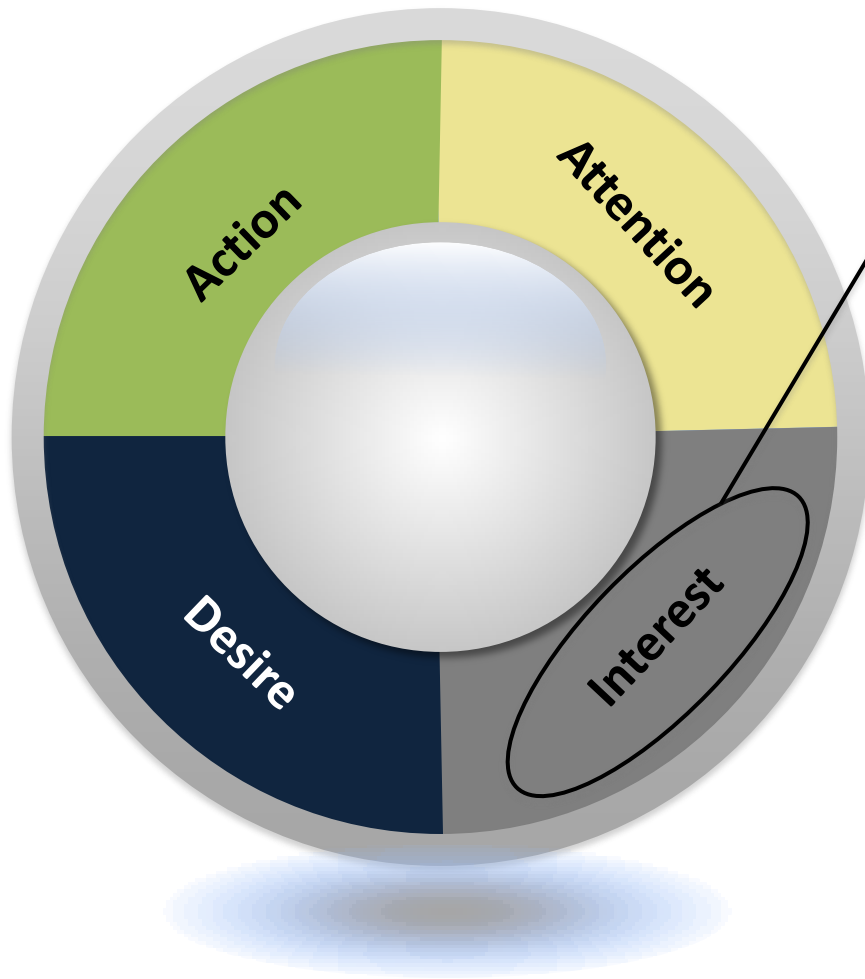
# Attention/Attract



## Attention (or Attract)

You can grab people's attention by using powerful words, or a picture that will catch the reader's eye and make them stop and read what you have to say next.

# Interest



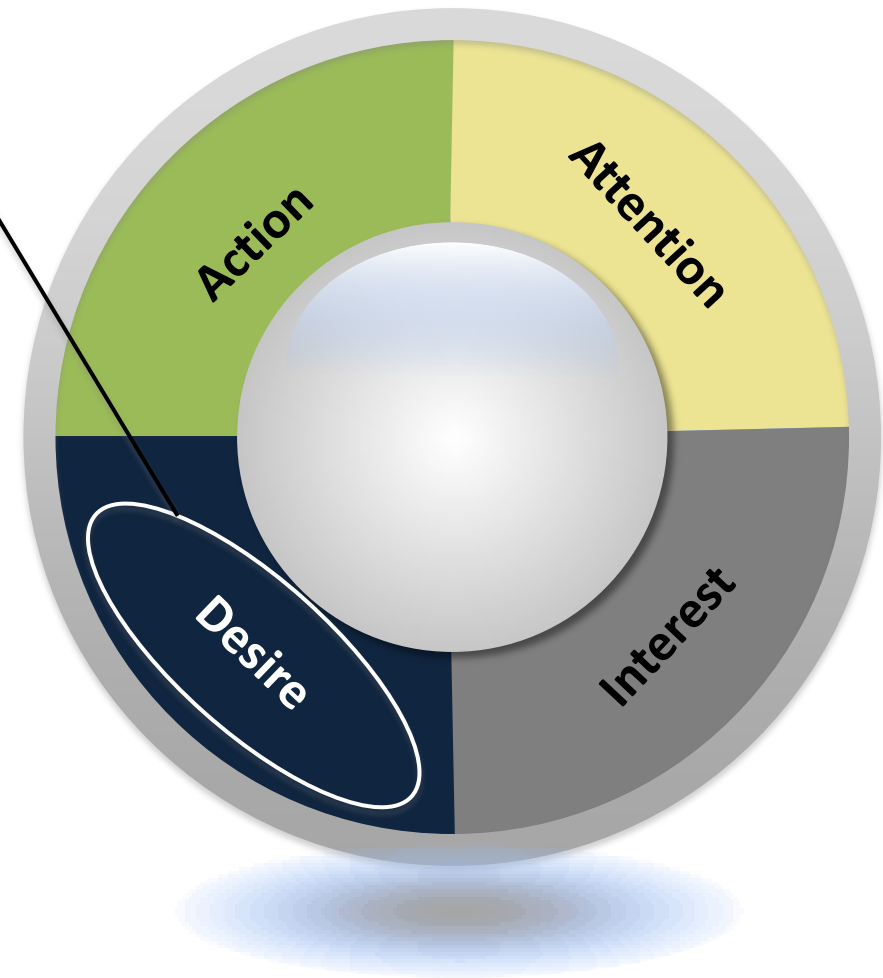
## Interest

Gaining the reader's interest is a deeper process than grabbing their attention. Help your readers to pick out the messages that are relevant to them quickly by using bullets and subheadings, and break up the text to make the points stand out.

# Desire

## Desire

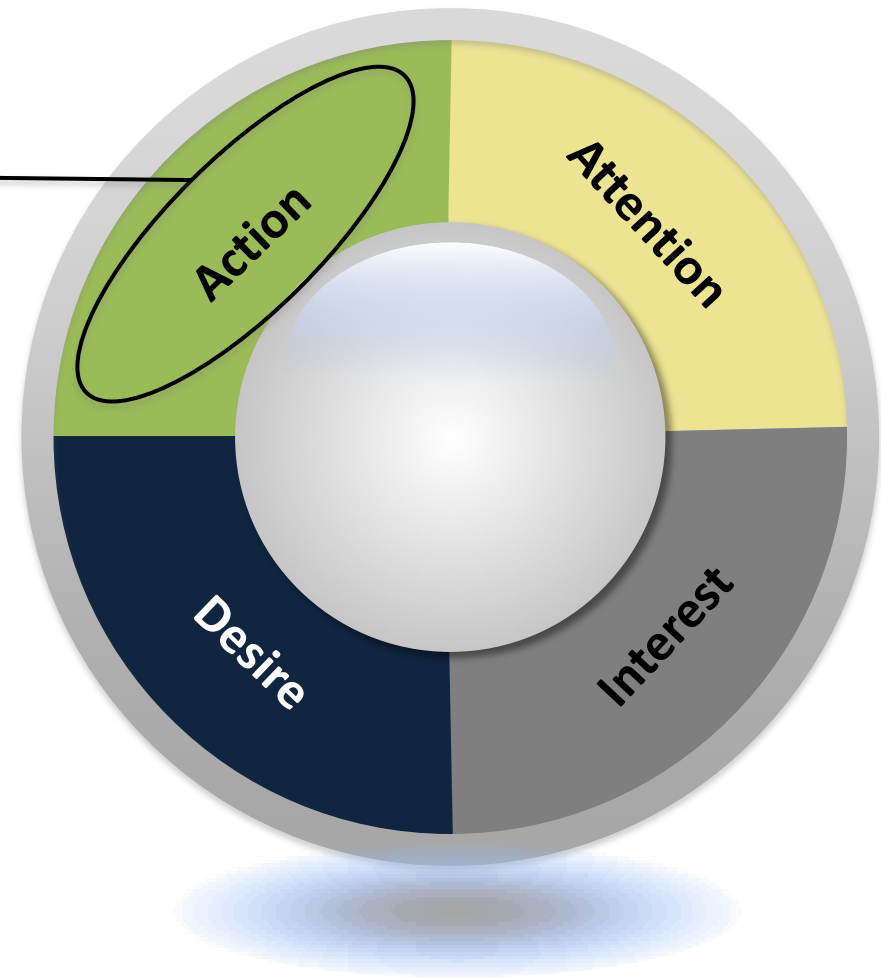
The Interest and Desire parts of AIDA go hand-in-hand. Simultaneously to building the reader's interest, you have to also tell him how your message can help them. The main way of doing this is by appealing to their personal needs and wants.



# Action

## Action

Be very clear and specific about what action you want your readers to take. Give them specific information about the action to take rather than leaving it to them figure out what to do for themselves.



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