

FRASE AI TEMPLATE BLUEPRINT

WRITE FOR LOCAL (PAIN AND SOLUTION)

In this blueprint, you'll learn how to use both the FREE and Pro versions of this template, and how this template might fit into your workflow. The next few pages include some sample input and output for the template. Be very careful with your input. Study the following examples and analyze them carefully. Why? So you can achieve better results. In more than 95% of cases, people who get poor output after 3 generations had poor input. That's why it's critical to fully understand what type of input a template expects before you start using it. Join the [Frase Facebook group](#) if you have questions or are struggling.

[RANKINGTACTICS.COM](https://www.rankingtactics.com)

INSTRUCTIONS AND WORKFLOW SUGGESTIONS

The Frase AI template "Write for Local (Pain and Solution)" writes copy for a local business. It lays out a pain point that customers feel in the industry and then explains how the business solves that pain point. The use case is obvious. It's designed for landing page and website copy for local businesses.

I think this template would help you close a lot of deals with local businesses that were looking for better landing page copy!

Note: A front-end difference between the free template and the pro template is that in the pro template, the pain point is given its own separate input, which makes it easier for the AI to hit the pain point hard and then sell readers on the solution.

Matt Zimmerman

RankingTactics Founder & CEO

2

RESOURCES TO HELP YOU

The following resources will help you in your content generation workflow while using Frase.

Need Frase? Use code "rankingtactics" and our affiliate [link](#) for a great deal.

Frase Beginner to Master Course

Includes more than 8 hours of expert training on using Frase from an SEO perspective, creating your own AI template, and a heck of a lot more!

www.rankingtactics.com/frase-course

Frase Pro Templates

Virtually all of my templates have a free and pro version. The free version is found in the Frase community template section. But if you want the best possible output, then get the pro template.

www.rankingtactics.com/frase-pro-templates

WRITE FOR LOCAL (PAIN AND SOLUTION): EXAMPLE 1

Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, the AI generated three outputs and I selected the highest quality one. Grading was based on whether the selected generation made logical sense, flowed smoothly, and could easily be converted into a blog post. Note: in the free template you will need to delete the "Customer pain point:" and "Our solution:" and in the pro template you'll need to delete the "Pain:". It's in there to help with the generation.

INPUT

Industry: spa

Location: New South Wales Australia

Company: Spa Anise

Points to Discuss: Life is too stressful! Our fully qualified therapists can remove your stress with our luxurious treatments. We offer aromatherapy massages, hot stone massages, and full body treatments. We have two treatment rooms and private courtyards for a relaxing getaway.

OUTPUT: FREE VERSION

Customer pain point: I'm stressed out. I'm tired. My back hurts. I feel overwhelmed by my responsibilities. I need some pampering!

Our solution: Spa Anise is here to help you unwind. Whether you're looking for an indulgent massage or a spa retreat, we've got you covered. Our therapists are fully trained and certified, and they use only organic products and natural oils. So you can rest easy knowing that your skin will look and feel its best, and that you won't experience any negative side effects.

And because we understand that sometimes you just need a little extra attention, we offer a variety of packages to fit every lifestyle. From couples massages to facials, we've got something for everyone. So schedule your appointment today and let us show you what we mean by relaxation!

-- Grade: B

-- Comments: Out of the three generations, this was the best. The pain point is in there, but it's too forced. I like the way the pro template does it much better. Everything else is okay, but it just doesn't convince me that I need to run out and get a massage right now.

Industry: spa

Location: New South Wales Australia

Company: Spa Anise

Pain Point: Life is too stressful!

Solution: Our fully qualified therapists can remove your stress with our luxurious treatments. We offer aromatherapy massages, hot stone massages, and full body treatments. We have two treatment rooms and private courtyards for a relaxing getaway.

OUTPUT: PRO VERSION

Pain: Life is too stressful! Whether it's work, school, relationships, finances, or something else entirely, sometimes it feels like there's just too much going on in your head. Sometimes it seems like there's no end in sight, and you feel like you're drowning in an ocean of stress.

But you don't have to live like this anymore! Spa Anise offers luxury spa treatments designed to relieve stress and calm your mind. Our therapists are trained professionals who use only the highest quality products and techniques to ensure that you receive the ultimate relaxation experience.

Whether you're looking for a massage, facial, manicure/pedicure, waxing, or other type of treatment, we've got you covered. So whether you're looking for some pampering in New South Wales Australia or somewhere else, let us show you the difference between living a stressed life and living a relaxed one!

-- Grade: A+

-- Comments: Fantastic output! The copywriting style does a great job of hitting on that pain point in a believable way, while encouraging me to go get a massage!

WRITE FOR LOCAL (PAIN AND SOLUTION): EXAMPLE 2

Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, the AI generated three outputs and I selected the highest quality one. Grading was based on whether the selected generation made logical sense, flowed smoothly, and could easily be converted into a blog post. Note: in the free template you will need to delete the "Customer pain point:" and "Our solution:" and in the pro template you'll need to delete the "Pain:". It's in there to help with the generation.

INPUT

Industry: marketing agency

Location: West Bridgford, Nottingham

Company: Exposure Ninja

Points to Discuss: Marketing is very difficult! We are obsessed with making a positive impact for our clients. We're relentlessly proactive in finding ways to help your business grow. We offer services such as conversion marketing, conversion rate optimization, SEO, website design, and website development.

OUTPUT: FREE VERSION

Customer pain point: Marketing is tough. There's always something going on, and it seems like every week there's another new trend that comes along. How do you stay relevant? What does that mean anyway?

Our solution: Exposure Ninja knows that marketing isn't easy. So we're here to help. Whether you're looking for exposure, traffic, leads, sales, conversions or anything else, we'll find a way to help you achieve whatever goals you have.

We're relentless in our pursuit of helping our clients succeed. We're constantly searching for ways to improve your results, whether that's by improving your site's performance, increasing your social media presence, optimizing your content or doing anything else that helps you reach your goals.

And because we're obsessed with making a positive difference for our clients, we'll go above and beyond to ensure that you're satisfied with our work. No matter what kind of marketing challenge you're facing, we'll work tirelessly until we see success for you.

So if you're ready to put an end to the struggle of marketing, let's get started!

-- Grade: A+

-- Comments: *Wow, this sounds top notch! I love Exposure Ninja because they have a fantastic podcast! I hope they can use this (or at least this template) in their marketing. It's fantastic!*

Industry: marketing agency

Location: West Bridgford, Nottingham

Company: Exposure Ninja

Pain Point: Marketing is very difficult!

Solution: We are obsessed with making a positive impact for our clients. We're relentlessly proactive in finding ways to help your business grow. We offer services such as conversion marketing, conversion rate optimization, SEO, website design, and website development.

OUTPUT: PRO VERSION

Pain: Marketing is tough. There's always something else going on in your business that takes priority over getting new leads and converting existing ones into paying customers.

But that shouldn't stop you from growing your business. In fact, it should motivate you to figure out a way to overcome these obstacles and turn your marketing efforts into success stories.

The good news is that Exposure Ninja knows how to help. We're obsessed with making a positive difference for our clients. We'll go above and beyond to ensure that your marketing campaigns are effective and efficient.

We offer services such as conversion rate optimization, conversion marketing, SEO, website design and website development. So whether you're looking to increase traffic to your site, boost conversions, or improve your search rankings, we can help.

If you'd like to learn more about how we can help your business succeed, contact us today!

-- Grade: A+

-- Comments: *Just like the free template, this pro template generated some fantastic output! It did a great job of hitting on the pain point and then also discussing the various points in the solution. Superb!*

WRITE FOR LOCAL (PAIN AND SOLUTION): EXAMPLE 3

Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, the AI generated three outputs and I selected the highest quality one. Grading was based on whether the selected generation made logical sense, flowed smoothly, and could easily be converted into a blog post. Note: in the free template you will need to delete the "Customer pain point:" and "Our solution:" and in the pro template you'll need to delete the "Pain:". It's in there to help with the generation.

INPUT

Industry: pizza restaurant

Location: Aberdeen, New Jersey

Company: Denino's Pizza Place

Points to Discuss: Most pizza places serve bad pizza. Authentic New York-style pizza in New Jersey. We use the freshest quality ingredients. We have been rated in the top ten in New York City for 30 years. We sell pizza, calzones, appetizers, salads, pasta, platters, paninis, wraps, subs, heroes, beverages, and desserts.

Industry: restaurant

Location: Aberdeen, New Jersey

Company: Denino's Pizza Place

Pain Point: Most pizza places serve bad pizza.

Solution: We serve authentic New York-style pizza in New Jersey. We use the freshest quality ingredients. We have been rated in the top ten in New York City for 30 years. We sell pizza, calzones, appetizers, salads, pasta, platters, paninis, wraps, subs, heroes, beverages, and desserts.

OUTPUT: FREE VERSION

Customer pain point: When you go into a pizza place, you expect to find a good slice of pizza waiting for you. You expect to see fresh toppings, and maybe some sauce. You expect to be able to taste the dough.

But sometimes, you don't get what you expected. Sometimes, you get something that's dry, soggy, or bland. Or maybe you get a piece that's too small, or too big. Maybe you get a piece that tastes like cardboard.

Our solution: That's why Denino's Pizza Place exists. We bring authentic New York-Style pizza to New Jersey. With our fresh ingredients and authentic recipes, we guarantee that every single pie you eat will taste amazing.

Our menu has a large selection, including pizzas, calzones, pastas, appetizers, salads and more. So whether you're looking for a quick bite, or a meal to share with the whole family, Denino's Pizza Place has you covered.

And if you're still hungry after eating, we also offer a variety of drinks, appetizers, sandwiches, and desserts. No matter what you're craving, we've got you covered.

-- Grade: A

-- Comments: I wonder if Dave has reviewed this place yet? I mean, the pizza sounds good from this output. Either way, the rules for this test are three generations, and I think this output is pretty darn good. In the world of pizza reviews, maybe this is an 8.1.

OUTPUT: PRO VERSION

Pain: Most pizza places serve bad pizza. Sure, some pizzas are good, but most are mediocre at best. The toppings may be fresh, but the crust is usually dry and chewy. Or maybe the sauce tastes like ketchup instead of tomato paste. Either way, it's not worth eating.

But Denino's Pizza Place isn't like other pizza joints. We serve authentic New York- style pizza in New Jersey. From the first bite, you'll understand why we've been rated in the top 10 in New York City for decades. We use the freshest quality ingredients. We have a wide variety of menu items, including pizza, calzones and appetizers, salads, pastas, platters, panini, wraps, subs, hero sandwiches, beverages and desserts.

If you're looking for a place to eat pizza in Aberdeen, NJ, look no further. We're here to satisfy your cravings for delicious pizza.

-- Grade: A+

-- Comments: Pizza review time. I would score this output a 9.1. What do you think Dave?

WRITE FOR LOCAL (PAIN AND SOLUTION): EXAMPLE 4

Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, the AI generated three outputs and I selected the highest quality one. Grading was based on whether the selected generation made logical sense, flowed smoothly, and could easily be converted into a blog post. Note: in the free template you will need to delete the "Customer pain point:" and "Our solution:" and in the pro template you'll need to delete the "Pain:". It's in there to help with the generation.

INPUT

Industry: daycare

Location: San Jose, CA

Company: Kiddie Academy

Points to Discuss: Raising a child is hard. We celebrate your child's imagination and curiosity. Our curriculum encourages kids to explore at their own pace. We help your child grow socially, physically, emotionally, and intellectually. Our highly trained teachers guide, nurture, and cultivate your child's development.

OUTPUT: FREE VERSION

Customer pain point: Raising a kid isn't easy. There's always something going on, and sometimes you feel like you're running around like crazy just trying to keep up.

Our solution: Kiddie Academy helps parents raise children by providing an environment where learning happens naturally. We encourage kids to explore at their pace, and we help them develop socially, physically, emotionally and intellectually. Our highly qualified teachers guide, nurture, cultivate and inspire your child's development.

If you're looking to raise a healthy, happy, smart little human being in San Jose, CA, then Kiddie Academy is the place for you!

-- Grade: B+

-- Comments: *The output is decent. I did really enjoy the last bit "raise a healthy, happy, smart little human being". But other than that, it was average output for the best of three generations. Nothing wrong with it, but nothing spectacular.*

Industry: daycare

Location: San Jose, CA

Company: Kiddie Academy

Pain Point: Raising a child is hard.

Solution: We celebrate your child's imagination and curiosity. Our curriculum encourages kids to explore at their own pace. We help your child grow socially, physically, emotionally, and intellectually. Our highly trained teachers guide, nurture, and cultivate your child's development.

OUTPUT: PRO VERSION

Pain: Raising a kid isn't easy. There's always something going on, and you're constantly juggling schedules and responsibilities. Sometimes you feel like you're running out of time to enjoy your kid's childhood, and sometimes you wonder whether you're doing enough to prepare him or her for adulthood.

But regardless of how much you love your kid, raising a child is hard. So if you're looking for a place to bring your little one during the day, Kiddie Academy may be the answer. We offer childcare in San Jose, California, and we believe that every child deserves an education that nurtures his or her imagination and curiosity.

Our curriculum encourages kids to explore their world at their own pace. Our teachers guide, nurture, encourage, and cultivate your child's development. We believe that children learn by exploring, playing, and having fun. We celebrate your child's imagination, creativity, and curiosity.

At Kiddie Academy, we understand that parents have lots of demands on their time. That's why we strive to make childcare convenient and flexible for families. We offer drop off and pick up times that fit into your schedule, and we offer extended hours throughout the week.

If you're interested in learning more about our programs, please contact us today!

-- Grade: A+

-- Comments: *Now this is what I am looking for as fantastic output! Fantastic! See, when you have this kind of output from Frase, you can easily offer your services to a local business and spice up their copy. It's so easy to make \$\$\$ using this template, Frase, and a little bit of outreach!*

WRITE FOR LOCAL (PAIN AND SOLUTION): EXAMPLE 5

Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, the AI generated three outputs and I selected the highest quality one. Grading was based on whether the selected generation made logical sense, flowed smoothly, and could easily be converted into a blog post. Note: in the free template you will need to delete the "Customer pain point:" and "Our solution:" and in the pro template you'll need to delete the "Pain:". It's in there to help with the generation.

INPUT

Industry: handyman

Location: Indianapolis, IN

Company: Handyman Services

Points to Discuss: Home repair can be overwhelming. Let us handle everything. We have more than 10 years of experience. We can help with remodeling or repairing your home. We offer a 100% written guarantee on all workmanship for one year. We will repair labor defects free of charge.

OUTPUT: FREE VERSION

Customer pain point: Your home is a big investment. So when you see a broken window, leaky faucet or other issue, it's easy to feel overwhelmed by the idea of fixing it. But you shouldn't have to hire a contractor to fix every little thing in your home.

Our solution: That's why Handyman Services was born. We're here to help homeowners throughout Indianapolis, Indiana, with everything from small repairs to major renovations. Whether you need a new kitchen countertop installed or a whole bathroom renovated, we can handle it all.

Our goal is to ensure that you always have access to a handyman whenever you need one. We understand that sometimes you may need some extra help getting into tight spots or working on projects that require specialized tools. That's why we offer a 100% written warranty on all workmanship for a year. No questions asked, no hassle, just expert craftsmanship guaranteed.

And because we're based locally, we can often respond quickly to your requests. We're available 24/7, so if you need us, we'll be there.

So if you're looking for a local handyman in Indianapolis, Indiana, look no further!

-- Grade: A

-- Comments: Just like I said for the previous pro generation, it's output like this that screams "Offer your services spicing up copy for local businesses or creating landing pages to make money"! Any small business would be happy with output like this, and it's even from the free template!

Industry: handyman

Location: Indianapolis, IN

Company: Handyman Services

Pain Point: Home repair can be overwhelming.

Solution: Let us handle everything. We have more than 10 years of experience. We can help with remodeling or repairing your home. We offer a 100% written guarantee on all workmanship for one year. We will repair labor defects free of charge.

OUTPUT: PRO VERSION

Pain: Home repair can be overwhelming. There are so many different aspects of home repair that it can seem impossible to tackle alone. From plumbing repairs to electrical wiring, drywall patching to painting, you name it - there's a good chance that you could use some help.

So if you're looking for a handyman who knows his stuff, then look no further than Handyman Services. We've been providing reliable, honest, and trustworthy handyman services in Indianapolis, Indiana for more than 10 years now. So whether you're looking for an expert painter, plumber, electrician, or general contractor, we're here to help.

Our goal isn't to just complete the job; it's to exceed expectations. We strive to deliver top-notch results every single time, and we back that up with a 100% written guarantee. If something goes wrong during the course of the job, we'll fix it free of charge. No questions asked.

So if you're looking for someone who can handle anything from minor home repairs to major renovations, let us show you what we're made of. Call us today!

-- Grade: A+

-- Comments: I'm giving this the A+ because it sounds just a tad better. The third paragraph really sealed the deal for me. I would use this company for my home repair problems!

VISIT MY FRASE RESOURCE PAGE

www.rankingtactics.com/frase

*Visit my resource page to find lots of juicy
tips and secrets to getting the most out of
Frase.*