

# CAN YOUR BRAND BE A LITTLE LESS BORING?

Shake Things Up By Creating Expert  
Content That Helps Your Bottom Line



# WHY SHOWCASING YOUR EXPERTISE IS **MORE IMPORTANT** THAN EVER

AI-generated content is everywhere and anyone seems to be an expert. Will your audience really remember your article about the top 10 tips about your industry? Nope.

Creating more mediocre and boring content is not the answer. **Start telling your unique point of view.** Share your knowledge and expertise and become the thought leader and authority in your field.

This way, you will become the source for ChatGPT. And not only that, this will draw potential customers to your business.

# EVERYONE HAS A **UNIQUE** PERSPECTIVE

In the ever-evolving landscape of content creation, it's easy to overlook one crucial aspect: the **wealth of untapped knowledge and unique perspectives** within your own organization.

Each individual brings their own experiences, insights, and expertise, which can contribute immensely to the creation of compelling and engaging content. The notion that "anyone has a unique perspective on things" is not just a mere cliché. It is a powerful concept that can unlock a treasure trove of expert content waiting to be shared.

At the heart of this idea lies the understanding that every person, regardless of their role or title, possesses a valuable perspective that can enrich our content marketing efforts. Recognizing and harnessing these varied perspectives can lead to content that is authentic, insightful, and far from boring.

As a marketer deeply invested in content creation, I have had the privilege of delving into these diverse perspectives and extracting the expertise that lies within. I discovered invaluable insights that can resonate with audiences in ways we never thought possible.

By tapping into this wellspring of unique perspectives, you can break free from the monotony of ordinary, boring content and **create truly exceptional and compelling pieces that captivate and engage your target audience.**

Over the years I've seen many fast growing B2B companies. One thing they all had in common was a strong founder or someone else from the company who is passionate about sharing their knowledge. You could literally find their content everywhere.



**Frank Husmann**

Here's an example of a LinkedIn post from a B2B SaaS founder who has been creating expert content on LinkedIn. The result? Most leads came from this tactic:



**David Ellis** • Following

Founder & Growth Nerd 🤖 | Building beetu.be in public [from zero] and ...

1w • 🌐



This video is a full breakdown of all of our revenue/lead sources since launching [beetu.be](https://beetu.be) in Feb 2023 [build in public update].

TLDR:

- LinkedIn Inbound (personal brand) generated the most leads in total

*I've been speaking to many VC's as well. Guess what they told me that the fastest growing portfolio companies have in common? Yes, you guessed it: showing the expertise of the founders by building out their own personal brand.*

*Sidenote: you can also use anyone else from your team who can share their expertise. It doesn't always have to be a founder.*

*Here is an example from a LinkedIn post of a VC showing that sharing knowledge by building your personal brand is crucial for success:*






**Mari Luukkainen** • 2nd

Pre-Seed Investor  Startup Growth Advisor | Keynote ...

1w • 

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Things we've achieved at [Icebreaker.vc](#) portfolio by doing some founder personal branding:

-  Inbound leads that converted into clients (the most obvious ones)
-  Inbound C-level key recruits
-  Inbound next-round investors

Taking a startup from an idea to a profitable company and potentially to a lucrative exit is busy work. As a founder, you would be forgiven to think that developing a personal brand is not one of your priorities. Forgivable as the thought is, it is also wrong.

Having a strong personal brand as a founder can make the difference between your startup is a success or another failed idea.

# SO WHY WOULD THEY LISTEN TO ME?

When it comes to creating expert content, one of the most common misconceptions people have is questioning their own authority and credibility. You might ask yourself, "Why would anyone listen to me?"

It's easy to fall into the trap of self-doubt and underestimate the knowledge and insights you possess. However, it's essential to recognize that expertise is not solely defined by academic qualifications or years of experience. **Expertise stems from a combination of unique perspectives, passion, and a deep understanding of a particular subject matter.**

The truth is, people are hungry for diverse voices and fresh perspectives. Your experiences, thoughts, and unique approach to a topic can provide a valuable alternative viewpoint that resonates with different audiences.

# KNOWLEDGE IS DYNAMIC

Remember, expertise is not about being the ultimate authority on a subject. It's about **sharing your authentic experiences and insights to engage and inspire others**. By sharing your knowledge and passion, you have the power to connect with individuals who are seeking a relatable and genuine perspective.

Furthermore, it's crucial to recognize that being an expert doesn't mean having all the answers. It's about being open to continuous learning and embracing the idea that **knowledge is dynamic**. You don't need to have all-encompassing knowledge on a topic, but rather, you can contribute by offering a unique perspective, sparking conversations, and encouraging further exploration.

So, the misconception that people won't listen to you when creating expert content is unfounded. Your experiences, insights, and unique perspective hold immense value.

Embrace the authenticity of your expertise, share your knowledge confidently, and remember that your **voice has the power to resonate and inspire others**. By embracing your expertise and contributing to the conversation, you can build trust, credibility, and a loyal audience who are eager to listen to what you have to say.



# 5 CRUCIAL STEPS BEFORE CREATING EXPERT CONTENT

Becoming a thought leader and creating expert content requires careful planning and preparation. Here are five essential steps to take before you can create expert content and establish yourself as a thought leader:

## 1. Who Are You Going To Help With Your Expertise?

Many individuals fall into the trap of writing blog posts or LinkedIn updates based solely on their own interests. Hoping that there will be an audience willing to read and engage with their content.

However, a better approach is to ask yourself, "**What pressing problem is my target customer currently dealing with?**" By understanding their yearning, and burning challenges, you can create content that directly addresses those issues.

If you want your content to serve as the ultimate marketing tool, it is essential to **focus on topics that genuinely matter** to your potential customers—the ones who have both the ability and willingness to purchase from you.

Regardless of the subject matter, the content you produce must be of significance to individuals who have the capacity and, ultimately, the desire to invest their money in your business. It's important to **avoid creating content for the masses** because, in reality, if you write for everybody, you end up writing for nobody.



With over 7 billion people worldwide, it's simply not feasible for your content to reach a significant portion of such a vast target market. Therefore, when developing your content, it is crucial to **adopt a bull's-eye mentality**.

## 2. Identify Your Area Of Expertise


Determine the specific niche or field in which you want to establish yourself as a thought leader. It should align with your passions, knowledge, and experience. Consider your unique perspective and the value you can offer to your audience.

Based on your expertise, **identify the main topics** or themes that you want to focus on. These content pillars should represent the key areas in that you want to establish yourself as an authority. Your content pillars should **align with the needs of your target audience** and provide valuable solutions or information.

## 3. Create Your Core Message

Determine three to four key messages that encapsulate your expertise and address the needs of your target audience. These messages should be clear, concise, and aligned with your unique perspective.

Consider what makes your insights valuable and how they can benefit your audience. Craft your key messages to highlight the solutions, insights, or benefits you offer.



**Consistency is key** to establishing yourself as an industry authority. Continuously reinforce your core message across **various content channels** such as articles, blog posts, videos, podcasts, or social media.

Maintain a consistent tone and voice that reflects your expertise and unique perspective. By consistently delivering your core message, you will build recognition and trust as an industry authority over time.

#### 4. Consider The Different Kinds Of Content Formats

There are several ways that people consume content. Some people would rather watch videos than read articles. Some people like listening to podcasts while doing chores or traveling.

Reaching your target audience regardless of their tastes is made easier by diversifying your content formats. This way you will create multiple touchpoints for your prospects.

Your content will be seen by more prospective buyers: more frequently and in more locations.

Over time, this will result in more clients.

Consider what works best for you, for example:

- Blog articles
- Social posts that include images, carousels, or videos
- (Video)podcast
- E-mail series

## 5. Dare To Be Bold

When aiming to establish yourself as an industry authority, embracing boldness in your content can be a game-changer. Boldness signifies a willingness to take risks, **challenge the status quo**, and **provide fresh perspectives** that set you apart from the competition.

By infusing your content with a sense of fearlessness and originality, you can captivate your audience and solidify your position as a thought leader in your field. Being bold in your content means going **beyond conventional wisdom** and daring to explore uncharted territories. It involves fearlessly **sharing your unique insights**, even if they go against popular opinion.

By offering innovative ideas, unconventional strategies, or disruptive solutions, you not only **capture attention** but also inspire others to think differently. Bold content sparks conversations, encourages critical thinking, and positions you as a visionary within your industry.

However, it is essential to **back your boldness with expertise and research**. Combine your daring ideas with a solid foundation of knowledge and evidence. Support your claims with data, case studies, or examples that substantiate your arguments.

This combination of boldness and credibility creates a **powerful mix** that resonates with your audience, elevates your authority, and establishes you as an industry leader who fearlessly pushes boundaries.

*When I ran my own B2B Marketing SaaS I created many in-depth articles about the journey we were on. We created the software, but we didn't know all the ins and outs of B2B marketing.*

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**Frank Husmann**

*Reading about this, talking to our clients, implementing that knowledge for our own company, interviewing people, and writing about what I learned, made me an expert in B2B marketing. This resulted in many guest blog requests, speaking engagements, and the most important one: many signups for our SaaS that generated new business.*





## 3 MISTAKES WHEN CREATING EXPERT CONTENT

### 1. Sharing Theory Without Your Own Examples

Leaders often prioritize discussing theories and frameworks when addressing specific problems. However, the majority of individuals seek insights that can help them navigate and make sense of everyday complexities and challenges. The true value of thought leaders lies in their ability to **bridge the gap between theory and practice**, offering practical applications that make a tangible difference.

While theories provide a foundation for understanding, it is the translation of these theories into actionable practices that resonates with people. Thought leaders have the opportunity to go beyond abstract concepts and provide **real-world guidance**.

By offering practical strategies, tips, and examples that illustrate how theories can be implemented in everyday scenarios, thought leaders empower their audience to navigate challenges effectively and achieve meaningful results.

## 2. Being Too Salesy

When promoting your expertise, it's crucial to avoid coming across as overly sales-oriented, as this can deter potential followers.

Thought leadership is built upon sharing knowledge, groundbreaking research, and innovative problem-solving approaches. Not through direct self-promotion or pushing your business.

To effectively engage your audience, it's important to **understand their needs and desires**. Instead of focusing solely on self-promotion, captivate people with valuable insights and start by presenting unique solutions.

Successful thought leadership is rooted in delivering authentic value to your audience. Rather than aggressively selling yourself or your business, shift your focus to understanding what your audience wants to learn and providing them with meaningful content.

By offering insightful perspectives, demonstrating cutting-edge research, and showcasing your problem-solving abilities, you can engage your audience and build credibility.

Remember, the goal is to establish yourself as a **trusted resource and industry expert**, not just a salesperson. Let your expertise shine through your thought leadership and foster connections based on shared insights and innovative ideas.

### 3. Not Sharing Your Own Story And Your Unique Point Of View

In the realm of thought leadership, it is crucial to embrace and share your unique point of view with others. By choosing to be a thought leader, you have an opportunity to make a meaningful impact by offering your perspective.

However, it's important to conduct thorough research and ensure that you have developed your own distinct point of view. Equally important is the **inclusion of the story that has shaped your perspective**. Without incorporating the personal narrative that influenced your point of view, your thought leadership may come across as just another generic business textbook or article. Failing to include your story deprives readers of the chance to connect with you on a deeper level.

By infusing your work with your unique point of view, **you create a powerful connection with your audience**. It's this connection that sets thought leadership apart from mere facts and figures. Sharing your story allows readers to relate to your journey, understand the context of your ideas, and appreciate the authenticity you bring to the table.

your ideas, and appreciate the authenticity you bring to the table. Remember, thought leadership is not solely about sharing knowledge; it is about weaving together expertise and personal narrative. When you **combine your research-backed point of view with the story that shaped it**, you transform your content into a compelling and relatable narrative.

By doing so, you forge a deeper connection with your readers, leaving a lasting impact and inspiring them to engage with your ideas. So, don't shy away from sharing your story and point of view—it is through this authenticity that true authority is created.



# YOU PROBABLY **NEED** SOME HELP

Creating expert content that establishes you as an industry authority requires a strategic approach and a deep understanding of your target audience. It's not easy to strike the perfect balance between showcasing your expertise and captivating your readers.

*That's where our expertise comes in. With our industry knowledge and content creation expertise, we can help you craft compelling, value-packed content that resonates with your audience and positions you as the go-to expert in your field.*

Don't let the fear of getting lost in the noise of your industry hold you back. Take the leap and invest in your authority-building journey. Together, we will unlock the secrets to creating expert content that grabs attention, fosters trust, and propels your career to new heights.

**Don't wait any longer! Contact me today and let's get started on your path to becoming an industry authority. Your audience is waiting to hear from you, and I am here to ensure your voice is heard loud and clear!**

[Book A Free Strategy Call](#)