

SAYWHAT?

THE REFERENCE GUIDE TO KNOWING YOUR AVATAR AND WHAT TO SAY TO THEM

WHY

Blogging builds and audience

Brings in target traffic

Brands you as an "authority" in your niche

WHO

Who are they?

What do they do?

What do they want?

What are the problems stopping them from getting in?



av·a·tar [av-uh-tahr, av-uh-tahr]

The perfect prospect person for your business; the result viewer identified from the questions above.

WHAT

What to blog about?

- 1 Information
- 2 Education
- 3 Inspiration
- 4 Education
- 5 Promotion

PROBLEM
AGITATION THEN
SOLUTION

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" PAS " FORMULA