

Guest Expert for the Content Personality Club

Catching attention by flipping the script

Cut through the noise and grab attention by highlighting a misconception that might actually be impeding their goals or desires.

Thought Reversal Content

Step 1: Decide what you want as a call to action.

Could be a direct sales pitch to book a call.

Could also be an invitation to an event (paid workshop, full day retreat, etc)

Or use this to promote your lead magnet or free gift.

Step 2: Brainstorm 4 not-so-common misconceptions about your industry.

For example:

Sample Misconception:

- What is it? *Multitasking is the best way for a busy professional to get everything done on time.*
- Why it's not effective / why it's detrimental: *We think we are accomplishing multiple things at one time when in fact, we're just switching focus in between tasks very quickly. Research suggests that multitasking actually slows us down / makes us less efficient and potentially leads to more mistakes.*

- What is true instead: *Using my proven method of time blocking actually reduces distractions and amplifies focus.*
- Why it's effective or constructive: *Your brain can focus entirely on the task at hand, making it highly efficient and with higher quality work. Less time and energy is spent on the act of switching tasks.*

Let's brainstorm!

Misconception #1:

- What is it?
- Why it's not true / not effective / why it's detrimental:
- What is true instead (how you solve the problem):
- Why it's effective or constructive:
- How it ties into your offer:

Misconception #2:

- What is it?
- Why it's not true / not effective / why it's detrimental:
- What is true instead (how you solve the problem):
- Why it's effective or constructive:
- How it ties into your offer:

Misconception #3:

- What is it?
- Why it's not true / not effective / why it's detrimental:
- What is true instead (how you solve the problem):
- Why it's effective or constructive:
- How it ties into your offer:

Misconception #4:

- What is it?

- Why it's not true / not effective / why it's detrimental:
- What is true instead (how you solve the problem):
- Why it's effective or constructive:
- How it ties into your offer

Step 3: Outline the main points of your first email

Subject line: [something that sparks their curiosity]

Hook: [intrigue them to keep reading]

What is it: [why it's not true]

[What is true instead / how you solve the problem]

[why it's effective]

[CALL TO ACTION]

Example Email:

[Subject Line]: Is this helping or hurting your business?

[HOOK]

This one may surprise you.

[WHAT IS IT?]

Because almost every successful entrepreneur considers themselves a good multi-tasker. Yet it may actually be hurting their business!

[WHY IT'S NOT TRUE/ IT'S NOT EFFECTIVE / IT'S DETRIMENTAL]

Studies show that mutli-tasking actually decreases your focus - and could compromise the value of your work. Because our brains don't actually work that way.

And to entrepreneurs, the success of our work is everything!

[WHAT'S TRUE / HOW YOU SOLVE THE PROBLEM]

That's why I created the 15-minute Management Method for recovering multi-taskers.

This proven method works WITH your brain, not against it.

Ready to actually increase your productivity by eliminating multi-tasking? Use my 15-minute Management Method to channel all your focus for better results in less time.

So you can finally get more done, and shut down work early!

In just 15-minutes you could change the way you work forever. Grab this now and start maximizing your time today!

[SIGNOFF]