

Sherri Frost

Question: Writing this way is fun, but I don't seem to really have any keywords in there for optimization, at least in the beginning.

Hook:

The man in the red shirt felt he had to explain himself to me even though I was a complete stranger. "The lid wasn't on tightly and it slipped from my hand", he said.

Setup:

He had just spilled the entire contents of his drink down his shirt, across the table and onto the floor. Disgusted with himself for the mess he made, he looked around the mostly empty restaurant until our eyes met. He gave me a sheepish grin and offered up his explanation before going in search of someone to clean it up for him.

Parachute:

I imagined that this wasn't the first thing that had gone wrong today. He had probably overslept because he had forgotten to set the alarm the night before. After getting dressed in a hurry (the mismatched socks were a giveaway), he went to his car and it wouldn't start. He tried to call for help but his cell phone battery died and he doesn't have a house phone any more.

He finally gets a break from work, goes out for a quick lunch and... spills his drink.

Have you ever had one of those days where everything just seems to go wrong?

Theme:

It isn't the major life events that cause us the most stress. It is the buildup of little things that happen throughout the day. You are constantly bombarded with stressors all day long. You are overloaded with too many things to do. There is too much noise around you.

Without relief, this kind of stress takes a toll on your health. It can lead to headaches, backaches, digestive problems and even heart disease. You might even find yourself having angry outbursts. Ever wonder why road rage is on the rise?

Transition:

It doesn't have to be that way.

The Sell:

Whatever you've been doing to manage your stress hasn't been working. If stress leads you to overeat, then you just end up gaining weight. If you relieve your stress by going on a shopping spree, you end up

with empty pockets. You know that smoking, drinking and meds don't work in the long run either.
..right?

Self hypnosis is an easy way to use your body's natural relaxation response to remove stress instantly.

When you practice stress management on a regular basis, you are much more likely to recover from the daily bombardment of tensions.

Using self hypnosis allows you to take a more relaxed approach to life

You'll respond differently to daily situations as they arise so that stress doesn't build up. Instead the weight of stress is lifted from your shoulders and that means you'll avoid the build-up of future tension.

Tie:

I nodded to the man in the red shirt and agreed with him that they should have put the lid on tighter. I like to think that it made him feel just a little bit better.