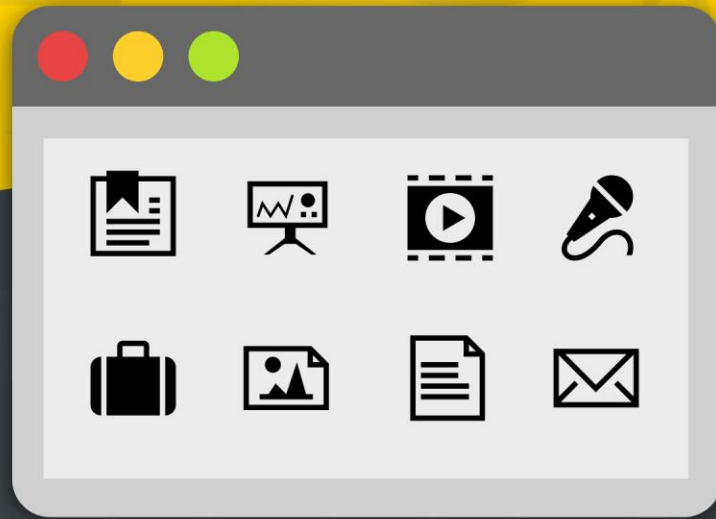


The Epic Content *Blueprint*



WishList
INSIDER

The Epic Content Blueprint

Presented by WishList Products

The Blueprint

Use this simple checklist every time you create a piece of content to ensure you give it the best chance of impacting your members and getting them to act.

	Will this content help the reader achieve a specific desired end result? Are you providing direction not just information?
	Have I outlined the benefits the reader gets from consuming this content? Are you providing a compelling WHY?
	Have I covered the "science" behind this lesson? Have I outlined why it works better than other lessons like it?
	Have I given my reader a step-by-step blueprint? Can they can follow that blueprint and achieve the desired end result?
	Have I outlined how to get started quickly? Can a reader take this content and start implementing it immediately?
	Have I made the content interesting by positioning it as counter-intuitive? Am I challenging my reader's pre-conceived ideas and behavior?
	Can I tell a story that makes the content more entertaining? Am I being vulnerable and connecting emotionally with my reader?