



## Content Creation Rules for Professionals Who Hate “Content”

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### 1. Speak to One Person

Write with a specific audience in mind — your best client or referral source.

**Ask:** *What would actually help them right now?*

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### 2. Lead with Insight, Not Information

Don't just describe what happened — explain what it *means*.

**Try:** “The mistake I see most often...” or “Here’s what helped my last client get unstuck...”

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### 3. Keep It Simple and Specific

Avoid legalese or vague concepts.

**Better than:** “Conflict resolution is important.”

**Stronger:** “Here’s how I helped business partners decide whether to mediate or dissolve the company.”

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### 4. Be Generous, Not Promotional

Don't sell — share. Teach, guide, or clarify something valuable.

**Trust is built** by those who help before they're hired.

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## 5. Consistency Beats Virality

You don't need to go viral — just show up regularly with clarity and value.

One great post a week builds more trust than one post a year.

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### Bottom Line:

- ✓ The right message.
- ✓ To the right audience.
- ✓ At the right time.