

THE INVISIBLE EXPERT

12 Actionable Steps to Build
Authority in Your Local Market
Through Content

Clarify your message. Teach what you know.
Build a repeatable plan your local buyers can recognize.

01

CLARIFY

02

CREATE

03

REPEAT

START HERE

Make expertise easier to see.

You already know useful things. These 12 steps help you turn them into content a future client can understand, remember and act on.

Authority Builders NC is a social media strategist and content creator serving North Carolina business owners, coaches, experts and personal brands. Our approach combines practical strategy, human judgment and AI-assisted production.

The problem this solves

Posting gets harder when every post starts with five unanswered questions: Who is this for? What do they need? What should I teach? What can I show? What happens next?

YOUR OUTPUT	USE THESE PAGES
A clear message and a bank of buyer questions	03-05
One idea shaped into Reels and carousels	06-08
A four-week plan and a repeatable workflow	09-11
A review habit and your own working plan	12-13

Start in 15 minutes: fill in the clarity sentence on page 3, choose one question on page 5, and outline one post using page 7. Return for the full plan when you have a focused hour.

Work through one numbered step at a time. Examples are fictional teaching examples, not client results. Use the worksheets on paper or copy their prompts into your preferred document.

STEP 01 / CLARIFY

Say who you help.

A stranger should be able to repeat what you do without translating your industry language.

Your clarity sentence

I help [specific person] solve [recognizable problem] through [what you actually do], so they can [practical outcome].

Illustrative example: I help first-time managers in Greensboro run clearer team conversations through leadership coaching, so they can address problems earlier.

1. Who is most likely to recognize this problem?

2. What do they say is happening, in their own words?

3. What do you do, and what changes for them?

Read it aloud: replace words such as solutions, excellence or transformation with a specific task or outcome. Keep only a location you actually serve.

STEP 02 / CLARIFY

Give each post one job.

Use these three jobs to build a useful sequence. This is a planning tool, not a rule about what platforms reward.

JOB	BUYER QUESTION	WHAT TO PUBLISH
Teach	Do you understand my problem?	Explain one mistake, decision or small action.
Show	Can I trust your approach?	Show your process, reasoning, sample or permissioned evidence.
Invite	What should I do next?	Name one relevant next step and explain what happens.

SAME SERVICE, THREE USEFUL POSTS

Teach: "Before your next one-to-one, ask which decision your employee is waiting on."

Show: Walk through a blank meeting agenda and explain why each question belongs there.

Invite: "Want to prepare for your next team conversation? Here is how my coaching sessions work."

Build trust with what you can support

Use real examples with permission. Label demonstrations and fictional scenarios. If you cannot verify a result, show the process instead of implying the result happened.

Choose now: the job of my next post is _____ because the buyer needs to understand _____.

STEP 03 / CLARIFY

Collect 12 buyer questions.

Start with questions from real conversations, enquiries and sales calls. Remove identifying client information before using notes.

THE MOMENT	QUESTIONS TO TURN INTO POSTS
Before they buy	1. What does this service actually help with? 2. Who is it a good fit for? 3. What should someone prepare first?
While comparing options	4. What changes the scope or price? 5. What should they compare beyond price? 6. What is a common misunderstanding?
During the work	7. What does the first step look like? 8. What do you check before recommending action? 9. Why do you do it in this order?
After the work	10. What should they do next? 11. What could undo their progress? 12. When should they seek more support?

Three questions I hear most often:

Pick one: choose the question that is both common and close to a service you provide. A useful specific question is easier to answer than a broad topic such as "leadership."

STEP 04 / CREATE

Turn one question into three useful angles.

Repeat the core message while changing what the audience learns. Each post should stand on its own.

Buyer question

"Why does my team stay quiet when I ask for feedback?"

Illustrative business: a Greensboro leadership coach.

ANGLE	OPENING	USEFUL PAYOFF
Explain	"Your question may be too broad to answer."	Replace "Any feedback?" with "Which part of this handoff was unclear?"
Demonstrate	"Here is how I would open that conversation."	Role-play a focused question, a pause and a neutral follow-up.
Help them act	"Take these three prompts to your next meeting."	Share a small checklist they can use immediately.

My buyer question:

My explanation / demonstration / checklist angles:

Keep the connection: the topic should help the same person understand the same problem your service addresses.

STEP 05 / CREATE

Script one useful Reel.

Use one problem, one explanation and one useful action. Read the script aloud and time the final take before publishing.

BEAT	WRITE THIS
Hook	Name a recognizable situation without overstating it.
Teach	Explain why it happens, then give one practical action.
Example	Show exactly what that action looks or sounds like.
Bridge + CTA	Connect the lesson to one relevant next step.

ILLUSTRATIVE SCRIPT / ABOUT 90 WORDS

"Your team goes quiet when you ask for feedback. Try making the question smaller. 'Any feedback?' asks people to search for an answer and judge whether it is safe to say. Before your next handoff, ask: 'Which part of this process was unclear?' Then pause, listen, and thank the person who answers. You are giving people one specific thing to respond to. Want help turning your expertise into useful posts like this? Get The Invisible Expert, my free PDF guide. Message me CONTENT and I'll send you the link."

Your fill-in script

You are [recognizable situation]. One reason is [explanation]. Try [small action]. For example, [demonstration]. If you want [relevant benefit], [one next step].

Before you record: cut the long introduction, use words you would say to a client, and make the lesson useful even if the viewer never clicks. Shorten the draft if your delivery runs over your intended length.

STEP 06 / CREATE

Build a carousel people can use.

A six-slide structure keeps one lesson moving from recognition to action.

SLIDE	JOB	ILLUSTRATIVE COPY
01	Name the problem	Your team goes quiet when you ask for feedback.
02	Explain the friction	A broad question can make it hard to know where to start.
03	Reframe the task	Ask about one moment, not the whole experience.
04	Give the action	Try: "Which part of this handoff was unclear?"
05	Make it usable	Ask one question. Leave a pause. Thank the person who answers.
06	Offer the next step	Plan your next useful post. Get The Invisible Expert free PDF. Message CONTENT for the guide.

FINAL-SLIDE FORMULA

Headline: the benefit they want.

Resource: what the guide helps them do.

Action: one way to get it.

Keyword: CONTENT when promoting this free PDF.

Design check: use one main idea per slide, make text readable on a phone, preserve contrast and leave space around the message. Do not shrink a paragraph to force it to fit.

The example CTA above promotes the free Authority Builders NC PDF. In your own business, use a resource you actually deliver and a working link or response process.

STEP 07 / REPEAT

Plan your next four weeks.

A manageable example: three posts per week, on one primary platform. Adjust the pace to your capacity and your audience.

WEEK	TEACH	SHOW	INVITE
1 / Clarity	Answer the most common buyer question.	Show how your first step works.	Explain who your service helps.
2 / Decisions	Explain a common mistake.	Compare two approaches and your reasoning.	Answer a frequent enquiry question.
3 / Trust	Teach one useful checklist.	Show a sample or permissioned evidence.	Explain the next step to work with you.
4 / Follow-through	Explain what to do after the first step.	Revisit a topic and show what changed.	Invite a relevant conversation.

Make this a plan, not a wish

Choose dates before you begin. Give each post one buyer question and one job. If three posts per week is too much, start with two and keep the same planning habit.

Primary platform and why my audience uses it:

My weekly planning time / recording time / review time:

Connection check: after a month, could someone explain who you help, how you work and what to do next? If not, simplify the message before adding volume.

STEP 08 / REPEAT

Batch your weekly content production.

Use this suggested weekly routine as a starting point. Your timing will vary by format, experience and production needs.

STEP	STARTING TIME	DONE LOOKS LIKE
Collect	10 minutes	Three buyer questions pulled from real conversations.
Choose + outline	20 minutes	Three post jobs, key points and next steps written.
Record or design	30 minutes	A small batch captured while the setup is ready.
Finish + publish	30 minutes	Captions checked, accessibility considered, links tested.
Review	10 minutes	One useful lesson recorded for the next batch.

BEFORE YOU PUBLISH

- ☐ One audience and one clear point.
- ☐ A specific example or action the reader can use.
- ☐ Claims, names, permissions and links checked.
- ☐ Clear sound or readable design; captions reviewed.
- ☐ One next step that you can actually fulfill.

Protect the habit

Put the next planning session on your calendar before closing this one. Keep a small idea bank so your next session begins with questions, not an empty screen.

STEP 09 / REPEAT

Use AI to draft. Check it yourself.

Give the tool your real expertise, constraints and examples. Review the result before it represents your business.

Copy-and-adapt prompt

I help [audience] with [problem] through [service]. A question I hear is [buyer question]. My answer is [your actual explanation]. A real example I can share is [permissioned or anonymized example].

Help me turn this into three post angles: teach, demonstrate and checklist. Keep the language conversational. Use only the facts I supplied. Do not invent results, quotes, testimonials or expertise. Ask me for missing details.

Then outline one short Reel with a recognizable problem, a practical action, an example and this next step: [working CTA].

THE HUMAN REVIEW PASS

Truth: can I support every factual claim? Verify current platform rules and changing details against official sources.

Voice: would I say this to a client? Replace generic language with the words buyers actually use.

Usefulness: can someone take a small action from this post? Add a concrete example where the draft is vague.

Permission: have I removed confidential details and obtained permission for client material? Only share information you are entitled to share with the tool.

Fit: does the lesson connect to the audience, service and next step I chose?

STEP 10 / REPEAT

Review the job. Then review the numbers.

Compare posts over similar time windows and with similar purposes. A small sample can suggest a question to investigate; it does not prove why something happened.

POST JOB	USEFUL SIGNALS	QUESTION TO ASK
Teach	Saves, shares, relevant replies	Did this help the intended person?
Show	Profile visits, specific questions, enquiries	Did the example make the approach clearer?
Invite	Link clicks, completed forms, qualified conversations	Did people understand and complete the next step?

Platform metrics differ. Use the measures available to you, record the same observation window, and distinguish a click from a completed enquiry. Ask new leads how they found you rather than assuming attribution.

POST + DATE	JOB	OBSERVATION WINDOW	SIGNAL / NEXT TEST
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

WEEKLY DECISION

Keep: one topic or format that produced relevant attention.

Improve: one unclear point, weak example or difficult next step.

Test: one change in the next comparable post.

Do not confuse reach with fit: views can help you learn about attention. They do not, by themselves, tell you whether the right people are ready to buy.

STEP 11 / YOUR WORKING PAGE

Complete your one-page content plan.

Use a fresh copy for each month. Keep it beside you when you write, record or design.

I help [person] solve [problem] through [service]:

The message I want people to remember:

My three buyer questions this month:

#	TEACH / QUESTION	SHOW / EVIDENCE	INVITE / NEXT STEP
1			
2			
3			
4			

Planning date / production date / review date:

My next action:

I will complete it by:

STEP 12 / YOUR NEXT MOVE

Publish one useful post. Then repeat the process.

You do not need to finish an entire month before publishing something helpful.

TODAY	THIS WEEK	THIS MONTH
Write your clarity sentence and choose one buyer question.	Publish a small connected set of posts using the same core message.	Review what led to relevant attention and improve one part of the process.

You now have a message, a question bank, a repeatable structure and a planning page. Return to them whenever content starts feeling random.

Want support putting the plan into practice?

Authority Builders NC helps with social media strategy, content creation, visibility and personal branding. If your message needs direction or your ideas need production support, start a conversation about the help you need.

Visit authoritybuildersnc.com

Email derrisg.nc@authoritybuildersnc.com

Instagram [@authoritybuilders.nc](https://www.instagram.com/authoritybuilders.nc)

Tell us who you help, what you want your content to achieve and which part is slowing you down. We can discuss whether strategy, content creation or ongoing support fits.

AI-Powered Marketing. Human-Centered Results.

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