

# Create Authoritative Teaching Content

WRITE CONTENT THAT POSITIONS YOU AS THE EXPERT

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**Before you start writing, make sure you have ONE complete point you want to make. Don't try to fit in a lot of principles/topics into one post - if it gets too confusing for your reader, then they'll stop reading. Make ONE powerful thought that educates, entertains and positions you as the GO-TO coach in your niche.**

## 1. HEADLINE

You have one chance to catch their attention and intrigue your audience to read the next line. Remember, you are either intriguing or you are boring, and that judgement happens with the FIRST sentence. Think of magazine headlines, they make it IRRESISTABLE for their ideal client to open up the magazine. Create curiosity so they will continue to read to find out the answer.

**If working out and eating right feels hard... then you are making ONE invisible (and deadly) mistake.**

## 2. RELATABILITY

This is where your reader decides to keep reading or not. Should they trust what you are saying? Why are you someone they should listen to? Make it controversial, funny, mysterious, polarizing or relatable. Don't make it SAFE! This is a great time to go into your story or tell a client's story. If you don't have one, then tell an example.

**I know what it's like to see "Karen from down the street" look amazing while she walks down the street because she never eats sugar, works out everyday and eats kale and celery... Yet you keep falling off the wagon, gaining the weight back and wondering if you'll ever get thin again. Sound familiar?**

*Other ways to show your reader/listener that you understand:*

*I know how you feel.*

*I was you.*

*I know you.*

*I am you.*

*I feel you.*

*Just like you I have felt/struggled....*

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## 3. CALL TO CREDIBILITY/POSITIONING STATEMENT

Time to show the reader that you are someone they can trust. This can be via your story, results, metrics, numbers, your system etc (this example has both a personal story & specific result (double bonus points!))

**I fell off that wagon about 365 times each year for 8 years before I finally figured out how I could lose the weight and keep it off without eating like a rabbit or spending 2 hours at the gym everyday. Keep reading if you want to know how I lost 15 pounds and kept it off in 6 months after 8 years of failure:**

## 4. THE BODY

Deliver the actual value and/or entertainment. Make sure you are sharing ONE concise thought, not scattered concepts.

Be polarizing with your content, don't be wishy washy, and state all your information with CONFIDENCE. Use ACTIVE voice when you go into "teaching mode". So that means use phrases like: "THIS is what you need to do, DON'T do this other thing"

If you can't be confident in what you are teaching, then people can't be confident that you can help them.

- 1. Stop living in "survival mode" when it comes to your health & thinking you have to be perfect. This is what leads to binge eating & throwing off your whole day.**
- 2. Schedule in your workout plan and COMMIT to that hour. Don't say "I'll probably work out tonight" and then end up cancelling because a friend invited you out to dinner.**
- 3. Don't follow a "diet". You HAVE to try foods out that work for you. All these "diets" created by the gurus**

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## 5. CALL TO ACTION

You should always have a call to action, even if you aren't selling anything! Sometimes your call to action can be more of an inspiring call to action & doesn't require them to do anything, but you definitely want to end your message with something. Have them like/comment or respond to your post. Ask questions. Give commands that people are happy to follow.

**>My clients are able to LIVE their life, eat normally AND still achieve a massive body transformation in my 90 day program... want to know how?  
Comment "READY" and I'll message you a free training about my method.**

**>Be on the lookout for my new program coming out next week that helps you do exactly what I just showed you!**

**>Stop trying to do what Karen from down the street does. You aren't a robot & you want to eat cookies & brownies. Do you know any Karen's?**