

# SERVE IT UP

Here are some tips in checklist form that you can use to put the SERVE framework to use. Print this checklist out and use it every time you write content.

- Before you start to write, decide what your Real Reason for the message is.
- What does the Real Reason remind you of? Does a story come to mind? Have you had an experience with it in the past?
- If writing about a shared experience that you have had with your audience, make sure your “real reason” is the cure for or the missing piece of that experience.
- Find a quote that relates to your story, your shared experience, or the real reason you’re writing and include it in your piece.
- Emotion can turn a dull message into a highly-engaging one. Don’t forget to include the aspirations of your audience in addition to the negative emotions they might feel.