

- Monday: Write headlines ✓
- Tuesday: Create two outline examples ✓
- Wednesday: Write the first paragraph ✓
- Thursday: Write the first draft ✓
- Friday: Write the second draft ✓
- Saturday: Finalize the draft ✓
- Sunday: Create social media content (tweets, posts, pictures) based on the article

Monday-Write 3 Headers

1. How to Be the First Thing on Your Customers' Minds
2. The Simple Yet Powerful CTA Strategy That Works Every Time
3. Unlock the Full Potential of Your Marketing with This One Tweak

Chosen Header:

[How to Be the First Thing on Your Customers' Minds](#)

Tuesday-Create 2 Outlines

Outline Example 1:

PAS Formula

Problem:

Introduce the problem of being forgotten by customers

Agitate:

Emphasize the pain of losing sales due to forgetfulness

Solve:

Introduce the solution: being top of mind

Outline Example 2: AIDA Formula

Attention:

Grab the reader's attention with a surprising statistic about forgetfulness

Interest:

Explain the benefits of being top of mind

Desire:

Emphasize the desire to be remembered by customers

Call to action:

encourage readers to implement effective CTAs

Wednesday-Write the First Paragraph

Have you ever wondered why some brands are always top of mind, while others are easily forgotten?

Being top of mind is the key to driving sales, increasing customer loyalty, and staying ahead of the competition. In this article, we'll show you how to make your brand unforgettable.

Thursday-Write the First Draft