

HOW TO PLAN AND STRUCTURE CONTENT USING OUR 3 C's FORMULA




Almost every single piece of content follows a simple 3 step structure. For you to get the maximum exposure and engagement from your content, it's vitally important that you follow our 3 C's formula:

Compel, Content and **Call to Action**.



NOW PLAN YOUR OWN CONTENT USING OUR 3 C's FORMULA

Here is a blank template for you to write your 3 C formula for your future content:

COMPEL 	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
CONTENT 	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
CALL TO ACTION 	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

