

# Content that Converts MasterClass Template

This template can be used for text in articles, blog posts, etc. as well as a script for videos and live casts. As discussed on the training, these principles apply to any form of content: text, audio, video, images, etc.

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1) **TITLE** – 6 – 9 words – Question, Numbers, “How to”

EX: Do You Know the #1 Mistake People Make When Asked "What do you do?"

BONUS TOOL - <https://www.portent.com/tools/title-maker>

2) **DESCRIPTION** – Ask a question – promise the answer

EX: Do you know how to profitably answer that dreaded question: "So what do you do?"

You'll find the solution inside this article

Use with Pinterest, YouTube, Instagram, Email

3) **KEYWORD RICH ABSOLUTE TRUTH** – Your opening words need to have key words and make a statement that can be easily agreed with...

EX: Profitably answering "So what do you do?" is one of the biggest success challenges for online entrepreneurs.

4) **CONNECTION MAGNET** – think of this as turning to your audience and speaking directly to them

EX: And being a successful online entrepreneurs is one of the reasons you're here, right?

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5) **BULLETS** - Easily consumable chunks of info that give the psychological impression this will be valuable (*I want this!*) yet easy to consume (*I can do this!*)

**EX:**

- Sharing the facts of what you do
- Facts tell, stories sell
- Facts get ignored, laughed at, or requests to **PICK YOUR BRAIN!**

6) **CALL TO ACTION** – invitation to the next success steps

**EX: Bottom Line? / Bonus Tip**

Bottom Line? You want to tell a story that allows your prospect to see themselves working with you.

or

Bonus Tip – Facts tell, stories sell.

And if you'd like to discover exactly how to profitably answer the question "So what do you do?" then you're invited to join the next MasterClass when you visit **LINK**