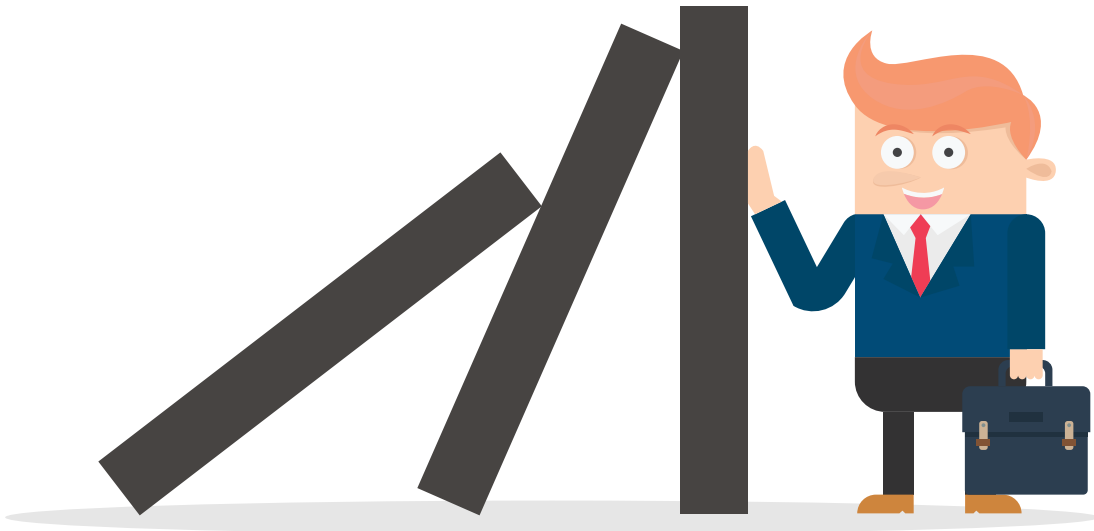


Social Media MARKETING — FOR — LAW FIRMS MASTERCCLASS



Worksheet Questions
WEEK 5

ANDREW STICKEL



01

What is Your Pattern Interrupt?



02

What is the Desire? What Do Your Potential Clients Want?

1. _____
2. _____
3. _____
4. _____



03

What is Your Intro with Credibility? What Do You Do That is of Interest to Them?



04

What is the Story?



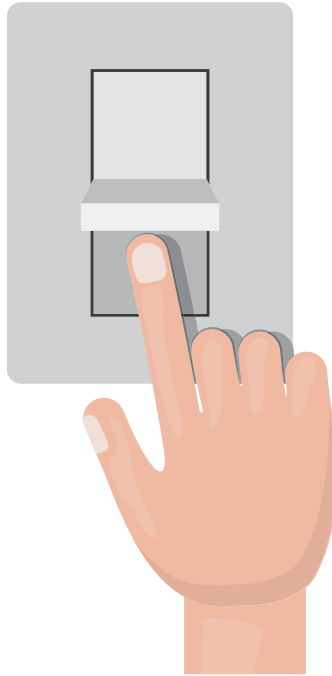
05

What Problem Do They Have That Isn't Their Fault?



06

What is the Old Method?



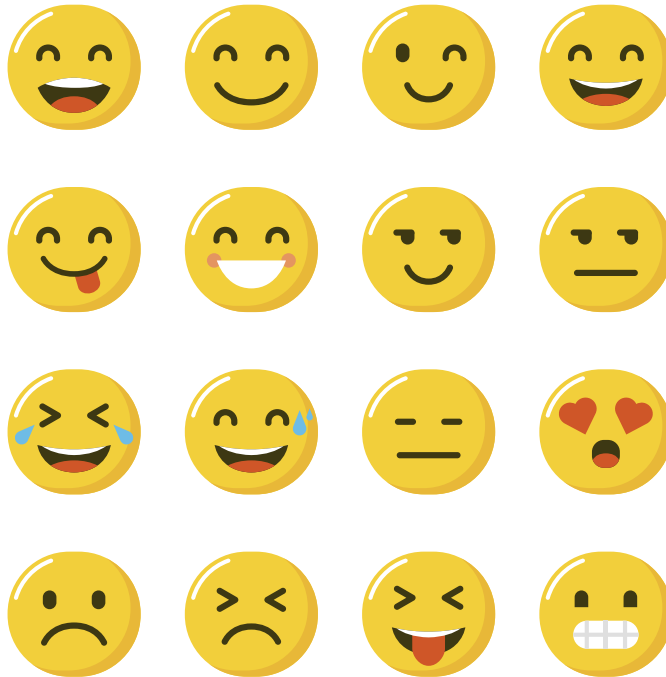
07

What is Your Opportunity Switch?



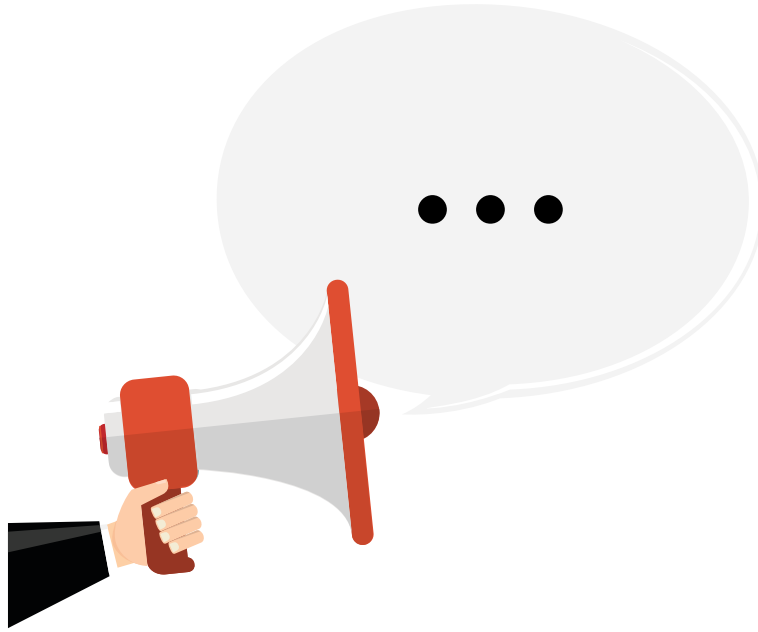
08

What is Your Offer?



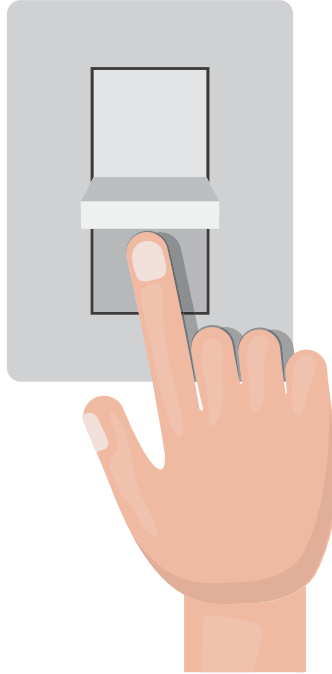
09

What Emojis Could You Use?



10

Write Your Ad Copy



11

Write 4-5 Headlines

1. _____
2. _____
3. _____
4. _____
5. _____