

##01

DITCH BORING CAROUSELS

*Here's How to
write them
properly*

Carousel 101
Masterclass ➔



• • • • • • • •

You've been posting
simple carousels and
they're getting results

Congratulations

But what if you can get
3X more results with
some **simple tweeks**?

Writing frameworks such as **PAS** and **AIDA** have been shown to

 **Get more clicks**
 **Boost engagement**
 **Drive conversion**

Past 365 days ▾

Impressions ▾

Content performance ⓘ

2,143,003

Impressions

▲40,487.2% Past 365 days

By using this formula, I achieved this result.

Frameworks + Carousels

Give **3X results** when combined as compared to individual outcomes

Content performance ⓘ

86,398

Engagements

▲ 88,061.3% Past 365 days

By combining **frameworks** into **carousels**, you can achieve more boosted results so,

Here is a **step-by-step process** to incorporate frameworks equally into your design and content



Step 1- Hook

Start with an **attention-stealing**
Hook on the first page



**HOW TO
INCORPORATE
FRAMEWORKS
ON CAROUSELS**



**DITCH
BORING
CAROUSELS**

Here's How to
write them
properly

Step 2 - Pain points

If you use **PAS framework**,
then write about their
pain points to resonate
with their thoughts.

Example: ↗

But what if you can get
3X more results with
some **simple tweeks**?

*In my case, I used this because
everyone on LinkedIn wants
more impressions.*



Step 3: Explain the problem and possible reasons

Intrigue their interests by clearly describing/agitating the problems

Example:



This is what my TG is missing

Step 4: Idealize the solution

Tap into their **desires** by relating the problem to their **ideal solution**

Example:



By combining frameworks into carousels, you can achieve more boosted results so,

This is what they want

Step 5: Place your offer

Resonate the **solution** with your offer/service

Example



If you're a **busy founder**, trying to crack LinkedIn here are **2 ways**
I can help you:

- create a compelling carousel to wow your audience
- provide my all-in-one **content creation service**

Step 6: The CTA

The only action required
to access the solution

Example

This is ep.01 of
Carousel 101 masterclass



Follow for more content.
Repost if you found value.

example