



The Perfect Marketing Strategy - Create Content

Part 1) What's Your Story

Does this create an emotional connection with your audience?: Yes - No - Working On It?

Part 4) What's Your Customers' Story

Can this create an emotional connection with your audience?: Yes - No - Working On It?

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Part 3) Emotional Connections

What emotions do those stories create in your audience?

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Part 4) Formatting the Content

How do you want to distribute this information?:

Methods	Core Message Communicated?	Done
Blog		<input type="checkbox"/>
Video		<input type="checkbox"/>
Podcast		<input type="checkbox"/>
Graphics		<input type="checkbox"/>
Others		<input type="checkbox"/>

Do you think you audience is listening there?:

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The BACON System

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What Questions Can You Answer?	
Page Subject	Core Message?
Headline	
Intro	
Problem	
Solution	
Call To Action	

Does ALL of those sections have these components?

Empathize With The Viewers Problem - Define Symptoms - Does it Offer a Solution?:



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Final Thoughts - Your Online Sales Conversation

Create a conversation to your new Ideal Customer Avatar and your Ideal Solution For Them...

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