



## Content Strategy

The SPARK Strategy helps you create content that guides your audience through the natural buying journey, from first discovering you, to trusting your expertise, to feeling ready to invest.

Each stage of SPARK is designed to meet your audience where they are in their awareness:

from recognising their problem, to seeing what's possible, to trusting your authority, connecting with you on a personal level, and finally taking action. By following this framework, you'll create content that not only builds visibility but also builds momentum, leading your audience step-by-step toward working with you.

### **S - Solve The Problem (Problem Awareness)**

Goal: Show them what they're missing and what they need to do. Position you as an authority.

Format Example:

- 1.The reason you haven't achieved [X] is because of [Y].
2. If you're struggling with [X], it's not because of [common belief].
- 3.It's actually because [real issue].
4. Shift from [X] to [Y] to get results.
- 5.The first step is [solution].
- 6.That's exactly how I/my client achieved [X].
- 7.Want support? DM me [keyword] to chat.

### **P - Paint the Possibility (Solution Awareness)**

Goal: Show the transformation and how they can get from A to B.

Format Example:

- 1.How my client achieved [X] in just [timeframe].
- 2.When they came to me, they were experiencing [Struggle]
- 3.We implemented [solution], focusing on [key change].



4. By doing this, they achieved [result].
5. The first step is [solution].
6. This is exactly how my client/I did it.
7. Ready for [X]? DM me [keyword] to get started.

### **A - Assert Authority (Perspective/Opinion/Industry Standpoint)** Goal:

Show's you as a leader, builds credibility and how your approach is different.

#### Format Example

1. Stop following this advice if you actually want [X].
2. Most people in [industry] tell you to do [Y].
3. Here's why that doesn't work...
4. Instead, focus on [your approach].
5. The first step is [solution].
6. That's how my client/I achieved [X] without [common mistake].
7. Done wasting time on bad advice? DM me [keyword] to get results.

### **R - Relate & Reflect (Personal Branding)**

Goal: Build trust and connection with your audience.

#### Format Example (Carousel/Stories):

1. Has this ever happened to you [X]
2. I struggled with [X] until I did [Y].
3. Most people don't realize [X].
4. Like my client, who shifted from [X] to [Y] and got [result].
5. Now it's your turn. Don't wait to make a change.
6. Ready to shift? DM me [keyword] to chat.

### **K - Kick Start Change (Promotion & Offers)**

Goal: Speak directly about your offer and its transformation.

#### Format Example (Carousel/Stories):

1. Imagine achieving [X] while still [Y].
2. This is exactly what's inside [offer name].
3. This is what my clients achieved: [results].



- 4.This offer is for [who it's for].
- 5.Inside, you will get:
  - [Outcome 1]
  - [Outcome 2]
  - [Outcome 3]
- 6. Stop struggling with [X] and start [Y].
- 7. DM me [keyword] for details.

Content type Idea

Problems

Desires

Authority

Relatability

Promotion