

**How to Command Attention, Influence and
Quickly Establish Yourself As The #1 Expert In
Your Niche.**

PART 1

I hate to brag but..

What I'm about to show you is something that will drastically change your online visibility and money making game.

I kid you not.

So, get your seat belts ready..

Turn off all distractions..

..and listen to everything I have to say with an open mind..

Because if you don't,

You might end up missing that one important factor that could change your online game and life literally..

But, if you follow through everything I have to say..

And you do everything I ask you to do..

Then, in the next 21 days flat, you'd begin to see **EXPONENTIAL** growth in your business..

Like, people will start seeing you as the go-to expert in your industry..

And what this means is that;

You'll no longer have to compete with all those *small small boys* in your industry..

Rather, you'd be able to;

- Create a category of one that will take you from unknown to becoming the best-known in your industry
- Add 100K - 200K (or more) to whatever you're currently making.

And you'll do all of this without;

- Struggling to attract your ideal 'best fit' clients/customers
- Racking your brain to know what your audience wants.

I kid you not.

Now,

Have you ever wondered why some coaches have an extremely engaged and loyal audience on social media?

I mean,

People just seem to connect with them the way ants connect with sugar.

They may not have hundreds of followers but even if they create a course on "how to shed crocodile tears"..

Their audience will rush it no matter the price they put on it..

Think of the industry titans like, Kenny Nwokoye, Toyin Omotosho, Czar, Elephchild, to mention but a few..

These guys seem to be the go to guys..

You hear Organic Lead Generation, you'll think of Kenny Nwokoye.

Who do you think of when you hear that there's an ex-soldier who is now a money printing copywriter?

No one else but Elephchild.

Or who can you think of that mixes relationship and women psychology while still teaching great copywriting lessons?

Still Elephchild.

It's as though these guys don't have any competition.

Or tell me if your average coach can sell an ebook for ~~N~~\$10K+ without using fake scarcity, urgency and other hard selling tactics?

It begs for the question;

What do these guys know?

How have they been able to build a formidable brand that almost no one could scratch their back?

These ones have almost made their name synonymous with the industry they are in..

They have almost no competition at all.

What is their secret?

I'll tell you..

But, have you ever wondered..

Why Are Ants MORE Attracted To Sugar Than Salt Even Though Both Of Them Are White?

Biologically,

Sugar is a source of energy.

Ants are notoriously known to be hard workers..

Heck,

Even the bible recommends that you learn productivity from ants.

So, the hardworking guy needs energy to survive so that he can do his work well..

And since sugar is the edible equivalent of energy, ants recognize this and will go farther and work harder to seek out sweet things more than other foods.

Look,

I didn't make this up at all, it's backed with scientific proof.

What's my point?

Just as both sugar and salt are white, but ants are more attracted to sugar (in MOST cases)..

There can be millions of graphic designers, content writers, copywriters, (and whatever skill you have) out there..

But there would be that one person that stands out from the pack.

Why is that?

Many reasons that I am going to explain very soon.

But, first..

What Does It Mean To Be An Expert?

An expert is someone that is crazily good at what he does.

An expert breathes, eats, sleeps, and lives his or her special skill.

But not just that,

He is also widely recognized as being good at what he does.

Because in this online game,

Best known would always beat the best.

For real, no one cares about how good you are if they don't really know you.

Now,

**How Can You Grow Your Influence In Your Industry
And Rise To The Expert Status Even If You're Just
Starting Out And Have Little Or No Experience Yet?**

Simple!

CREATE A CATEGORY OF ONE.

Make it such that no one is like you.

I mean,

Differentiate yourself from the pack in your industry by being in your own league.

It's simple.

And that's why I want to show you how it's done..

1. Get good at what you do

I would be a miserable liar if I tell you that it doesn't matter how good you are.

My friend, it matters.

You can't be a quack and be regarded as an expert.

In fact,

If you're yet to get good at what you do, your next pot of call is not to be looking for followers.

You should bury your head in your skill like your life depends on it (because it does).

Want to get crazily at what you do?

- Get materials and resources that'd help you
 - Free materials - YouTube, etc.
 - Paid materials - Courses, communities, blueprint, etc.
- Get a coach
- Implement like crazy
- Find live projects to work on and get results.

2. Pick one thing

It's called a niche.

You've probably heard that **the riches is in the niches.**

It's not a lie at all.

You don't want to confuse your audience.

Remember,

If you confuse, you lose.

You want to be a "FB Ads designer" not a general Graphic designer.

Or tell me,

How can you be an affiliate marketer, shoemaker, banker, and human right activist, all at once?

Are you omniscient?

You see,

It's painfully hard to be viewed as an expert unless you specialize in one thing.

You're better off as a high ticket closer than being a general sales person.

Your goal is not to be everything to everyone.

You can't.

What you want to do is define who you want to be, for whom, and what you want to do for them.

Listen,

In order to build a category of one brand, you need to draw people towards your brand and keep them loyal to you.

And to do that, you need to give these people the gift of CERTAINTY.

They need to be certain that you can help them.

Because, they won't stay if they don't believe that you have their solution at hand.

You want to be a specialist.

Because,

“If you position yourself as a specialist, rather than ‘one of many’, you’ll go from an entrepreneur who is time-poor to one whose time is so valuable there’s a waiting list for it.” - Dan Lok.

3. Project Yourself With Authority

If there's anything I've learned in my over 3+ years on the online space, it is that;

The way you talk about yourself tells people whether or not you're worthy to be listened to.

Now,

Will people listen to you if you put "Copywriting Enthusiast" on your bio?

Why should they listen to an enthusiast in the first place?

In fact,

Why use enthusiast when there are other words like, specialist, consultant, certified, etc?

I know you want to be humble.

But just like my copywriting coach, Elephchild, would say,

"It's not bragging if it's true"
- Elephchild

So, toot your horn.

Blow your trumpet.

If you're that good, let us know.

See,

No one will know that you're good, if you don't talk about it.

Brag about it.

Be proud about it.

Litter it all over the place.

Let me talk a bit about your bio here..

That's like your CV..

And if you don't treat it as such, you would end up chasing people away from you.

People judge a book by it's cover.

So,

If what I'm seeing on your bio is whack, I might as well conclude that you're a whack.

That's why you should dress the way you want to be addressed.

Not literally.. but think about it..

What first come to your mind when you see someone wearing a jersey and a boot?

"Oh, he's athletic"

Exactly..

Now, imagine what will come to my mind when I see you wearing a singlet in your bio?

Well, except if you're a fitness person and you're showing off your muscle.

But, what about using your church flier as your bio?

You get my point, don't you?

Okay,

I'll explain.

Here are 5 touch points you should focus on in your bio;

- Your username - use whatever you like except adding numbers and unnecessary symbols (asides from _ and .).

Pro Tip:

Include a keyword in your username. E.g - Elepchildcopy, contentgrandmaster, videoadsgod, creativeoche, etc.

- **Your name** - use your name here or anything you feel like you want people to know you as (but use your name - that's what I recommend)
- **Your profile picture** - now, you don't want to look like what you're going through. Invest in clear quality pictures. Don't make people perceive you as a clown.
- **Your cover photo** - If you're using either FB X or LinkedIn as your platform, you'll need a cover photo. And it should be something that increases people's perception in you. (Probably a template design on canvas showcasing your skill, a testimonial, something to boost your social proof).
- **Your content** - This is what will determine how people perceive you. Get it wrong here and every other thing would ALMOST go south.

On social proof:

Well, social proof is a social and psychological phenomenon that describes **people's natural tendency to do what everyone else is doing.**

We (you and I), have an innate drive to conform to and copy what others are doing..

It could be following the same influencers everyone else follows, buying the hot new product everyone seems to have, or jumping on the bandwagon for the latest trends.

The term "social proof" was actually coined by Robert Cialdini back in his 1984 book Influence: The Psychology of Persuasion.

Cialdini recognized this powerful principle of how we unconsciously use the actions and behaviors of others to guide our own decisions and choices..

..especially when we're uncertain about the proper course of action.

So, seeing others endorse something or jump on a trend creates a form of social evidence that it must be good, popular, or the "right" thing to do.

Our brains attribute a lot of weight to the collective wisdom of the crowd.

In business and marketing,

Social proof is very powerful.

Customer testimonials, expert endorsements, and displaying popular products with high sales numbers all provide social proof that sways potential customers to make a purchase.

Well, you might not have the products high sales yet but you sure have some results off your belt.

Use the results to your advantage.

Talk about that result while you help more people get better results.

Gather all your results in your “proof bank”, you'll need them.

Do you get?

3. Find & Leverage Your Expert Positioning Advantage (EPA)

What's an EPA?

Or Expert Positioning Advantage (for long)

By the way, I coined that out myself.

Doesn't matter? Well, it does to me.

Anyways, have you ever observed?

How that everyone you admire up there has something that makes them stand out from the rest?

For some, it could be the number of years of experience..

For others, it could be their knowledge in a field totally different from what they do now and their ability to interconnect their past profession into what they currently do.

For example,

An ex-soldier who became a health copywriter..

Or a Biochemist turned into a video editor.

Let me give you a practical example,

Aproko Doctor is a medical doctor (profession) but he can communicate medical concepts and explain health stuff in a way that a 5 year old kid would understand..

Now, he's a medical content creator.

Why do you think he is thriving in that regard?

Well,

He's different.

His style.

His mode of delivery.

How he explains.

Everything about him is different from the regular doctors on X who share tips and tricks..

Now, ask yourself..

What makes me different from the park?

Because, **your difference is what will make you stand out.**

The problem is,

Many times, you want to fit in into a certain “perception” of how people in your industry do.

No!

You are not in the business of industry, you are in the business of you.

What do I mean?

I am not in the game of content creation.

I am in the game of Iyanuoluwa Ilesanmi.

So, this gives me an edge.

Because I understand that..

No one can beat me in the game of me.

My aura.

My personality.

My experience.

My story.

My grace.

Everything. Is. Different.

You want to find something that makes you **STAND OUT** from the pack.

Again, let me use my copywriting coach, Elepchild, for example..

Well, I freaking agree with him whenever he says that he hasn't yet found any copywriter who understands and uses female psychology to teach copywriting..

Plus when you think about it,

He was an Ex-Soldier who has fought with Boko-Haram before..

He has 10+ years experience in the dating world..

He had adopted some great values and principles for his life (e.g he doesn't take soda)..

Also, his perspective about life is totally different from 89% of humans out there.

Now,

By combining all of these experiences, values, principles, and lifestyle he adopts from himself, he's able to carve out a CATEGORY OF ONE for himself.

So, no one is competing with him in the game of being him.

He is Elephchild and no one can be him.

If they try, they'll end up being a shadow of him.

And that, my friend, is still to his advantage.

Now, let me use myself as an example..

I experienced 28 heartbreaks in a 4 years relationship.

Wrote JAMB for 5 years.

Been wearing glass for 15+ years

My ex-girlfriend told me, "Don't you have anything good to do with your life?"

I know how to use biblical stories to teach almost any concept in content creation.

And many more powers (stories), I'll be unleashing later.

My point?

This is what makes me, me.

This is how I have trademarked "The Grandmaster Way".

And when you try to be like me?

You'd be CG's carbon copy.

That's not where you want to be.

So, your EPA is that thing about you that makes you, you.

Those things that are peculiar to you.

You know, I can create an EPA if I'm left-handed and I play the guitar..

I'll just say, **"The Left-handed Guitarist"**

That instantly takes me out of the pack of the guitarist and makes me a category of one.

Because, think about it..

How many left-handed guitarist do you know?

Probably none.

But, are there not people who are left-handed and can play the guitar?

Of course, there are.

Now, what if my value proposition is "Teaching left-handed folks how to play the guitar excellently well".

Well well,

I digressed.

But, pick the lessons.

So,

Let me give you some of the things you can get your Expert Positioning Advantage from;

- **Your experience:** What unique experiences do you have?
- **Your origin story:** What brought you on this space?
- **Your results:** What specific results do you have?
- **Your Philosophies:** What are your core teachings, methods or principles you swear by that others fail to see?
- **Your Differentiated Facets:** What parts of your story, personality, style, etc, separate you from the rest?
- **Your Tangible Skills:** What results, solutions, transformations can you deliver better than anyone else?

Phew!

Let's move on..

4. Personality Infusion

You see,

Creating a "category of one" is all about standing out in a crowded market by amplifying your unique identity that can't be easily replicated.

In today's online street, where content is king and audiences crave authenticity, infusing your personality into your content is a non-negotiable.

See,

You are not a robot.

Not even in this AI era.

You can't afford to sound 'unlock', 'elevate', 'supercharge' etc..

But, why do you want to do this?

Let's talk about that.

- **Humanize Your Brand**

People crave genuine, relatable experiences, and allowing your true authentic self to shine bring about a sense of trust and familiarity that sets you apart from the competition.

- **Establish an Emotional Connection**

Great content isn't just about imparting information; it's about eliciting emotions and creating experiences that resonate with your audience.

- **Cultivate Authenticity and Credibility**

In an age where consumers are increasingly skeptical of traditional advertising and marketing tactics, authenticity is paramount.

Being unapologetically yourself in your content demonstrates a level of transparency and honesty that can help build credibility and trust with your audience.

- **Foster Brand Loyalty**

When you infuse your personality into your content, you're not just creating content – you're creating a brand experience which leads to brand loyalty.

This loyalty can translate into increased engagement, word-of-mouth marketing, and long-term customer relationships.

Now,

Infusing your personality into your content doesn't mean abandoning professionalism or sacrificing quality.

Rather,

It's about striking a balance..

Finding that sweet spot where your unique voice and perspectives shine through..

While still delivering valuable, well-crafted content.

It's a delicate dance, but one that can pay dividends in terms of standing out, connecting with your audience, and ultimately, creating a "category of one" that can't be easily replicated.

5. Consistency

Old but Gold.

You can't thrive without consistently amplifying your message.

Creating a category of one is not a one day job, so you want to do it over and over again.

Consistently share your story..

And yeah,

On storytelling/selling:

Stories have an incredible ability to captivate, engage, and resonate with your audiences on a deep, emotional level..

Making them an invaluable asset for you if you want to stand out in a crowded market and create your category of one.

Storytelling is all about creating narratives, stories, that connect with people on a deep, emotional level.

It goes beyond just giving dry facts and information.

Good stories paint a vivid picture in your mind, make you feel certain emotions, and leave you with a memorable experience.

The reason stories are so powerful is that humans are naturally drawn to narrative structures from a very young age.

We relate to the characters, their struggles, and the journeys they go through in stories.

Stories help us make sense of the world and our place in it.

From the time we are little kids, we are trained to pay attention to and be engaged by stories.

“Story, Story.”

“Once upon a time, time time”

It's almost hardwired into us to respond to that narrative format.

We can see ourselves reflected in the characters and situations being portrayed.

So in essence,

Well-crafted stories tap into basic human psychology and our innate tendencies as story-loving beings.

They allow you to connect with your audience on a gut level, rather than just throwing information at them.

What does this mean for you as someone trying to build a “category of one” brand?

Sharing your own unique stories will make your audience feel drawn to you..

Not just that,

People don't just want to buy a product or service, they want to feel invested in a greater purpose, vision, and experience.

Your stories become the vehicle to transport them into your world and see things through your lens.

Not only will this breed trust and loyalty, as people feel they truly know and understand you.

But,

It also separates you from the competition.

While others are peddling dry facts and generic messaging, you are painting a vibrant picture that stirs emotions and leaves a lasting imprint.

Your stories make your brand memorable, tangible, and most importantly, human.

They showcase your authentic personality, flaws, and all.

This rawness and vulnerability is what allows people to see you as genuinely unique and original, not just another faceless brand.

Now, when it comes to telling your own story,

There are three important stages to include in your story:

- Present your struggles

- Share your search for a resolution.
- Reveal the solution.

Let me briefly explain:

- **Present your struggles**

Every great story starts with a relatable conflict or challenge the protagonist faces.

For your brand story,

This means vividly painting the picture of the problem, pain point, or struggle you once experienced.

What was the situation that initially sparked your journey?

The more authentic you can be in detailing this problem, the more your audience will connect with the human reality behind your brand's mission.

- **Share Your Search**

After laying out the problem, you need to take your audience along for the ride as you pursued a solution.

This part of the story should capture the fears,

The doubts,

The Dead Ends,

And "dark night of the soul" moments you overcame in your search for a solution.

- **Reveal the Solution**

Now that you've invested your audience in the struggle, you get to unveil the turning point.

The breakthrough solution you discovered.

This is the "aha!" moment that everything was leading towards.

Why Should You Even Share Your Journey Story In The First Place?

First,

It keeps your audience captivated as they get invested in the narrative, wanting to follow it through to its solution.

Humans love stories with a clear beginning, middle, and end.

Secondly,

It demonstrates the authenticity of your journey.

You're not just selling vapid ideas - you lived this experience.

The struggle was real, which makes the solution that much more hard-earned and credible.

Finally,

It turns your brand's solution into the "prize" your audience craves for.

They can imagine themselves experiencing that same transformative "aha!" if they adopt your principles/products/services.

Phew!

PART 2

In business,

There's something called the KLT factor.

KLT factor = Know, Like, and Trust factor.

Basically, it's about building a strong relationship with your customers or clients.

You see,

People don't just buy products or services from any brand.

They want to do business with someone they know, someone they like, and someone they trust.

It's like making new friends.

You are more likely to hang out with someone you know, you vibe with, and you can trust, isn't it?

Exactly.

The **"Know"** part is about getting your name out there and letting people know who you are and what you do.

It's like introducing yourself to someone new.

The **"Like"** part is about creating a good impression and making people actually enjoy interacting with your business.

This is like being a fun, likable person that others want to be around.

The **"Trust"** part is huge.

People need to trust that you'll deliver on your promises and treat them right. It's like having a friend you can always count on.

But,

Having been around in the online space for about 4 years,

I have come to discover that it doesn't end at building a KLT factor.

You need to build a **KLT-R-BRA factor**,

KLT-R-BRA factor = Know, Like, Trust, Respect, Buy, Retain, and Advocate.

Let me explain each of these elements:

Know:

This is about making people aware of your existence, your brand, and what you have to offer.

Without this foundational step, it's nearly impossible to build a relationship or make any sales.

Like:

Once people know about you, the next step is to make them actually like you.

This involves creating a brand image, showcasing your personality, and making genuine connections with your audience.

When people like you, they're more inclined to listen to what you have to say.

Trust:

After people know and like you, they need to trust you.

This trust is earned through transparency, consistency, and delivering on your promises.

When people trust you, they're more likely to do business with you and believe in what you're offering.

Respect:

Respect is the next level beyond trust.

It's about commanding authority and being seen as an expert in your field.

When people respect you, they value your opinions, advice, and recommendations.

Respect often comes from consistently providing value and establishing yourself as a thought leader.

Buy:

Once people know, like, trust, and respect you, they're more likely to take the crucial step of actually buying your products or services.

This is where the rubber meets the road, and your efforts start translating into revenue for your business.

Retain:

Now,

It's not enough to just make a one-time sale;

You want to retain those customers and keep them coming back.

Advocate:

The ultimate level is when your customers become advocates for your brand.

They're so satisfied and impressed that they actively recommend you to others, sing your praises..

And help bring in new business through word-of-mouth and referrals.

These advocates are invaluable assets for any company.

Want more explanation?

Here's an example of how this might play out:

Let's say you're a fitness coach offering online training programs.

The first step is to make people aware of your existence through social media, content, or advertising (Know).

As people start engaging with your content and getting to know you, they'll start to form opinions about your personality and whether they vibe with your style (Like).

Through consistently delivering quality workouts (tips)..

Providing valuable advice..

And being transparent about your methods, you'll begin to build trust with your audience (Trust).

As you continue to share your expertise and establish yourself as a credible authority in the fitness space, people will start to respect you and value your guidance (Respect).

With this foundation of know, like, trust, and respect, your audience will be more inclined to take the leap and invest in your training programs (Buy).

By providing an exceptional experience and delivering results, you'll be able to retain those clients and keep them coming back for more (Retain).

Finally,

If you truly over-deliver and exceed your clients expectations, they will become raving fans who promote your services to their friends and family, generating new business through word-of-mouth (Advocate).

Now,

Why do I have to explain all of these?

It's simple.

You need CONTENT to take everyone coming to you through each of these steps.

Better put,

Your content is what will help you build the KLT-R-BRA factor.

I mean,

People won't know you if you don't create content.

People won't like you if they don't see your content.

They won't trust you if you're not putting content out there.

There's no respect for someone who hasn't shown themselves valuable.

And how do you do this? By Content.

Why should they buy from you if you've not built the KLT R factor?

You see where I'm driving at?

You can't go through each of these stages without content.

And that's why you need to have what I call **The All Rounder Content Pillar** that contains the kind of content you need to create for each of these steps.

But first,

What are content pillars?

Content pillars are the foundation upon which you build your content strategy.

Just like real pillars that support the weight of a structure, content pillars are the main topics or themes that form the backbone of your content creation efforts.

Think of them like real pillars that hold up a building.

Each pillar represents a core topic or theme that supports and reinforces your overall messaging and brand positioning.

Without these pillars in place, your content efforts may lack focus, coherence, and impact.

When it comes to building the KLT-R-BRA factor (Know, Like, Trust, Respect, Buy, Retain, and Advocate)..

Having a well-defined set of content pillars is crucial.

Each stage of the journey requires a different type of content to effectively engage and nurture your audience.

Now,

Here's The 5 Revenue-driving Content Pillars You Need To Start Creating To Build The KLT-R-BRA Factor

1. Motivational Content (Know and Like)

This type of content is good for building awareness (Know) and creating a positive connection (Like) with your audience.

Motivational content aims to inspire, uplift, and encourage people to take action towards their goals.

Examples include:

- Quotes,

- Success stories,
- Motivational videos,
- Your grass to grace story, etc..

You can capture the attention of your target audience and create a positive emotional connection using this pillar.

2. Lifestyle Content (Like and Trust)

Lifestyle content helps people connect with your brand on a deeper level by showcasing your personality, values, and way of life.

It builds trust (Trust) and rapport by giving your audience a glimpse into who you are beyond just your profession.

This type of content can include the following;

- Behind-the-scenes glimpses of your daily routine,

- Insights into your personal journey, and,
- Highlights of your interests and passions outside of your business.

3. Educational Content (Trust and Respect)

Educational content positions you as an authority and subject matter expert in your field.

It builds trust (Trust) by providing valuable information and insights that help your audience achieve their goals.

Additionally, educational content helps establish respect (Respect).

How?

People respect you when you showcase your knowledge, expertise.

Also,

Your ability to break down complex concepts in an understandable and actionable way commands respect.

Examples include;

- How Tos
- Guides
- Tips & Tricks
- Strategies

4. Thoughts and Opinions (Respect and Buy)

This type of content allows you to share your unique perspectives, insights, and opinions on relevant topics within your industry.

In fact,

Not just your industry/niche.

It could be your philosophies about life.

Or your unpopular opinions..

Or controversial issues..

But,

And it's a great but..

It's a **WARNING**..

Don't put your mouth there if you don't have logical and trackable proof to back your thoughts.

Or else,

You'd be mistaken as a fool.

But,

If done well, this content pillar further solidifies your position as an authority and thought leader, commanding respect (Respect) from your audience.

And some times,

People will buy because they value and resonate with your opinion.

5. Results and Testimonials Content (Buy, Retain, and Advocate)

This content pillar is all about showcasing the tangible results and success stories of your clients or customers.

It's a powerful way to demonstrate how effective your products or services are.

This inspires potential customers to take action and make a purchase (Buy).

In addition,

Results and testimonials content can help retain (Retain) existing clients.

How?

It reinforces their decision to choose your business and encourages them to continue their journey with you.

Not just that,

Satisfied clients who achieve remarkable results may become passionate advocates (Advocate) for your brand..

They actively promote your products/services through word-of-mouth and referrals.

And what does this mean for you;

More MONEY.

Note:

While each content pillar may have a primary focus within the KLT-R-BRA journey, they can often overlap and contribute to multiple stages.

What do I mean?

For example,

Educational content can also help build trust, while motivational content can foster loyalty and advocacy among existing clients.

So,

How can you begin to quickly implement this?

Good question.

Let's say you're a fitness coach..

As a fitness coach, here's how you will use each pillar to nurture your audience through every stage of their journey with you.

- Motivational Content (Know and Like)

Here are some content topics you can use:

- Inspirational quotes and affirmations related to fitness, health, and personal growth
- Client success stories and transformation journeys, highlighting their struggles and successes
- Motivational videos showcasing the power of perseverance, discipline, and a growth mindset
- Behind-the-scenes glimpses of your own fitness journey and the obstacles you've overcome

Like I said,

You'll not only build awareness (Know) of your brand but also foster a sense of connection and positivity (Like) with your audience.

People are drawn to inspiring stories and messages that resonate with their own goals and aspirations.

- Lifestyle Content (Like and Trust)

Lifestyle content helps potential clients connect with you on a deeper level.

It helps you build trust (Trust) and form a positive impression (Like) of your brand.

For this pillar, consider creating content around:

- Your daily routine, including your workouts, meal prep, and downtime activities
- Your interests, hobbies, and passions outside of fitness (e.g., travel, cooking, reading)

- Your personal journey, challenges, and what motivates you as a fitness coach
- Your core values and beliefs surrounding health, wellness, and personal development

When you give your audience a glimpse into your life beyond just fitness, you'll humanize your brand.

This will make your brand relatable and authentic.

This transparency and vulnerability can go a long way in building trust with your potential clients.

- Educational Content (Trust and Respect)

As a fitness coach, establishing yourself as a trusted authority (Respect) is important.

Educational content not only builds trust (Trust) but also positions you as a subject matter expert.

Here are some topic ideas for you:

- Workout tutorials and exercise guides (e.g., proper form, technique, programming)
- Nutritional advice, meal planning tips, and healthy recipe ideas
- In-depth articles or videos breaking down complex fitness concepts or busting common myths
- Science-backed insights on topics like muscle growth, fat loss, recovery, and injury prevention

Educational content helps you demonstrate your expertise and commitment to helping your audience achieve their fitness goals.

This will earn you respect and credibility within your niche.

- Thoughts and Opinions (Respect and Buy)

Do you know?

Sharing your unique perspectives and opinions on industry trends, research, and common fitness myths can further solidify your position as a respected authority (Respect) and inspire potential clients to take action and hire you (Buy).

Content topic ideas:

- Your thoughts on the latest fitness trends, programs, or workout methodologies
- Your analysis and critique of recent industry news or research studies
- Your personal philosophies and approaches to training, nutrition, and overall wellness
- Addressing common questions, concerns, or misconceptions within the fitness community

When you show your audience that you can think critically, analyze information, and provide unique insights, you'll command respect from them.

This will differentiate yourself from other fitness coaches in the market.

- Results and Testimonials Content (Buy, Retain, and Advocate)

Perhaps the most powerful content pillar for a fitness coach is showcasing tangible results and testimonials from satisfied clients.

This type of content can inspire potential clients to take action and sign up (Buy)..

Retain existing clients (Retain)..

And encourage passionate advocacy (Advocate).

Some ideas for you:

- Before-and-after transformation photos or videos of clients

- Detailed case studies highlighting a client's journey, challenges, and achievements
- Testimonial videos or written reviews from clients raving about their experience with you
- Highlight reels showcasing your most impressive client transformations

Social proof is a non-negotiable in the fitness industry, and seeing real-life results can be the deciding factor for someone considering hiring a coach.

In addition,

Happy clients who achieve their goals are more likely to remain loyal and actively promote your services to others.

This holistic approach leverages the power of content to build meaningful, revenue-driving relationships with your audience.

Now, you're not just a fitness coach..

Rather, you're THE FITNESS COACH who makes money on a steady basis.

By now,

You should already know what to do with your own brand.

Let's move on to the next.

PART 3

Imagine you're a singer or a public speaker, and you're about to perform in front of a large audience.

You step up to the microphone, but as you begin to speak or sing, you realize that your voice is barely audible beyond the first few rows.

The reason?

You're relying solely on the power of your vocal cords, which have a limited range and volume.

Now,

Imagine that same scenario.

But this time, you're standing in front of a high-quality sound system with powerful speakers strategically placed throughout the venue.

As you speak or sing into the microphone, your voice is amplified and projected with crystal clarity, reaching every corner of the room and captivating the entire audience.

That's the power of **AMPLIFIERS**.

Just as a microphone and speaker system amplify your voice to reach a wider audience,

There are some authority amplifiers which act as powerful tools that magnify your authority, expertise, and message..

They allow you to extend your reach and impact far beyond what would be possible with your own efforts alone.

That said,

Let's talk about OMNIPRESENCE.

Being omnipresent means having a consistent presence across multiple platforms, channels, and mediums.

It's about you strategically positioning yourself in the virtual spaces where your target audience spends their time..

It means that you are positioned in such a way that your brand, message, and expertise are readily visible and easily accessible to them.

Now,

How do you achieve that?

By Using The Omnipresent Authority Amplifiers.

Let's get into them..

Here Are The 7 Omnipresent Authority Amplifiers and How You Can Use Them To Double, Triple, and 10X Your Influence And Visibility

1. Collaborations

Collaborate with both influencers and industry colleagues

Collaborations are a powerful way to tap into new audiences and leverage the existing influence of others.

When you partner with influencers or industry colleagues, you can cross-promote each other's content, co-create products or services, and gain exposure to their loyal followers.

This not only expands your reach but also adds credibility and social proof to your brand.

2. Organizing industry events

Industry events = virtual conferences, webinars, courses, etc

Hosting your own industry events, such as virtual conferences, webinars, or online courses, positions you as a thought leader and subject matter expert.

These events not only provide valuable content to your audience.

They also serve as a platform for networking, building relationships, and increasing your visibility within your niche.

In addition,

They create opportunities for future collaborations and partnerships.

3. Cross pollination

Content repurposing, or cross pollination, is the practice of taking your existing content and adapting it for different platforms and formats.

For example,

You could turn a IG carousel into a video, an infographic, or a podcast episode.

Content repurposing helps you to amplify your content reach and ensure that it resonates with different segments of your audience, who may like to consume content in different ways.

4. Paid Ads

While organic reach is essential, paid advertising can significantly amplify your visibility and target specific audiences.

Instagram, Facebook, etc allow you to run Ads with them.

This helps you to reach highly targeted audience, ensuring that your message is seen by the right people.

Paid ads can also complement your organic efforts, driving traffic to your link, social media content, or other online assets.

5. Consistency

Consistency is the key to building trust, authority, and maintaining a strong online presence.

When you consistently create and share content with your audience, you reinforce yourself as the go-to expert in your industry.

Consistently create valuable content.

Consistently engage with your audience.

Maintain an active presence across various platforms.

Consistently reinforce your brand and establish yourself as a reliable and trustworthy source of information within your niche.

6. Create an authority content

Creating authoritative content, such as writing a book or launching a podcast, is a powerful way to establish yourself as an expert in your field.

These long-form content pieces not only showcase your depth of knowledge but also serve as valuable resources for your audience.

In addition,

They can open doors to speaking engagements, media appearances, and other opportunities that further amplify your influence.

7. Get published on platforms

Being featured on established platforms, such as popular blogs, industry publications, or online communities, can significantly boost your credibility and expose you to new audiences.

Guest posting, contributing articles, or being interviewed on these platforms amplifies your influence.

How?

They leverage their existing authority and readership to amplify your message and position you as a respected voice within your industry.

Find these platforms and get on them if you can.

So,

How do you do this in your brand?

Let's continue with our fitness coach example.

Here's How A Fitness Coach Can Leverage These 7 Omnipresent Authority Amplifiers to Amplify Their Influence And Visibility Within The Health And Wellness Industry.

- Collaborations

Partner with popular fitness YouTubers, Instagram influencers, or bloggers to co-create workout videos, nutrition guides, or challenge programs.

Also,

Collaborate with industry colleagues, such as nutritionists, physical therapists, or personal trainers, to offer comprehensive fitness and wellness packages.

- Organizing industry events

Host virtual fitness challenges, online workshops, or webinars on topics like proper exercise form, nutrition, or injury prevention.

- Cross pollination

As a fitness coach, you likely create various forms of content, such as workout videos, blog posts, or social media posts.

Repurpose this content by turning a popular workout video into a blog post detailing the exercises and their benefits.

Or, transcribe a podcast episode on nutrition and turn it into an infographic or e-book.

- Paid Ads

Run targeted paid advertising on platforms like Facebook, Instagram, or X to promote your fitness services, online courses, or challenges.

These ads allow you to reach specific demographics based on interests, age, location, and other relevant factors, ensuring your message resonates with your ideal audience.

- Consistency

Maintain a regular posting schedule for your workout videos, and social media updates.

Consistently engage with your audience by responding to comments and answering questions.

- Create an authority content

Write a book on fitness, nutrition, or mindset, solidifying your position as an expert in the industry.

Alternatively,

You can launch a fitness-focused podcast where you interview other experts, share your own insights, and provide valuable tips to your listeners.

- Get published on platforms

Contribute guest articles or conduct interviews for popular health and fitness blogs, magazines, or online communities.

Share your expertise, insights, and workout routines on these established platforms, leveraging their existing readership and credibility.

And there you have it!

You can now adapt this to your brand.

Can't you?

Sure, you can.

You have a brilliant mind.

Now,

Onto the last part.

PART 4

What I am about to share here is perhaps the most important aspect of your business.

If you miss this part, then every other thing you do doesn't matter in the grand scheme of things.

And I'm not saying this to get you to read on..

It's your business.. Isn't it?

But, hey..

Ignore this part of your business at your own peril.

Well, if you're already making billions of dollars already..

Then skip this part.

But, if you haven't yet gotten to the level you want to get to in your business

Then, turn off all distractions..

I mean,

Stop chatting with that boy/girl

And read every bit of what I'm about to tell you.

You see,

When it comes to everything you need in people..

Beyond your offer, funnels, social media profiles and all that..

Beyond the 'value' you think you have..

You need people.

Because, in the end..

It is people that will buy your offer.

It is people that will enter into your funnel.

It is people that will follow you on your social media platforms.

It is people that will consume your value.

Now, you can agree with me that;

The most important asset you can ever have in your business is
AN AUDIENCE.

Audience = People.

But, not just an audience..

You want the right audience..

The right people..

The ones who need what you offer and can afford it without stressing the heck outta your life.

So,

The most important asset you can ever have in your business is THE RIGHT AUDIENCE.

Think about the giants of the business world..

Brands that have become household names and achieved massive = growth.

What made them big?

Simple:

They have cultivated and nurtured the right audience.

Sales, they say, is the lifeblood of all business.

But,

Leads is the heart that pump the sales.

On Lead Generation:

Lead generation is all about finding and attracting potential customers who might be interested in your products or services.

It's like going fishing, but instead of catching fish, you're trying to catch people who could become your customers.

Now,

What is a Lead?

A lead is basically someone. A person. But in business, we call them a potential customer, prospect, or client.

But not all potential client is willing to pay you.

That's why you shouldn't just generate leads..

You should generate QUALITY LEADS.

Who is a QUALITY LEAD?

A quality lead is someone who;

- ☐ Has a problem
- ☐ Desperately in need of a solution
- ☐ Has the money to pay for a solution (or can raise the money)
- ☐ Is willing and ready to pay

Now, getting this kind of person is SUPER simple..

But,

Is it necessary to generate leads?

Consider this,

Let's say you sell a product of ₦50,000 and you are able to generate 100 leads monthly.

And assuming you convert 10% of your leads monthly,

That would be..

10% of 100 = 10 people.

So,

10 people × ₦50,000 = ₦500,000

Not bad,

But.. assuming you were able to generate 1000 leads monthly,

That would be;

10% of 1000 = 100 people

100 people × ~~N~~50,000 = ~~N~~5,000,000

Might not be a lot of money, but think of what ~~N~~5,000,000 can do for you in this current economy..

Now, what if you were able to generate 10,000 leads in a month..

At the end of the month, you'd be making ~~N~~50M.

So, you might necessarily have a product problem, (I'm assuming you have a good product)

What you have is a leads problem.

And if you can fix that, you have a superpower only 1% business owners have.

Now,

How Do You Generate Quality Leads For Your Business And Quit The Broke Influencer Race?

I will continue with our fitness coach example so that you'll get a hang of it.

Let's get started

1. The Problem

The first step of the process is to:

Determine the problem you want to solve.

So, ask yourself;

Which problem do you want to solve?

As a fitness coach,

One of the core problems your target audience faces is a lack of motivation.

They also need accountability, and knowledge to achieve their health and fitness goals.

Many people struggle with inconsistency, unhealthy habits, and a inability to see results despite their efforts.

Now,

Identifying this problem as your focus will allow you to tailor your lead generation efforts to resonate with potential clients who are experiencing these challenges.

2. The Audience

Next, you need to define your ideal audience.

Who do you want to solve it for?

For our fitness coach,

Who are the people who are most likely to benefit from your services as a fitness coach?

Well,

This could be busy professionals in their 30s and 40s who struggle to find time for exercise..

New moms looking to regain their pre-pregnancy bodies

Or individuals recovering from injuries who need guidance on safe and effective workouts.

It is totally dependent on you.

But,

Let's say your target audience is working professionals between 25-40 years old, living in urban areas, with sedentary desk jobs and disposable income.

These individuals are likely to resonate with messages about improving energy levels, reducing stress, and achieving a healthier work-life balance through fitness.

3. The Format

Once you've identified the problem and the audience, you need to choose the format in which you'll deliver your lead magnet.

For a fitness coach,

This could be a video series, a PDF guide, an email course, or even a challenge or webinar.

Note:

You should consider the preferences and consumption habits of your target audience.

Working professionals might appreciate bite-sized video content or a mobile-friendly PDF guide they can consume on the go.

An email course or a live webinar could also work well, as it allows for more in-depth instruction and interaction.

You have to make DEEP research here so that you won't be giving your audience a format that do not resonate with them.

4. The Lead Magnet

Now it's time to create your lead magnet.

On lead magnet:

This is basically a "bait" that you use to attract potential customers or clients, just like a fisherman uses bait to lure fish from a river.

Imagine you're a fisherman, standing by a river teeming with fish.

You could simply cast your line and hope for the best.

But the chances of catching anything would be slim.

Instead, you need to use a bait that appeals to the specific fish you're trying to catch.

Something irresistible that will draw them in and make them bite.

In the world of business, your lead magnet serves as that enticing bait.

It's a valuable piece of content or resource that you offer for free in exchange for someone's contact information, like their email address or phone number.

The goal is to attract the right people – those who are interested in what you have to offer and are likely to become customers or clients down the line.

Just like a fisherman carefully selects the right bait based on the type of fish they're trying to catch, you need to craft your lead magnet with your target audience in mind.

It should directly address their specific pain points, desires, or interests..

Providing them with a quick win or a tangible solution that leaves them wanting more from you.

Remember,

The goal is to get their contact in exchange for your valuable piece of information.

Once they provide their contact information to access your lead magnet, you've successfully "caught" them as a lead.

From there,

You can begin nurturing that relationship, providing additional value, and eventually guiding them towards becoming a paying client for your fitness coaching services.

But a lead magnet isn't just about attracting new leads;

It's also a powerful tool for building trust and establishing your authority.

When people see the depth of your knowledge about a subject matter, they will begin to see you as the go-to guy in the industry.

Back to our example,

For the working professional audience, a lead magnet like a **"7-Day Office Workout Challenge"** or a **"Desk Jockey's Guide to Staying Fit"** could be highly appealing.

For the workout challenge,

It could involve a series of short video tutorials demonstrating exercises that can be done discreetly at the office, without any equipment.

Each day, your audience would receive a new video with a different routine, along with tips on healthy snacking, stress relief, and other relevant topics.

Or for the second one,

A **"Desk Jockey's Guide to Staying Fit"** could be a comprehensive PDF guide that covers topics like ergonomic desk setups, stretching routines, healthy meal prep ideas, and beginner-friendly workout plans for busy professionals.

You get?

The key is to ensure that your lead magnet provides immediate value, solves a specific pain point, and leaves your audience wanting more from you.

The more could be either a personalized coaching, advanced workout programs, or additional paid resources you've created.

In summary,

1. The Problem:

Working professionals struggle to find time for exercise, maintain healthy habits, and lack accountability to achieve their fitness goals.

2. The Audience:

Urban professionals between 25-40 years old, with sedentary desk jobs and disposable income.

3. The Format:

A video-based challenge or a comprehensive PDF guide.

4. The Lead Magnet:

"7-Day Office Workout Challenge".

A series of short video tutorials demonstrating exercises that can be done discreetly at the office, without any equipment.

Each day, participants receive a new video with a different routine, along with tips on healthy snacking, stress relief, and other relevant topics.

Now, it doesn't end here.

How do I mean?

You have created a valuable lead magnet..

How do you promote it?

Well, you'll do so in basically two ways:

Organic and/or Inorganic.

I'll explain.

Organic Promotion:

This involves promoting your lead magnet without spending money.

That is,

No money investment is required.

But,

It is stressful at-times.

Not just that,

It's time consuming too.

How do you do this?

- **Content Marketing**

Create high-quality, valuable content that aligns with your lead magnet's topic and subtly promotes it as a valuable resource.

- **Social Media Marketing**

Leverage social platforms like Facebook, Instagram, Twitter, and LinkedIn to share snippets, teasers, or behind-the-scenes glimpses of your lead magnet.

Also, engage with your target audience, join relevant groups/communities, and consistently promote your freebie.

- **Email Marketing**

If you have an existing email list, promote your lead magnet to your subscribers.

- **Strategic Partnerships and Collaborations**

Reach out to influencers or industry colleagues and propose mutually beneficial partnerships.

This could involve guest posting, co-hosting webinars, or cross-promoting each other's lead magnets to tap into new audiences.

Inorganic Promotion:

Opposite of the one we just talked about.

Here,

You will pay money to get these leads.

- **Paid Social Media Advertising**

Facebook, Instagram, LinkedIn, and Twitter allows you to laser-focus your lead magnet promotions on your ideal audience based on demographics, interests, behaviors, and more.

- **Influencer Marketing**

Partner with influential individuals or creators within your industry who have a dedicated following that aligns with your target audience.

You can use nano, micro, macro, or mega influencers, depending on how much you have.

Nano influencer = someone who has between 1,000 to 10,000 followers

Micro influencer = someone who has between 10,000 and 100,000 social media followers

Macro influencer = someone who has between 500,000 and 1 million followers on a single social media platform.

Mega influencer = someone who has more than 1 million followers.

And if you're marketing on WhatsApp, you can reach out to individuals who have 500 views or more.

Or some WhatsApp TVs.

But, take your time to understudy the kind of content these guys are posting.

Because,

A TV that post *porn* will MOST times not have serious individuals who are interested in your digital products as audience.

You dig?

Now,

How to Create a Daily Lead Generation Content System And Get At Least 15 - 20 Leads Daily

It's simple.

How?

Make your daily content aligns with and complement your lead magnet.

Your lead magnet should be the centerpiece around which your content strategy revolve.

How do I mean?

- **Define Your Content Themes**

Start by identifying the core themes or topics that your target audience is interested in and that directly relate to the value proposition of your lead magnet.

For example, if your lead magnet is a "5-Minute Office Workout Guide" for busy professionals.

Your content themes could include workplace wellness, productivity hacks, stress management, and healthy lifestyle tips.

- **Create a Content Calendar**

Plan your content in advance by developing a content calendar.

This will help you stay organized, ensure consistency, and prevent scrambling for ideas on a daily basis.

Map out the specific topics, formats (videos, social media posts, captions, etc.), and publishing schedules for your daily content.

- **Produce High-Quality Content**

Consistency is important.

But,

Don't sacrifice QUALITY for it.

Each piece of content you create should provide genuine value to your audience whether it's educational, entertaining, or inspiring.

Invest time and effort into researching, crafting, and polishing your content to establish yourself as a trusted authority in your niche.

- **Strategically Incorporate Your Lead Magnet**

While your daily content should primarily focus on providing value and engaging your audience..

You want to also strategically incorporate your lead magnet as a CTA.

This could be as simple as mentioning your lead magnet and including a link at the end of your post.

Or creating social media posts that highlight the benefits of your lead magnet and encourage sign-ups.

- **Analyze and Optimize**

Regularly analyze the performance of your daily content and lead magnet promotions.

Track metrics such as traffic, social media engagement, profile visits, and most importantly, lead magnet sign-ups.

Use these data to identify what resonates with your audience and continuously optimize your content strategy for better results.

And there you have it.

Phew!

END NOTE

We've covered a lot of grounds here.

So, what's the way to go?

I'll tell you..

Reread this book more time..

This time around,

Pick a pen and paper..

Answer the questions I have littered around this book..

Then tie everything around by sharing your message out there.

Give yourself some time.

Say 6 months,

Or 12.

Or 24.

Play the long term game.

With time,

You will be regarded as the ONLY.

No competition for followers.

No competing on engagement.

You have your own community.

And they see you as one.

Because you are now a **CATEGORY OF ONE.**

But nothing will happen.

If you read this part, and you end up folding your arms..

Or going back to how you used to do things.

Don't grumble when nothing happens.

But, if you implement..

And you're consistent at it..

I guarantee you 97% that you'll start seeing results.

I believe that I have tried for you.

Learned a thing or two in this book,

I'll want to hear from you.

So, send me a review [HERE.](#)

Grazie.

Content Grandmaster.