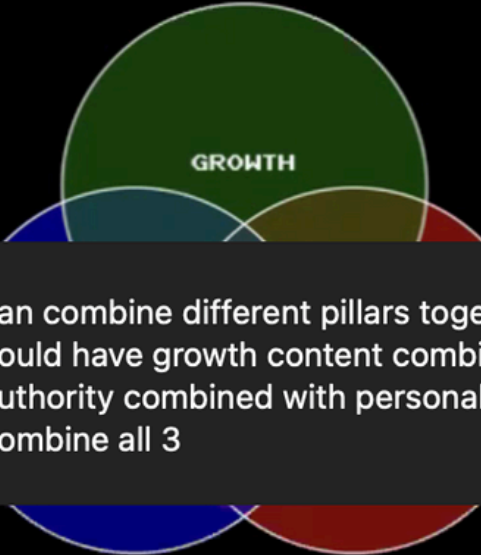


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Some pillars will have a larger effect on different areas than others.

- Growth content = Largest influence on how many people know of you
- Authority content = Largest influence on how many people trust you
- Personal content = Largest influence on how many people like you

THE GAP FRAMEWORK




GROWTH



can combine different pillars together, so you could have growth content combined with authority combined with personal. You can combine all 3

1. Growth Content

Growth content is when you talk about topics that are top of mind for people.

Things like: 

- Trends
- Popular figures
- Worldwide events

Since these things are top of mind for people, the topics are highly relevant and catches attention easier. These topics usually perform better in the algorithm since there's more interest around it.

2. Authority Content

Authority content shows your competence and builds trust. If your target audience knows about, likes you, but doesn't trust that you can get them the result you're selling?

They're not buying from you.

That's where authority content comes into play.

This pillar includes things like:

- Testimonials
- Technical breakdowns
- Case studies (for clients or non-clients)

At the end of the day, it comes down to showing competence.

You show competence by:

- Handling objections
- Demonstrating skill
- Shifting beliefs
- Showing proof

This builds trust, authority, and ultimately leads to more clients, customers, and sales.

3. Personal Content

Personal content makes you relatable and builds a connection with your audience. It's the ultimate differentiator.

Think about it...

- Your offer can be copied
- Your profile can be copied
- Your marketing can be copied

But your experiences, your personality, and your story can't be copied.

AKA who you are.

Because humans are emotional creatures, we feel a strong connection with people we relate to or aspire to be like in some way.

When people feel an emotional connection to you, they're going to be much more engaged with your content and much more likely to buy from you.

Personal content includes things like:

- Stories
- Lifestyle
- Worldviews

For example, if I was a fitness coach, I could create content:

- On my struggles with weight loss and the moment I decided to make a change (story)
- Talking about my experience trying the carnivore diet for 30 days and what I learned (experience)
- About how pineapple pizza is far superior than any other type of pizza (worldview/opinion)

This separates you from everybody else because it's content that is exclusive to you. This creates a sense of relatability and connection.

► Examples

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