

122 - Stop Making “How-To” Posts – Create One of These 6 Value-Based Content Types Instead!

Laura Davis: [00:00:00] On the show today, we're sharing six ways to create value based content for any platform.

Laura Moore: Welcome to another episode of JFDI with the Two Lauras. This is the podcast where we share tips, ideas, and advice to help freelance social media managers to work with amazing clients, get them great results, and create a business that pays really well. On today's show, we're diving into value led content because people always tell you to give value in your content, but no one ever really explains how, which is a bit of a problem.

Whenever we're recording these episodes, we always wonder who will end up listening to the show, so we'd love to hear from you. Drop into our DMs or tag us in your stories to let us know where you're listening. And of course, feel free to leave us a cheeky little review too.

Right, on with the show. Let's talk value based content. And I think the problem with this, right, is that most people think value added content is how to content. But I don't think it has to be that. Like, it [00:01:00] can be that. But it's not just that. There's a lot of other things it could be.

Laura Davis: And there's so much how-to content out there now, probably because of that, it's hard to stand out.

Laura Moore: Yeah, because people are like, you've got to put value in your content. There's no value. Value, value, value. But what the hell do they even mean by that? Like, it's just like, come on. It's almost like the word value has lost any value.

Laura Davis: Yeah.

Laura Moore: We will warn you this podcast is going to have a lot of information. It's gonna be useful. So you might want to make some notes or come back to the show another time to take some notes to inspire your future content. So let's just dive straight in and talk about the first type of value based content, shall we? Obviously, we've just mentioned how-to content. We're not going to go into that.



122 - Stop Making “How-To” Posts – Create One of These 6 Value-Based Content Types Instead!

Everyone knows how to do that. The first one we're going to talk about is also pretty obvious, which is solutions to problems.

Laura Davis: Yeah, like, we have to create content that solves people's problems. Because in a very simplistic way, if you can [00:02:00] help someone, you'll be remembered for that. Like, I can think of people who have created content that I've felt like have helped a problem that I've had, and I'll remember them still now.

Yeah, same. Because you, it flicks a switch, doesn't it? It makes them all go, Oh my God, this, this is what I've been looking for. This is going to help me or my business, whatever it may be. And you become known as that helpful kind of knowledgeable person.

Laura Moore: Yeah. And I think that's the kind of content that we're all looking for.

Like if we are looking, if we're using social media as a search engine. It's often because we've got a problem we want to solve, whether it's like a problem, like we don't know how to use something, or we're looking for something to buy, or we know we want ideas for dinner or whatever it is, it's a problem we want to solve, isn't it?

Laura Davis: Yeah, but I also think it's, you're not always looking for the solution to the problem, because you don't always know that you've got the problem.

Laura Moore: No, true.

Laura Davis: So sometimes the content makes you realise. That's your problem. And then gives you that solution. And I think [00:03:00] especially within like the social media world, I think that is often well should be the kind of content we're seeing quite a lot of because I think a lot of businesses know that something's not working on their social or their ads or what have you, but they don't know what the problem is.

So if your content can help them identify that problem and kind of resonate with that and then solves that problem, then you're onto a winner.

Laura Moore: Yeah, definitely agree. Okay, so the second type of value led content then is inspirational content.



122 - Stop Making “How-To” Posts – Create One of These 6 Value-Based Content Types Instead!

And this is the one I know that people listening will be going, oh, but I'm not inspiring. I've got nothing inspiring to say. As I think people feel like in order to be inspiring, you have to be like some sort of godlike creature or like a celebrity or, you know, like some, I don't know, religious person in [00:04:00] order to inspire people, which I think is absolutely not true.

But I think people kind of steer away from this, don't you think?

Laura Davis: Yeah. And it's so, it doesn't have to be that big and in depth and powerful. It's just getting someone to think in a different way, isn't it, really? To consider something maybe they've not considered before. And whether that be as simple as, you know, if you're a fashion business, pairing your shoes with a different colour skirt, that's a really crap example, but, you know, it's, it's just giving, it just makes someone think differently, especially, you know, and in our world, from a social media perspective.

There's so many things people are probably told in, you know, 2010 about how to use Instagram, and then they're stuck in their ways with that. And you can inspire people to think differently by telling them different ways and showing them how that's worked and, or giving them hope, maybe.

Laura Moore: Yeah, I think you're right there.

I think that [00:05:00] you just need to kind of make people feel like they can do something, like someone else has done this thing, so they can do it. And like, giving the hope, like you just said. Because when you see that someone can do something, it makes you feel, especially if they're like you, it makes you feel like you can do that thing too.

And when it comes to like social media, if you see somebody else who's like you because they've got the same kind of business, or they're in the same area, or they sell the same products, or whatever it is, or they have the same problem, and then you see stories of how they've overcome those things. and they're like you, it gives you that inspiration that you can do the same thing.

Laura Davis: Yeah.

Laura Moore: But they have to be people who are like you, right? Because if they're just, you know, if I ever saw an inspiring story from Richard Branson, doesn't mean that I feel I



122 - Stop Making “How-To” Posts – Create One of These 6 Value-Based Content Types Instead!

can do the same thing as him because we're totally different. Like he's a man, I'm a woman for like very basic things, but also he's a multi billionaire and I've got a couple hundred quid in my bank account.

So, you know, there's very vast differences. They have to be very [00:06:00] similar. Like it has to be somebody like me, to, who will inspire me.

Laura Davis: Which is why sharing your kind of results. And if you've got a niche, so sharing niche results about other clients–

Laura Moore: She's on about niching again, she's on about niching again.

Laura Davis: But it's where, you know, if you've had, you work with e-com businesses and you've had one client who's, you know, you've worked with them, you've changed X, Y, Z, whether it be from a management client or training or whatever it may be.

And they've suddenly, you know, knocking it out of the park with their results. And you want to appeal to more e-com businesses. Then sharing their stories gives them hope, it gives them that inspiration to try those things themselves, maybe. It doesn't have to be profound, life changing, inspirational quotes either.

Laura Moore: No. Far from it. No. And probably best avoiding quite a lot of those things anyway, [00:07:00] it's like, it's the generic trying to be inspiring things that don't work as well as the, you know, sharing a story that's just got a tiny bit of hope in it. That can really help people, I think. But I think inspirational content is the one that people steer clear of, and I think it can be so strong, inspirational content.

Like, it's where your social proof comes in, isn't it? And if you've got social proof and stories to share from people, like case studies and stuff, if you just think about how is this going to help somebody else, how is it going to inspire them, then you've just filled that gap. You don't have to worry about trying to be like God.

Laura Davis: Yeah. You need to keep your ears to the ground with this one, don't you? Yeah. You find out what people Well, I suppose with all of them find out what their struggles are so you can kind of, you can be that, you know, light bulb of hope that they then see your content and go, Oh my God, yes, I know I can do this now.



122 - Stop Making “How-To” Posts – Create One of These 6 Value-Based Content Types Instead!

Laura Moore: I think when you know that, like a lot of people just kind of steer clear of sharing those results, kind of base content, because it can feel a bit icky and like a bit like [00:08:00] braggy. But when you remember that it could inspire somebody else to make them have that hope they could do the same thing. Then it makes, you know, that's value.

That's not just you bragging, that's you giving value to somebody.

Laura Davis: Yeah, nice.

Laura Moore: Okay, third one then is permission-based value content, which I think a lot of people probably don't even realise is a thing. But we are all looking for permission to do things that we are unsure of. If I could think of a really good example, I would totally throw one into the podcast right now, but I can't, but if you think about, like, anything that you're thinking about, I'm thinking about, I might want to do this, but I'm not entirely sure because what if it goes wrong or what if people think I'm stupid or what if I don't know how to do it or what if I get it wrong, blah, blah, blah.

If somebody says to us, if you're thinking about doing this thing, You should go for it. This is how I did it, or this is how you could do it, or this is a tool you could use to do it. And, and it just gives you that permission to just take that leap of faith. [00:09:00] It's that JFDI kind of thing, isn't it?

Laura Davis: Yeah, we could give permission to freelance social media managers to have the weekend off and to not check your client's accounts. And then we could tell them how they can do that and why they should be doing that.

Laura Moore: Yeah, totally. And then that relieves the guilt, doesn't it? For them. Yeah. Doing it because they feel like they shouldn't do it. Yeah.

Laura Davis: Yeah. And then they realise, well, hang on, all these other social media managers are having a weekend off. I should too. So it kind of makes them feel like they're not alone.

Laura Moore: Yeah, totally. It's the permission as well. Like if you've got a terrible client and if we were to put a post up saying, if you've got a terrible client, you have our permission to fire them. Here's what you should do to make sure you replace them.



122 - Stop Making “How-To” Posts – Create One of These 6 Value-Based Content Types Instead!

And then that's like, you're like, okay, phew, I don't have to work with these awful people. And then now I've got a plan to go and get rid of them.

Laura Davis: Yeah. And you have our permission to increase your fees.

Laura Moore: Basically, anything you want permission for, come to us and we'll give it to you.

Laura Davis: Yeah, and we'll create some content. [00:10:00]

Laura Moore: Nice. Okay, number four then is clarity content. And I think, especially with social media and creating social media based content, we often feel like there's so much content like this out there. That in order to make us look really good, we have to share really complicated ideas and we have to kind of overwhelm our audience a little bit and blow their minds a bit so that they see that we are amazing.

Whereas actually, that just causes confusion and overwhelm. And if you did the opposite and you took something that was already complicated and made it really, really simple. Then that would be far more effective because people would be like, Oh my God, I didn't realise it was this easy. What else can this person simplify for me?

What else does she know really well that she could make it easy for me?

Laura Davis: And we've kind of, we've touched on this before about creating content that it doesn't have to be big and complex. You can [00:11:00] just take a small part of that and go deeper into that and give. Step by step tips or advice or, you know, showing someone how to do it, whatever that may be, but by doing so, you, you're taking away a lot of assumptions people make, you're taking away, um, maybe myths that people have heard that aren't true, you know, so you're clarifying a situation, a process, a rule, whatever that may be.

And it's just using that to make everything so much clearer for somebody. Again, like if something, like especially ads managers, crikey, there's so much clarity people can give clarity around Meta. God, you know, it's so complicated. It confuses even us. So there's so much opportunity to put clarifying content out there.



122 - Stop Making “How-To” Posts – Create One of These 6 Value-Based Content Types Instead!

Laura Moore: Yeah. And it can work really well, [00:12:00] can't it? Because people, that's the sort of content that people share because they're like, I knew this was really easy, but I bet you didn't. Like I keep seeing a reel at the moment and like loads of people creating this reel and loads of people sharing it saying, did you know that if you swipe left or swipe right, whatever way it is on a reel in the reels feed, you go to the person's profile.

Like that's the most simplest tip ever, but yeah, it's basically going viral because people share it because people save things like that because it is so. Like simple and create such clarity and people then comment saying, Oh my God, I didn't know this. And they tag in other people saying, did you know this?

Did you know that Laura Davis?

Laura Davis: I found out something this weekend that I didn't know it was a thing. Do you want to know what it is? It's not social media related.

Laura Moore: I want to know anyway.

Laura Davis: So I was talking to my friends about how I prefer having like emails or WhatsApp because I can leave things marked as unread.

And then come back to it later when I've got time to process all of that. So I hate it [00:13:00] when someone messages me in iMessage now you're going to say, Oh, I knew that. So they'll message me on the iPhone and I read it. And then I'm like, Oh, for fuck's sake. I'm going to forget that. If you swipe across from the left, the left to right, you can mark it as unread.

Did you know that?

Laura Moore: Well, I don't really ever use iMessage. The only person who ever messages me is my mum. So, no, I didn't know that. But don't all, don't all apps with like messages like that do that?

Laura Davis: Well, that, well, maybe that's been around forever, but I've literally never known that. And it's literally made my life so much easier.



122 - Stop Making “How-To” Posts – Create One of These 6 Value-Based Content Types Instead!

Laura Moore: There we go. Top tip, put that on the graphic, shove it on a reel, we'll go viral later.

Laura Davis: That is the kind of thing that would go bonkers on, um, TikTok.

Laura Moore: Totally.

Laura Davis: Anyway, after that little interlude, okay, so number five is connection based content. And we [00:14:00] kind of touched on this a little bit earlier, and it's about making people realise that they're not alone, that there's other people potentially having that same problem or, you know, having the same frustrations or getting similar results or not, as the case may be.

So it's about content that people realise that they're, they have connections with other people, that they're not alone.

Laura Moore: It's that content where you go, Oh my God, that's so me, isn't it? Or someone shares it and goes, this is you. That connection based content works really well for us, doesn't it? Whenever we post about how shit life is as a social media manager, people love it.

Laura Davis: Yeah. And the comments are always like, Oh my God, I've been seen. Oh my God, this is me. Like, how did you know? Are you watching me?

Laura Moore: Yeah, totally. And there's loads of ways that you can do this. Like we often do this in like a funny way, often with like a funny meme [00:15:00] maybe.

Laura Davis: Yeah.

Laura Moore: But you could do it by like sharing messages that you've had from other people, by sharing your own story.

Like if you share your own story and your own struggles that you're going through. If they're related to your clients, remember, it's got to be a struggle that your client can relate with. It's not about, Oh my God, I'm so busy. I'm so stressed out. That isn't a good struggle to share. But you know, a struggle that is relatable with your clients, then builds that connection, doesn't it?



122 - Stop Making “How-To” Posts – Create One of These 6 Value-Based Content Types Instead!

Laura Davis: Yeah. Even if it's just sharing like. If you've had loads of DMs of people kind of saying the same things, you can just share those DMs, obviously with permission, saying, look, all these people are feeling like this, and then you can obviously help solve that problem in whatever way you want to.

Laura Moore: Yeah, totally. Like share a solution or share how you've solved it.

Laura Davis: Yeah.

Laura Moore: Yeah. I love connection based content. It's the kind of content that I will always send to somebody. I, like, we'll send each other content like that all the time, won't we? And it's the sort of thing that I will screenshot and send to my friends as well.

It's like that culture based stuff all the time. [00:16:00] And it's really shareable.

Laura Davis: Yeah. Although interestingly, I was walking the dog yesterday with my friend and she said, Oh, remind me later to share. This is not related, but it kind of is related. She was like, remind me later. I want to show you a reel I saw on Instagram because it's just something you should do.

And I was like, Okay. And then it was a bit later, she remembered and she got her phone out and she said, here you go. I was, I was going to tag you in this, but it's really annoying, isn't it? To be tagged. So, and then she just showed me this reel and I just thought that was so interesting. She would rather see me, save it.

So she saved it for the purposes of showing me, 'cause it's not relevant to her, it's only relevant to me. It was about being a mom of three and yet she'd rather do that than just tag me in it. I was like, you really could have just tagged me in it. It's fine. And she was like, oh no, it's really irritating.

I just thought that was really interesting.

Laura Moore: That's so weird, isn't it? I love hearing how muggles use social media when they don't work in social media. It's so [00:17:00] fascinating.

Laura Davis: But it's interesting, you know, because, you know, we, for example, like you say, we have a lot of this connection based content where, and I wonder whether people



122 - Stop Making “How-To” Posts – Create One of These 6 Value-Based Content Types Instead!

tag other people less and therefore because they don't tag people, are they sharing it to their stories more, which is less kind of intrusive and to people's, you know, they're not getting a notification, but they may see it if they watch their stories.

Yeah, it's really, I love that kind of stuff, how people actually use social media because my perception is different clearly than my friend. And she may be weird and a one off.

Laura Moore: Was it something like informative rather than funny?

Laura Davis: No, it was one of those funny ones where, you know, when you have three bowls in front of you and you, it says, which of your child is your favourite?

And you dunk them in the water and which of your child is the messiest? And you don't, and I was like, you could do that with two children. And then we discussed what a pain in the ass our children were. So the conversation then went off on a bit of a tangent. Um, but no, it was just a funny thing. There [00:18:00] were absolutely no value whatsoever.

Although, the value in it would be, would cheer me up.

Laura Moore: Yeah, I just wondered if people are more likely or less likely to share something or tag something based on it being funny or educational or whatever, you know what I mean?

Laura Davis: Yeah.

Laura Moore: Yeah, fascinating. But that does bring us on to the final one, number six, which is the entertainment based value content, which can be humour, but it doesn't have to be.

If you think about what people are doing, why they're on social, they're looking for entertainment, aren't they? And entertainment isn't always humour.

Laura Davis: No, it's just to keep them entertained and we're all slightly different, aren't we, as to what, you know, like I watch my daughter. And what she watches when she's allowed her 15 minutes of Tik Tok and it's weird what she, she likes all that ASMR, is it?

Laura Moore: Oh, I can't bear that. Yeah. Like, can't you just put things in the drawer quietly? Do you have to make so much noise? I just don't get it.



122 - Stop Making “How-To” Posts – Create One of These 6 Value-Based Content Types Instead!

Laura Davis: Yeah. Whereas obviously some people [00:19:00] go on and Like more kind of education, like they want to read about things, they want to learn things, they want to find out about people, they want to listen to news debates on news night or whatever, like on their socials, whereas to me I can't, I haven't got the attention span for that, I just like quick and dirty funny stuff.

Not dirty, nothing dirty, dirty.

Laura Moore: But I think like the entertainment could be in any sort of genre if you think about like, like Netflix, right? There's all sorts of different genres on Netflix. We've touched on humour. Think about drama. Do you remember the lady on TikTok who was talking about who the fuck did I marry?

Drama. There's tragedy, you know, when people are like gone missing and all of the content that's about that is tragedy. But we're looking for all of those sorts of it, like emotions and genres of content, aren't we? The same as we are. On social media, like the action bank. My husband will watch so many bike videos and there, I would say that they're kind of [00:20:00] action based videos and it's all those different genres.

So if you're like, Oh God, what kind of thing can I do? That isn't funny. Go and look on Netflix and see what genre there is. And think about the trauma of using ads manager or losing your ad account, or like the horror of creating a reel for ages, and then you lose it because it's not in your draft anymore.

It's all of those sorts of things, isn't it? And you can turn those into value led content.

Laura Davis: Yeah, it'd be quite difficult on the whole tragedy thing.

Laura Moore: I don't know, I think it's quite tragic if you lose your reel. We spent hours on it. That would make me cry.

Laura Davis: Yeah, but then I think that's more humour, isn't it?

Laura Moore: Well, yeah, maybe.

Laura Davis: Or maybe I'm just a bit dark and twisty.

Laura Moore: It didn't feel very funny to me.



122 - Stop Making “How-To” Posts – Create One of These 6 Value-Based Content Types Instead!

Laura Davis: But then it's more connection based because people can relate to it.

Laura Moore: Totally. Well, that kind of wraps it up, doesn't it? All of these things, you can kind of merge them all into one, can't you? To make them really valuable, high value content.

And I think that's when people are talking about high value [00:21:00] content, they're not talking about it's like step by step how to do something really like in depth. They're talking about it has all these things. It has the emotion. It has the connection is shareable. You know, it's, it gives you permission to do stuff.

It inspires you. It solves a problem. It's all of that all in one, which could be a bit overwhelming if you're going into your Canva.

Laura Davis: It's providing the content that your audience wants at that particular time, which we don't know. No one knows what mood anyone's in, whether they want to be picked up or whether they want to be educated or whether they want to have kind of step by step instructions or whether they want to be seen to be part of, You know, all of that, no one knows what people want, which is why we have to have that variety of content.

And we can't just all of our content be step by step how to do things, because that's not what everybody wants all at that time. And it's trying to find the right content at the right time. And sometimes it's you sticking a pin in it, aren't you? It's luck of the draw that your content hits at the right [00:22:00] time.

And sometimes it isn't. Some of this content is about being timely and, you know, if something, something's happened in the world of social media, it's about kind of striking at that point rather than a week later, because it's, you know, it's the same old Mosseri in his cardigan comes along and rolls out a new feature.

Laura Moore: Good old Mosser.

Laura Davis: And the response to that from business owners is, Oh my God, here's another thing. I don't know how to use this. What's the point in this? Duh, duh, duh, duh, duh, duh, duh. And then you don't respond to that for another couple of weeks, it's better to respond and be as timely as possible. I don't, I don't mean you literally have to go out while



122 - Stop Making “How-To” Posts – Create One of These 6 Value-Based Content Types Instead!

he's still live on Instagram and create some content, but it has to be fairly timely because if you don't then somebody else will.

Laura Moore: Yeah, totally.

Laura Davis: And you can do it again later, like now, what do we know, like, you know, like we've done podcasts when Threads rolled out, you know, this is what we think about Threads. [00:23:00] We've done another one subsequently of what we now think about Threads and it's the same thing. It's, you know, there's just because you promoted it at the time that that change or new thing happened.

It doesn't mean you can't keep talking about it and talking about it in different ways to tackle all of these different things.

Laura Moore: Yeah, totally. Yeah, like you can do the, the, how to do something like is the, you know, solving problems. What happened when so and so did this thing? You can do this thing. Here's how you can do it.

And then like the clarity of step by step things. And then the humour of this is what happens if it goes wrong. You know, there's so many different ways that you can talk about the same thing.

Laura Davis: Yeah.

Laura Moore: Which brings us quite nicely into something we wanted to give you today, which is our Remix Guide. What?

Laura Davis: I said that was very smooth.

Laura Moore: I, I should be on some sort of TV show, I'm sure. Um, yeah, our Remix Guide. If you struggle with this and you wonder how you can kind of reuse different types of content and different ideas and different messages. Then head over to [00:24:00] thetwolauras.com/remix and grab our remix guide, which is an in depth guide, training, whatever you want to call it.

And to help you to do all of that. The link again is thetwolauras.com/remix. And we'll make sure that that is in the description or the show notes below as well.



122 - Stop Making “How-To” Posts – Create One of These 6 Value-Based Content Types Instead!

Laura Davis: Nice! Okay, so that's it. We will be back this time next week. We'll see you then.

Laura Moore: Toodles!

Laura Davis: Au revoir!

