



Content That Attracts an Audience of Fans

Ivory Tower vs. Algorithm Puppet

As an entrepreneur, you have a tricky balancing act to perform, when creating online content. It's easy to get caught up in chasing vanity metrics, mainly because every social platform on the Internet is designed to make you do just that. They want to get you hooked on getting views, likes, comments & validation.

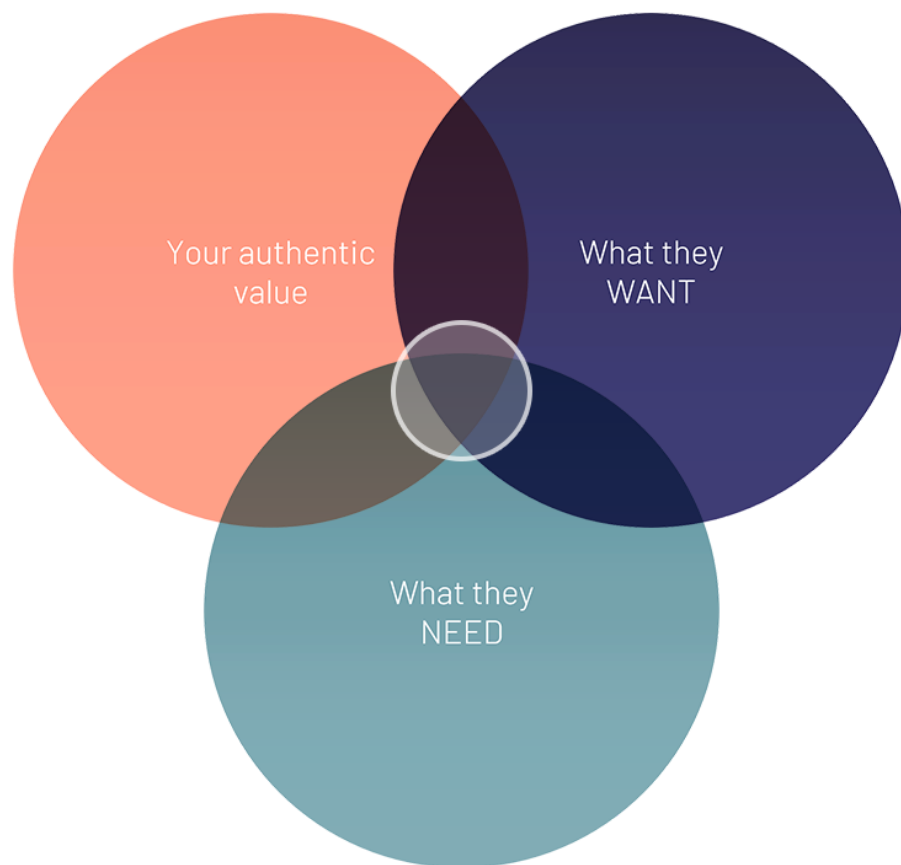
But this is a trap. If you get caught up in chasing these numbers (as countless entrepreneurs do), you become an **algorithm puppet**. Your unique value, your message, your mission - they all become secondary or go completely forgotten. The content you create is no longer *your* content, it's the content shaped by what the algorithm rewards.

On the other extreme, there's the **ivory tower problem**. That's when an entrepreneur or creator stubbornly does their own thing, their own way, without any regard for what anyone else wants. It's creating a supply of something there's no demand for - a strategy that's doomed to fail.

Find the Sweet Spot

How can you create content that drives results without becoming an algorithm puppet? Success can be found when you avoid both of the extremes described above. That's when you find a way to deliver your unique value, but match it to a market demand.

Here's an exercise for you to find out what kind of content, products and services you can provide.



To find that ideal kind of content, we want to take 3 factors into consideration:

1. What you can and want to provide.
2. What they (the people in your target market) want.
3. What they need (but aren't aware of yet).

To make this distinction clearer, here are some examples.

Example 1: Fitness

A fitness coach has expertise in the area of health and fitness and the **authentic value** they want to provide is to help people get in shape, be more active and live a healthier lifestyle.

The people in the target market generally **want** a simple way to get certain results such as: getting six-pack abs, having a beach body, losing weight quickly, doing an effective 10-minute workout etc.

What these people **need** but don't realize yet are things like: establishing a set of habits that will lead to their desired results, changing the way they eat, being consistent and disciplined in their lifestyle choices etc.

The fitness coach can create content that's in the intersection of all these areas by offering guidance on "how to get six pack abs quickly" and similar topics, but then nudging people towards the lifestyle and habit changes needed, instead of promising a quick (but impossible) fix.

Example 2: Music Production

A music producer creates tutorials teaching people how to use tools like Ableton to make music. That's the **authentic value** and expertise they are bringing to the table.

People in the target market **want** certain outcomes like: being able to produce a cool sounding hip-hop beat.

What people **need** is knowledge about various technical features and tools in the Ableton software, such as importing multiple samples and warping them to match the same tempo.

The key here is to realize that most people aren't looking for "how to warp and pitch-shift in Ableton". If that's what you name your content, they won't find it and if they find it, they probably won't click on it. Remember: they aren't aware of what they need. Instead, if you make a tutorial about "how to make a sick hip-hop beat in under 15 minutes", people will respond to that and you can teach them those technical details they need to know.

Meet them Where They Are

Do you recognize the commonalities between those 2 examples? And do you see how this applies to basically any niche and any market you can think of?

In general, the *beginners* in a market will look for a quick way to achieve some outcome. That's what they want. And they have no idea what they actually need, so they can't search for that.

The more advanced and knowledgeable someone becomes, the more they'll know how to search for the specifics of what they need. But the same principle always applies: people generally respond to a certain kind of thing and have some underlying needs they aren't yet aware of.

Brainstorming Exercise

Here's an exercise that can help you uncover some of the topics and content ideas that could help you grow an audience of fans.

Answer the following questions:

What are some clickbait titles that would work well in your niche?

This is an indication of what people want, respond to and are searching for.

What are some *outcomes* that people in your niche have a strong desire for?

What are the end goals they wish they'd already achieved?

What underlying needs are revealed by the things people want?

Answer this question for each of the clickbait headlines and each of the outcomes you listed.

What do people in your niche need to change their mind about, in order to achieve the things they want?

Here's where you can add value that goes beyond what people expect and you can invite them on a longer journey of learning.
