



5 WAYS EXPERT CONTENT CAN ADD VALUE TO A BUSINESS



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If you've ever heard of Mint.com, you'll most likely recognise it as one of the few startups with a classic "rags-to-riches" backstory. In 2007, Aaron Patzer officially launched Mint, a personal finance software service. Two years down the line, it had accrued over one million users and was acquired by Intuit for \$170 million!

This story gets even more impressive:

1. Fifty venture capitalists initially turned down Patzer because they didn't think people would trust a startup with their financial (and other private) information.
2. Out of roughly 90 people he told about the software, only one said they would use it.

Despite these early setbacks, Mint ultimately managed to become a trusted name in personal finance management. The question then becomes: how did they do it? How did they earn the trust of both users and investors alike?

Mint's story isn't just a tale of "overnight success". It's a case study in how the right messaging and content strategy can boost your company's value and position it for long-term success.

And it's not the only one.

Like Patzer, many other business leaders (including our clients) have leveraged the power of value-led content to:

- Establish themselves as the go-to expert in their industry
- Elevate their personal and professional brand
- Create commercial assets that grow their business
- Generate more leads
- Create and drive a unique company culture...

...and ultimately, prepare for exit.

This guide will show you precisely how to leverage your messaging to access these five key benefits and achieve fast growth within your business, as well as the exit you're aiming for. Like Mint did. Like many of our clients have done. And just like you're about to.

1. Establish yourself as the go-to expert in your industry

Have you ever wondered what might happen to your business if your target audience viewed you as the go-to expert within your niche? If they thought you had all the answers to their questions?

Today's consumers are more discerning than ever before, and they're no longer willing to invest their time, money, and trust in faceless brands or industry "nobodies". They've been burned far too many times by false promises, shallow propositions, and a real lack of value.

Now, they're in search of credibility – individuals and businesses with a deep understanding of their problems and a proven ability to provide meaningful solutions.

One of the best ways to achieve this credibility is by creating high-quality content that showcases your expertise and provides value to your audience.

By consistently producing valuable content, you can position yourself as the go-to expert in your field, attract more leads and customers, and start exciting new conversations.

But how do you create content that increases your visibility and establishes you as an expert?

Know your audience

Think of all the credible authorities you know in different fields and niches. What makes them “experts”? Their knowledge? Their message? It’s a combination of these two factors and one secret ingredient: belief.

You and many other people believe that they’re experts. So, you recommend them to your friends who, in turn, share them with their network. At the end of the day, there’s a long chain of people who believe – and can vouch for – their credibility.

And that’s primarily because this individual (who only appeared on your radar a while ago) was able to craft a compelling message that resonated with your pain point and solved your problem.

The key to creating content that resonates with your audience is understanding who they are and what they need.

Spend time researching your target market – your target market becomes your reader avatar – and create content that addresses their challenges and goals. By solving their problems, you’ll build trust and establish yourself as a valuable resource.

Be consistent

One of the most important factors in establishing yourself as an expert is consistency. You can't produce a few pieces of content and expect to be seen as an authority overnight. Instead, commit to a regular schedule of content creation, whether that's weekly blog posts, daily social media updates, or regular podcasts.

The more consistent you are, the more your audience will come to rely on you for valuable insights and information.

But what if you're writing a book?

It's a one-off piece of content and it can take months to create. How do you show up for your audience when working on one bigger project? How do you build a community around your work?

The key is to keep your audience updated on your content creation journey. What are you learning through the book production process? What are you finding challenging? And has the process of creation offered new insights, personal and professional validation, or facilitated new opportunities before the book is even out?

Consistency is about sharing something valuable on a regular basis. People will learn to expect this value from you and start to believe you are the person who can solve their problems.

Engage with your audience

Finally, it's important to engage with your audience and build relationships with them. Respond to comments on your blog and social media posts, reviews on your podcast and book, and reply to emails in response to your marketing.

By building a community around your brand, you'll be able to establish yourself as a thought leader and gain valuable insights into the needs and interests of your audience, which leads to better content.

2. Elevate your personal and professional brand

What does it mean to elevate your personal and professional brand? And what's the difference between the two?

Your personal brand is your reputation. It's what people say about you when you're not in the room. This means your personal brand also affects your referability and speaks to your company's brand because you and every other person on your team is a walking, talking representation of your business. You and your team are the ambassadors of your company brand.

Until fairly recently, most company brands were little more than a logo and a colour palette. Today however, consumers expect significantly more from the companies they choose to invest in.

Whether your audience is B2B or B2C, research from [Harvard Business Review](#) shows that customers expect to be able to form an emotional connection with the companies they're doing business with.

This means they not only want to understand the story behind the logo, but they also want to understand the values of the business and make sure they align with their own.

Given that content is a one-to-many model vs one-to-one (like a sales call), unique, high-quality, well-presented content is absolutely critical if you want to establish your personal or professional brand as trustworthy and investment worthy.

In this digital age, even more so since lockdown, every business has to have an elevated online presence.

But so do the leaders and the people within them.

If you and your company lack consistent, high-quality content – and are relying on an ad hoc social media schedule or an “okay” website, maybe even throwing money at ads to generate leads without building an audience first – you're taking an uncalculated and unnecessary risk with your reputation.

Creating and publishing high-quality content first is a must if you want to stay front-of-mind with the right people. Here are three examples of established and successful entrepreneurs who have done just that:

Gary Vaynerchuk – from wine critic to CEO and digital marketing expert

Gary Vaynerchuk is a classic example of an entrepreneur who has used content to elevate his personal and professional brand and establish himself as a thought leader in the digital marketing industry.

He started by creating a daily video blog called Wine Library TV, where he shared his passion and knowledge about wine.

This led to him being featured in several media outlets and appearing on national television.

Gary then went on to start his own digital marketing agency, VaynerMedia, which has worked with brands such as PepsiCo, General Electric, and Toyota.

Today, he continues to create valuable content through his books, podcasts, and social media platforms, where he shares his insights on entrepreneurship, marketing, and personal development.

There are three powerful lessons to be drawn from Gary's story – or as I like to call them, the 3 Cs of leveraging content for your personal and professional brand: consistency, clarity, and the content itself.

During his time at Wine Library, he produced one YouTube episode almost every day for five years. He also has a clear narrative that's aligned to his target audience – inspiring people to achieve professional goals and offering advice for how to get there.

Finally, he's remained consistent with creating high-quality, valuable content across all channels.

Wouldn't you like to say the same?

Neil Patel – entrepreneur, marketer, and growth hacker

Neil Patel is a household name whose personal brand is synonymous with success in the world of online marketing. But how did he get there?

He started by creating a blog, which he regularly updated with insightful content on various topics related to digital marketing. As his blog gained traction, he began to experiment with different content formats such as videos, podcasts, and infographics to cater to different audience preferences.

However, Neil's content strategy was not just limited to his blog and podcasts.

He also created and shared content on various social media platforms, guest-posted on other high-authority blogs, and collaborated with other influencers in his field. By doing so, he was able to reach a wider audience and establish himself as a trusted authority in the industry.

There's a lot to learn from Neil's story, but perhaps the most important lesson here is the power of collaboration.

By partnering with other experts in your industry to create value-led content, you can not only highlight your expertise, but also leverage the status and influence of your collaborators to build a loyal following of your own. This approach allows you to tap into their audience and showcase your value to a wider range of potential customers.

Marie Forleo – from corporate cubicle to “Multipassionate Entrepreneur” and founder

Marie Forleo is a business coach, author, and host of the MarieTV show, where she interviews successful entrepreneurs and shares insights on business and personal development. Let's look specifically at how she has used content to build a loyal following.

Over the years, Marie has developed an effective omnichannel content strategy, consistently creating and distributing top-tier content across multiple platforms and ensuring that her audience

(no matter where they may be) can access her cache of knowledge and expertise.

She lives by a personal mantra, "Everything is Figureoutable," which is woven throughout the narrative of her content and even served as the title of her bestselling book in 2019, featured on *The New York Times* and *Wall Street Journal* bestseller lists. She has also been featured in several media outlets, including Oprah's *SuperSoul Sunday*, *Forbes*, and *Fast Company*.

Marie is a fantastic example of how one simple message, when woven intricately into your content, can help you craft a powerful brand narrative and drive truly incredible results. She identified her key message – that everything has a solution – and ensures that it shines through every piece of content.

What's the one message at the heart of your brand? Are you effectively communicating it through the content you create?

All of these entrepreneurs have one thing in common: they used content to elevate their personal and professional brands. By consistently creating valuable content that resonates with their audiences, they have been able to increase their credibility and establish themselves as thought leaders in their respective niches.

3. Create commercial assets that grow your business

As previously mentioned, producing and publishing compelling content creates boundless opportunities for growth within your business. This means that every core piece of content you produce – whether it's a book, blog, or podcast – is a potential asset.

However, in order for these pieces of content to blossom into referrals, fresh leads, speaking gigs, or new lines of revenue, they have to tie into all the different elements of your business processes. You're not just creating content for content's sake – you're using it as a gateway into your core products and services or the universe that you've created for your customers.

For example, when you release a book, it acts as a one-to-many sales tool that does most of the work you or your team usually have to do – persuading people that you are an expert in your field and that your business is the right fit for them.

Podcasts act in a similar way – they can give your audience confidence that you know what you're talking about and lead them to your main offering (your product or service) without sounding overly salesy.

What's even more exciting is that you can leverage your book, blog, or podcast to create additional assets that will generate revenue for your business.

Imagine taking the content from your book and transforming it into a valuable lead magnet to collect email addresses of prospective clients to nurture, extracting two years' worth of social media posts from the content you've already created, launching an informative newsletter that you can weave offers into or using it as a foundation for a digital course that you can sell at a premium price.

By doing this, you're creating a product that people are willing to pay for. The best part is that those who loved the previous content are more likely to be interested in purchasing your other offerings.

In essence, your core content pieces serve as a springboard for other commercial assets, helping you generate more revenue and engage with your audience on a deeper, more meaningful level.

To truly maximise its potential, you need a strategic plan that maps out your business goals and the business landscape surrounding your content. This ensures that whatever content you're producing fits into where you, as the business leader, and the business itself, are going.

Is this something you already have in place? If not, what's stopping you?

4. Generate more leads

According to research conducted by [AP SIS](#), 68 per cent of B2B businesses struggle with lead generation. With the current competitive landscape, it can be particularly challenging to cut through the noise, target and attract customers who are most likely to be interested in your product or service, and nurture those leads along each part of the customer journey until they eventually become paying customers.

However, most business leaders tend to either overlook or underestimate one key part of the puzzle: content.

Investing your time and resources into content marketing is an incredibly powerful way to cast your net, draw in your ideal customers, provide valuable insights for them, and most importantly, nurture and convert them to raving fans of your business.

And it's not just what I think – the stats are clear on this, too. Research from [DemandMetrics](#) shows that content marketing costs 62 per cent less than traditional marketing but generates three times as many leads!

The good news here is that quality core content like books, blogs and podcasts can make great lead magnets. Books can be condensed into e-books, podcasts transcribed into a top tips list, blogs can become templates – the list goes on!

Imagine what would happen if you diversified your lead generation efforts and paid more attention to creating high-quality, value-led content.

Ultimately, you will be able to draw in more people based on your customer avatar and achieve higher conversion rates, increased revenue, and a more engaged customer base.

5. Create and drive a unique company culture

When most people think of content, such as books, blogs and podcasts, they usually associate it with the top of their marketing funnel (TOFU).

In my experience, business owners are busy people. They're spinning many plates, wearing many hats, resisting shiny new toy syndrome on a regular basis, and struggling to operate within their natural competence.

These business owners, especially those looking to build a self-organising company or those seeking investment to build a business for exit, do not always see, feel or understand the role that content plays. In fact, they can actually be resistant to building a personal brand on the basis that they don't want the company to rely on them.

However, if you were to step out of your business tomorrow, how confident are you that your team can toe the line?

Last year, my dad passed away suddenly in an accident. It wasn't foreseen; I didn't have any time off booked, and I had only just started documenting my business processes. My team of 20 had to handle the business for nearly a month without me while I spent time with my family.

Fortunately, because of the content (marketing collateral) and brand guidelines already created, my team had access to my

knowledge, ideas, tone of voice, style of thinking, how I show up for clients, and everything unique and original about Write Business Results. This enabled them to take the reins and have all of the necessary conversations while I was away.

This is the power of high-quality, expert content. It's not just front-stage marketing.

It's not just sales collateral – although it will accelerate your sales process. You can leverage content to educate people through the buying process and enable them to call you when they're ready.

Great content is also an operational companion and helps build a unique yet standardised company culture.

In addition to providing your team with more material to guide them through necessary conversations, content is also a crucial part of your delivery toolkit.

It's training material for the people in your business. It helps you attract ideal clients. It also helps you attract A-players into your team through recruitment.

When recruiting last year, I was able to find two rockstar copywriters by having content available on the website and every main social media channel. During the recruitment process, which resulted in 1,135 applicants for one role, Sogi and George used their initiative and researched not just Write Business Results, but me individually before their final interview with me.

They found the resources available, and impressed me with their knowledge, commitment and enthusiasm.

When seeking investment and when building a business to exit, the multiple in your business all depends on the power of your processes, the opportunity in the market for the acquirer, the self-organising nature of your business, the natural ability to deliver in a standardised and effective way, and your company's culture. That's what sets you apart.

If you don't currently have those things in place in your business, what would it do for your multiple if you did?

[Book in a call](#) to discuss how you can increase the value of your offering and your company by leveraging incredible content.

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Books



Blogs



Podcasts