

CONTENT PILLARS

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CONTENT CREATION

*you GET to create content and
be on Social Media*

Content Pillars



Educational



Inspirational



Solution Content



Authority Content

Educational



Purpose

People know that you know what you talk about

How

- Teach key concepts, strategies, or insights related to your expertise.
- Break down complex ideas into digestible steps or frameworks.
- Address common mistakes or misconceptions in your niche and provide corrections.
- Offer quick, actionable tips that your audience can implement right away.

Who

Neil Patel - Founder of NP Public, incl. e.g. Answer-the-Public

Inspirational



Purpose

You paint the picture of what is possible for them. Get them unstuck and moving forward.

How

- Share personal stories of success, resilience, or overcoming obstacles.
- Highlight client wins and testimonials that show transformation is possible.
- Speak to the deeper 'why' behind your mission and what drives you.

Who

Mel Robbins - Author, Public Speaker & Podcaster - the 5 second rule

Solution Content



Purpose

Why you so strongly believe your solution is superior - the audience that believes in your solution stays, and you repel the ones that don't.

How

- Explain why your specific method is the best solution to your audience's problem.
- Address common doubts or objections people might have and explain how your method overcomes them.
- Share success stories and data that back up the superiority of your approach.

Who

Russel Brunson - Founder of Click Funnels

Authority Content



Purpose

Establish yourself as a trusted leader and authority in your field, showing both your expertise and your personality.

How

- Share personal stories that may not directly relate to your work but show your leadership, values, and personality.
- Show behind-the-scenes moments of your life, your work process, or personal insights.
- Discuss experiences that shaped your leadership journey, such as pivotal moments in your career.

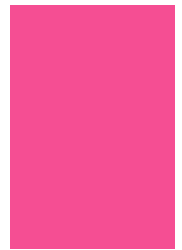
Who

Gary Vaynerchuck - Garyvee - Author, Public Speaker, & founder of Vaynermedia

Recap Content Pillars



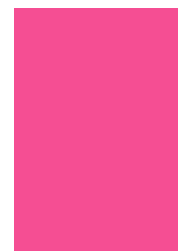
EDUCATIONAL



INSPIRATIONAL



SOLUTION CONTENT



AUTHORITY CONTENT



BANK

Story Bank

*your go-to resource, ensuring you always
have impactful stories at hand*

the visibility
ACCELERATOR



Action Steps

- ✓ Outline 3 core stories to Inspire & Build Authority
- ✓ Outline your Unique Solution
- ✓ Create 3 Educational Posts
- ✓ Start populating your Story Bank