

Content Creation Framework.

Use this template to start creating your own content.

The Promise

The introduction to your content should outline the promise that you intend to deliver. Why should somebody read, watch or listen to your content? How will they be transformed as a result?

E.g. In this article you will learn how to increase the conversion rate on your website in three simple steps.

The Problem

The next section of your content needs to outline the problem that they are facing. This is designed to reinforce why they should read your article.

E.g. The problem is you are spending good money getting traffic to your website but it is not converting into sales.

Mythbusting

In this next section you can position yourself as an expert by busting a common myth that they are likely to believe. This can also be an old school way of thinking that is holding them back.

E.g. You might think that just publishing more content on your website will increase conversions. However, in this article I will prove that this is not correct.

The Method

In this section you actually teach your 3 to 7 teaching points.

E.g.

- make sure you have a free download that is highly relevant to your blog post
- make sure you have unobtrusive signup forms that are easy to read and filling
- make sure you deliver your free download as soon as somebody signs up and thank them
- make sure you deliver three valuable emails in the first week with more information
- make sure you ask your new subscriber questions about what they are looking for in your automated emails
- so on and so on...

Do's and Dont's

In this section you outline the some of the tips for advanced users and the mistakes that newcomers make.

E.g. Placing pop-ups on your website on every page with the same offer is a surefire way to annoy your visitors and hurt your conversion, whereas tagging your pop-ups to particular blog posts or pages will dramatically increase your conversions.

Next Steps

Finish off your piece of content with a call to action or an action step. Give your readers something to do and they are far more likely to remember you.

NB: also pay attention to how I have used subheadings and lists to make this article very easy to read.