

TYPES OF CONTENT

Use your client and framework to create your content.

Keep in mind that every single content has a call to action.

1. **Relatable Content**: Designed to resonate with the target audience on a personal level. It focuses on shared experiences, emotions, or challenges that the audience can relate to.
2. **Educational Content**: Educational content provides valuable information, insights, or knowledge to the audience. It aims to educate and inform, offering practical tips, guides, tutorials, or explanations on relevant topics.
3. **Authority Content**: Authority content showcases your expertise. It involves sharing research findings, case studies, testimonials, and collaborations. This helps to establish you as a trusted authority, gaining credibility and influencing the audience's perception.
4. **Sales Content**: Sales content is specifically designed to drive conversions and generate sales. It focuses on promoting your program, highlighting its features, benefits, and unique selling points. Its primary goal is to encourage the audience to take action, such as making a purchase or contacting you to purchase.

