

Content Creation Framework

Use the following framework as a starting point to create any type of content.

1. The Promise

Begin with the promise of what the content offers. How will the reader transform or be better off after consuming the content. Make the case and spell out the benefits of the content.

2. The Problem

Next, outline the problem they are currently experiencing. The better you can articulate the problem, the more likely the reader is to believe that you have the solution.

3. Mythbusting

Take a common belief that your readers may have and explain why it is wrong and what the new way is of doing things.

4. Your Story

Briefly take a moment to tell your story, that is, why you are the right person to teach them what it is you're going to teach them. How did you figure this out?

5. Teaching Points

This is where you teach your teaching points. What is the actual content you want to teach them? Ideally, you should teach 3 - 7 main points.

6. Do's and Don'ts

What are the big mistakes that newcomers make or what are the power tips that more advanced users employ?

7. Next Steps

Always finish with a call to action, or the next steps they should take. This could be signing up for a download, buying a product, leaving a comment or sharing on social media.

Author - Troy Dean