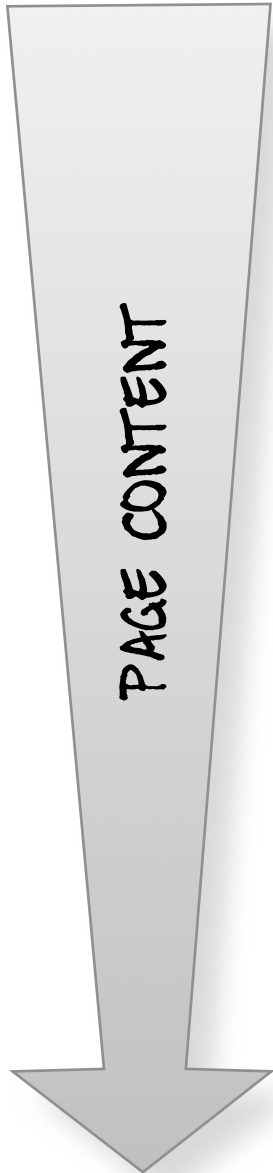




# THE CONTENT STRUCTURE WORKSHEET

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A.I.D.A.	WHAT TO DO	EXAMPLES	QUESTIONS TO ASK YOURSELF
<b>Step 1: Attention-grabbing headline</b>			
ATTENTION	Describe your avatar's pain/desire in a nutshell This is 80% of the potency of your page!	How X [people like you] achieved [desire] Get rid of [problem] once and for all Why Richard Branson bought one	See below:
<b>Step 2: Identify customer and their pain</b>			
	Use 'you' more than 'we' Talk emotively in their language Customer should recognise themselves Their pain points/desires should be described Describe the resulting frustrations/feelings	You're a business owner who knows what they want... If you're a home owner like me... It's so frustrating when... And that makes you feel... Imagine the feeling when...	At which <b>single</b> avatar is this page aimed? What are their frustrations; what symptoms have led them to seek your service / product? What is the resulting pain? How does that make them feel? What do they desire more than anything?
<b>Step 3: Introduce your business</b>			
INTEREST	Tell them about your background / experience Why you're precisely qualified to help their specific issue	I've been solving x problems for 15 years... We're uniquely qualified due to x experience...	What <b>specific</b> experience qualifies you as the best person to solve their problem? How did you get into this industry; was there a particular relevant incident; tell your story!
<b>Step 4: Testimonial</b>			
	Offer a <b>short</b> , pithy testimonial that backs up your qualification	ABC Company / Person has exactly the experience necessary...	Please supply a testimonial to back up your experience / qualification
<b>Step 5: Offering</b>			
	A <b>concise</b> description of your product / service		
<b>Step 6: Bullet point benefits</b>			
DESIRE	List the benefits Exactly match the pain points in Step 2 Make sure you talk benefits, not features Introduce desire	Free up more of your valuable time... Reduce costs / Generate more business... Improve lifestyle... Be the envy of your neighbours...	What positive benefits do your customers experience? (Keep asking 'why is this important' until you get the same answer)
<b>Step 7: Limited offer</b>			
	People like to procrastinate before buying Make it harder for them to resist by limiting your offer	There are only 7 left on the shelf... Special offer ends Tuesday... We only have capacity for 3 more clients...	How can you limit your offering to stimulate immediate action? This can be a <i>perceived</i> limit...
<b>Step 8: Call to action</b>			
ACTION	Be blunt - tell them how to buy	Pick up the phone... Fill out the form... Order online... Send an email to...	What would someone <i>genuinely</i> interested in buying need to do to initiate a sale?
<b>Step 9: Testimonial</b>			
	Quote someone else who bought and is delighted	"I'm so pleased with my x..."	Please supply a testimonial to demonstrate customer satisfaction