# Content Creation Blueprint

## Headline

# ways you can [have more benefits] [remove headache].

## The Promise

Outline the benefits they will receive from engaging with this content.

## The Problem

Outline why the way they are doing it now is broken.

## Myth Busting Outline

why everyone else is wrong and why this NEW information is better.

## The Method Outline

the three to seven key teaching points of your framework.

## Do’s and Don’ts Outline

rookie mistakes and power tips for success.

## Next Steps Outline

the very next thing they should do - the call to action.