

1) A CHARACTER (Target audience)

WHAT DO THEY WANT? (what are they looking for/ why are they on your site?)

2) HAS A PROBLEM

WHAT IS THE PROBLEM FOR WHICH YOU HAVE A SOLUTION?

3) AND MEETS A GUIDE (you)

EMPATHY (validate their struggle)

AUTHORITY (what makes you the expert)

4) WHO GIVES THEM A PLAN

PROCESS (steps to take them to the desired outcome, i.e. become a member)

- 1.
- 2.
- 3.

AGREEMENT (when you sign up/ purchase, etc., we will give you X and you will have X that makes your life better)

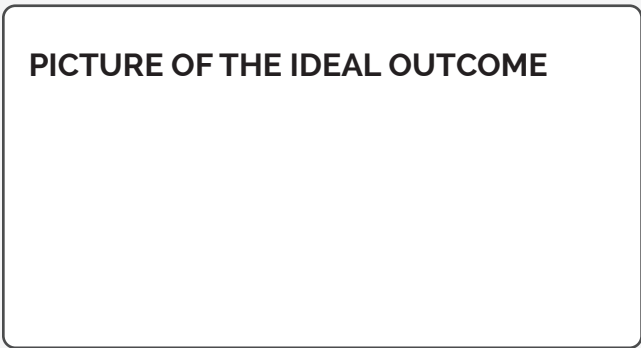
5) AND CALLS THEM TO ACTION

DIRECT (do this...)

TRANSITIONAL (reward for action- how will they benefit?)

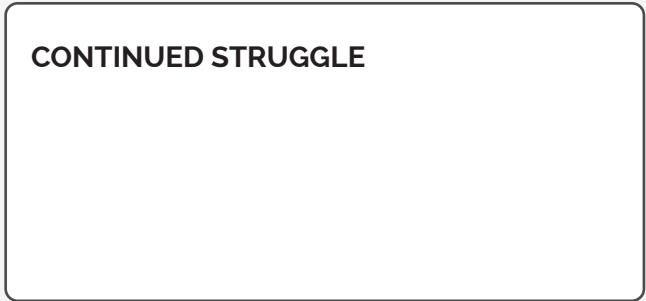
6) THAT ENDS IN A SUCCESS

PICTURE OF THE IDEAL OUTCOME



7) THAT HELPS THEM AVOID FAILURE

CONTINUED STRUGGLE



CHARACTER TRANSFORMATION

FROM

TO

