MODULE 8: CONTENT: PHOTO, VIDEO AND WRITING

Show, teach, prove audit

Lesson: Content that sells a service: show, teach, prove · about 15 minutes

Find out what your content is doing now and plan what it should do next.

Your business (name, service, main city):

1. Label your last 30 posts, pages or videos as show, teach or prove. Write the three totals and the percentages.

2. Set a target balance for your next 30 pieces and explain why it suits your vendor type.

3. List the five questions clients ask you most on first calls. Each one is a teach piece you can make.

4. Write one proof story using the template: the event, the challenge, what you did, the result.

5. List any client quotes or reviews you use in content. Note whether you have permission and whether each is still current.

Check: can you now

- Classify any piece of content by its job: show, teach or prove
- Audit your last 30 pieces of content and set a target balance across the three jobs
- Write proof content with the specific details that make a claim believable

One change you will make this week