



5 CONTENT CREATION STEPS FOR BUILDING AUTHORITY

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STEP 1 - DON'T BE A GENERALIST

If you reason that there are so many choices and options today when people are looking to solve a challenge or problem and they need to make choices. Therefore, they go to a trusted person who has built a relationship with them and has proven their expertise on their topic.

If you go to the website of Jim Collins, Simon Sinek, or Tom Peters, you'll see they don't claim to be experts. You just know they are. If you want to be seen as an expert, don't say you're one. Do what experts do.

Experts publish. Experts teach. Experts share.

I've found that unless you can explain your great ideas to someone else, you don't really know them. An expert is also an authority; someone others look to when they make decisions, when they decide to consult with you, or to buy your products or services.

Your level of authority evaluates how strongly the current market considers you to be the top expert in your field. Whatever content you choose, and there are many types, ensure it helps to position you as an authority.

Pick a niche that narrowly focuses in on your ideal clients and what they need or want. For example, while I provide a variety of content creation services, my speciality and what I'm best known for is Organisational Change & Learning and Development, with a strategic focus. As the previous Head of Learning & Development, leading the talent strategy for 5000 employees, this is where 80% of my focus and energy is spent, and what many people recognise me for. Of course, I dip into other related niches, Wellbeing, Healthcare and Coaching as my training and experience covers those areas.

STEP 2 - CHOOSE CONTENT THAT EXPLORES YOUR INDUSTRY TRENDS

Think about how to keep up-to-date with trends in your industry.

Have you learned something you could share with others? Are there newbies entering the industry who could benefit from your experience?

Is there a new online channel or platform that you can use to connect with people? (They may be particularly inspired to sign on because they'd like to learn about your offering.)

If so, how can you create a presence on an on-line platform to share your experience as part of your brand?

What topics are you a "local expert" in—that is, not necessarily the best in the world, but better or more knowledgeable than those around you? How do you apply those knowledge/skills to solve a problem and what is the outcome?

When coming up with your PSP (Problem – Solution – Proof) is there a way you can differentiate yourself from others in your profession? Can you offer a different solution to the problem?

Recording podcasts or voiceovers for the presentations you create is an interesting way to share your experience. Invest in a pair of headphones, pop filter and a mic and do this in a quiet room.

Send these to conference and event organisers to put yourself out there to talk, or host, or as an expert. Look at other options too – there are many free and low-cost ways to do this emerging all of the time.

STEP 3 - GUEST POST

Always ask yourself, “What’s in it for the audience” when you consider guest posting.

At the end of the day, people all think WIIFM (what’s in it for me) when they are looking at what you or anyone else is providing. Think about this from their perspective. If there is no clear benefit for them, then they will most likely not waste their time reading your articles as there is so much competing for their time and attention.

Many cross-functional experts blog for their companies or guest post, put themselves forwards on expert panels, webinars, and get involved in speaking at events. They are confident about their own abilities, and you must test your own comfort zone for what you can feasibly offer.

Google is a great place to start in the search for guest posting opportunities. You can use any of the following keyword searches to find blogs that accept guest posts. Just replace keyword with keywords from your industry.

keyword “submit a guest post”

keyword “guest post”

keyword “guest post by”

keyword “accepting guest posts”

keyword “guest post guidelines”

These searches should lead you to a blog’s guest post guidelines page, guest post submission page, or actual guest posts by other writers.

STEP 4 - WRITE AN EBOOK OR WHITE PAPER

As the trusted expert, you will be the first choice in the minds of your community when it comes time to invest in the services you offer. This is because you have not only helped them to know, like and trust you, but you have also clearly demonstrated the expertise that proves you can help them solve their challenge or problem.

Once you are considered an expert in your field, you will get the attention you deserve (you may not want it, but it might happen!) This could include invites to be on television or radio or could involve publishers asking for you to share your insights in a book.

Regardless of how it takes shape, being considered an “expert” will give you the attention and respect you deserve.

Short e-books or white papers can lead to this stage. Also think about the value you’ve created. It is easy to take your experience for granted, so don’t.

Go out and talk to others in your network, don’t just research on the internet. As an action, consider this strategy. Who do you respect among your peers? Make a list of them—people you know who work in your industry or sphere. For each, write down one action you can take in the next one to three months to deepen your relationship (schedule a call, take them out for lunch, connect at an industry meeting, set up a Skype call, or Facebook meet-up, etc.). What could you offer them in return?

You’ll be surprised at how social people can be and at how generous they are when talking about their learnings.

STEP 5 - USE LINKEDIN TO BUILD PRESENCE

LinkedIn, when used professionally can help to build further influence. And, you have to be found. These tips cover both aspects.

Firstly, you have to be found. Recruiters use searches and so do your network and potential customers. Use keywords throughout your LinkedIn profile that describe what you currently do and/or the types of jobs you've completed and what your key strengths are, as keywords. So, when interested parties use Boolean searches, you are more likely to feature in their results.

Also, using the third person sounds more professional. By using your name in your profile, you reinforce to Google that this LinkedIn page is highly relevant to a search about you.

You should also be posting ORIGINAL content, based on your ideas, your experience, and your thought leadership. Use case studies of projects you've delivered and learnings from those (where you can). You may have other content sitting around. Dust this off, polish it up and use it to create infographics, downloadable content and blog posts. When you share this content on LinkedIn, you are moving into global reach.

These searches should lead you to a blog's guest post guidelines page, guest post submission page, or actual guest posts by other writers.

If you are interested in a custom LinkedIn bio, I offer this as part of my service. Get in contact, or book me in via the Store Page!

Exercise

Go through the questions and answer these honestly. You can discuss these with a friend or colleague if you want to check your responses.

01. What problems do I solve?

How?

1.

2.

3.

02. What content will stand out for you in today's message crowded world?

What proof do you have?

03. What value could you offer to a newcomer into your field of expertise?

How could that best be communicated?

GOAL SETTING SHEET

Based upon your ideas, write down three key goals you want to achieve over the next 3 months. Ensure you share these or find an accountability buddy, for those of you who get too busy to take action!

DESCRIBE THE GOAL

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