**Every solid marketing message gets attention, generates interest.**

**In the most basic form, we’ll touch on a problem.**

**We’ll then introduce the solution.**

**We’ll establish credibility for you.**

**We’ll give proof that your solution works.**

**We’ll show them all the benefits, all the ways their life will be improved, present your offer, give them a call to action, warn them of what’s going to happen if they don’t take action, create urgency for them to respond now, re-motivates them on all the benefits and gives a final call to action.**

13 CORE CHUNKS - basic structure of every marketing message, sales funnel, vsl ect.

1. Attention - Biggest benefit, the biggest problem you can solve.
2. Interest - The reason why they should care about what you have to say.
3. Problem - Highlight the issue they’re facing, then agitate with future pace.
4. Solution - Introduce the solution to that problem.
5. Credibility - The reason why they should believe you
6. Proof - Prove why your solution works.
7. Benefits - Show them all the way their life will improve.
8. Offer - Present your full offer
9. Call to Action - Tell them precisely what to do next.
10. Warn - Future pace what will happen if they don’t take action
11. Urgency - Give them a reason to respond now.
12. Restate Benefits - Motivate them to take action now
13. Final Call to Action - Encourage them to take action now