
CONSUMABLE CONTENT FRAMEWORK

Foundation | Flow | Freedom

Use this framework to create new easy-to-consume pieces of content or to rework your current longer pieces of content into more consumable chunks for your audience.

Hook

This is your powerful lead-in to the rest of your content that should hook your reader right away.

Story

This is either your own story if applicable or a client's story. This is how we allow others to see themselves in how we can help them.

Lesson

What's the 1-3 main points of this piece of content?

Summary

A quick re-cap as a closing paragraph.

CTA

Give them a call-to-action, something to do with the content you've shared.

Hook

Story

Lesson

Summary

CTA