Step 1:
Who are you helping?

Avatar Framework

Demographic Profile	Psychographic Profile	Messaging Profile
Age Range	Group Affiliations	Dreams & Desires
Gender	Social Platforms	
Location	Forums	Goals
Income Bracket	Other Experts They Follow	Pain Points
	Activities	Fears
	Interests	
	Relationship Status	Values

Mission Statement

I help _____ achieve _____ in as little as _____ without _____
(Avatar)   *(Dream Outcome)*   *(Reasonable Timeframe)*   *(Biggest Fear)*

Step 2:
What are you helping them with?

Signature Solution Framework

Phase 1		
Step 1	**Step 2**	**Step 3**
Problem	Problem	Problem
Solution	Solution	Solution
Transformation	Transformation	Transformation

Phase 2		
Step 4	**Step 5**	**Step 6**
Problem	Problem	Problem
Solution	Solution	Solution
Transformation	Transformation	Transformation

Phase 3		
Step 7	**Step 8**	**Step 9**
Problem	Problem	Problem
Solution	Solution	Solution
Transformation	Transformation	Transformation

Step 3:
How can you provide value for them?

Hook Building Framework

1. I can't believe what I just discovered!
2. This may be controversial but ___
3. Instead of that, this!
4. I promise you've never seen anything like this before!
5. ___ type of people stop scrolling!
6. Everything you knew about ___ is 100% WRONG!
7. Here are ___ tips to get rid of ___
8. You need this product in your life!
9. Stop scrolling if you want to do ___
10. I just found the perfect product that helps with ___
11. Come with me to do ___
12. Here's a simple hack to help you do ___
13. Do you have problems with ___? This is the perfect solution!
14. Here's how I achieved ___ in only _(quantity)_ months/years!
15. This is the only thing you need to know about ___!
16. Did you know that ___?
17. You don't want to miss this!
18. Follow this step-by-step process to successfully ___
19. Don't scroll!
20. This is a reminder to do ___

21. This is the story of ___
22. This hack will save you hours on ___
23. Don't make this mistake when doing ___
24. What would you do if ___?
25. Why does no one talk about this?
26. I discovered the secret to ___
27. You need to stop doing this!
28. If you want to do ___, you need to do this!
29. Red flags to look for in ___
30. 5 mistakes you are probably making when you ___
31. If you're doing this you're making a huge mistake!
32. Try this one hack to get ___
33. Are you tired of ___? Try this!
34. This free tool is a game changer!
35. Here are 3 signs that you should ___
36. This one simple mistake could be costing you ___
37. Here's my go-to ___ for ___
38. The BEST ___ I've ever used!
39. I tried every ___ so you don't have to!
40. 5 things you can do right now to improve ___

Authority Post Framework

Glorify & Celebrate	Empathize & Support	Dramatize The Problem	Dramatize The Solution	Solutions Create Problems	Create A Problem Analogy	Create A Solution Analogy
Tell A Story	Demonstrate	Define Label & Group	Compare & Contrast	Swap Roles or Postiions	Take on a Challenge	Connect Cause With Effect
Staff/Team Spotlight	Highlight A Unique Attribute	Throw Stones At The Enemy	Make The Familiar Unfamiliar	Humanize Your Brand	Parody, Satire, or Spoof	Champion An Underdog
Resolve A Conflict	Oversimplify	Crash The Party	Conduct A Public Experiement	Turn It Into News	Partner With Another Business	Make It A Game

Engagement Post Framework

Question To Followers	1, 2, 3 Style Tutorial	Behind The Scenes	"Ask Me Anything"	Memes	User Submitted Content/Invite	Local Business Spotlight
Testimonials	Contest	Seasonal or Holiday	Community or Business Spotlight	Polls	Fun Facts	Brand Story Element
Staff/Team Spotlight	Tag-A-Friend	Quotes	Industry Related Stats	FAQ Answers	Recommended Reading	Useful Tools
Past Vs. Present Progress	Current Events	Game, Contest, or Challenge	Lifestyle Post	Product Post	Caption This	Call to Action

Content Outline Framework

Hook

Retain

Reward