

Creating Your First “3 Mistakes” Report

An excellent format for content is a “Mistakes Report.” Humans who are in need of solutions are typically feeling unstable already, and they don’t want to get into MORE trouble. Create a report that details critical, expensive, damaging mistakes to avoid - with techniques for avoiding them. This is an exercise in “nailing” the fears and needs of your customer... and organizing your solutions into a proven format that has a high perceived value. Use this format for articles, newsletters, blog posts, video and audio content, etc.

List the 3 biggest, most expensive, most dangerous, most potentially damaging mistakes that your prospective customers make on their way to finding solutions - that make the situation WORSE:

Phrase each mistake in a way that causes the reader to say “Hey, I think I make that mistake”... AND that draws them in to find the solution:

Deliver a “kind reframe” in each “mistake” - and describe each problem better than the PROSPECT could describe it:

Name your report with one of the following formulas:

- “3 Mistakes To Avoid When [Objective]”
- “The 3 Biggest Mistakes That [Customer Description] Make When Trying To [Objective]... And How To Avoid Them”
- “3 Critical Mistakes I Made When [OBJECTIVE] - And What To Do Instead”

