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.





Tell them straight away what they will learn

Ask an engaging question

Hit them with a pain point

Give them a big promise

Use visually powerful images

Show a 'teaser' snippet from a video

Use some form of prop to grab attention

CONTENT



Trigger Emotion. Emotion is what gets people to buy

Scratch their pain point until it hurts

Provide the solutions to their pain points

Provide social proof about the content you are sharing

Show authenticity and personality

Cliff-hanger or suspense - leave them wanting more

Tell a story - stories bypass all sales filters

CALL TO ACTION

Click this link

Download here

Subscribe to our...

Book a free...

Watch next video

Apply here

Buy now

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:

