



CONTENT CREATION FORMULAS:

P.A.D.S (Problem, Agitation, Discredit, Solution)

PROBLEM: Address a specific problem in your ideal clients life is dealing with (use from your list of 30)

AGITATION: Agitate the discomfort by describing the pain points in detail, level with them, relate to it.

DISCREDIT: Bring up possible solutions your client has tried or considered and discredit them, explain why they dont work.

This places you as a more reliable source.

SOLUTION: Deliver the solution to them.