

# The UCS Framework Selector Guide™

*Choose the right messaging framework based on your content type and funnel intent. This ensures every asset aligns with how your buyer thinks, feels, and decides.*

## Guiding Principle:

**Don't write first—decide what the piece needs to *do*.**

Then pick the structure that guides the reader to that outcome.

## Framework Overview

Content Type	Recommended Framework	Best For
Homepage / Core Positioning	<b>StoryBrand (SB7)</b>	Clarity, empathy, transformation — position your brand as the guide
Product/Service Feature Pages	<b>Jobs-to-Be-Done (JTBD)</b>	Practical use, overcoming obstacles, customer motivation
Landing Pages / Ads	<b>Problem-Agitate-Solution (PAS)</b>	Grabbing attention fast, stirring urgency, offering quick resolution
Long-Form Sales Pages	<b>AIDA</b>	Sequential persuasion: attention → interest → desire → action
Thought Leadership / Guides	<b>5-Point Consultative</b>	Educational storytelling: problem, context, solution, proof, next step
Testimonials / Case Studies	<b>Before-After-Bridge (BAB)</b>	Framing transformation: life before → after → how you helped

## Framework Snapshots

### SB7 (StoryBrand)

- Customer = Hero, Brand = Guide
- Structure: Problem → Plan → Call to Action → Stakes → Success
- Use for: Homepages, intro pages, clarity-driven copy

### JTBD (Jobs to Be Done)

- Focus: What job is the customer trying to get done?
- Structure: Struggle → Desired Outcome → Functional Needs → Solution Fit
- Use for: Feature comparisons, solution-focused pages

### PAS (Problem-Agitate-Solution)

- Focus: Immediate relevance and tension
- Structure: Problem → Agitate → Solve
- Use for: Ads, landing pages, emails that need fast impact

### AIDA (Attention-Interest-Desire-Action)

- Focus: Step-by-step persuasive buildup
- Structure: Hook → Intrigue → Benefit → CTA
- Use for: Sales pages, webinars, email sequences

### 5-Point Consultative

- Focus: Trust, logic, leadership
- Structure: Problem → Context → Solution → Proof → CTA
- Use for: Whitepapers, blog posts, thought leadership

### BAB (Before-After-Bridge)

- Focus: Showcase transformation
- Structure: Before → After → How you helped
- Use for: Testimonials, case studies, short social content

## How to Use This:

- Use the **Framework Selector** after completing your **ICP & Buyer Struggle Worksheet**

- Align framework with:
  - Funnel stage (TOFU → MOFU → BOFU)
  - Content type (page, ad, guide, etc.)
  - Buyer intent (awareness, comparison, decision)