

BE SEEN BY JEN GOTTLIEB

# THE *perfect* POST FRAMEWORK

## Ever feel like your posts need a sprinkle of magic to captivate your audience?

Good news, my friend! I'm here to help with The Perfect Post Framework. This is your four-step secret sauce to whip up content that's not just compelling and engaging, but also drives your audience to action, making your posts profitable.

### **1. Use a Compelling Headline:**

Just like the hook of a catchy song, your headline has to hit the right note straight off the bat. We're talking about a showstopper of a headline that zones in on a problem your audience is wrestling with, triggers their curiosity, makes a bee-line for the point, and is a shining beacon of uniqueness.

### **2. Tell a Story:**

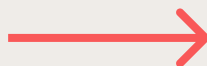
Picture yourself around a campfire, sharing a thrilling tale. Your story is the heart of your post. It's not just about stating facts or announcing achievements. It's your chance to weave a narrative that pulls your audience right in, making them feel like part of your journey.

### **3. Provide Value:**

Your post should be a golden ticket of value for your audience. Make them laugh, inspire them, drop some wisdom bombs. The more they gain from your content, the more likely they are to double-tap, share, comment, or even convert into a customer.

### **4. Call to Action:**

What's a post without a mission? Your call to action is your audience's cue to engage. It could be a simple "share this post," a request to comment, or an invitation to visit a link.



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## Headline

1. Problem Solver: What's that pesky problem your audience needs help with?

2. Curiosity Spark: Got a question that'll make 'em stop and think?

3. Straight Shooter: What's the point of your post, in one clear, concise sentence?

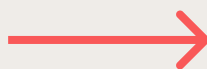
4. Unique Beacon: How can you make your headline a stand-out star?

## Story

1. Plot Twist: What's the intriguing tale you're itching to share?

2. Relatable Character: How can this story strike a chord with your audience?

3. Message in a Bottle: How does your story deliver your main message or solution?



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## Value

1. Golden Nugget: What's the big takeaway or special something your audience gets from this post?

2. Nugget-Message Connect: How does your golden nugget align with your headline and story?

## Call to Action

1. Mission Possible: What's the action mission you're assigning to your audience?

2. Mission's Relevance: How does this mission connect with your post's value and overall message?

Ready to whip up some captivating content? Just **fill in** these blanks to make sure you're hitting all the right notes according to the **Perfect Post Framework**.

**Remember, your content isn't just about making a statement. It's about storytelling, sharing value, and sparking action. Happy posting!**