

KEY

- Everything in **red** is notes for me writing. If you want to take a look, feel free.
- Find the post I would like reviewing in black text below (or white if you're viewing this on your phone in dark mode)
- I've left comments on, feel free to leave any feedback or corrections you think the copy would benefit from here as comments on the document.

Essential Info

Prospect: The prospect is a business owner struggling with productivity in their business. Probably male. Obviously smart. Busy, fast-paced. Doesn't like long, dragged out funnels as they will lose patience and click away.

With this article, we are going to be generating attention. The market is at a level 2 sophistication level, we are going to attempt to trigger stage 3. They are solution aware but not product aware in terms of market awareness level.

We are dealing with passive attention here, meaning we will have to be hyper diligent in ensuring we grab attention quickly & efficiently. There is no room for mistakes, this is the first battle.

Roadblock: One of the main roadblocks that the client faces is that they do not know what is causing their problem. In other words, they are problem aware. They know the nature of their problem but are not aware of its cause, nor how to fix it.

Solution: Show them that their productivity problem is really based on low morale and trustworthiness in the workplace. Use this as an intro.

Product: Present top 5 ways to fix the productivity problem by boosting morale. The number 1 option is corporate catering. This provides value while at the same time not seeming too salesy while also selling the product. 2 in one.

Current State: Their painful current state is that productivity seems to be down in the workplace, and they don't know how to fix it.

Dream State: Their ideal dream state is for productivity to be at the max. For them to be producing maximum output, accelerating the business to long term success.

Most Applicable Evolutionary Trigger: Threat. Resources closely follows this. Business success and sharing could be linked to status, however this along with mating aren't really that relevant.

Thresholds:

1. Value
 - a. For them to buy from us when the time comes, the overall value of doing so must be at least at an 8/10. This means that the value presented in this post

should be extremely valuable & actionable, so that they associate us with a positive outcome and begin to trust us. We must also push for high value.

- b. At the moment, their perceived overall value of corporate catering is around 3/10.

2. Certainty

- a. For them to buy from us specifically, their overall certainty level that our product is the right one for them should be at least 9/10. They don't want to waste money, at all. They're business owners.
- b. At the moment, the prospect's certainty level that corporate catering is the correct solution and that we're the correct business to take advantage of this solution the best, if they've never seen us before, is low at around 1.5/10. They won't be naturally trusting; they're business owners.

3. Trust

- a. For them to buy from us specifically, their overall trust levels in us needs to be around 8/10. They will not buy from us if they feel they are going to get scammed.
- b. At the moment, they've never seen us before, so their trust in us will be around 2/10.

In conclusion, their perceived value of the mechanism needs to go up a lot, as does trust and certainty that the solution will work for them specifically in their situation. The post will need to heavily but subtly build up on these in order for them to be built up further later, leading to a sale.

For them to give us a like, they will need to find enough value in doing so. Dopamine takes care of this for us, however the more valuable/entertaining etc the post is the easier this'll be to take advantage of.

Concept

Main Objective: To build trust, value, and certainty levels up while decreasing the thresholds. Increase audience for future sales opportunities (generate attention)

For them to perceive the post as valuable, they will need to trust us and find easy to understand and actionable value inside. To do this, I will first present the core of their problem (low team morale), while digging into their pains.

I then need to provide actionable value. I will do this by leading into a list of the top 5 ways to boost team morale (and therefore employee productivity).

I will close with a light-hearted CTA asking them to share their favourite solution ('way') in the comments.

The format of the post will be a linkedin article. I will then share this via a regular linkedin post.

Anti-objectives:

- When they see a post, I don't want them to find it boring. Therefore I am going to make it fun, engaging, & interesting while simultaneously maintaining a significant degree of professionalism. I will use a variety of fascinations & visual techniques to boost curiosity.
- I don't want them to find it useless. Therefore I'm going to make the posts relevant, actionable, and helpful to them. I will do this without boring them or giving them an information overload.
- I don't want them to just scroll away. Therefore I will use powerful headlines, hooks, and stylistic elements to grab attention.

Fascinations

- Here are our top 5 ways to boost team morale and workplace productivity
- The top 5 ways to boost team morale in the workplace
- Top 5 ways to boost employee productivity in the workplace.
- The hidden secret to workplace productivity
- Workers not working productively is just a part of life, right? WRONG!
- WARNING! Is your business failing because of falling productivity in the workplace?
- The top 5 hidden 'hacks' to ensure your employees are working as productively as possible... You won't believe the last one!
- The sneaky workplace productivity 'hack' Elon Musk doesn't want you to know
- The sneaky workplace productivity 'hack' Microsoft &or Apple doesn't want you to know...
- The sneaky workplace productivity 'hack' most other businesses don't want you to know...
- Become the boss everyone wants you to be
- 5 well-tested and proven strategies to turn your employees into productive machines
- 5 tried, tested and proven strategies to transform even the most ADHD employees into well-oiled working machines.
- The easiest routes to workplace productivity - and how to take action TODAY
- 5 quickest routes to workplace productivity - and how you can start TODAY
- Better than caffeine. Discover the truth about optimising workplace productivity
- Did you know that over 98% of businesses suffer from low productivity, nearly every day?
- When taking longer lunch breaks is actually beneficial
- If you're tired of burnt out employees and horrible productivity, then you need to take advantage of these 5 expert strategies for increased efficiency and decreased procrastination TODAY
- Discover the truth about your productivity problem – the top 5 expert strategies for instantly revolutionised efficiency and decreased procrastination

Image

<https://www.pexels.com/photo/woman-sitting-in-front-of-macbook-313690/>

Post

The truth about your business's productivity problem: 5 expert strategies to eliminate inefficiency FOR GOOD!

Unproductive work and a dreary workforce is just a part of life, right?

WRONG!

Encouraging your employees to finish everything on time is oftentimes stressful. Low productivity coupled with high procrastination levels is one of the biggest killers in business. It's hard to see coming, infecting your team and burrowing further and further into your workplace culture, destroying output levels and increasing costs. We doubt you want any of that – it's time to learn how to eradicate low productivity for good...

Plummeting productivity, skyrocketing procrastination, and crippling human inefficiency inside your business are all symptoms of one key problem, a central root cause. "So what's the problem?" you may be asking.

Low morale.

Think back to when you first started in the world of work, picture where you spent your working hours. As an employee, which sounds the more appealing company to work at: a dull & dry workplace with unnecessary & draining office politics, where everyone is burnt out, tired of their job and just wants a break? Or, a high-energy, empowered workplace full of high morale, productive camaraderie, and a positive atmosphere?

Which option do you think would allow you to work the most productively? Unsurprisingly, the overwhelming majority of sane people (including me, the writer of this article) would choose number 2. So shouldn't you be striving towards making your workplace more like the second option, rather than the first? Just think about it: the happier you are at work, the harder you can (and will) work without getting burnt out. If that's not productivity, we don't know what is.

Moving onto the solution. Here's our list of the 5 most effective methods to magnify morale and reduce procrastination, starting **today**.

5. Setup a Simple Employee Recognition Program

A well-thought-out recognition program can be a great way to reach higher morale & productivity levels in the workplace. It puts the employee in the spotlight, developing a competitive yet enjoyable working environment, leading to an upwards spiral of productive success. Plus, who doesn't love free rewards?

4. Set Clear & Ambitious Company Goals

Never underestimate the importance of clear, ambitious, and measurable goals. Ensuring your goals are both important and clear to your employees gives them something to strive towards: they'll see their work as something bigger than themselves. Not to mention, celebrating the checking-off of key milestones as a group fosters a sense of community & camaraderie, where all members of the team will enjoy working hard towards a central aim.

3. Encourage Regular Rest Breaks

Even just short breaks spaced throughout the day can help to reduce stress and risk of burnout. You get the chance to hit two birds with one stone (metaphorically of course!) Regular breaks prevent morale from shrinking to deadly-low levels while also directly benefiting productivity as a whole. Don't worry: as long as it's kept in moderation, you won't lose anything in terms of output. Evidence shows us that 9/10 times, a person working longer hours will accomplish less in any given day than a person working shorter hours including regular rest breaks.

2. Keep Hydrated & Stay Well Fed

Going back to basics, one of the most major culprits of low morale & therefore low productivity is poor nutrition. By advising employees to eat healthy, tasty meals and reminding them to keep hydrated throughout the day, you're not only benefiting their physical wellbeing, but also their cognitive performance. Their mental health will also see a significant boost, increasing morale, overall satisfaction, and productivity during work hours.

1. Stack up the Benefits with Shared Team Meals

Combining the benefits of both a good diet and regular breaks works like superpowers. Positively enforced team lunches are a must for off-the-charts morale and productivity as a whole. The easiest way to get all these benefits TODAY is to get an experienced, external company to take care of all the hassle for you. You and your team will be left energised, productive, and satisfied, all while working hard to make your company the best it can be.

At Five Food, we're dedicated to providing extraordinary service and extraordinary food to our clients. Using a range of locally sourced ingredients, all of our meals are guaranteed to be nutritious, tasty, and fairly priced, crafted with both morale & productivity in mind.

Remember: these two factors can play a huge role in determining your business's success. We hope this list has given you some ideas of the next steps to ensure your company stays on the map for many years to come. Good luck on solving your productivity problem!

If you're ready to take the next step and solve your problem for good, it's worth considering corporate catering. If you're wondering if this will work for you, we can only say maybe. Corporate catering won't ever work for every business. If you're running an international drug ring, for example, you might have trouble. But if you're doing something legal and moral, there's only 2 possible choices you can make.

Stay unproductive and almost certainly let your business go under within the next few years... Or take the step you know you need to take. The best part? All it takes is one click.

<https://fivefood.co.uk/catering>