INSPIRING CLEAR CONTENT

THE COLLECTIVE COMPANY
SOUTH SHORE

After reading this post, my audience will feel

_____ because they learned

EMOTION

about /how to _____

CONTENT OF THE POST

which will allow them to _____.

ACTION

After reading this post, my audience will feel

excited and relieved because they learned

EMOTION

about/how to *automate an email sequence*

CONTENT OF THE POST

which will allow them to *free up valuable time*.

ACTION

After reading this post, my audience will learn

how to _____ with _____.

END GOAL   DESCRIPTION

by _____ for _____.

ACTION   LENGTH OF TIME

After reading this post, my audience will learn

how to *batch process* with *a clear strategy*.

END GOAL   DESCRIPTION

by *outlining their content pillars* for *1 hour each week*.

ACTION   LENGTH OF TIME