

WORKSHEET

Use the PAS Formula to Plan Your Promotion

As you think about the promotions you want to create for your products or services, use this worksheet to map out your essential messages using the Problem - Agitation - Solution formula.

Problem: Educate and share why your topic matters

The central goal of the **Problem** stage is to educate your prospect so they realize why they should care about your topic. Create content that builds awareness around the topic of your offer like this:

- Why you should care about [YOUR TOPIC]
- How mastering [YOUR TOPIC] will make your life better [IN THIS SPECIFIC WAY]
- Why right now is the best time to learn more about [YOUR TOPIC]
- X tips to get started with [YOUR TOPIC]

Your **Problem** content ideas:

Agitation: Empathize with them and emphasize their challenges

The central goal of the **Agitation** stage is to make your prospect acutely aware of how their current challenges hold them back. You want to help them to recognize the urgency of finding a solution.

The content in this stage should help your audience connect emotionally to their challenges. By the time you're done, they should feel the problem and will naturally desire to solve it.

Of course, you want to empathize with your audience, too — this stage is not about creating discomfort to the point of repelling your prospects! Create content that emphasizes current challenges:

- The biggest challenge with [YOUR TOPIC]
- Why you must master [YOUR TOPIC] now or risk [CONSEQUENCE]
- Why [A PERSON] struggles instead of using [YOUR TOPIC]
- What it feels like to wake up every day when you're challenged with [YOUR TOPIC]

Your **Agitation** content ideas:

Solution: Extend an offer for a limited time

Now that you've presented the **Problem** and you've offered **Agitation** content that creates desire for a solution, it's time to trot out your offer!

Solution content will show your audience how your offer solves their problems and will ask them to take the next steps. Create content that talks about your solution:

- How [YOUR OFFER] solves the biggest challenge with [YOUR TOPIC]
- Why [YOUR OFFER] is the simplest/easiest/quickest way to master [YOUR TOPIC]
- How [A PERSON] used [YOUR OFFER] to be successful with [YOUR TOPIC]
- 3 reasons to buy [YOUR OFFER] and start meeting your challenges with [YOUR TOPIC] today

Your **Solution** content ideas: