

# The P.E.A.S. Framework

STUDIO  
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# The P.E.A.S. Framework

*Create Blog Posts That Bring in Business*

# What is the P.E.A.S. Framework?

A simple but powerful approach to creating blog content that serves your audience and grows your business. Each letter represents a key component of an effective blog post that converts readers into clients.

## P: PROBLEM

Start with a clear problem that your ideal client is facing.

### Key Elements:

- Identify a specific challenge your audience experiences
- Use their exact language and pain points
- Show genuine understanding of their frustration
- Make it relatable and immediate

### Questions to Ask:

- What questions do clients frequently ask you?
- What problems come up in discovery calls?
- What frustrations do they share in DMs or emails?
- What solutions are they searching for online?

## E: EXAMPLE

Provide a concrete example that illustrates the problem and begins to hint at solutions.

### Key Elements:

- Share a real-world situation
- Use specific details and scenarios
- Make it relatable to your target audience
- Include relevant context

**Types of Examples:**

- Client case studies (with permission)
- Your own experiences
- Industry scenarios
- Before/after situations
- Common misconceptions

**A: ACTION STEPS**

Give your readers practical, implementable steps they can take right now.

**Key Elements:**

- Provide 3-5 concrete steps
- Include enough detail for implementation
- Make steps achievable and clear
- Address potential obstacles
- Add relevant tips or warnings

**Format Your Steps:**

1. Start with the easiest action
2. Build complexity gradually
3. Include specific how-to instructions
4. Add helpful resources or tools
5. Highlight important details or warnings

**S: SUCCESS STORY**

Show what's possible when your solution is implemented.

**Key Elements:**

- Share realistic outcomes
- Include specific results or metrics when possible
- Paint a picture of the desired end state
- Connect back to the original problem
- Provide social proof

**Types of Success Stories:**

- Client testimonials
- Case studies
- Personal experiences
- Industry examples
- Before/after comparisons

## Blog Post Checklist

**Before Publishing:**

- ☐ Clear, specific problem identified
- ☐ Relatable example included
- ☐ Actionable steps provided
- ☐ Success story shared
- ☐ Call to action included
- ☐ Keywords naturally incorporated
- ☐ Headings and subheadings used
- ☐ Content proofread
- ☐ Images/media added (if relevant)
- ☐ Internal/external links included

## Quick Tips for Success

**1. Content Planning:**

- Keep a running list of client questions
- Note common problems from discovery calls
- Monitor industry trends
- Track successful content topics

## 2. Writing Process:

- Write how you speak
- Use conversational language
- Break up long paragraphs
- Include relevant examples
- Add helpful resources

## 3. Optimization:

- Use clear headings
- Include relevant keywords naturally
- Add internal links to related content
- Optimize images with alt text
- Create a compelling meta description

## Call to Action Ideas

End your post with a clear next step:

- Download a related resource
- Schedule a consultation
- Sign up for your newsletter
- Join your community
- Start a free trial
- Take a quiz or assessment
- Register for a webinar
- Book a discovery call

**Remember:** Your blog is a tool for building trust and showcasing expertise. Be generous with your knowledge – it demonstrates your value and keeps readers coming back for more.