

How to Create Compelling Attention-Grabbing Content and Builds Your Reputation as a Trusted Authority

Are you sharing valuable insights with your clients? Is your content binge-worthy?

A fascinating study discovers that 71% of critical decision-makers do not find value in less than half of the content they consume — and that’s a bit worrying. As a content creator, you want your audience to grow because of your insightful messages. Fortunately, you can present yourself as THE choice for your clients by aligning your core values with theirs.

Annemarie shares three ways to share valuable insights with your audience. In this action guide, you'll learn the tips and tricks for building quality content as a thought leader. Remember that your unique experiences are an asset; don't be afraid to go against the grain. Sometimes, do the opposite!

QUOTE TO REMEMBER:

“Through you sharing your knowledge, sharing your unique and uncopyable insights — when they ready to move forward, you've positioned yourself as THE choice versus just A choice because of the fact that they resonate with your vision.”

Activity: Creating Valuable Content

There are different ways you can resonate with your client and create content that gives them unique value. However, you should first deeply understand your client to build rapport and connection. Put yourself in their shoes and answer the following questions.

Imagine yourself as your ideal client:

What are your struggles? What challenges do you face?

What kind of content would you look for, and what solutions do you need?

Do the opposite of what your competitors are doing; research what other people in your industry encourage or practise. List them down in the first column. Brainstorm what opposite methods you can do or recommend in the second column. Lastly, create a compelling argument for why the opposite is better.

What the industry says	The opposite action	Why you should do this instead

Share the elements of your methodologies. As you move forward in your career, you develop your own unique strategies that work for you. Describe what your signature system is. What are the “distinct blueprints” you've created?

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- _____
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Share the unique stories that support your methodologies. What are your experiences and observations related to your content?

Story 1	Story 2

Go deeper as you share your content and message with your audience. What are your current skills that you consider critical to your industry?

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Every person has several areas of expertise they can share. Create a short write-up of six areas of expertise that you can teach to your audience. Remember that your insights shouldn't overwhelm your audience.

Area of Expertise:	Area of Expertise:	Area of Expertise:
Area of Expertise:	Area of Expertise:	Area of Expertise:

List down key observations and lessons learned over the years. What have you realized as you gained experience in your industry?

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What You Will Learn from the Activity

As a thought leader, you want to create content that brings value to your clients. You have experience, knowledge and unique teachings that only you can share. In this activity, you'll learn how to impart those in a way that appeals to your clients.

Understanding how to resonate with your audience is the essence of this exercise. But first, your core values should align with your clients' needs. When you present as someone who understands, you build a reputation as a trustworthy authority. And trust is what you need to strengthen your relationship with clients.

A content creator shouldn't play it by the book. Instead, voice out your distinct ways and stand by them. Your experiences and observations are the toolkits that make up the machine of your strategies and systems. Remember that the end goal of your content should be "unique" and "uncopyable". So never underestimate your distinct insights despite them not fitting in the mould!

It doesn't hurt your brand to teach elements of your methodologies. By imparting your knowledge, your potential clients can decide whether your services cater to their interests; always ensure that your systems stand out.

Lastly, go deeper into what you share. Don't be afraid to give what it is that you know to your audience. There will always be more that you've gained from your years of experience. Establish yourself as a trusted authority with your expertise and knowledge.