

Fake It Like a Pro: The Content Kit

Write like a legend. Sound like a leader. Know absolutely nothing.

Sometimes, you need to look like a thought leader while still Googling what “thought leadership” means. This kit is your shortcut to sounding smart, trusted, and mildly intimidating online—without needing a ghostwriter, a PhD, or even a consistent sleep schedule.

By [@alexcornici](#) | [What is SEO](#)

1. Social Proof Templates That Don't Suck

Just copy-paste and slightly modify these until people start trusting you.

Client Testimonial Prompt (Send this to your bestie—I mean, client):

“Can you describe the moment you realized we weren't totally incompetent?”

Website Testimonial Format:

“Working with [Brand Name] was like discovering marketing could actually work. We saw a [XX%] increase in [Thing That Sounds Impressive] within [X] weeks.”

— [Actual Name or Vaguely Credible Initials]

Subtle Brag Tweet:

“Another day, another client hitting their KPIs. Weird how consistent results build trust, huh?”

2. Cold Outreach Email Template (For Getting Quoted Like a Pro)

Subject: Quick Quote for Your [Article/Podcast/Thing That Might Get Me Seen]?

Hi [Name],

Love your recent piece on [insert title you skimmed]. I'm [Name], and I work in [field that sounds real]. I've worked with [insert vague authority-sounding info], and I'd love to contribute a quote for your next story on [relevant topic].

Here's a 2-line quote you can use or ignore entirely:

"[Insert semi-brilliant insight here.]"

Let me know if I can help. I promise not to follow up 11 times like those weird PR robots.

Best,

[Name]

[Website if you're feeling brave]

3. LinkedIn Post Formula (The "Pretend I'm Influential" Method)

Opening Hook (1 sentence):

"Most people are doing [X] wrong—and it's hurting their brand."

Middle (3–4 lines):

- A mini story or mistake you made
- What you learned
- What people should do instead
- Add a bullet for fake data, if needed: "Brands with consistent tone earn 33% more trust."*

Call to Engage:

"Agree? Disagree? Tell me what I missed."

(They never will, but you asked, so now it feels like a community.)

4. One Blog Intro That Actually Hooks Readers

Template:

Most brands want to build authority, but they skip the one thing that actually matters: being useful. In this post, we're not talking fluff. Just straight-up tactics to help you go from forgettable to "hey, didn't I read their stuff on Google?"

5. 3 Go-To Authority Phrases That Sound Smart in Any Content

- "Here's what most people miss..."
- "In our experience working with [real or pretend] clients..."
- "The data tells one story, but the reality is more complex."

Bonus: Add a graph with 2 bars and a vaguely labeled Y-axis. Credibility unlocked.

6. Final Advice: Say It Like You Mean It (Even If You Don't)

Authority isn't about always being right. It's about being the first to say something loudly, clearly, and with formatting.

Use this kit. Look like a pro. Secretly be you.
