

[Read before you proceed]

How **clear** your **thinking** determines the **quality of the content** and if you have **reached your assigned audience**.

Always asked yourself **who you are writing** (niche audience) and what you want to say to them.

Know the exact (what to) question to ask.

Know (how to) the correct answer to say.

Put yourself in the shoe of the “Traveler Postman” and talk about a niche topic in the perspective that your **reader can relate** with.

Questions/writings should **flow like 123**, seamless and scald folded.

Use **keywords** that can **trigger emotion** so that it goes down into the readers.

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### 10 Pages of Little Known Secrets

1. Topic (niche interest):
2. Primary keywords (words that people search):
3. Frustration/problem (inability to think clearly):
4. Desire (clarity in solution):
5. Title (address a concern):
6. Subtitle (promises):

### Your research on your niche audience

1. **What do people ask about (niche interest)?**
2. **What do people say about (niche interest frustrations)?**
3. **Why do people talk about (niche interest concerns)?**
4. **How do people feel about (emotion on niche interest)?**
5. **What will people do about (action taken on niche interest)?**

### Your reply in the perspective of the niche audience

1. **What will I do to elevate myself to the next level from where I am now (solution)?**
2. **Why should I do that (reasons for solution)?**
3. **How am I going to do it (the processes)?**

### Your stand as the “Traveler Postman” to give a solution (how to) to this niche topic

1. **What can I offer to my readers to address their frustrations (can I do it)?**
2. **What can I provide if I have only 10 pages to say (can they do it)?**
3. **What does people say about the solution (is it easy)?**