



SEO Content for The Win Checklist

Crafted to help your content show up, stand out, and scale up



- ✓ **Hook & Hype Formula**
A classic one that still works – the AIDA model: Grab **A**ttention, build Interest, create a **D**esire, and guide readers to take **A**ction.
- ✓ **Pressure and Promise Method**
This follows the Problem Agitate Solution (PAS) framework. Highlight the pain, then offer the perfect solution.
- ✓ **The 4C Spark**
Keep content Clear, Crisp, Compelling, and Credible.
A reader-oriented writing to keep them on the page.
- ✓ **Before & After Technique**
Comparison model to show life before the win — then hit them with the transformation. Don't forget to show how to get there (your offer).
- ✓ **The Hero Story**
Grab their attention by telling their story not your story. Start with where they are and walk them to the win with your solution.
- ✓ **Agree & Amplify Approach**
Perfect for engagement writing- agree with the problem, promise value, then deliver.
- ✓ **FACT Stack Formula**
The trust builder approach. Back your point with Facts, Authority, Case Studies, and Trust signals.
- ✓ **Feature-to-Value Shift**
Don't state the obvious (list features) — show the 'why it matters' benefit of the features specifically for them.
- ✓ **Educator's Edge**
Identify the problem, teach the fix, and empower action.