

# How to Build Authority with Beginner Content

by Corey Freeman

**\*FEATURING INSPIRATIONAL STOCK PHOTOS**



**SPARK THE INTEREST  
IN SOMEONE NEW**

Beginner Content is any content created to target ***absolute beginners*** in your niche.

This demographic is usually not your key audience, simply because they don't know the essentials for your product. **YET.**

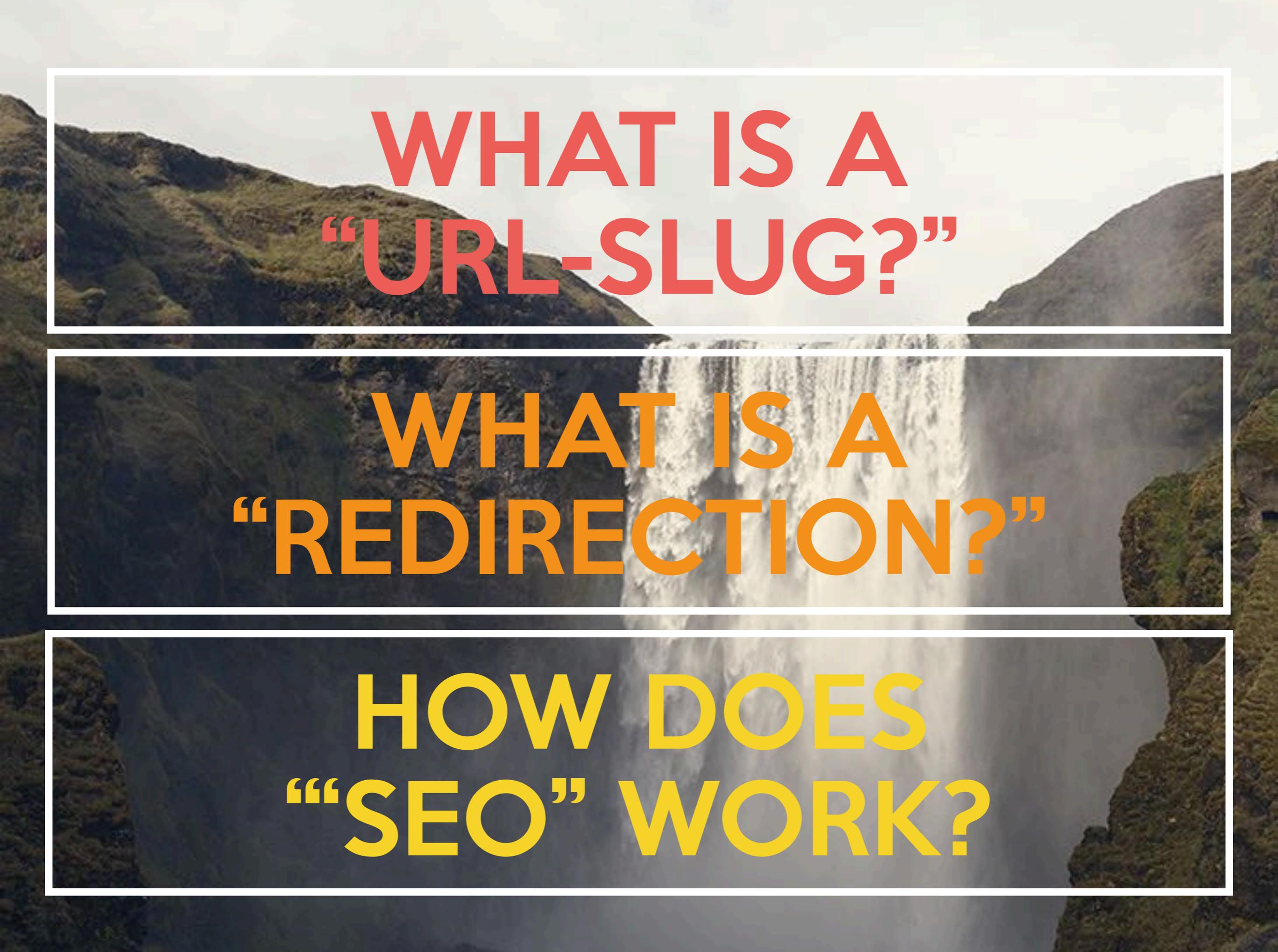
The idea is to **enlighten your readers**, thereby making them **feel less insecure** about information everyone else *seems* to know.

# The Outline for Your Beginner Content Plan

- What things do customers need to know before they buy from you?
- How do customers get started with the basics in your niche?
- Where can customers find the resources they need before they use your product?
- Why do customers need your solutions and/or services?
- When should customers be using your service?

A close-up photograph of a green fern frond against a dark background. The frond is the central focus, showing its intricate, feathery structure with many small leaflets. The lighting is dramatic, highlighting the texture and color of the plant against the deep black background.

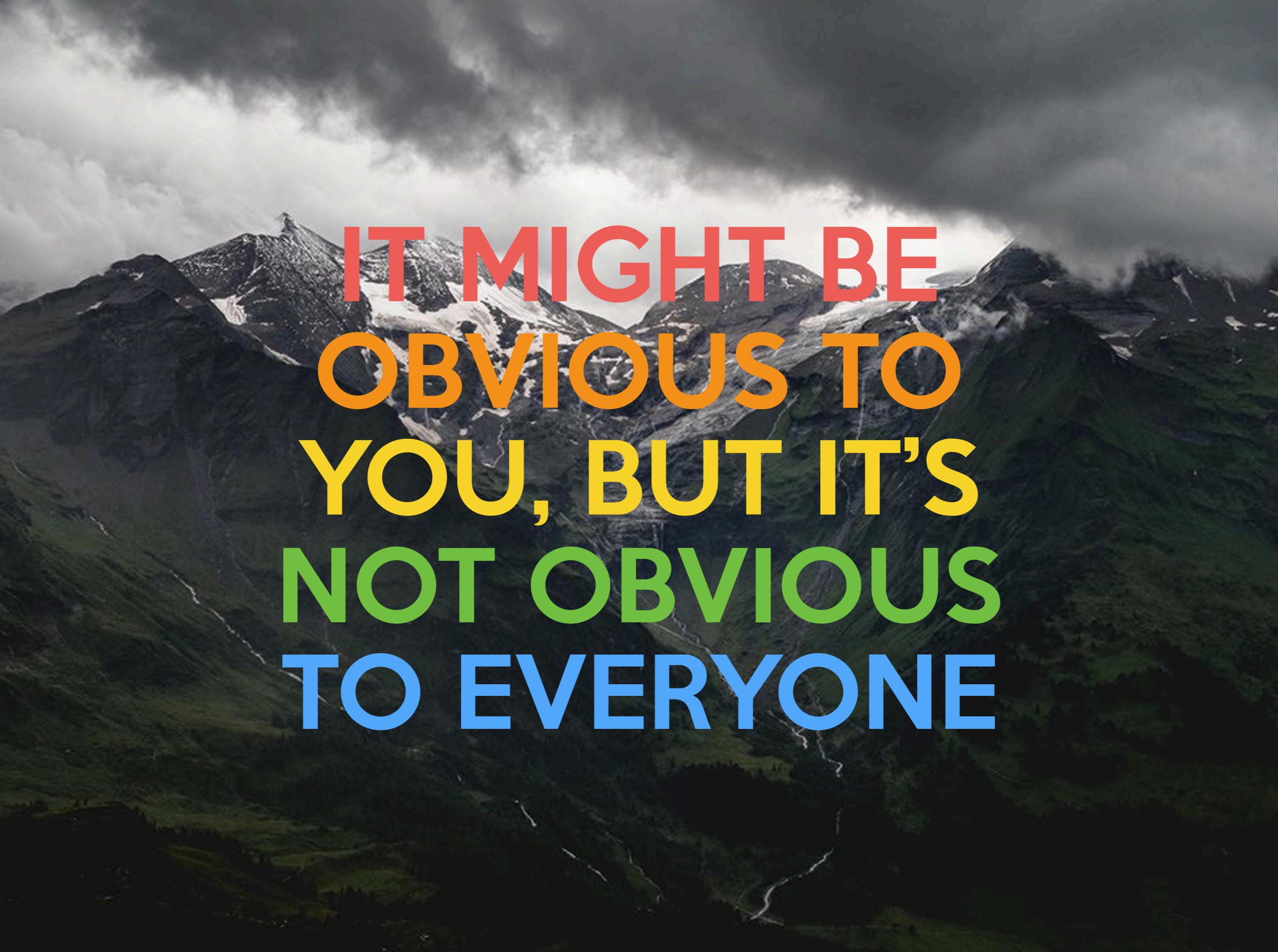
# HELPFUL EXAMPLES



**WHAT IS A  
“URL-SLUG?”**

**WHAT IS A  
“REDIRECTION?”**

**HOW DOES  
“SEO” WORK?**

A dramatic mountain landscape with dark, stormy clouds and snow-capped peaks. The foreground shows a valley with green fields and a winding river. The text is overlaid in the center, with each line in a different color: red, orange, yellow, green, and blue.

**IT MIGHT BE  
OBVIOUS TO  
YOU, BUT IT'S  
NOT OBVIOUS  
TO EVERYONE**



**Lead Your Customers  
Right to Your Doorstep**

Your content should lead users from the introduction of your niche to the level they need to be at to use your services. And then they're ready to work with you to learn more.

**Teach them the correct questions to ask.**



**PROS**  
**&**  
**CONS**

# CONS

Beginner content can make confuse your target demographic, so it's important to organize and label it, unless you're targeting beginners specifically.

Beginner content can be boring to create, so adding enthusiasm to a "basic" topic is occasionally a challenge. You also need to go for volume. One or two definition posts won't do it.

# PROS

Cut down on frustration between you and your client.

Build a library of content that onboards new clients.

Improve SEO for relevant common phrases.

Keep clients on your website instead of recommending external learning resources.

Vet potential clients before they reach your doorstep.

A painting of a river scene with a boat and autumn foliage reflected in the water. The scene is captured from a high angle, showing a small boat with two figures on a narrow river. The water is dark and reflects the surrounding trees, which are in various stages of autumn, with some leaves turned bright yellow and orange. The overall mood is serene and contemplative.

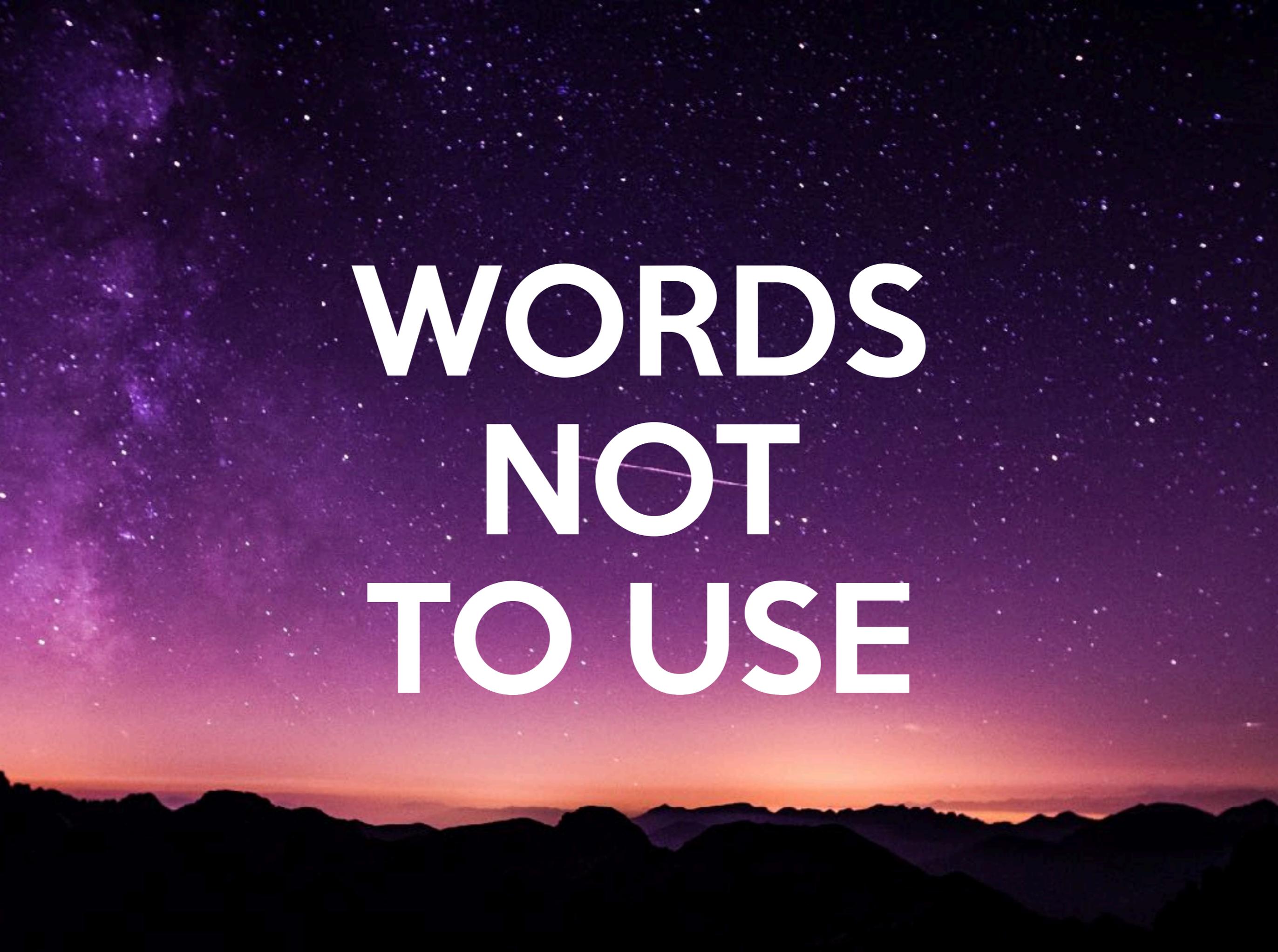
# HOW TO CREATE PERFECT BEGINNER CONTENT

# BELIEVE IN YOURSELF

From here on out, **you are the expert. YOU are the teacher.** You are NOT a “guru.” Put some shoes on and put down the sage.

Even if the content is **already out there somewhere** (and it is!), **the missing element is YOU.**

Your customers don't want to go anywhere else. They want to learn from their favorite service provider.



**WORDS  
NOT  
TO USE**

**JUST.** Nobody likes to hear the word “just.” It makes people feel really bad. Don’t know why. JUST don’t use it.

**I THINK.** Nope. You’re an expert now. You “KNOW.” Maybe not everything, but you at least know where to find the answers you don’t know. Your readers think, but you know.

**PROBABLY.** Use “if” instead of “probably,” if the user experience may vary. Either **know the answer** or **know where to find the answer.**

**START AT THE  
ABSOLUTE BEGINNING**



“Definition posts” give readers the terminology they’ll need to understand your niche. They also cut down on confusion when discussing options with possible clients.

“What are Stock Photos?” defines the term “stock” (photos already taken for usage by someone else), instructing users that they could find images relevant to content without having to shoot it themselves.

A night sky filled with stars, with a dark silhouette of a mountain range at the bottom. The sky is dark blue/black, and the stars are small white dots. The mountain range is a solid black silhouette. The foreground shows some green foliage on the right side, illuminated by a warm light.

# ANSWER THE QUESTION

Don't operate your content the same way you'd write a buzzfeed article. **Beginner content doesn't need hype or build up.** The goal is to answer the question as quickly and helpfully as possible.

For this reason, **beginner content doesn't need to be long.** Unless you're creating an "ultimate guide," answers to smaller questions don't need to be epic adventures in history and opinion.

The background of the image features a dark, almost black, surface with several green fern fronds. The fronds are detailed and appear to be in the foreground, with some showing the characteristic feathery structure of fern leaves. The lighting is soft, highlighting the texture of the leaves against the dark background.

**USE  
NUMBERED  
STEPS**

“How to” articles need **step by step** instructions. Don’t write out paragraphs. “First do this, then do that. If this happens, call someone.” NO!

## **Numbers are your friend.**

1. Choose a Question to Answer
2. Answer the question with clear, defined steps.
3. End with a call to action (learn more, let us teach you more, buy this, etc.)

# COVER EVERYTHING

A lot of beginner content is created with implied steps. For example, having someone install WordPress, without them knowing how FTP works.

Cover every step of the process, even if it seems “obvious”. Don’t take your knowledge bias for granted!

**DON'T BE AFRAID TO  
LINK TO TOOLS**



Although the goal of beginner content is to keep readers on your site for 90% of their research, don't be afraid to link to helpful articles or tools that would benefit your users.

Referring readers to tools allows you to control the environment they grow in. Another great way to cut down on frustration! Woo!



**REVIEW  
THINGS!**

80% of questions from beginners are “What’s the best [x]?”  
So **review, review, review.** Much like linking to your external resources, you should also review them!

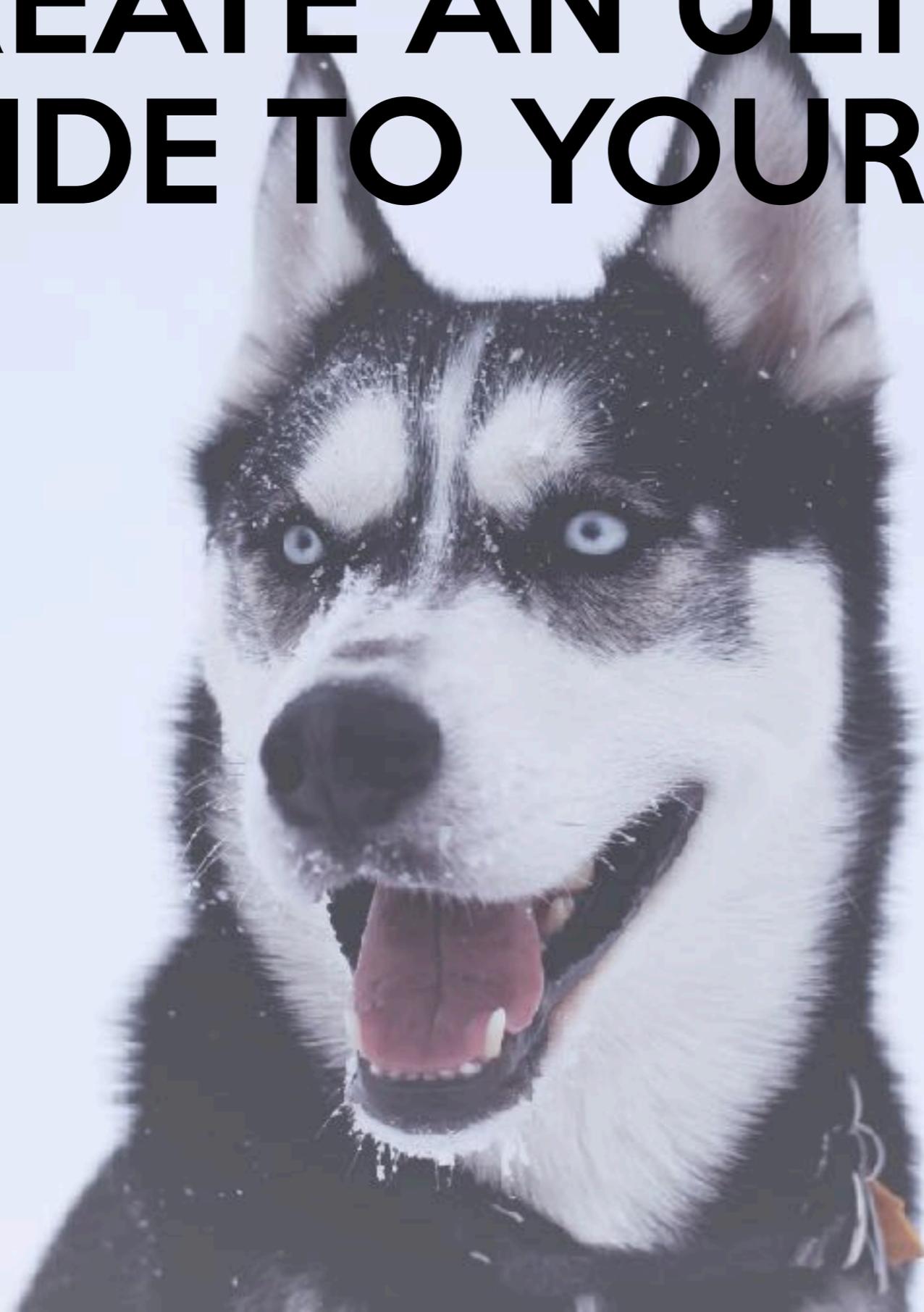
**Be honest!** Include pros and cons in your reviews. Giving a glowing review can backfire if a reader realizes the product is incompatible with their needs. It breaks trust.

# LINK BETWEEN BEGINNER CONTENT AS NECESSARY

Don't leave your beginner content all alone! **Think of your instructional content as part of a wiki.** Link to definitions in tutorials. Link to reviews in definitions. Link to your product/service/contact when necessary. **Lead your visitors from place to place by the hand.**

**The easiest way to do this...**

**CREATE AN ULTIMATE  
GUIDE TO YOUR NICHE**



An “Ultimate Guide” is a **collection** of beginner content. e.g. “How to Build a Website with WordPress.”

Guides are great for generating link-backs and shares, but **they’re difficult to search for specific answers.** So the best route to build one?

Start with the beginning, **make a bunch of content,** then curate it into a guide. **Give your readers options to learn.**

# **FORMATS FOR BEGINNER CONTENT**



**Blog Posts**  
**Dedicated Pages**  
**Youtube Videos**  
**Protected On-Site Videos**

# IN SUMMARY



Be **THE EXPERT** for your niche. Leave no stone unturned. **Let no one break your chain of amazing information.** Be the monopoly on all things [your niche].

Use “Definitions,” “How-To’s,” and “Reviews” to build a library of beginner content that fills the knowledge gap between your current readers and your ideal client.

Link to resources **you’ve personally vetted**. And don’t be afraid to use affiliate links. ;)

# LEARN MORE

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**COMING SOON:**

<http://websitesbycorey.com/beginner-content/>