

CONTENT INTRO AND CLOSER BLUEPRINT





INTRODUCTION

One of the biggest challenges with creating content is often coming up with an appropriate introduction and closing.

It's often easy to come up with ideas for content. It's easy to come up with the content itself. But it's this whole issue of wrapping the content with a solid introduction and closer that can be a challenge.

In this blueprint, we'll be sharing with you basic frameworks you can use for introductions and for closings. We'll also share with you some templates you can use for both too!

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BASIC INTRODUCTION FRAMEWORK

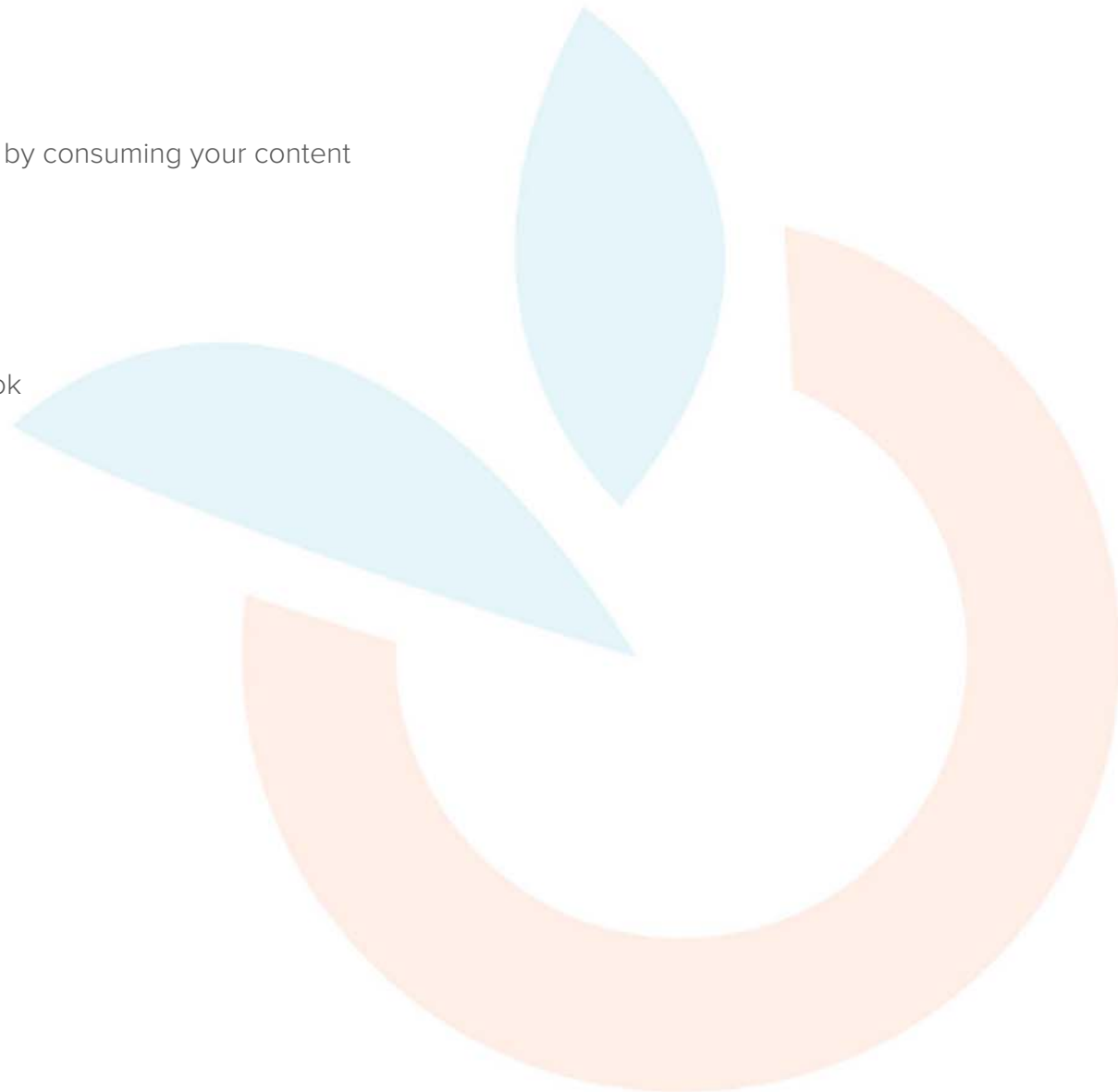
The introduction doesn't need to be long. It can be 1-3 paragraphs with each paragraph containing 2-4 sentences.

Elements to Include:

Purpose: Tell people what they are going to learn by consuming your content

Optional Items to Include:

- Why they want to learn it
- How their life/area looks and how it can look
- A personal anecdote
- Authority builder – why listen to you?
- Give the conclusion in advance



INTRODUCTION TEMPLATES

Here are a variety of different templates you can use on their own, or combined with others, in your introduction.

Problem-Focused

This is a solid template to use if your content will be focused on providing a solution to a problem.

[Problem] is a growing concern/dilemma/challenge/problem for [category of people].

Luckily, [category of people] don't have to deal with/suffer from/struggle with [problem] once they know how to [solution to problem].

You'll discover how exactly to solve this concern/dilemma/challenge/problem in this article/post/video/audio/report.

You'll find out how to [more specific description of solution]. You'll also learn [a primary part of solution] and [a secondary part of solution].

Statistics

Statistics can serve as a fantastic hook and offer diversity in your introductions. The basic idea is to share a statistic, tell the reader how this may impact them, and then how they can ensure they're not part of this statistic.

[Statistic]. Shocking isn't it?

It's amazing to realize that many people [problem description]. The reality is that most people aren't even aware of odds. We all want to believe [problem] would never happen to us.

If you want to make sure you won't have [problem], read on as I explain to you what you need to know/how to prevent/precautions you can take.

This or That (Comparative Question)

This or that content pieces can work very well in a lot of niches. They are especially useful for getting engagement and viral shares. Example: Is it better to do cardio before weights or after?

One of the common questions a lot of [category of people] have is whether it is better to [this] or [that]. If you're like most [category of people], you've probably wondered yourself.

I'm going to pull back the curtain and shed some light on what the latest research tells us. By the end of this article/post/report/audio, you'll know whether [this] or [that] is the right choice for you. The answer may surprise you!

Non-Comparative Question

You'll want to start off with asking a question and then provide a short overview of how you'll be answering that question for them.

[Question]

If you're like most [category of people], you've probably asked yourself [more extensive version of the question]. Perhaps you've even questioned [related question].

The reality is that there is a lot of conflicting information out there about [subject]. Some of it is because of people misinterpreting facts and research. Some of it has no foundation in reality.

I decided to dig deep into it and see what the latest research on [subject] really says. What I found out is that [brief solution to question].

If you are surprised by this, don't feel alone. Even I am.

Let me explain to you why [solution] is true and you'll see what I mean.

Quotes

Starting a content piece off with a quotation where you use an interpretation of that quote to segue into your content can work very well.

[Quotation and author's name]

Isn't that powerful? I think back to the first time I heard that quote and remember how [description of how you felt]. It was a total game changer for me because it totally changed my perspective on [subject]. As a result of that, I was able to [benefit] once for all.

Here's why I think it's so potent: [explanation of why]. If you understand it and make sure to integrate this into your [niche activity], I feel confident you'll see massive changes.

I'm going to share with you exactly how you can make use of this step-by-step so that you, too, can see [benefit].

Someone Else's Story

Don't have your own story to share? Consider sharing someone else's story, such as a story about a member of your family, a friend, someone you work with, or someone else you may have heard about.

Just recently, my [friend/sister/etc] [their name] mentioned to me this wild story about [something they did]. I couldn't believe when [he/she] told me that [a strange detail of the story]. [He/She] tried to [something they did to try and fix the situation], but it only made things worse. In the end, they couldn't stop [describe the worst of what happened].

Even though it's been [X days/weeks/months/years/], they're still dealing with [some lingering effect from what happened] and wish they could go back in time and do things differently.

Thankfully, you don't have to go through what [he/she] did to learn the hard way. If you ever are faced with [whatever caused the issue], make sure you follow these [steps/tips/etc] to avoid the issues [Name] had to go through.

Future Pacing

Get your content invoking visions of the outcome you're trying to deliver by prompting them to imagine it down to specific details.

Take a moment, close your eyes and imagine waking up one day and not having to deal with [problem or issue]. How would you feel? What would your life be like?

It may seem impossible to reach that point, but it's easier than you think to [get rid of or overcome the issue]. You just need to know how to [do some action or series of actions that will get rid of the problem].

Here's how to do it:

Share the Benefits

Rather than focusing on what you're going to tell them, look at the biggest benefits it provides to them. How will this ultimately help them?

Have you wanted to [achieve a specific goal] but tried and got stuck somewhere? There's actually a [secret/key] to [reaching the goal] that makes it so much simpler.

In this [article/report/video/blueprint/audio], I'll reveal what this is and you'll discover:

- How you can finally [get major benefit]
- A simple tip to help you [get another benefit]
- The best way to [overcome issue] so you can [get major benefit] once and for all

Rhetorical Question

Sometimes questions are meant to provoke a thought rather than an answer. This can help you bring up an issue in a way that won't be glossed over.

[Rhetorical question, such as "How much time have you wasted trying to come up with the perfect idea for your course?"]

Just the thought of it made you uneasy, didn't it? You probably didn't even try to answer because you'd rather not think about it. You're not alone - most people trying to [do what they're trying to do] are avoiding thinking about it too.

It's important to face things like this head-on in order to [get the result they want]. Even if it's difficult, maybe even painful, you'll be glad you did because it will help you overcome your struggles and [do something to get the result they want].

Let's take a deeper look at what's causing [this issue/problem/struggle] and what you can do to get past it.

BASIC CLOSING FRAMEWORK

The closing doesn't need to be long. It can be 1-3 paragraphs with each paragraph containing 2-4 sentences.

Elements to Include:

Purpose: To summarize what they've learned

Optional Items to Include:

- Any conclusions you've demonstrated
- Broad scope tip
- Broad scope warning
- A personal anecdote
- Encourage action
- What's next

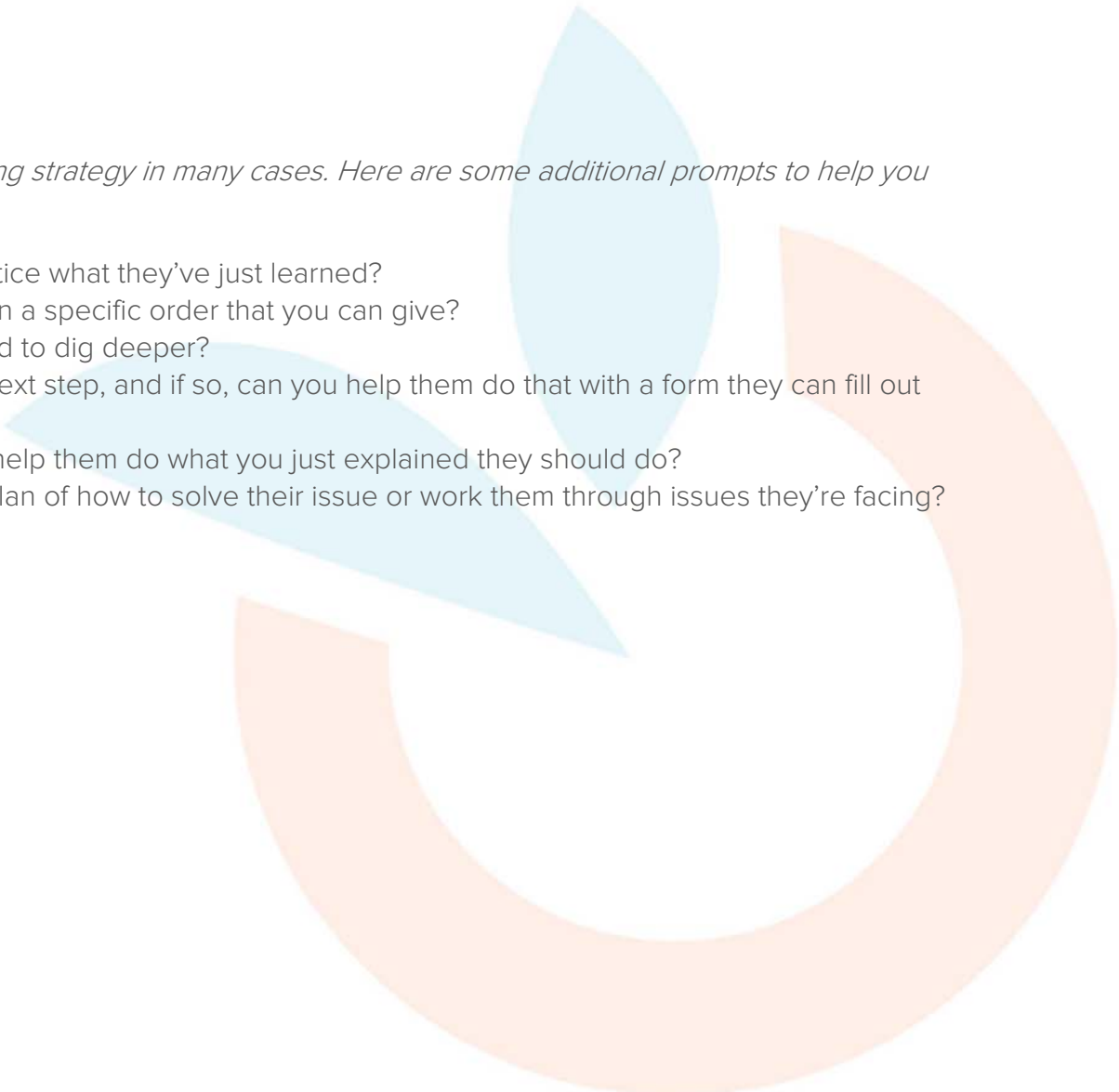


CLOSING TEMPLATES

Here are a number of different templates you can use on their own, or combined with others, for your closing.

Action Prompts

Getting people to take action is an important closing strategy in many cases. Here are some additional prompts to help you figure out what this action should be.

- What are some ways they can put into practice what they've just learned?
 - Are there next steps that need to be done in a specific order that you can give?
 - Is there any additional content they can read to dig deeper?
 - Should they put details together to take a next step, and if so, can you help them do that with a form they can fill out and keep?
 - Is there a product they can buy that would help them do what you just explained they should do?
 - Do they need a consultation to develop a plan of how to solve their issue or work them through issues they're facing?
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Provide Resources

If you haven't provided everything they need to do what they are looking to do, providing outside resources helps bridge the gap and make what you're offering more complete.

I've covered a lot here, but it's impossible to hit every detail about [topic] without this becoming a mile long! To make sure you have everything you need, I want to give you some additional resources you can check out that will also help you [reach their desired outcome].

1. Want more information about how to [do something complicated that you only briefly covered]? [Resource/link] gives the best breakdown of what to do.
2. Once you've gotten this down, you may want to [do a natural next step]. When that time comes, you'll want to go to [resource/link] to learn more about that.
3. If what you really need to know is [related topic], go to [resource/link] to [read/watch/listen] more about [topic].

Empowering Closing

Especially if what your content helps them with still leaves challenging steps ahead, using an empowering closing can help give them the confidence to get through it.

Now that you know what to do, it's time to do it! It may seem like a challenge, but just remember to take it one step at a time. You may not have known what to do before, or you may have struggled with [this topic], but you CAN do this and you WILL get through. What you've just learned has helped many others who had the same issues as you be able to [achieve desired outcome]. It's your turn.

Take the first step, then take the next one, and before you know it, you'll have [reached desired outcome] and wondered how you didn't do it before!

Proximity Closing

When the last part of your content is a particularly important or powerful part, consider reinforcing it and prompting them to take the next step.

I can't stress enough the importance of this last [point/step/tip/etc]. It's absolutely crucial for [doing what your content describes].

[Summarize the last point/step/tip/etc]

[Missing this/Not getting this right] can be the difference between [reaching desired outcome] and falling short.

The best thing for you to do next is [take specific action/read additional resource/buy product/etc] so that you can [do whatever the action/resource/product helps them do] and get started on the right foot.

Get started right away while this is all fresh in your head and you'll be on your way to [getting desired result].

