

'Great Post' cheat sheet

This sheet is designed to be used as a prompt during writing and a checklist during the reviewing of a post, article or any other marketing piece.

Follow the AIDA structure:

AIDA		Writing ✓	Checking ✓
A	Attention – does your post have an attention grabbing headline? Focus on your audience's pain, fears, desired benefits, fear of missing out, etc.		
I	Interest – they've seen the bait, but are they hungry enough? What is the need you are addressing and how are you going to satisfy it?		
D	Desire – create the desire but showing the gain, explaining the logic of it, and playing on the fear of continued failure if they don't have your solution.		
A	Action – make the Call To Action clear and bold. Tell them exactly what they are going to get and how to get it. After all, they need it now.		

The rule of 3's		✓	✓
3 seconds	to grab their attention with your headline – make it a good one		
30 seconds	to pique their interest - don't waffle, be focussed, succinct and to the point		
3 minutes	to explore the desire and show how you can satisfy it – gain, logic and fear		

Don't forget:

Secondary reading path

WIIFM – What's In It For Me?

Review questions:	✓	✓
So what...		
In what way...		
What specifically...		
Which means that...		