

- ☒ Essential Info
 - ☒ Prospect / Target Market Research. Identify who they are, how they relate to the business. For every new client you haven't worked with before, use the target market template.
 - ☒ Use of attention (generating or monetizing)
 - ☒ Roadblock, solution, product. Go in depth with this, really give as much detail as possible.
 - ☒ Identify Market Awareness level and market sophistication level
 - ☒ Identify where they are in the funnel
 - ☒ Type of attention (passive or active)
 - ☒ Identify the current state and dream state of the prospect. Go in depth with this, really give as much detail as possible.
 - ☒ Identify most applicable evolutionary trigger
 - ☒ Identify value, certainty, and trust thresholds & current levels, plus a conclusion including in which order to prioritise.
- ☒ Concept — create a basic idea/concept for the post.
 - ☒ Main objectives & CTA/close
 - ☒ Anti objectives & solutions (What you do NOT want them to do, and how you'll solve these) AND cause & effects
 - ☒ Outline of the post
- ☐ Market Research - Fill in any gaps in your knowledge
- ☐ Update essential info & concept accordingly. Repeat this and the previous step until you have all the required details, IN EXTREME DETAIL
- ☐ Media (photo, video, etc. only applicable if for social media - articles can have the images/videos added later)
- ☐ Fascinations/one liners (divergent thinking)
- ☐ First draft (divergent thinking)
- ☐ Following drafts (convergent thinking) Read aloud, peer feedback, etc. Amend until it's as good as it can be.
- ☐ Ask for clients thoughts & amend until you are both completely happy with the copy
- ☐ Post or send the copy
- ☐ Re-evaluate and amend over time.