



quickly

# 10 WAYS TO IMPROVE YOUR CONTENT

A quick-guide to take your content  
from **forgettable** to **unmissable!**

By Harry Needham

## Introduction

I've been on Instagram for over 3 years now.

I've had multiple pages, I've made the usual mistakes, I've had failures and also successes. One thing that has always been crystal clear, is the importance of creating good f\*cking content.

All of the engagement hacks, hashtag tricks and other shortcuts you look for, don't do anything if your content isn't good enough. The 'secret' ingredient to success isn't a secret. It's staring you in the face and you know it.

All you have to do is create better content.

How do you create better content you ask? Well, that's what this eBook is for.

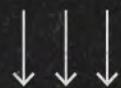
**Here are 10 of the best ways to improve your content right now:**

By Harry Needham

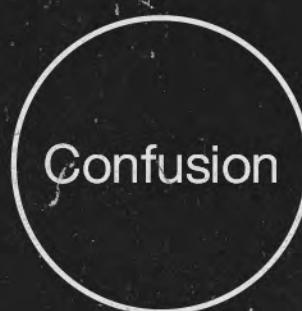


## Clarity

Our brains are drawn towards



and away from



Content on social media is all about **speed**. Whoever communicates their ideas the fastest - wins.

Use simple words. Focus on a single message. Always give context. Emphasise the key takeaway on the 9th or last slide.

**Clarity always beats noise.**



## Wordcount

Reduce your wordcount to the minimum.

Imagine the person reading is on a treadmill. Every step is another word, another piece of their time & energy.

**More words = more work.**

If you want your content to be easy to read, but also impactful, follow this concept:

**The less you write, the more people read.**





## Sentence Variety

Think of each sentence you write like a beat within music. If you write the same length sentences, you'll have a boring beat:



But if you vary the length of your sentences, you'll create a tempo, that people subconsciously enjoy reading:



If your copy is too predictable, it becomes boring - then people stop reading.

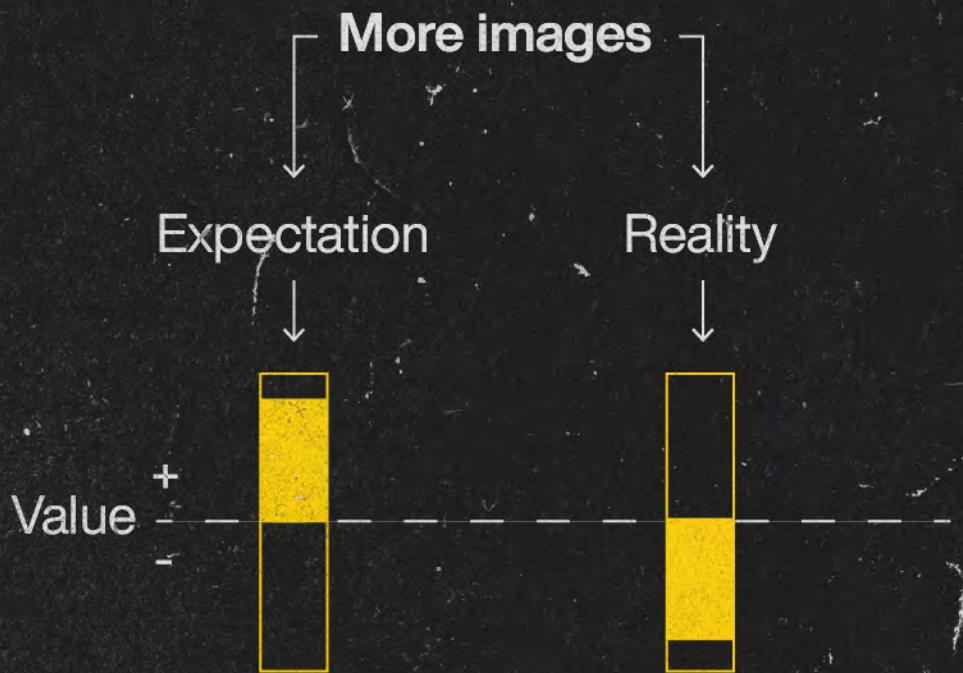
**Top Tip:** Start short. Finish short.



## Use less images

Unless an image is there to explain or emphasise a point - it's a distraction.

The focus should be on your copy, not the images you use.



If it doesn't add anything, remove it.



## One message

**Stop talking about multiple things in one post. Start talking about 1 thing.**

This is what it looks like when you talk about **multiple things**:



This is what it looks like when you talk about **one thing**:



**Have one clear lesson per post.**



## Perfectionism

Perfectionists waste time, procrastinate, get frustrated and burnout.

Instead - just create. Experiment. Innovate. Enjoy failure. Because trust me:

Perfectionists don't grow.

Creators do.

Success comes from repetition.



## Mix it up

We wake up everyday **feeling different**. our emotions are not consistent, so the emotions your content satisfies shouldn't be either.

The **outcome** your followers want,  
remains **the same**.

I want to grow  
I need consistency

I need purpose  
I want a community

But the way they want to **consume** content, **changes all the time**.

I need detail  
I need inspiration

I need motivation  
I need to laugh

Never assume you know what works.

## Inspire more

Teaching is what gives people **knowledge**.

Inspiration is what pushes people to **action**.

### How can you inspire more?

- Always give context to your ideas.
- Help people to relate to you.
- Use stories to help people visualise.
- Be a good role model.
- Make it emotional.
- Challenge people's beliefs.

We all have a story to tell. *Tell it.*



## Be f\*cking different

Our brains are wired to notice things that stand out.

Example:



Get it? You can stand out in so many ways:

Your visual, your voice, your niche, the way you present ideas, your opinions, your story!

Point is you don't need to be the best...

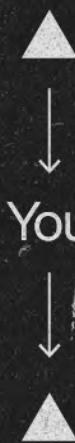
You just need to be **different**.



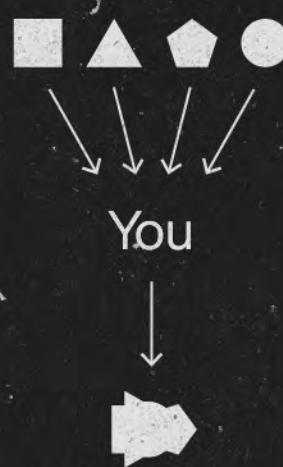
## Steal from more

Stop browsing Instagram and just stealing from one source. Start consuming more variety - Instagram is just one point of view.

### Bad stealing



### Good stealing



Read books. Listen to podcasts. Watch YouTube videos. Watch documentaries.

**Ten minutes a day is all it takes.**

Analyse → Reflect → Personalise



## The end

Implement this advice straight away and you'll see an instant impact. This isn't me making stuff up, this isn't me copy and pasting what other people are saying.

This is **my experience**. This is what I have learned the hard way.

It's your choice what you do with this information, but if there's one thing you need to remember it's this...

Ooops we run out of time!

If you'd like to learn more about how to create content so you can build influence, income and community on social media then:

Follow me on Instagram @theharryneedham

Subscribe to my YouTube channel @ Harry Needham



# Want a framework to help you generate endless content ideas?

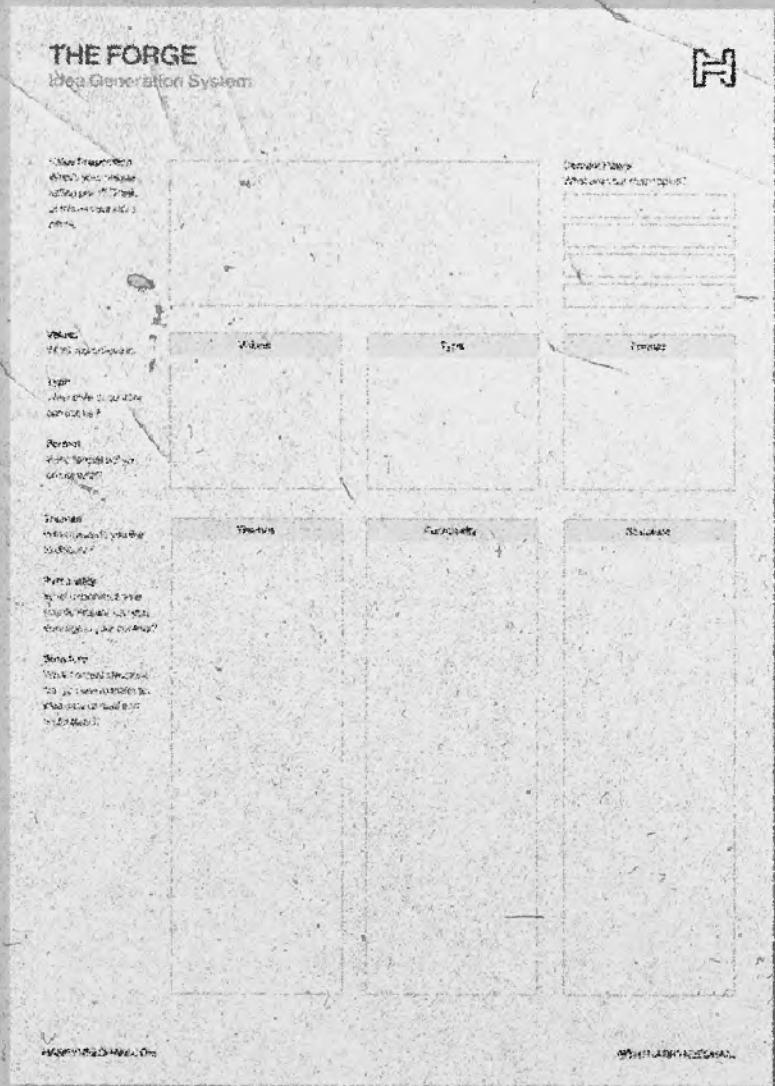
Use this worksheet to stand out from the crowd and create ideas that explode your growth.

## Includes:

The Forge printable worksheet. (PDF)

Video Tutorials and examples.

Example completed worksheet. (PDF)



[Click here to buy it now](#)