

WHAT IS NON-COMMODITY CONTENT?

Useful, distinctive content built on your own knowledge, experience and evidence.

The difference is more than a fresh headline. Non-commodity content gives readers something they cannot get from another generic summary: a useful perspective, a real example, a thoughtful explanation or evidence that helps them understand what to do next.

Not commodity content	Non-commodity content
Generic, repeated and easy to copy. • Covers familiar topics in familiar ways. • Repeats information already available elsewhere. • Could have been written by almost anyone. • Offers little original value to the reader.	Distinctive, useful and harder to replicate. • Draws on your own expertise and experience. • Offers a fresh perspective or useful insight. • Uses evidence, examples or real stories. • Helps readers make sense of a problem or take action.

The aim is not to be different for its own sake. It is to make the content more useful, specific and trustworthy for the person reading it.

What makes content distinctive?

You do not need a dramatic personal story or a never-before-seen idea. Often, the value comes from combining what you know with the details, judgement and evidence that help a reader with a real question.

Your expertise

Use the knowledge, skills, methods and professional understanding you have developed. Explain not only what you recommend, but why it makes sense.

Your experience

Include relevant observations, decisions, experiments, mistakes or lessons from work you have actually done. Be clear about what happened and what you learned.

Your perspective

Point out what is overlooked, misunderstood or more complicated than it first appears. Explain your reasoning instead of presenting an opinion without support.

Evidence and examples

Use credible sources, documented processes, practical examples or worked explanations. Evidence helps readers assess your claims and understand how an idea applies.

Honest limitations

Explain where advice may not apply, what remains uncertain and what you have not verified. Clear limits can make content more trustworthy, not less useful.

Practical value

Give readers a way to think, decide, compare or act. A useful checklist, decision criterion or worked example can turn information into something they can use.

A simple test before you publish

Ask: **What does this article give the reader that a generic summary would not?** If the answer is unclear, strengthen the explanation with your own insight, a concrete example, better evidence or a more useful way to approach the problem. Do not invent experience or add detail simply to appear original.

Why non-commodity content matters

When readers have many pages to choose from, content that repeats the same points can be easy to overlook. A distinctive contribution gives people a clearer reason to pay attention, remember your work and return when they need help.

Builds trust

Specific explanations, transparent reasoning and credible evidence help readers judge the quality of your advice.

Attracts the right audience

Content shaped around a real reader's needs is more likely to be relevant to the people you want to reach.

Creates a clearer identity

Your experience and perspective help your work feel recognisable rather than interchangeable with every other article.

Supports search visibility

Useful, original material can better satisfy readers' questions. No content approach can guarantee rankings.

Encourages lasting value

A well-developed explanation, practical framework or real example can remain useful beyond a short-lived trend.

Gives AI a better foundation

AI can help organise and express ideas, but the quality of the result depends on the substance, evidence and direction you provide.

Turn your knowledge into a practical content plan

The Non-Commodity Content Builder helps you define the reader and purpose, identify your distinctive contribution, record evidence and source assets, and prepare an AI-ready article brief and supporting files. It also prompts you to flag gaps instead of letting AI guess.

[Use the free interactive Non-Commodity Content Builder →](#)