How To Create High Value Content
+ Cheat Sheet Checklist

There are just 9 elements that you can use to either write new High Value Content, or to Edit previous content and turn it into a High Value Asset

We've listed and simplified the 9 Elements below, **along with the notes on how to achieve these**

Below that we're also added a checklist you can tick off when editing or writing your new High Value Content

Simply make sure you add each one if possible to content to improve its value with your audience

Also see the attached video to see how we took a post and added these 9 elements...

The 9 Elements Of High Value Content

#1: Content that builds Trust and Authority

Long form content is a sign of authority on a topic
Aim for 1500 to 3000 words or higher
Shorter content is very difficult to sell an idea
Think of how many conversations you have to have, to sell a customer... 500 words is the equivalent to saying Hi and asking how their day was
It takes longer interactions to get to the sale so you need to expand your content

#2: Content that is Useful and provides Value

A very simple way to hit the long form trigger is to go into step-by-step detail with methods
Write simply and walk people through every step. Don't skip anything if it may cause ambiguity
Its a VERY easy way to provide value
Use tools like snagit to include images inside your content

Aim to use an image every time you need to explain an idea or every 3 paragraphs to break up text

#3: Content that tells an empathetic story and connects emotionally

People want to know that you understand them, because people buy from those they relate to

Research your customers and audience
Find the problems they have and the goals they want
Relate to that in the content
Try to add your own personal experiences also of how you overcame a similar goal.
This will build a connection with the reader-we are all people, this works

regardless of industry or topic

#4: Content that gives Proof or 'Context'

How can they trust your content?
By simply referring to other authorities and research in your content where needed, its easier to trust your content
(Google actually likes you to do this also)

But by referring to studies and papers you build trust quickly and helps associate the proof in what you are talking about

All you need to do is reference these studies in your content (Add a link, add an image etc)

If possible its always a good idea to reference any content by influencers in your space. Making them look good can help you generate traffic if they share your content

#5: Content that builds Reciprocity

Reciprocity is the act of giving back after you have received

By creating long form step by step content you have hit this trigger already with trigger 1+2
(And later even more when you add your Hyper Specific Bonus)
The fact that you also created content for them also builds reciprocity...

#6: Content that teases our curiosity

You need to keep people interested and not leave
Tease solutions early on and share them later in the content
Use transition sentences between new points of information or paragraphs to help connect the two. This way they go from one idea to the next much easier (See the video walk through)

#7: Content that builds controversy

If there is anything in your field that you stand for or against, let it be known– only if its relevant to that topic
If this contradicts a previous idea by others then share it and the reason why. This

helps people connect and trust you
If you have data or research that can also do the same then share it but again-
relevant to this topic
This helps people stand with you

#8: Content that commits to 'Self Identity'

People want to work with people they relate to, but they also want to work with
people who understand them.

By researching your audience you can learn their fears and desires, we already
knew that

But when you write your content, try to relate these fears and desires using their
own words
This stands out and connects far deeper than anything else
Use their own 'mirror language' to help them relate to your content...

#9: Content that holds in the memory

Again make sure your content stands out by adding personal experiences,
metaphors and emotional connections
All you need to do is simply connect with your own experience of their current
situation in some way
This isn't a sob story

This could be simply how it took you years to find the perfect pair of jeans and
since then that's how you now design them etc

So that's the 9 elements and a reminder of how to use them
Some of them when done properly cross over to other elements

The final checklist to 'tick off' when making your content improvements is on the
next page...

9 Elements Of High Value Content
-Checklist Cheat Sheet-

Go ahead and tick the boxes as you make the changes...

☐ Build Trust And Authority

Increase the length of your content to around 1500-3000 words+

☐ Add Value, Usefulness And Reciprocity

Do this by adding Step by Step walk throughs of ideas to help them take an action
Use multiple images to break up text and help explain ideas

Add a hyper specific next step bonus (Covered in detail in the other guides)

☐ Give Proof And Context

Reference authorities and studies in your content

☐ Use Curiosity to tease them down the page and keep reading

Use open loops and transitions to keep people reading

☐ Help them Identify and stand with you, with controversy

Stand for something and oppose common miss thinking. Have data to back up potentially opposing ideas

☐ Connect Emotionally

Use mirror language back to your reader
Connect emotionally with metaphors and personal experiences