

Content Creation Made Easy <i>Note: Do all steps in this column BEFORE moving on to Quick Tip Formula</i>	Quick Tip Formula (AIDA)
Step 1: Problem / Pain Points / Desires	Step 1: Attention Grabber
	Then, introduce yourself
Step 2: Impact (Go Deeper) What else is going on?	Step 2: Interest deepens
Step 3: Tip, Suggestion or Story	Step 3: Desired Result
Step 4: Direct to Next Step	Step 4: Action to Take

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	<p><i>Then introduce yourself</i></p>
Step 2: Impact (Go Deeper) What else is going on?	Step 2: Interest deepens
	<p>Be very descriptive, using the words THEY use to describe what's happening in their life.</p> <p>The intention is to have your ideal clients say, "Oh, she really gets me!"</p>
Step 3: Tip, Suggestion or Story	Step 3: Desired Result
	<p>Tip or Suggestion: Simple, actionable step they can take to make progress towards desired solution / result.</p>
Step 4: Direct to Next Step	Step 4: Action to Take
	<p>Varying options for next steps:</p> <ul style="list-style-type: none"> • Join my FB (or LI) group • Ask their opinion or question • Sign up for free gift at ____ • Private message me if you want to talk (have consultation) • Come to my free online class

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Step 1: Problem / Pain Points / Desires	Step 1: Attention Grabber
Stress, Anxiety	People often come to me when they've been suffering from migraines and sleepless nights
	Then, introduce yourself I'm Adabelle, a holistic wellness expert for the past 40 years
Step 2: Impact (Go Deeper) What else is going on?	Step 2: Interest deepens
Headaches, fatigue, mood swings, poor immunity, blood pressure issues <i>Wondering will I ever feel better, irritable and relationships are suffering, spending time and money looking for solution and feeling frustrated</i>	When you're not feeling well – especially over a long period of time this often leads to irritability, and crankiness. Because you're in so much pain, relationships are strained, working is difficult, and you may be wondering if you'll ever feel better.
Step 3: Tip, Suggestion or Story	Step 3: Desired Result
Calming breaths, walk in nature, listen to feel-good music	One of the first things I recommend to bring quick relief is Calming breaths, walk in nature, listen to calming or feel-good music. Too often when you are suffering – you forget you have access to these quick tools within your reach.
Step 4: Direct to Next Step	Step 4: Action to Take
Schedule a free consult with me	This is a great first step towards feeling better. The next is getting to the root cause of your issues – so they can be addressed and resolved once and for all. If you're tired of suffering, go ahead and send me a private message and we can set up a complimentary consult.