# Awareness:

I have this pain, problem, dream, opportunity

Goals:

* Help me understand my pain could be a symptom of a bigger problem
* Help me find out what the bigger problem is
* Help me put things in perspective
* Help me understand the lingo of this field
* Help me understand the consequences of not acting
* Help me understand the solutions that are available

Title ideas

* X Myths regarding [pain, dream etc] I want to bust forever
* 3 stages of [symptom your ideal client oftentimes shows]
* X things to avoid when you’re ….. (experiencing a certain symptom, coming across an opportunity, wake up with a dream)
* The perfect cure for [problem, symptom]  
  X warning signs to look out for when ….. ( common pitfalls when dealing with [pain / frustration}

# Consideration.

I am now aware of the solutions

Goals

* Help me understand the pros and cons of the available solutions
* Help me understand how every solution works in an easy to understand step by step approach
* Help me understand where I could get stuck and how to get past that

Title ideas

* Beginners guide to ….. in x easy steps
* X steps to …. Ideal result
* …… [one of the solutions available in x easy steps
* X reasons why …..][solutions] may not be the right fit for you
* X lessons I learned when I (was going through the same I offer to help you with)
* Solution 1 vs solution 2
* Solution 1 – the pros and cons

# Decision

I have made a choice as to the sort of solution I want to use and I am aware of the products available. I need to select the one that works best for my problem, personality and budget.

Goals

* Show me how you approach my problem. What makes you different compared to other providers?
* Show me how you successfully helped others
* Help me shortlist and compare providers to find the one that is most likely to work for me
* Help me get over my objections, especially regarding time and money investments

Title ideas

* Case study
* How to speed up [ideal outcome for our ideal client], get into how to overcome hurdles
* X common frustrations when [using your or your direct competitors solutions]. Explain how and why these frustrations occur. How to solve. How YOU solve

# Content Matrix

|  |  |  |  |
| --- | --- | --- | --- |
|  | Pillar of Expertise 1: | Pillar of Expertise 2 | Pillar of expertise 3 |
| Awareness  (unaware & problem aware) |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Consideration  (solution aware) |  |  |  |
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|  |  |  |  |
| Decision  (product aware, highly aware) |  |  |  |
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