

THE CONTENT FORMULA THAT ATTRACTS CLIENTS

This formula works for any format — posts, Stories, Reels, videos.

The key is to remember: attention is time-limited.

People engage with everything attention grabbing, relatable and helpful.

1. GRAB ATTENTION (THE HOOK)

The goal is to make people stop scrolling.

Think of your hook as of a book cover — it shouldn't lie, but it must spark curiosity.

Examples:

- “Why Your Expert Content Doesn't Bring You Any Clients”
- “3 Phrases That Destroy Trust on Social Media”
- “You're Not Warming Up Your Audience — You're Draining Them: Here's Why”

Formula: Question + Emotion/Problem + Intrigue

Example: “What if the reason you're not getting leads isn't your reach, but the words you're using?”

2. STATE THE PROBLEM

Show them: I get what you're going through.
This builds trust and connection.

Be specific. Don't say, “It's hard in general.” Say, “You keep posting expert content, and still — zero response.”

💡 **Pro tip:** Write in a way that makes your audience nod in agreement.

3. OFFER A SOLUTION (OR A TASTE OF IT)

Give a clear, concise tip.
Don't say too much — one practical idea or tactic is enough.

This could be:

- A simple recommendation (“Try saying ‘*Here’s how you can...*’ instead of ‘*Let me tell you about...*’”)
- A mini how-to
- A real example from your own experience

 **Important:** Don’t give away the whole thing — the goal is to hook, not to teach everything.

4. CALL TO ACTION (CTA)

| Content without a CTA is like a show with no stage.

Effective CTAs for expert content:

- “*Save this post for later*”
- “*Want feedback on your content? DM me ‘content’*”
- “*Book a free mini-session to examine your posts*”

Your CTA should always be:

- Clear
- Aligned with the goal of the content
- Simple

EXAMPLE POST USING THIS FORMULA:



Hook:

“Why your expert content doesn't bring you any clients (and what you can do about it)”



Problem:

“You’re sharing the value, giving insights, and what's the reaction? Crickets. No comments, no leads. Feels like you’re posting into the void?”



Solution:

“Chances are, you’re not being clear with what your content helps with.

People don’t see you as the solution.

Lead with something simple:

Instead of ‘Here are 3 tips for your Reels,’ say ‘Here are 3 tips to attract clients by using Reels this week.’”



CTA:

“Save this if it hits home. And DM me ‘content’ — I’ll send you my headline formulas.”