

Crafting Your Marketing Content

Use this proven formula for emails, social media posts, and live videos.

Content Creation Made Easy <i>Note: Do all steps in this column BEFORE moving on to Quick Tip Formula</i>	Quick Tip Formula (AIDA)
Step 1: Problem / Pain Points / Desires	Step 1: Attention Grabber <i>Then introduce yourself</i>
Step 2: Impact (Go Deeper) What else is going on?	Step 2: Interest deepens Be very descriptive, using the words THEY use to describe what's happening in their life. The intention is to have your ideal clients say, "Oh, she really gets me!"
Step 3: Tip, Suggestion or Story	Step 3: Desired Result Tip or Suggestion: Simple, actionable step they can take to make progress towards desired solution / result.
Step 4: Direct to Next Step	Step 4: Action to Take Varying options for next steps: <ul style="list-style-type: none"> • Join my FB (or LI) group • Ask their opinion or question • Sign up for free gift at ____ • Private message me if you want to talk (have consultation) • Come to my free online class



Crafting Your Marketing Content

Use this proven formula for emails, social media posts, and live videos.

Content Creation Made Easy	Quick Tip Formula (AIDA)
<i>Note: Do all steps in this column BEFORE moving on to Quick Tip Formula</i>	
Step 1: Problem / Pain Points / Desires	Step 1: Attention Grabber
	Then, introduce yourself
Step 2: Impact (Go Deeper) What else is going on?	Step 2: Interest deepens
Step 3: Tip, Suggestion or Story	Step 3: Desired Result
Step 4: Direct to Next Step	Step 4: Action to Take