

- BLOG WRITING FORMULA -

HEADLINE

The Three Biggest Mistakes that (X) make with (Y) that you need to know about now!

(refer to the headline system in FB training for alternatives)

Example: The Three Biggest Mistakes that almost everyone makes with back pain that actually makes it worse!

The Three Biggest Mistakes that over 90% of people make with back pain that you need to know about now!

WRITE YOUR HEADLINE HERE

Ask a question: *Do you ever suffer with (problem)?*

Example: *Do you or have you ever suffered with back pain? This is an important article that could make the world of difference to you.*

WRITE YOUR QUESTION HERE

Statement: (use a statistic, personalised comment or shocking fact)

To appear in large bold text on your blog in parentheses.

For example:

“Over 50% of back injuries will relapse and worsen even after the symptoms of pain have initially completely resolved. You NEED to be aware of shoddy back pain management”

WRITE YOUR STATEMENT HERE

CREATE CONTEXT

Without relevance to your audience, they will not take action no matter how well written your marketing content is. Use the why stacks to create context in the eyes of your audience:

WHY STACK: -VE

List off what “negative” things could happen if your reader doesn’t do something about the problem you are talking about.

Example: In a neck pain example, if it’s not addressed by someone with a proven track record and that sees this day in day out then here are some potential bad case scenarios

“If left without intervention by a passionate practitioner who lives and breathes it, then neck pain usually gets worse, it recurs again and again with further deterioration each time, treatment takes longer and gets more expensive, and in severe cases, the effects cannot be reversed”

Now list off what “negative” things could happen if your reader doesn’t take action and solve their issue.

Choose your top three that most speak to your audience and will elicit an emotional response by numbering the above.

WHY STACK: +VE

List off what “positive” things could happen if your reader does take on board your expert advice and engage with you.

Example: When you see an expert, someone who lives and breathes treating neck pain every day, someone who is fanatical and high fives their team every single time they get a win for their patients, you’ll finally be in the right hands so that you can get rapid, lasting relief of pain and get back to loving your life of activity and being more “you”.

Now list off what “positive” things could happen if your reader takes on your board your expert advice and engages with you (the easiest and fastest way to do this is to do the mirror opposite of what you listed in the “negative” why stacks.

Choose your top three that most speak to your audience and will elicit an emotional response by numbering the above.

TAKE A STAND!

To appear in large bold text on your blog in parentheses

Quote yourself to show you have a strong opinion. Stand up for what you believe in. Stop being beige and “same same”. An authority has strong beliefs and isn’t afraid to put it out there.

What do you believe in? What do you stand against? What is everyone else out there saying that is wrong? What is a common misconception by the public?

How can you separate yourself from the pack here?

N.B attack beliefs but not people (and balance out any strong opinions by building “Your Attractive Character” profile on FB)

Polarising and likeable makes you **magnetic**.

Make your quote appear in large bold text on your blog in parentheses

Example:

“I’m so sick of MACHINES and the so called “cutting edge” equipment that all the so called “experts” out there are pushing on you. It does NOT work. There is NO evidence to back it up.”

INSERT YOUR STRONG OPINIONS AND BELIEFS IN HERE AND WRITE YOUR QUOTE.

INTENSIFY THE INTRIGUE (THIS IS ABOUT INSTALLING INFLUENCE)

If you’ve ever wanted (to get result or get away from problem) then keep reading, these next three golden nuggets might just change your life

COMPLETE YOUR INTRIGUE INSTALLATION HERE

CTA (CALL TO ACTION)

A major point of the blog is to give people the opportunity to raise their hand and to ask for help. You do that by making the next step logical and irresistible.

That's why I've created the X.

Here's what it is:

What it does:

Here's how you can get it:

FOR EXAMPLE

What I've got:

The 5 ways to eliminate back pain in 7 days checklist (Lead magnet)

What it is:

It's an easy to follow checklist to help you get out of pain quickly

What it does:

It covers the newest and tightest held secrets about getting rid of back pain that you can use to eliminate back pain in your own time from your home or office

Here's how you get it:

To get it, you just "click here" and you'll be sent your FREE download

SPECIAL TOUCHES

- Add a pop up when you navigate away from the page
- Add side panel Lead Magnet downloads