

Goal: Create A Blog Post, Article Or Other Content Piece That Creates Movement Towards A Sale.



PURPOSE: Start With One Purpose In Mind.

1. Your primary objective is to presell ("warm up" the reader to you and the product you are promoting).
2. Your secondary objective is to elicit a response from the reader (IE to get them to take action).

- Visit a sales page.
- Embed an infographic.
- Buy a low-dollar product.
- Share the content.
- Access a trial.
- Join a list.
- Watch a video.
- Download a lead magnet.
- Read more content.
- Take an additional step.
- Post a response.
- Listen to a podcast.
- Become an affiliate.
- Register for an account.

POINT: Identify The Key Idea To Share.

Questions To Consider...

1. What is the main topic of the product you are promoting?
2. What can you write about that is related to that main topic?
3. What topic will allow you to transition to the call to action?
4. What is the primary pain point your content and CTA solves?

Strategically create your content to...

- Minimize Objections: What are the resistance points to taking your call to action that you can refute through the content?
- Maximize Affections: What are the triggers which lead to taking your call to action that you can emphasize through the content?

PRESENTATION: Decide How To Present Your Content.

Three Popular Options...

- 1 **Tutorial:** How To [Result] In [Time]
Example: How To Lose 10 Pounds In 10 Days
- 2 **List:** X Ways To [Result] In [Time]
Example: 7 Ways To Lower Your Golf Score The Next Time You Play
- 3 **Case Study:** How I [Result] In [Time]
Example: How I Started Three New Churches In 3 Months

Big Idea: Get clear on what your call to action is going to be.

Use These Formatting Elements...

- Bullets**
- Blockquotes**
- Images**
- Numbered lists**
- Line breaks**
- Style changes (bold/italics)**

PROOF: Select The Supporting Sub-Points.

- If you are using the "how to" format, then share "steps" needed for the process.
- If you are using the "ways to" format, then share "methods" for the process.
- If you are using the "example to" format, then share "documentation" for the process.

When writing the content, try to "connect" with the reader...

- 1 **ENTERTAIN** through analogies, humor, acronyms, storytelling, editorials, and revelations.
- 2 **EDUCATE** through action steps, brainstorming ideas, examples, and tips.
- 3 **ENGAGE** through empathy, believability, validation, disclosure, and personalization.

PROFIT: Build In Elements That Lead To Sales.

Tell the reader to take action and entice them to take action by explaining the benefits...

- Here's **HOW** I/we use it for results...
- Here's **WHERE** it really is beneficial...
- Here's **WHAT** it can do for you...
- Here's **WHY** this will help you...

PROTOTYPE: Use A Simple Template For Your Content.

- Title/Headline:** Word it so it is attention grabbing and benefit-rich.
- Introduction:** Pull the reader into the content piece. (Tip: Tell a story.)
- Main Body:** Short paragraphs, subheads for scanning, images.
- Conclusion:** Summary and call to action. (Use a limit or Headline.)

HEADLINE
INTRODUCTION
IMAGE
SUB HEADLINE
CONTENT 1. _____ 2. _____ 3. _____
SUB HEADLINE
CONTENT 4. _____ 5. _____ 6. _____
SUB HEADLINE
CALL TO ACTION

