Notes from Ann Handley's talk
May 2022 #CEX
Compiled by Tanya Moushi

How can we use the Rudolph Framework as a foundation for our copywriting?

1. Once upon a time, there was Rudolph.
2. He has the capacity to light up a room.
3. Some people doubt it because he's not like the others.
4. But one day, there's a terrible storm.
5. Which means Santa needs him.
6. To help the kids believe in the magic of Christmas.
7. And that matters because Christmas would otherwise be canceled.
8. Which brings together a community of misfits and North Pole elves.
9. Someone gets a kiss.

1. Once upon a time, there was _____
   (your product)

2. It has the capacity to _____
   (your product's superpower)

3. Some people doubt it because _____
   (what detractors claim)

4. But one day, _____
   (why now?)

5. Which means _____
   (people now urgently need this)

6. To help _____
   (whom does your customer serve?)

7. And that matters because _____
   (how your customer becomes the hero)

8. Which brings together _____
   (the larger market you serve)

9. Someone gets a kiss.