

****Improve your Critical Thinking****

Here is a 4 step system to improve your decision making and find answers to 99% of your questions.

I run this process at lightning fast speeds subconsciously at all times:

- 1 - Make a list of all your options
- 2 - What are the upsides and the downsides of each option?
- 3 - What are the risks? How can you mitigate them?
- 4 - What is the brave choice?

Congrats your brain is now better 💪

The 4 questions you MUST answer before writing a single word:

1 - Who am I writing to? I'm writing to the person that wants to change their pain and turn it into their desired state. Who is my avatar? my avatar is A 20 to 25 year old with lots of physical problems overgrown hair acne self-aware of her insecurities wanting to resolve them she must buy products and go through day-to-day Routine

2 - Where are they now? They are starting College What are they thinking feeling? They are feeling anxious self-aware Societal Perfection Beauty standards, Hygiene, Where are they inside my funnel? they clicked on the link from my social media, and are now at my blog post. etc

3 - What actions do I want them to take at the end of my copy? I want to take them to the call of action after I got them on the emotional roller coaster of my blog post and I'm offering a free 10 step routine guide on how to improve your physical appearance with day-to-day home supplies Where do I want them to go? I want to lead them to the download of my free guide

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? They must experience Similar situation based on personal experiences And situations or scenarios having took in place in order for me to persuade my reader and to taking the action that I want them to take What are the steps that I need to guide them through to take them from where they are now to where I want them to go? is to increase their emotional Behavior and leading them to the call of action to have their problem resolved therefore having a long-term customer to upsell and having a relationship with my reader on a long-term value.