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**7 HOT Tips For**  
..... **To Easily** .....  
*(Target Market)*      **Quickly**      *(solution to problem)*  
**Effectively**  
**Powerfully**  
*(use a **compelling** adverb)*

**Examples:**

- 7 Hot Tips For ...**
- Small business owners to easily attract more clients
  - Labrador dog breeders to effectively deliver a top litter
  - Red wine lovers to select a delectable drop of shiraz
  - Amateur photographers to effectively produce a first class snapshot
  - Budding graphic designers to quickly create a masterpiece in Photoshop
  - Newly divorced partners to quickly find a loving companion
  - New parents to effectively cope with a sleepless infant
  - Addicts of chocolate to easily kick the habit

**Table Of Contents**

## **Introduction:**

### **What is your target audience's biggest problem/pain?**

(let your reader know you understand their problem – empathize with them – show them you understand how frustrating it is)

### **What is it costing them?**

(dig deeper – really rub in their pain – point out exactly what this problem costing – a loving relationship, time away from family, not achieving a certain level, money to buy something they truly desire, health issues such as stress, anxiety, frustration – what time, money, health is being wasted without a solution to their problem?)

### **What is your specific solution?**

(If you can, outline a possible or general solution to this problem that they may have already tried, tried unsuccessfully or you've heard of. Then detail YOUR SPECIFIC solution. This step will set up your offer as THE solution.

### **Why you?**

Why should they listen to you? Establish your authority, your credibility, your unique method or system and/or success stories.

**Hot Tip #1:**

**Why**

**What**

**How**

**What if**

**Hot Tip #2:**

**Why**

**What**

**How**

**What if**

**Hot Tip #3:**

**Why**

**What**

**How**

**What if**

**Hot Tip #4:**

**Why**

**What**

**How**

**What if**

**Hot Tip #5:**

**Why**

**What**

**How**

**What if**

**Hot Tip #6:**

**Why**

**What**

**How**

**What if**

## Hot Tip #7:

**Why**

**What**

**How**

**What if**

### **What's Next – Provide Special Offer If You Have One**

(Give a clear call to action - tell them what you want them to do – DO NOT ASSUME – click a link to a website, purchase an up-sell or cross-sell product, sign up for a program. Always include how they can do further business with you)

### **Resources:**

(You may offer additional products or services that relate to this topic, or alternatively offer products or services for which you are an affiliate)

### **Author Info:**

Who are you? What is your story? Include a photograph.