



A.I.D.A.

- **Step 1. Capture the Attention** of your target audience members. Your message needs to break through the clutter to be seen and/or heard.
- **Step 2. Spark the potential buyer's Interest** in what you're saying (and hopefully in your product as well). Can you keep them informed or entertained enough to listen to your complete message?
- **Step 3. Develop their Desire** in what you're offering. You need to make your brand story relevant to your audience and then supplement fact-based arguments with emotional connectedness.
- **Step 4. Provide a clear path to Action.** Allow a positive decision to be made and support the customer in making the desired exchange.

