

Lesson 5:

Expert Content

What to Share to Build Trust

In this lesson, we'll cover:



How to create expert content that **actually connects people**



How to properly **deliver the value**



What topics to **focus on**



How to **engage your audience** in conversations

Ready to dive into expert content? Let's do it.

WHAT TOPICS ARE ESSENTIAL TO EXPERT CONTENT?

1) Your content should answer the real questions your audience has, respond to their needs, fears, and goals.

Pick a few key topics (*or narratives*) that represent your brand. These become the core of your entire content strategy.

Here are three possible examples of such content pillars:

- ✓ Profiting off social media
- ✓ Industry-specific knowledge (*like the U.S. market or your niche*)
- ✓ Your personal stories, hobbies, or travel experiences

2) Nothing connects like **real stories.**

When you share moments from your own journey — especially those that solve problems your audience is facing, you build trust fast.

Presented the right way, even a small situation can be turned into a powerful case study.

3) Stay current and relevant.

Keep an eye on what's trending — movies, shows, global events, or pop culture moments. They're great hooks to join conversations and boost visibility.

Balance is everything.

✓ **Early in your journey:**

Lean into lifestyle content. It's more relatable and helps grow your reach.

✓ **As your brand gets bigger:**

Shift toward more expert-driven posts.

✓ **Good weekly mix:** 5 lifestyle posts + 2–3 expert content posts

Avoid content that **confuses** your audience:

- Overused tips and reposts in general
- Jumping between too many unrelated topics
- Giving advice in areas where you lack credibility



**Stay focused on what
builds your authority
and matches your brand.**

| If you want to try working with a new topic, make sure it's still
in line with your overall image.

What makes expert content **different** from ordinary “helpful” content?

Helpful content: facts, tips, how-to's.

- ④ Useful, but can come off dry or impersonal.

Expert content: informative and engaging.

- ④ It sparks curiosity and connection while still educating your audience.

Your expert content should include:

- ✓ Real stories, original thoughts, or experiments
 - ✓ Social proof (client wins, results, or respectable names)
 - ✓ Educational info, but shared in a compelling, conversational way
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Example:

Instead of “*10 Steps to Hit Your Goal*,” try:

“*How I Hit My Goal (and What I’d Do Differently Next Time)*”

The Golden Ratio for Expert Content:

60% intrigue, 40% value

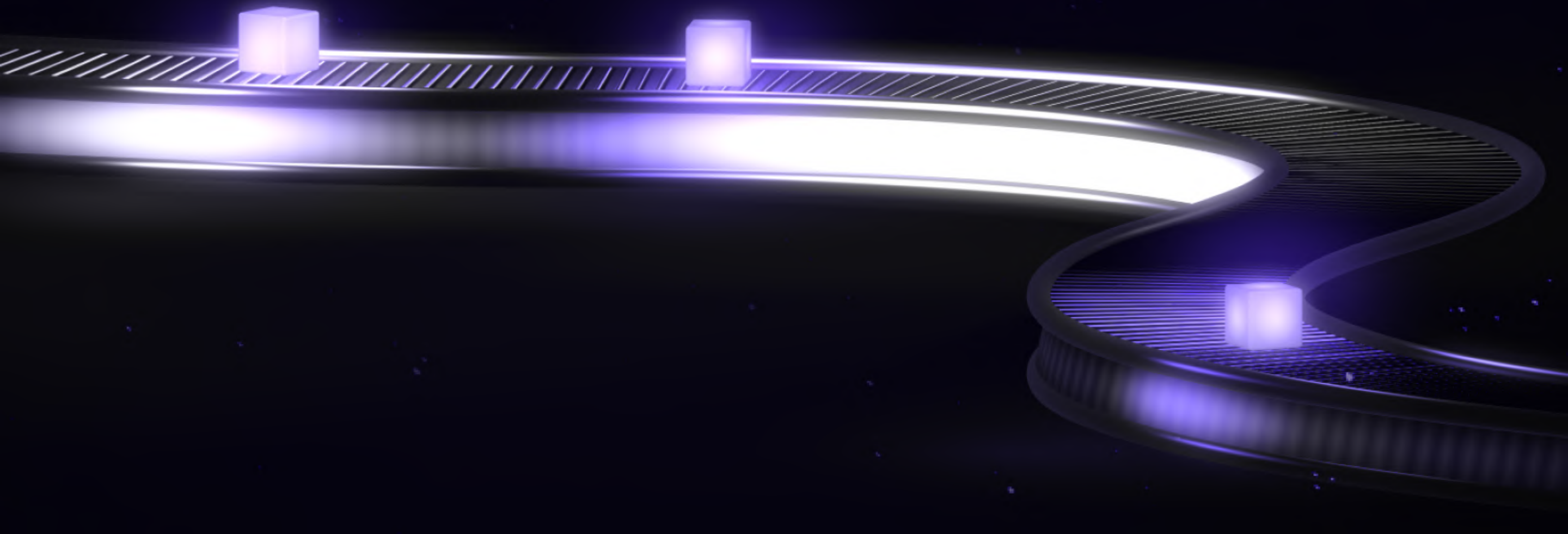
- ✓ Grab attention quickly
- ✓ Use credible sources
- ✓ Combine storytelling with value that sticks

Expert content should make people say:
“That was interesting and helpful.”



A Simple Formula That Attracts Clients

Hook your audience + Present the problem
+ Offer a solution + Call to action



01 Hook Your Audience

Lead with a strong headline or an opening question that is using their language and reflects their challenges.

02 Present the Problem

Define a real issue your audience is dealing with.
Make them feel understood.

03 Offer a Solution

| Give a teaser, a tip, or a mini-win they can use right now.

04 **Call to Action**

End with a clear next step: comment, DM, download, sign up, share, or buy.

High-Impact Content Formats:



Case studies



Client wins or transformation stories



Testimonials or reviews



Curiosity-driven posts

“Black & White” Content – Create Polarity

Want to stand out? Don't be afraid to stir the pot. But do it smartly.

- ✓ Take a stand
- ✓ Be bold — even if not everyone agrees
- ✓ The clearer your stance, the stronger your connection with your audience

How to Keep Readers Hooked Until the End:

- Be sharp and to the point
- Use vivid storytelling
- Encourage interaction (polls, questions, DMs)
- Always deliver the value
- Build momentum — keep them scrolling line by line

**It feels like no
one cares?
You're not alone.**

That feeling? It's normal. Especially when you're just starting out. But don't stop. Here's what to do:

Tip #1:

Give the algorithm time

Think of your content like planting seeds. Show up consistently, and the growth will follow.

Tip #2:

Level up your message

Ask yourself:

- Does this speak directly to my audience's needs?
- Would I stop scrolling for this?

Tip #3:

Watch your competitors

What's working in your niche? Borrow the format, but add your own spin.

Tip #4:

Try new stuff

If your posts get views but no engagement, experiment. Reels, carousels, raw videos — see what sticks.

Tip #5:

Be patient

Keep going. Most people quit right before things start to work.

How to build a strong brand voice & Long- term trust

Your brand voice is what your audience feels when they see your content.

To build trust and stand out:

- ✓ Be consistent across platforms
- ✓ Show up often
- ✓ Repurpose content (*Reels → TikTok → YouTube Shorts*)
- ✓ Reinforce your message again and again
- ✓ Talk with your audience, not at them



That's a wrap up Lesson 5!

We covered how to create expert content that connects, converts, and builds long-term trust.

What's coming next: how to connect with the right people and use PR to grow faster.

See you in Lesson 6!