

Lesson 5 is where students learn to turn their **audience's problems and questions into content that attracts the right people.**

The key shift is:

**Don't create content just to post. Create content because it helps someone solve a problem, make a decision, or move closer to a desired outcome.**

This fits the Knowledge Base principles of **clear problem-solution fit, customer-centricity, simplicity, community engagement and rapid iteration.** It also follows NorthStar's action-based approach: create something, get feedback, learn and improve rather than waiting for perfection.

## **Lesson 5 — Create Content That Attracts Buyers**

### **Lesson objective**

By the end of this lesson, students will be able to:

- Understand what makes affiliate content valuable.
- Create content around their audience's problems.
- Understand the difference between content that attracts and content that sells.
- Use five core content types.
- Create strong content titles and hooks.
- Build content around their niche and affiliate products.
- Use calls to action naturally.
- Create a bank of content ideas.
- Develop their first 30-day content plan.

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### **1. Welcome to Lesson 5**

In Lesson 4, you learned how to begin finding your audience.

You chose:

- Your niche
- Your audience
- Your primary platform

- Your content pillars
- The questions your audience is asking

Now we're going to answer the question:

**“What do I actually say?”**

Because having an affiliate link isn't enough.

Having a niche isn't enough.

Having a social media account isn't enough.

You need something that attracts people to you.

That something is **content**.

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## **2. What Is Content?**

Content is simply information that you create and share to help, educate, entertain or inform your audience.

For affiliate marketing, content could include:

- Videos
- Articles
- Social media posts
- Tutorials
- Reviews
- Comparisons
- Guides
- Checklists
- Emails
- Podcasts
- Demonstrations
- Case studies

The format isn't the most important thing.

The important question is:

**Does this content help the person you're trying to reach?**

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### **3. The Purpose of Your Content**

Your content has several jobs.

#### **Job 1 — Get discovered**

Help the right person find you.

#### **Job 2 — Provide value**

Give them useful information.

#### **Job 3 — Build trust**

Show that you understand their problem.

#### **Job 4 — Create curiosity**

Encourage them to explore further.

#### **Job 5 — Help them make decisions**

Give them useful information about possible solutions.

#### **Job 6 — Create an appropriate next step**

That could eventually include clicking an affiliate link.

But notice something important:

**The affiliate link isn't the starting point.**

The value comes first.

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### **4. Content vs Advertising**

This is one of the biggest distinctions students need to understand.

**Advertising says:**

“Buy this.”

**Useful content says:**

“Here's something that can help you.”

Affiliate marketing can combine the two, but your content should generally provide value rather than simply becoming a stream of advertisements.

Imagine someone follows you because you're constantly helpful.

When you occasionally say:

“I've also put together a comparison of the tools I recommend here...”

the recommendation has context.

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## 5. The Problem-Solution Content Model

Here's one of the most useful frameworks in the course:

**Problem → Information → Solution → Next Step**

### Example

#### Problem:

“I don't know which laptop I need for my new business.”

↓

#### Information:

Explain the key specifications beginners should consider.

↓

#### Solution:

Compare three appropriate options.

↓

#### Next Step:

Invite the reader/viewer to explore the detailed comparison or relevant product links.

This approach is much more customer-centric than simply putting an affiliate link in front of someone.

The Knowledge Base's emphasis on **clear problem-solution fit** supports this approach.

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## 6. The Five Core Content Types

Give your students five content categories.

These will make content creation much easier.

### **Content Type 1 — Educational**

Teach your audience something.

Examples:

“What Is Affiliate Marketing?”

“How Does a Website Work?”

“What Equipment Do Beginners Actually Need?”

The goal is:

**Help them understand.**

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### **7. Content Type 2 — Problem-Solving**

Address something your audience is struggling with.

Examples:

“Why Your Home Workouts Aren't Working.”

“5 Reasons Your Website Isn't Getting Visitors.”

“Why Your Plants Keep Dying.”

The goal is:

**Help them overcome an obstacle.**

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### **8. Content Type 3 — How-To**

Show someone how to achieve something.

Examples:

“How to Start a Vegetable Garden in a Small Space.”

“How to Create Your First YouTube Video.”

“How to Choose Your First Camera.”

The goal is:

**Help them take action.**

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## **9. Content Type 4 — Comparison & Review**

Help people make a decision.

Examples:

“Product A vs Product B: Which Is Better for Beginners?”

“My Honest Review of \_\_\_\_\_. ”

“5 Alternatives to \_\_\_\_\_. ”

This content type can be particularly relevant to affiliate marketing because people often search for information when they're getting closer to a purchasing decision.

But remember:

**Your job is to help them make an informed decision—not force them toward the product that pays you the most.**

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## **10. Content Type 5 — Recommendation**

Now we're getting closer to direct affiliate content.

Examples:

“5 Tools I'd Recommend to Someone Starting an Online Business.”

“My Beginner Home Fitness Equipment Checklist.”

“Three Software Tools That Could Save a Small Business Time.”

The key is to explain:

**Who is it for?**

**What problem does it solve?**

**Why might it be useful?**

**What should someone consider before buying?**

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## **11. The Content Pyramid**

A useful way to explain the strategy is as a pyramid.

### **Level 1 — Attract**

Create content around common problems and questions.



### **Level 2 — Educate**

Help people understand their situation.



### **Level 3 — Build trust**

Provide consistent, useful information.



### **Level 4 — Help them choose**

Comparisons, reviews and recommendations.



### **Level 5 — Monetise**

Relevant affiliate recommendations.

This means you're not trying to sell to a stranger immediately.

You're gradually helping them move forward.

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## **12. Start With the Question**

One of the easiest ways to create content is to start with a question.

Remember the **20 questions** students created in Lesson 4?

Those are now your content ideas.

For example:

#### **Audience**

Beginner gardeners.

#### **Question**

“What vegetables are easiest to grow?”

Content:

## **“10 Easy Vegetables for First-Time Gardeners.”**

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### **Question**

“What tools do I need?”

Content:

**“The 7 Gardening Tools Every Beginner Actually Needs.”**

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### **Question**

“Why do my plants keep dying?”

Content:

**“5 Beginner Gardening Mistakes That Could Be Killing Your Plants.”**

Your audience has already given you the content strategy.

You simply need to listen.

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## **13. The Content Hook**

The first few seconds or first few lines of your content are important.

You need to give someone a reason to continue.

This is sometimes called a **hook**.

A hook isn't about tricking people.

It's about clearly communicating why the content is relevant.

### **Weak:**

“Today I'm going to talk about gardening.”

### **Stronger:**

“If you're a beginner gardener and your plants keep dying, these five mistakes could be the reason.”

The second immediately identifies:

- Who it's for



- The problem
  - The reason to keep watching
- 

## **14. Five Hook Formulas**

Give students these simple templates.

### **Hook 1 — Problem**

“If you're struggling with \_\_\_\_\_, here's what I'd look at first.”

### **Hook 2 — Mistake**

“Here are three mistakes beginners make when \_\_\_\_\_.”

### **Hook 3 — Question**

“Do you really need \_\_\_\_\_ to get started?”

### **Hook 4 — Outcome**

“Here's how to \_\_\_\_\_ without \_\_\_\_\_.”

### **Hook 5 — Comparison**

“If you're choosing between \_\_\_\_\_ and \_\_\_\_\_, here's what I'd consider.”

These are frameworks, not scripts.

Students should adapt them naturally.

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## **15. The “One Problem, One Piece of Content” Rule**

Beginners often try to cover everything in one piece.

For example:

“Everything You Need to Know About Starting a Business.”

That's enormous.

Instead, break it down.

### **Problem 1**

“What business model should I choose?”

### **Problem 2**

“How do I find customers?”

### **Problem 3**

“What website do I need?”

### **Problem 4**

“How do I collect email addresses?”

Each can become its own piece of content.

This makes your content:

- Easier to create
- Easier to understand
- Easier to find
- More focused

That supports the Knowledge Base's emphasis on **simplicity and accessibility**.

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## **16. The Content Ladder**

You can also create a sequence.

Imagine someone is completely new to your niche.

### **Content 1**

**What is it?**

### **Content 2**

**Why does it matter?**

### **Content 3**

**How do I get started?**

### **Content 4**

**What mistakes should I avoid?**

### **Content 5**

**What tools do I need?**

### **Content 6**

**Which options should I consider?**

**Content 7**

**Which product might be right for me?**

This creates a natural customer journey.

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## **17. Content for Different Stages of Awareness**

Not everyone who sees your content is ready to buy.

Someone might be:

### **Unaware**

They haven't even recognised the problem.

### **Problem aware**

They know something is wrong.

### **Solution aware**

They know solutions exist.

### **Product aware**

They're researching specific products.

### **Ready to buy**

They're comparing options and making a decision.

Your content can address people at different stages.

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## **18. Example: Home Fitness**

### **Unaware/problem discovery**

"Why Sitting All Day Can Affect Your Fitness."

### **Problem aware**

"5 Signs You Need More Movement in Your Day."

### **Solution aware**

"Can You Get Fit Working Out at Home?"

## **Product aware**

“Resistance Bands vs Dumbbells.”

## **Purchase-ready**

“5 Beginner Home Fitness Kits Compared.”

Now you can see how content can move someone from **curiosity** → **education** → **consideration** → **decision**.

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## **19. Don't Make Every Piece of Content Promotional**

This is worth repeating.

If every piece of content contains:

“Click my affiliate link!”

your audience may quickly become resistant.

Instead, think:

**Value**

**Teach something.**

**Value**

**Solve something.**

**Value**

**Answer something.**

**Value**

**Help them compare something.**

Then:

**Recommendation**

**Offer a relevant next step.**

This is a much more sustainable approach to building trust.

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## **20. The Call to Action**

A **call to action**, or CTA, simply tells your audience what they can do next.

Examples:

“Read the full guide.”

“Watch the next lesson.”

“Download the checklist.”

“Compare the options.”

“Learn more about the product.”

“See the tools I recommend.”

A CTA doesn't always need to be:

**BUY NOW!**

The appropriate next step depends on where the person is in their journey.

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## **21. Match the CTA to the Content**

### **Educational content**

CTA:

“Learn more about this topic.”

### **How-to content**

CTA:

“Get the checklist.”

### **Comparison content**

CTA:

“See the detailed comparison.”

### **Review**

CTA:

“Check the current product details.”

### **Recommendation**

CTA:

“Explore the product.”

This creates a more natural experience.

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## 22. Affiliate Links Should Have Context

Instead of:

“CLICK HERE”

you could say:

“If you'd like to explore the product I discussed, I've included the relevant link below.”

Or:

“You can check the current features and pricing here.”

The point is to explain **why the person might want to click**.

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## 23. The Content-to-Affiliate Journey

Here's a framework students can remember:

**Content**

↓

**Problem**

↓

**Value**

↓

**Trust**

↓

**Relevant recommendation**

↓

**Affiliate link**

↓

**Potential qualifying action**

The affiliate link is part of the journey.

It isn't the entire strategy.

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## **24. Your Content Pillars**

In Lesson 4, students chose their content pillars.

Now we're going to expand them.

For example:

### **Niche**

Beginner home fitness.

### **Pillar 1**

Workouts.

### **Pillar 2**

Equipment.

### **Pillar 3**

Motivation.

### **Pillar 4**

Nutrition.

Now create subtopics.

### **Equipment**

- What equipment do beginners need?
- Dumbbells vs resistance bands
- Best equipment for small spaces
- What equipment isn't worth buying?
- How much should a beginner spend?

Five questions.

Five pieces of content.

And each one could potentially lead naturally toward relevant affiliate products.

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## 25. The 30-Content-Idea Challenge

Now we're going to build your first content bank.

Ask students to create:

### 5 Educational posts

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### 5 Problem-solving posts

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### 5 How-to posts

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### 5 Comparison/review posts

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_



5. \_\_\_\_\_

### **5 Recommendation posts**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

### **5 Personal/experience posts**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

Now they have **30 potential content ideas**.

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## **26. Personal/Experience Content**

This is a useful sixth category.

People don't only connect with information.

They connect with experiences.

Examples:

“What I Wish I'd Known Before Starting...”

“Three Mistakes I Made When...”

“What I'd Do Differently If I Started Again...”

“My Experience With...”

You should be honest about what is actually your experience.

If students haven't personally used a product, they shouldn't present themselves as having done so.

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## 27. The Content Formula

Give students this simple structure:

### **Hook**

Get attention by identifying the problem or desired outcome.

↓

### **Problem**

Explain what the audience is struggling with.

↓

### **Value**

Teach something useful.

↓

### **Solution**

Explain what could help.

↓

### **Example**

Make it practical.

↓

### **CTA**

Give the person an appropriate next step.

This structure works across videos, articles, posts and emails.

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## 28. Example Content

Let's create one from start to finish.

### **Niche**

Beginner photography.

### **Audience**

People who want to take better photos with a camera.

### **Problem**

They don't know what equipment they actually need.

### **Hook**

“If you're buying your first camera, don't make the mistake of buying every accessory you see.”

### **Problem**

Beginners often feel they need lots of equipment.

### **Value**

Explain the essential equipment versus optional accessories.

### **Solution**

Show three sensible equipment categories.

### **Example**

Camera + basic lens + memory card.

### **CTA**

“If you'd like to see the equipment options I've compared, I've included them below.”

Now the affiliate recommendation fits naturally into the content.

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## **29. Content Should Be Simple**

Your Knowledge Base specifically emphasises **simplicity and accessibility**.

So remind students:

**Don't try to sound clever. Try to be clear.**

Instead of:

“Leverage advanced photographic apparatus to optimise your visual content production.”

Say:

“Here's the simple camera setup I'd recommend for a beginner.”

Simple wins.

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### 30. Use AI as an Assistant, Not a Replacement

This is a natural place to introduce AI.

Students can use AI to help:

- Brainstorm content ideas
- Turn questions into titles
- Create outlines
- Generate variations of hooks
- Repurpose content
- Summarise research
- Create content calendars
- Identify gaps in their content

But they should still bring:

- Their judgement
- Their experience
- Their audience understanding
- Their personality
- Their fact-checking

AI should help them **create faster**, not encourage them to publish generic content.

That aligns with the Knowledge Base's emphasis on early adoption of AI while maintaining user-centricity and rapid iteration.

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### 31. Don't Create Content Just Because AI Can

This is an important warning.

AI can generate:

“100 blog posts about gardening.”

That doesn't mean you need 100 blog posts.

The better question is:

**“What does my audience actually need?”**

Use AI to accelerate useful work—not to create noise.

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### **32. Measure What Matters**

Don't only measure:

**Followers.**

Track:

- Views
- Engagement
- Comments
- Questions
- Shares
- Saves
- Clicks
- Email sign-ups
- Affiliate clicks
- Conversions where available

The goal is to learn:

**What does my audience find useful?**

This creates the feedback loop we discussed in Lesson 4.

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### **33. The Content Improvement Loop**

Use this:

**Create**

Publish content.

↓

## **Measure**

Look at what happened.



## **Listen**

Read comments and questions.



## **Identify**

Find patterns.



## **Improve**

Create a better version.



## **Repeat.**

That's rapid iteration in practice, which is one of the recurring success traits in your Knowledge Base.

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## **34. Common Content Mistakes**

### **Mistake #1 — Talking about yourself too much**

Instead:

**Talk about the audience's problem.**

### **Mistake #2 — Making every post a sales pitch**

Instead:

**Lead with value.**

### **Mistake #3 — Creating content that's too broad**

Instead:

**Solve one specific problem.**

### **Mistake #4 — Copying competitors**

Instead:

**Understand the question and provide your own useful perspective.**

**Mistake #5 — Trying to make every post go viral**

Instead:

**Focus on relevance.**

**Mistake #6 — Giving up too quickly**

Instead:

**Create, test and learn.**

**Mistake #7 — Using AI to produce generic content**

Instead:

**Use AI to assist your thinking and production.**

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### **35. Lesson 5 Practical Exercise**

Now let's build your student's first content strategy.

#### **Step 1 — Choose Your Audience**

Complete:

**I help:** \_\_\_\_\_

**They struggle with:** \_\_\_\_\_

**They want:** \_\_\_\_\_

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#### **Step 2 — Choose Your Three Content Pillars**

**Pillar 1:** \_\_\_\_\_

**Pillar 2:** \_\_\_\_\_

**Pillar 3:** \_\_\_\_\_

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#### **Step 3 — Create 10 Questions**

Write ten questions your audience might ask.

1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  4. \_\_\_\_\_
  5. \_\_\_\_\_
  6. \_\_\_\_\_
  7. \_\_\_\_\_
  8. \_\_\_\_\_
  9. \_\_\_\_\_
  10. \_\_\_\_\_
- 

### 36. Turn Questions Into Content

Choose five questions.

#### Question 1

Question: \_\_\_\_\_

Content type: \_\_\_\_\_

Hook: \_\_\_\_\_

Value I'll provide: \_\_\_\_\_

CTA: \_\_\_\_\_

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#### Question 2

Question: \_\_\_\_\_

Content type: \_\_\_\_\_

Hook: \_\_\_\_\_

Value I'll provide: \_\_\_\_\_

CTA: \_\_\_\_\_

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Repeat for Questions 3–5.

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### 37. Create Your First Affiliate Content Piece

Now choose **one relevant affiliate product** from Lesson 3.

Complete:

**Product:** \_\_\_\_\_

**Who is it for?** \_\_\_\_\_

**What problem does it solve?** \_\_\_\_\_

**What is its main benefit?** \_\_\_\_\_

**What should someone consider before buying?** \_\_\_\_\_

**What content could help someone decide whether it's right for them?**  
\_\_\_\_\_

**My CTA:** \_\_\_\_\_

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### 38. Your First Content Script

Give students this simple template:

#### Hook

“If you're struggling with \_\_\_\_\_, here's something you should know.”

#### Problem

“A lot of beginners struggle with \_\_\_\_\_.”

#### Value

“Here's what I'd recommend looking at...”

#### Solution

“One option worth considering is \_\_\_\_\_ because \_\_\_\_\_.”

#### Caveat

“However, it may not be right for you if \_\_\_\_\_.”

#### CTA

“If you want to explore it further, I've included the relevant information below.”

This keeps the recommendation useful rather than overly promotional.

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### **39. Your 30-Day Content Challenge**

Now turn everything into action.

#### **Week 1 — Educate**

Create content answering basic questions.

**Goal:** Become useful.

#### **Week 2 — Solve problems**

Create content around common frustrations.

**Goal:** Demonstrate understanding.

#### **Week 3 — Compare**

Create comparisons and reviews.

**Goal:** Help people make decisions.

#### **Week 4 — Recommend**

Create carefully selected recommendation content.

**Goal:** Connect relevant solutions with people who need them.

Throughout all four weeks:

**Listen to your audience.**

Use their responses to decide what to create next.

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### **40. Lesson 5 Quick Check**

#### **Question 1**

What's the primary purpose of useful affiliate content?

- A. Get people to click links immediately
- B. Help the audience solve problems and make informed decisions
- C. Promote as many products as possible
- D. Gain followers at any cost

**Answer: B**

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**Question 2**

Which is an example of problem-solving content?

- A. "Buy this product."
- B. "5 Reasons Beginners Struggle With Home Workouts."
- C. "My Affiliate Link."
- D. "Click Here."

**Answer: B**

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**Question 3**

What should a good hook do?

- A. Mislead people
- B. Make exaggerated promises
- C. Clearly communicate why the content is relevant
- D. Hide the subject

**Answer: C**

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**Question 4**

Should every piece of content contain an affiliate link?

- A. Yes
- B. No

**Answer: B**

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**Question 5**

What should you do when you discover that a particular topic gets strong engagement?

- A. Ignore it
- B. Create more useful content around that area and continue testing
- C. Immediately change niches
- D. Stop creating content

**Answer: B**

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#### **41. Lesson 5 Key Takeaways**

Give your students these five statements:

- 1. Create content to solve problems, not just to sell products.**
- 2. Your audience's questions are one of your best sources of content ideas.**
- 3. Use different content types: educate, solve, teach, compare and recommend.**
- 4. Give value before asking for action.**
- 5. Create, measure, listen and improve.**

The bigger lesson is:

**Your content is the bridge between your audience's problem and the solution you may eventually recommend.**

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#### **42. Lesson 5 Homework**

Before moving to Lesson 6, students should:

- Choose **3 content pillars**.
- Create a list of **20 audience questions**.
- Turn at least **10 questions into content ideas**.
- Create **5 hooks**.
- Create **3 educational pieces of content**.
- Create **2 problem-solving pieces**.
- Create **1 comparison/review**.
- Create **1 relevant recommendation piece**.
- Publish at least **3 pieces of content**.
- Record what people respond to.
- Identify their **top 3 content topics**.

**Their completed plan might look like:**

**Niche:** Beginner home fitness

**Audience:** Busy women over 40

**Pillar 1:** Beginner workouts

**Pillar 2:** Home fitness equipment

**Pillar 3:** Making fitness easier

**Content #1:** “A 15-Minute Home Workout for Beginners”

**Content #2:** “5 Home Fitness Mistakes Beginners Make”

**Content #3:** “Do You Actually Need Dumbbells to Start?”

**Content #4:** “Resistance Bands vs Dumbbells”

**Content #5:** “5 Home Fitness Products Worth Considering”

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## **The Bridge Into Lesson 6**

Your students now have a solid foundation:

### **Lesson 1:**

👉 *I understand affiliate marketing.*

### **Lesson 2:**

👉 *I know who I want to help.*

### **Lesson 3:**

👉 *I know what products could help them.*

### **Lesson 4:**

👉 *I know where to find my audience.*

### **Lesson 5:**

👉 *I know what content to create to attract and educate them.*

Now we introduce one of the most important concepts in the whole course:

**“How do I know whether my idea is actually working?”**