

PAS FRAMEWORK

PAS EXAMPLE

Pain/Desire Is Highlighted In Yellow

Amplify Is Highlighted In Blue

Solution Is Highlighted In Green

Email

Subject Line: Unlock laser focus while working and boost your productivity

Tried paying attention in school but instead just being overwhelmed with information and feeling muddled?

Giving your best focus but just not seeing results?

Listening to someone but just getting lost in thoughts?

Aren't you tired of trying to sit down and work but just losing focus after 5 minutes and end up scrolling on social media?

Spending many hours but just not getting anything productive done

Imagine how awesome it would feel to be able to focus on the work.

Controlling your thoughts and fighting distractions with ease.

If you had enough of being mindless and not being in control of your thoughts.

[Then Click Here To Learn The 5 Simple Steps To Achieve High focus and productivity](#)

Notes for successful PAS FRAMEWORK:

1. Pain/Desire(Pick one of the pains or desires they have)

2. Amplify(sensory language,Future Pacing(Problems of not solving problem,give them a taste what their life will look like if they solve the problem)

3.CTA(Use urgency or scarcity,crank their pain or desire one last time)

What Jonathan's painful current state: Being unable to focus on his tasks which makes him feel miserable, He just cannot concentrate on something without getting distracted and it makes him desperate, he suffers from brain fog along the way which makes his situation even worse, he has a problem with removing distractions.

What Jonathan's dream state: Being able to focus on his tasks complete them and feel productive in the end of the day.He would also like to get rid of the brain fog that makes him feel muddle and be in control of his own mind and thoughts.