

DAY 6



A Quick And Easy Way To Tap Into Your Audience's Emotions

✓ Why emotions matter

People buy based on emotion (and use logic to justify their purchase).

✓ Peel back the layers

You need to help the reader connect what you are offering with their deeper goals and ambitions.

✓ The 'So What?' trilogy

Powerful exercise to secure that primal emotional buy-in from your readers and create optimal business results from your content.

✓ Go deeper

By creating an emotional response you help them realise that what you have matters to them.

EXERCISE:

Layer 1

Layer 2

Layer 3

"AS AN AUTHOR, YOU NEED TO HELP THE READER CONNECT WHAT YOU ARE OFFERING WITH THEIR DEEPER GOALS AND AMBITIONS."

Ivan Meakins

