

The Worst Number In Business

Outline

Source:

Business Mastery => The Worst Number In Business

Subject:

If there's only one pillar holding up your business, you're doomed to fail.

Headlines:

- ***How To Prevent Your Business From Failing At Any Moment***
- ***Identifying Weaknesses And Instantly Fixing Them***
- ***How To Build A Steady Foundation For Your Business***

General Structure:

Problem:

If at any point, your business is being supported by a single pillar in any aspect...
It will fail sooner or later. The worst number in business is 1!

Agitate:

You won't notice it right away. The ship will keep sailing for a certain amount of time, slowly taking in more water without you noticing.
Until you realize that it's sinking, at which point it will be too late to reverse the process.

Solve:

Identify weaknesses in your business and make sure you get more pillars under that.

Close:

If you want us to take a look at the pain points inside your business, we'll happily take a look to see where we can help you create a solid foundation for the future.

Important Notes

You need to really check on the flow when you read it. Does it all make sense to the reader in its current form?

Remember to step out of the frame of, "I made this great thing".

Remove the EGO and put on the quasi "Dunce Hat" of a reader and see if you can keep the attention all the way through.

If you get stuck somewhere, put a Mark there, then Start the next sentence like it is a new article and then mark each time you get "Stuck" in the reader's mind.

Now you have the points you need to fix, and mold them with putty words to a smooth edge from one to another.

Once smoothed, do it again two times over and then the article should be good to go.

Draft 1

How To Build A Steady Foundation For Your Business

Subtitle 1

Subtitle 2

Subtitle 3

Subtitle 4