

MasterClass

Content that Converts

Checklist

Compelling Titles

- 6 - 9 words
- Question
- Number
- "How to"
- Combo
- Benefit

Description

- Ask a question
- Promise the answer
- Pinterest - YouTube - Instagram - Email

Keyword Rich Absolute Truth

- Key word or words
- Absolute truth - Agreement sentence - True statement

Connection Magnet

- Speaking/turning to the audience
- As a question

Bullets

- Highlight benefits
- Highlight transformations
- At least one juicy "I gotta have this!"

Call to Action

- Flow
- Invite
- Brand