

“Conor McGregor’s Proper 12 whiskey hits a \$600M valuation within 12 months of launching.”

Seriously!? - Another person making gobs of money in what felt like seconds.

A few months later...

I saw another headline. “*With an Insane \$3.5 Billion Worth, Dwayne Johnson’s ‘Teremana’ Sweeps the Floor With Conor McGregor’s ‘Proper 12’.*”

Dwayne “The Rock” Johnson was now a multi-billionaire. And he never even talked about business! *What am I doing wrong?*



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...

If someone makes more money than you, they are better at the game of business in some way.

Quiet the ego, look for the lesson.

A few months later... at a famous friend’s house...

Up to this point, I stayed behind the scenes for the most part. I did not want to be famous. I wanted to be rich. And I succeeded at that. But seeing these successes chipped away at my beliefs. Could building a personal brand be *that* powerful? Simple answer - yes. But, I wanted my privacy...

We sat around his kitchen table, and I asked him, “You get all these weird messages from strangers. People threaten your family. Are you still happy you became famous?” He replied with something that changed my life forever:

“If getting weird messages and hate from people I don't know is the price I have to pay to make the impact I want to have, I'd pay that price any day of the week.”

I felt exposed. I was being a pansy. I claimed I wanted to make the impact, but wasn't willing to pay the price for it. After that conversation, Leila and I went all in on building personal brands.

I have a core belief I'd like to transfer to you. If someone is making more money than you, they are better at the game of business in some way. Take it as good news. It means you can learn from them. Don't think they had it easy. Don't think they had a shortcut. Don't tell yourself they broke some moral code. Even if it's true, none of those beliefs serve you. None of those beliefs *make you better.*

Years ago, I was vocal about “making content.” I didn't see the point. Why would I waste my time making something that would disappear in a few days? I thought it was a stupid waste of time and let everyone know. I was wrong. It really wasn't about the content at all - it was about the audience. What I didn't understand was - the content you create isn't the compounding asset - the audience is. So even though the content may disappear in time, your audience keeps growing.

This was a lesson my ego prevented me from learning for too long. It took an entire year of getting hit in the face with solid evidence before I changed my ways. *Building an audience is the most valuable thing I've ever done.*

I saw Kylie Jenner, Huda Kattan, Connor McGregor, and The Rock become billionaires “overnight.” My famous friend said a massive audience was crucial to his success. The overwhelming evidence broke my beliefs, so I rewrote them. I now saw the power of having an audience. But, I didn't know where to start. So, I did what I always do. *I paid for knowledge.* Buying somebody else's experience saves the time it would take to figure everything

out yourself. Leila bought me four calls with a big influencer who had the type of audience I wanted to build. She paid \$120,000.

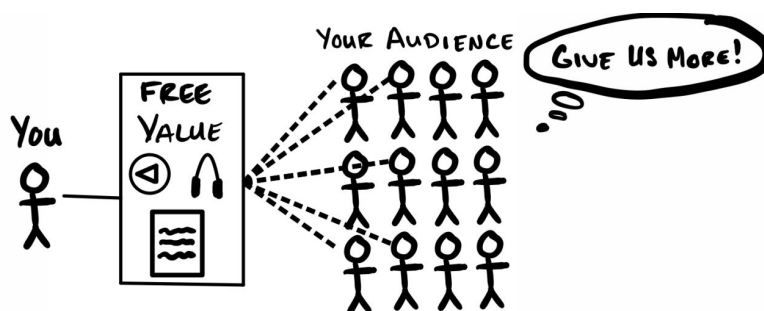
On my first call, he told me to post regularly on every platform. So, that's what I did. Twelve months later, my audience grew by more than 200,000 people. On my second call, he noted the progress. But I wanted more, "Do you have a blueprint for your personal branding? How do you put out all that content?"

He said, "Bro, anyone telling you there's some secret is trying to sell you something. We just put out as much as we possibly can. Pull up your Instagram and pull up my Instagram... Look. You've posted once today. I posted three times. Pull up your LinkedIn... Look. You posted once this week. I posted five times *today*." He went platform by platform. I grew more embarrassed with each comparison.

"You just gotta do more bro."

Simple. Not easy. Over the next six months I put out *ten times* the content. And over the next six months, I added 1.2M people to my audience. Also, when I put out ten times the content, my audience grew ten times as fast. Volume works. Content works. A growing audience is the result. And in this chapter, I'll break down how I did it so you can too.

How Building An Audience Works - You Post Great Free Content



Warm reach outs don't get a lot of engaged leads for the time we invest. If we want to reach ten people, we have to repeat ourselves ten times. Lots of effort. By posting free content, we can say it once and reach all ten. So, posting free content can get a lot more engaged leads for the time we invest. Hooray.

The people who think it's valuable become part of your warm audience. If they think other people will find it valuable, they share it. And if the people they share it with like it, they become part of your warm audience too. Rinse and repeat. The sharing can go on infinitely. The more they share your stuff, the larger your warm audience gets. And once in a while, you'll make them an offer. If your offer has enough value, they'll take it. When they do, you make money. And the bigger the audience, the more money you make. Look at it this way:

- Posting free content grows your warm audience.
- So constantly posting free content means you'll have a constantly growing audience of people more likely to buy your stuff.
- Free content makes all other advertising more effective. If you reach out to someone and they can't find content related to your services, they're less likely to buy. On the other hand, if they find lots of valuable content, they are more likely to buy.

This is what my ego prevented me from learning. Now the headlines with Jenner, Huda, McGregor, and The Rock all made perfect sense.

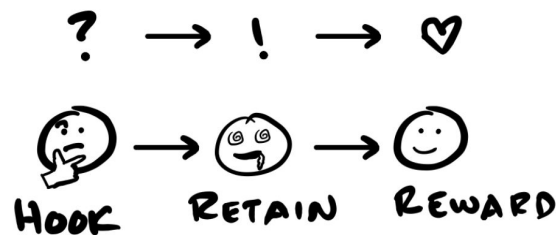
But, posting free content is not all sunshine and rainbows. It has trade-offs. First, it is more difficult to personalize your message. So fewer people respond. Second, you compete with everyone else posting free content. This makes it harder to stand out. Third, if you do stand out, people will copy you. This means you need to constantly innovate.

That being said - A bigger audience means more engaged leads. More engaged leads means more money. More money means you more happy. Just

kidding - it won't do that. But it'll give you the resources to remove stuff you hate. Anyways...

This chapter covers only two topics. First, we demystify audience-growing content by showing it's all made of the same basic units. A content unit has three components - Hook, retain, and reward. Second, how linking basic units together will make audience-growing content for any platform or media type. The next chapter (Post Free Content Part II) shows you how to weaponize this content to make money. But for now, you can't monetize content until you know how to make it.

The Content Unit - Three Components



All audience-growing content does one thing - it rewards the people consuming it. And a person can only get rewarded by the content if they:

- 1) Have a reason to consume it and
- 2) Pay attention long enough to
- 3) Get that reason satisfied.

Thankfully, we can reverse those three outcomes into the three things we have to *do* to make audience-growing content. This means we have to:

- a) **Hook** attention: get them to notice your content.

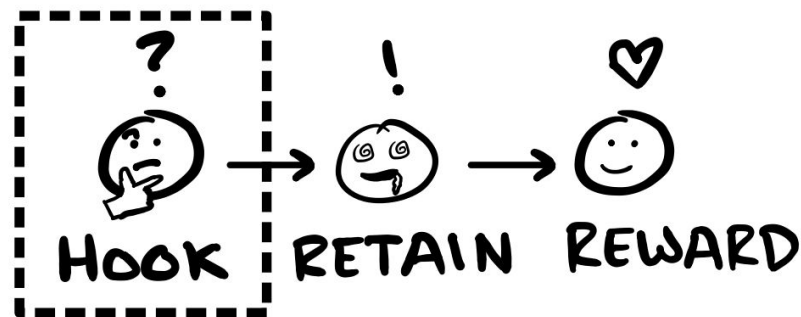
b) **Retain** attention: get them to consume it.

c) **Reward** attention: satisfy the reason they consumed it to begin with.

The smallest amount of material it takes to hook, retain and reward attention is a **content unit**. It can be as little as an image, a meme, or a sentence. Meaning, you can hook, retain, and reward *at the same time*. This is how short tweets, meme images, or even a jingle can go viral. They do all three. I separate them so we can discuss them more clearly, but they can all happen at once.

Let's dive into each of the things we do to create a content unit. This way you can create effective content that grows your audience.

1) **Hook:** They cannot be rewarded unless we first get their attention.



The objective: We give them a reason to redirect their attention from whatever they are doing towards us. If we do that, we've hooked them. The effectiveness of your hook is measured by the percentage of people who start consuming your content. So if you hook attention well, *many* people will have a reason to consume your content. If you do a poor job, *few* people will have a reason to consume your content. Remember, this is a competition for attention. We have to beat every alternative they have to win theirs. Make yourself the best option.

We increase the percentage of people who pick our content by picking *topics* they find interesting, *headlines* that give them a reason, and matching the *format* of other stuff they like. Let's dive into each.

Topics. Topics are the things you make your content about. I prefer to use personal experiences. Here's why: there's only one of you. The easiest way to differentiate is to say something no one else can say. And no one else has lived your life but you. I divide topics into five categories: Far Past, Recent Past, Present, Trending, and Manufactured.

a) Far Past: The important *past* lessons in your life. Connect that wisdom to your product or service to provide huge value to your audience. Give them the story without the scar. *It's why I write these books.*

i) Example: A personal lesson where I broke my belief that "I don't have enough time":

1) Hook: I complained to a friend that I didn't have enough time to do something *while glued to my phone.*

2) Retain: They yanked it out of my hands and looked at its usage. It showed I spent three hours *per day* on social media.

3) Reward: They looked back at me and said, "Hey, I found you some time."

It's a simple story other people can relate to. This makes it an interesting topic to more people. And it connects what I do, growing businesses, to a struggle many people experience - not having enough time. The epiphany I give away makes this lesson valuable for *my audience* – people starting, growing, and selling their businesses.

b) Recent Past: Do stuff, then talk about what you did (or what happened).

Any time you speak with somebody, there's a chance your audience can get value from it. Look at your calendar for the last week. Look at all your meetings. Look at all your social interactions. Look at all your

conversations with warm reach outs. *There's gold in these conversations.* Tell stories from them that would serve your audience. For example:



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As a marketing rule of thumb:

If everyone else is doing it, don't do it.

- i) This tweet came from a meeting I had with a portfolio CEO that was just copying the same offer everyone else in his market was making and was getting subpar results.
 - ii) This means taking notes, recordings, and other records to make that stuff easy to access. But it also means a free, easy, and valuable stash of content.
 - iii) Testimonials and case studies fall in this category. If you can tell a cool client story *in a way that provides value to your audience*, you'll both promote your services and provide value. Win-win.
- c) Present: Write down ideas *at the exact time they come to you*. Always have a way to record your ideas in arms reach. I'll even pause meetings to make note of, text, or email ideas to myself. People don't mind when you ask to take notes anyway, so it's not weird. Then, when you make content, you have a bucket of fresh stories to work with.
- i) *I note my ideas publicly*: I used to keep ideas to myself. Now, I tweet them publicly as they happen. If a post does better than normal, I know it's something people find interesting. Then, I make more stuff on that topic.
- d) Trending: Go where the attention is. Look at what's trending right now and make stuff about it. Apply your own experiences to it. If you have relevant commentary or it touches your expertise in some way, talk about it. Talking about trendy stuff is very effective for gaining the attention of a broader

audience.

e) Manufactured: Turn your ideas into reality. Pick a topic people find interesting. Then, learn about it, make it, or do it. Then, show it to the world. This costs the most time and effort since you have to create the experience versus talking about one you already had. But, it can have the biggest payouts.

- i) Example manufactured experience: *I lived on \$100 for a month. Here's how.* Now I don't live that way, but I could manufacture that experience then make content about it.

Author Note: Manufactured vs Documenting

Manufactured content has the most potential to grow and monetize an audience, *by far*. This is because skilled content creators can engineer the maximum reward for every content unit. To give you an idea, as of this writing, the top ten videos on the most popular video platform are all music videos. And they've racked up about 60 *billion* views. Watching or listening- that's *a lot* of attention! But for us mortals, the lower cost of documenting our experiences (versus manufacturing them) lets us keep the volume high. And - I believe it's more sustainable over a lifetime. A quote I heard from a famous content creator "I don't want to be filling my living room with sand when I'm fifty." And, personally, I'd rather see entrepreneurs put out more content, more often, and in more places. Just one man's 2 cents.

Action Step: Life happens—profit by sharing yours.

Headlines. A headline is a short phrase or sentence used to grab the audience's attention. It communicates the reason they should consume the content. They use it to weigh the likelihood they will get a reward for consuming your content versus another.

Rather than give you a bunch of templates, I'd rather give you the timeless principles that make great headlines. And, there's no greater headline creator than "the news." So let's study them.

A meta-analysis of news revealed headline components that drove the most interest in stories. They are as follows. Try and include at least two in your headline.

- a. Recency - As recent as possible, quite literally the 'new's
 - i. Example: People pay attention to something that happened an hour ago more than a year ago.
- b. Relevancy - Personally meaningful
 - i. Example: Nurses pay more attention to stuff that affects nurses compared to stuff that affects accountants.
- c. Celebrity - Including prominent people (celebrities, authorities, etc.).
 - i. Example: Normally, we wouldn't care what another human has for breakfast every day. But if it's Jeff Bezos, we do. Since he's a celebrity, many people care.
- d. Proximity - Close to home – geographically
 - i. Example: A house on fire across the country doesn't get your attention. If it's your neighbor, it sure does.

Make it as close to home as possible.

e. Conflict - of opposing ideas, opposing people, nature, etc.

- i. Example: Pineapple vs no Pineapple on pizza? Conflict!
- ii. Example: Good vs Evil. Hero vs Villain. Left vs Right.
- iii. Example: Freedom vs Security. Justice vs Mercy. You get the idea.

f. Unusual - odd, unique, rare, bizarre

- i. Example: Think of a six-fingered man at the old-time circuses. If it's outside of the norm, people pay more attention.

g. Ongoing - Stories still in progress are dynamic, evolving, and have plot twists.

- i. Example: If someone goes into labor, people want updates every ten minutes because *anything could happen*.

Action Step: Include one or more of these components to give yourself meatier, attention-grabbing headlines.

Format. Once we have a good topic and communicate it with a headline using one or more components, we need to match our format to the best content on the platform. People consume content because it's similar to stuff they've liked in the past. And matching the popular format of the platform gets the most people to interact with it. So, we want to make our content look like the stuff they've liked before.

Format example:



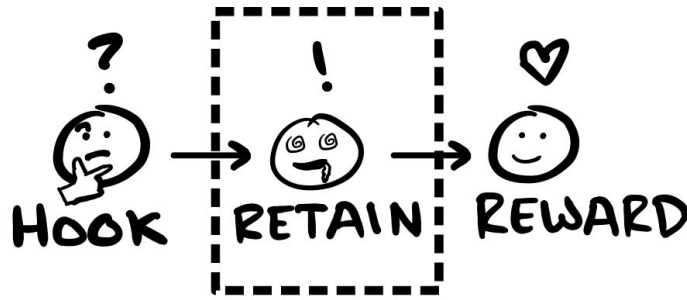
This meme communicates the point better than I can with words. All four images above are...well...images. But, they have a different look and feel. This is because formatting depends on the audience you want to hook *and* the platform your audience is on.

Bottom Line: You’ve gotta make your content look like *what they expect will reward them*. Otherwise, no matter how good it is, better-looking content will hook them before yours even has a chance.

Action Step: Format your content for the platform first. Then, tweak it so it hooks your ideal audience. Use the best content on the platform that targets your market as your guide.

This concludes the “hook” step of our content unit. *Always* following these basics will already put you in the top 1%. At least, it has for me.

2) Retain



My favorite driver of retention is *curiosity*. It's my favorite because, if done correctly, people will wait *years*. People want to know what happens...*next*. For example, I get messages daily, for years now, about when I will release a book on sales.

My favorite way to get the audience curious is to embed questions in their minds. Unresolved questions can be explicit or implicit. You can directly ask the question. Or, the question can be implied. My three favorite ways to embed questions are: lists, steps, and stories.



a) Lists: Lists are things, facts, tips, opinions, ideas, etc. presented one after the other. Good lists in free content also follow a theme. Think “Top 10 Mistakes” or “5 Biggest Money Makers” and so on. Giving the number of listed items in your headline, or in the first few seconds of your content, tells people what to expect. And in my experience, this retains more of the audience's attention for longer.

i) Example: “7 Ways I invested \$1000 in my 20s That Paid Off Big”

- ii) Example: “28 Ways To Stay Poor”
 - iii) Example: “A content unit has three pieces...”,
- b) Steps: Steps are actions that occur in order and accomplish a goal when completed. Provided the early steps were clear and valuable, the person will want to know how to do them all to accomplish the overall goal.
- i) Example: “3 Steps to Creating a Great Hook”
 - ii) Example: “How I Create a Headline in 7 Steps”
 - iii) Example: “The Morning Routine That Boosts My Productivity”

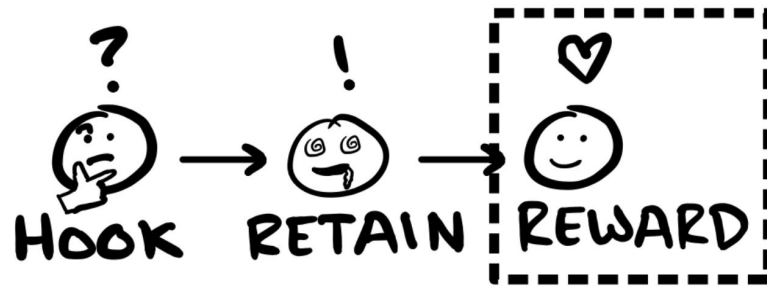
Note: Here’s the difference between steps and lists. Steps are *actions* that must be done in a *specific order* to get a result. So steps are less flexible but have a more explicit reward. Lists can have just about anything on them in any order you want. So lists are more flexible but have a less explicit reward.

- c) Stories: Stories describe events, real or imaginary. And stories worth telling often have some lesson or takeaway for the listener. You can tell stories about things that *have happened*, *might happen*, or *will never happen*. All three drive curiosity because people want to know what happens next.
- i) Ex: Almost every chapter in this book has a story.
 - ii) Ex: “My editor made me do 19 drafts of this book - here’s what I did to him.”
 - iii) Ex: “My journey from sleeping on the bottom floor of a gym to the top floor of a 5-star hotel.”

You can use lists, steps, and stories on their own or interweave them. For example, you can have lists within steps, and a story about each list item. You can have stories to reinforce the value of a step. You can have a list of stories or many ongoing storylines. Etc. Your creativity is the only limit here. That’s why people who make a lot of content call themselves content *creators*. This chapter, for example, has lists within steps and stories interweaving them.

Action Step: Use lists, steps, and stories to keep your audience curious. Embed questions in their minds to make them want to know what happens *next*.

3) Reward



Anyone can think of cool hooks and organize their content using lists, steps, or stories. But the real question is - is it good? Does it satisfy the reason they watched to begin with? Does it make people want to share it? How good your content is depends on how often it rewards your audience in the time it takes them to consume it. Think *value per second*. For example, the same person who gets bored three seconds into a ten-second video may also binge a 900-page book. And that same person may binge a television series for eight hours straight. So there is no such thing as too long, only *too boring*.

Now, we can't guarantee a specific reward. But, we can increase the chance reward happens by:

- Hooking the *right* audience with proper topics, headlines, and formatting
- Retaining them with lists, steps, and stories to get them curious and wanting more
- Clearly satisfying the reason the content hooked them to begin with.

Example: If your hook promises “7 Ways to Make Up with Your Spouse” and you give:

(A) four ways (B) seven ways that stunk (or they’ve heard them all before). (C) you’re talking to a room of single guys who don’t have spouses, *you did a bad job of rewarding*. People will not want to watch again, and certainly won’t share it.

Example: If your hook promises “4 Marketing Strategies Dentists Can Use” and they can’t use them, they will not share it or watch your content in the future. *You did a bad job of rewarding*.

Bottom line: I’ve had tons of content I thought would smash records but the audience smashed the next button instead. So no matter how good you think your content is, the audience decides. Rewarding your audience means *matching or exceeding their expectations when they decide to consume your content*. Here’s how you know if you succeeded: *your audience grows*. If it’s not growing, your stuff isn’t that good. Practice and you’ll get better.

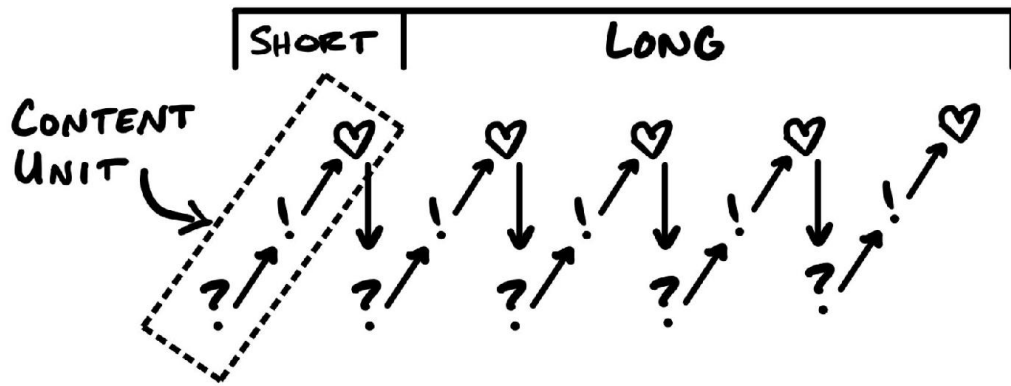
Action Step: Provide more value than anyone else. Make good on your promises. Clearly satisfy the hook you used to get their attention. In other words, completely answer the unresolved questions you embedded in their minds.

So what’s the difference between short and long form content? Answer: not much.

If you recall from earlier, the smallest amount of material it takes to hook, retain and reward attention is a **content unit**. So to create a longer piece of content, we simply link content units together.

For example, a single step in a five-step list might be a content unit. When we link all five together, we have a longer piece of content. Here’s a visual to drive it home.

LONG = MORE CONTENT UNITS



Shorter content hooks, retains, rewards fewer times. Longer content does it more times. And doing it more times takes more skill because you have to string more “good” content units in a row. For example, a new comedian typically will only get a few minutes on stage to perform their “bit.” Only a master comic gets an hour. It takes practice to reward attention just often enough to keep it for that long. So, start small, then build from there. Even if you start with longer content, which is fine, I suggest starting with shorter versions. You’ll have an easier go of it. Many successful authors with epic-length novels started by writing...you guessed it...short stories.

Pro Tip: Make All Your Content For Strangers:

This is important. Pay attention. If you want to *grow* your warm audience, then you need to make content assuming the people consuming it have never heard of you before. If you make it for strangers then strangers will like it because... *you made it for them*. And they'll share it. And your audience will grow that much faster. And consider the alternative, you litter your content with "inside jokes" that no one gets besides your audience. Cool for you guys, but no one else will feel welcome. And your audience growth will slow down. This is one of the most common mistakes I see content creators make - so don't make it. So make every piece of content assuming the person has never heard of you before. And everyone who already knows you won't mind. They'll appreciate the reminders.

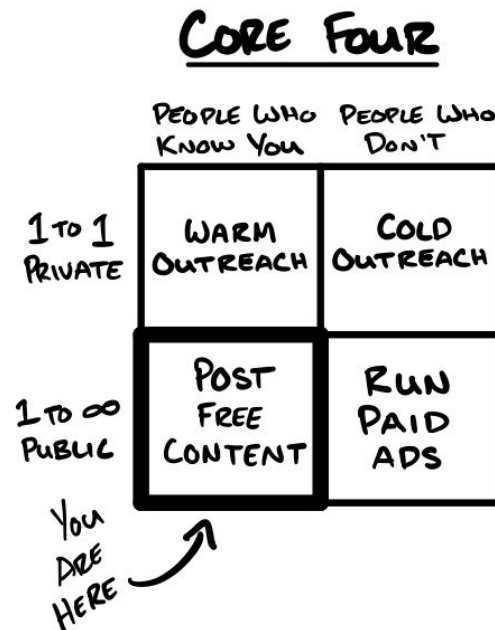
Once you understand how to make a content unit, all you have to do is *more*. Then, your audience will grow. And once your audience grows big enough, you may want to monetize it. I had too much to say to fit into one chapter, so we'll talk about how to monetize the audience in the next one.

See you there.

#2 Post Free Content Part II

Monetize Your Audience

“Give-give-give, give-give-give, until they ask”



The point of this chapter is to show you how to monetize your warm audience. First, we talk about how we can make offers and not be a spam monster - mastering the give : ask ratio. Then we'll talk about the two offer strategies to monetize the audience. After that, I'll talk about how to scale your output so you can grow a bigger audience faster and make even more money. Then, I'll share a bunch of lessons I've learned in building my own audience that I wish I had known sooner. Finally, I'll wrap this up with how you can take action on everything *today*.

Mastering the Give : Ask ratio

Gary Vaynerchuk popularized “jab, jab, jab, right hook.” It simplifies the idea of giving to your audience many times before making an ask. You deposit goodwill with rewarding content, then withdraw from it by making offers. When you deposit goodwill, your audience pays more attention. When you deposit goodwill, your audience is more likely to do what you ask. So I try to “under-ask” my audience and build as much goodwill as possible.

Thankfully, the give : ask ratio has been well-studied. Television averages 13 minutes of advertising per 60 minutes of air time. That means 47 min are dedicated to ‘giving,’ and 13 min are dedicated to ‘asking’. That’s roughly a 3.5:1 ratio of giving to asking. On Facebook, it’s roughly 4 content posts for every 1 ad on the newsfeed. This gives us an idea of the minimum give : ask ratio we can sustain. After all, television and Facebook are mature platforms. They care less about growing their audiences and care more about making money from them. So they give less and ask more. Which means “give, give, give, ask” is the ratio that gets us closer to *maximally monetizing* an audience without shrinking it. But, most of us want to grow, so we shouldn’t model them. We should model growing platforms.

So what do growing platforms do? They display lots of content without many advertisements at all. In short, they give give give...give give give...give give give...give give give...maybe ask. They dramatically over give and under ask. Why? Because the more you reward your audience, the bigger it gets. So if you want to grow an audience, give far far more than you ask.



And now that I have some experience with it, I’ve got a slight tweak on the traditional give-ask strategy that puts it on steroids: *Give until they ask.*



People are always waiting for you to ask for money. And when you don't, they trust you more. They share your stuff more. You grow faster, etc. But I'm not some altruistic saint. I'm here to make money. After all, I wouldn't be a good businessman if I weren't making any.

So, it's simple. If you give enough, *people start asking you*. It makes people uncomfortable to continue to receive without giving back. It is core to our culture and DNA. They'll go to your website, DM you, email you, etc., to ask for more. Not only that, when you use this strategy, you get the *best* customers. They are the ones who are the biggest 'givers.' They are the ones who, even as paying customers, still feel they get the better end of the deal. And best of all, if you advertise this way, *your growth never slows*. When you use this strategy, you *give in public, ask in private*. You let the audience self-select when they're ready to give you money. That's why, in my opinion, *give until they ask* is the best strategy. But, if you feel like asking, I get it. So, let's talk about how to ask. If you're gonna do it, you might as well do it well.

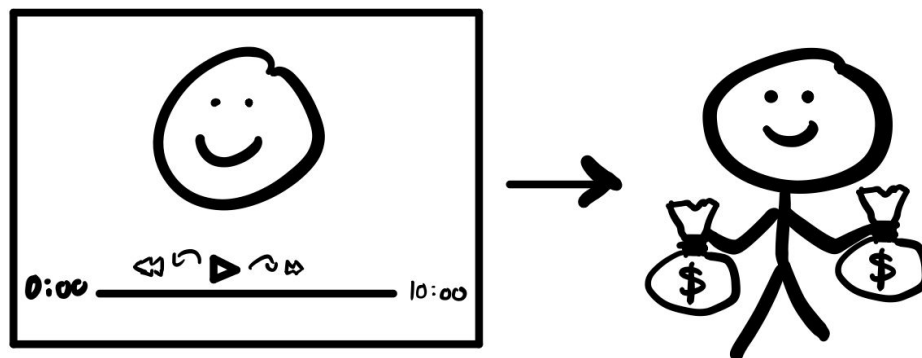
Bottom Line: The moment you start asking for money is the moment you decide to slow down your growth. So the more patient you are, the more you will get when you finally make your ask.

Action Step: Give give give give give give *until they ask*

Pro Tip: Give in public, ask in private.

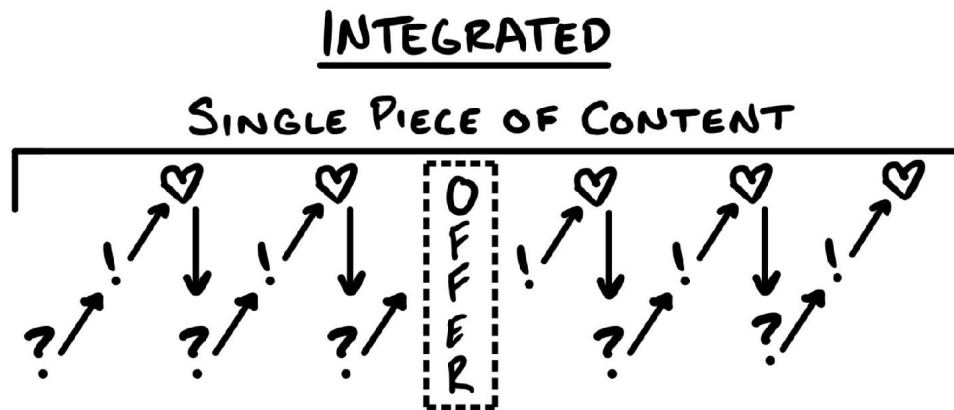
If you continue to give in public, people will ask you privately to sell them stuff. Bank on it. The best of both worlds is to never stop giving in public and get an increasing number of people asking you privately to buy your stuff. Give give give, and you will get - without losing goodwill or slowing your audience growth.

How To Make Money From Content: Ask



To be clear, I think you should use the *give until they ask* strategy. But, if you need to pay rent, feed your family, etc., I get it. Sometimes you gotta ask. So let's talk about how to do that without sounding like a nincompoop.

Think of 'asks' as commercials. You *interrupt this program with a very important message*. Since you are the one providing the value, you interrupt your own content with commercials about the stuff you sell. But, since it's your audience, you pay the cost of potential loss of trust, slowing growth, and of course, the time it took you to gather the audience in the first place. But money-wise, it's free. Now, I use two strategies to weave promotions into content: integrated offers and intermittent offers. Let's cover both.



Integrated: You can advertise in every piece of content so long as you keep your give : ask ratio high. You will continue to grow your warm audience *and* get engaged leads. Win-win.

For example, if I make an hour-long podcast, having 3 x 30-second ads means I'd have 58.5 min of giving to 1.5 min of asking. Well above the 3:1 ratio.

On the flip side, I had a friend who had a podcast that blew up quickly. Eager to monetize his new audience, he started making offers (asking) too frequently *-in-* the content. His podcast not only stopped growing, it actually shrank! Don't be like that. Don't kill your golden goose. It's a balancing act. Over-give to protect your most valuable asset - the goodwill of your audience.

Action step: I most commonly integrate the 'asks' - aka - CTAs after a valuable moment or the end of the content piece. Consider trying one of those places first - and make sure your audience growth doesn't slow. Then add in the second and so forth.

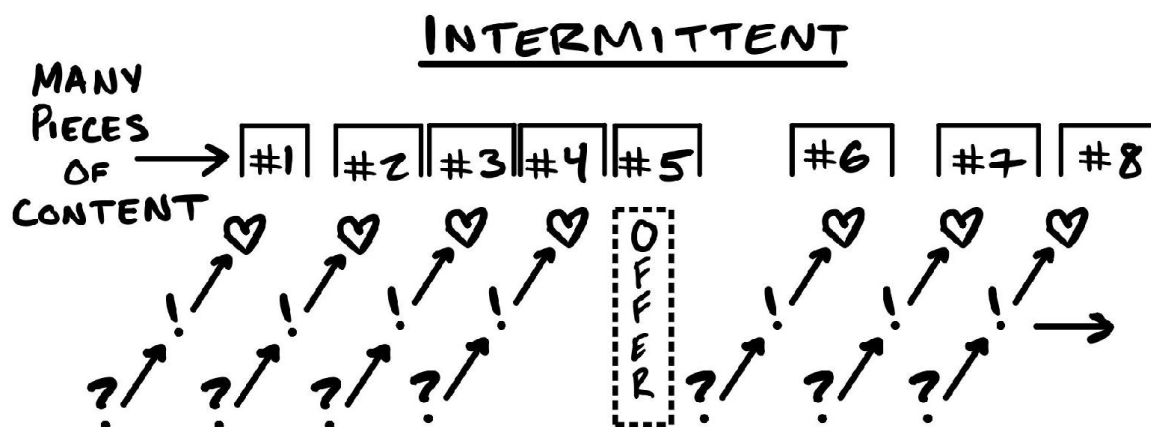
Pro Tip: PS Statement Asks

The “PS” statement is one of the most read parts of any content. Often, because it summarizes the main thing the author wants the audience to do. So, I try to include them in everything I write. It’s also one of my favorite places to put make asks.

PS - see, everyone reads these.

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Intermittent: The second way you can monetize is through intermittent asks. Here's how it works. You make many pieces of content of pure 'gives' then occasionally make an 'ask' piece. Example: You make 10 'give' posts, and on the 11th, you promote your stuff.

The difference between the first way and the second way depends on the platform. On short platforms, the intermittent way will dominate. On long-form platforms, integrations are often your best bet.

When you make your ask, you either advertise *your core offer*, or you *advertise your lead magnet*. That's it. Don't overcomplicate this.

Lead Magnet Example: If I just talked about a way to get more leads on a post/video/podcast/etc., I would then say, “I have 11 more tips that have helped me do this. Go to my site to grab a pretty visual of them.” And as long as I have an audience that wants to get more leads, this will get some of them to engage. Then, the thank you page after the opt-in page for my lead magnet would display my paid offer with some video explaining how it works. Bonus points if your lead magnet is relevant to your content advertising it.

Offer Example: You can also ‘go for the jugular’ with your core offer and go straight for the sale. The direct path to money. We model our offer from the last chapter.

“I’m looking for 5 (specific avatar) to help achieve (dream outcome) in (time delay). The best part is, you don’t have to (effort and sacrifice). And if you don’t get (dream outcome), I will do two things (increase perceived likelihood of achievement): 1) I will hand you your money back 2) I will work with you until you do. I do this because I want everyone to have an amazing experience with us and because I’m confident I can deliver on my promise. If that sounds fair, DM me/book a call/comment below/reply to this email/ etc.”

After you make your ask, get back to providing value.

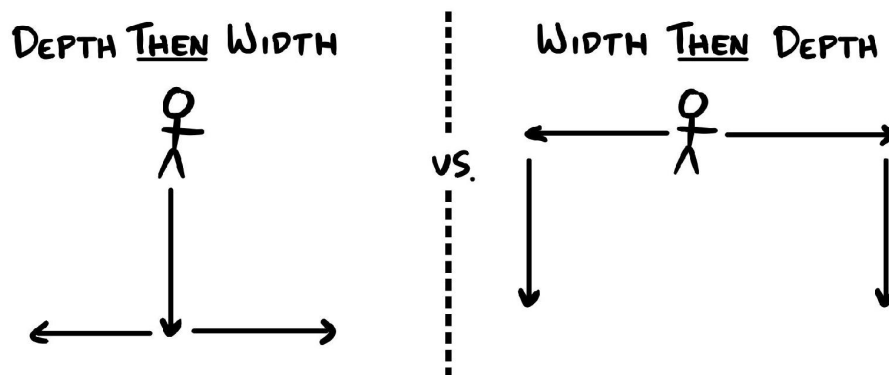
Pro Tip: \$100M Offers

My first book, \$100M Offers, breaks down the offer creation process step by step. If you want to know how to create a valuable offer that the *right* person would feel stupid saying no to...go check out that book (the kindle version is sold as cheap as the platform will allow me to sell it, if you're strapped for cash). If it helps you feel more comfortable, more than 10,000 people left it a 5-star review in the first fifteen months since it was published. And it has sat atop the #1 best seller in marketing, advertising, sales lists for 100+ weeks and counting. If you don't know what to sell, read that book to get it right the first time.

*^This box is an example of an integration.

Action Step One: Pick whether you integrate it or make an intermittent ask. Then, pick whether you'll advertise your core offer or lead magnet. If you're not sure, do the lead magnet. It's lower risk.

How to Scale It



After you start asking, you're gonna start getting leads and making money. But you don't want to stop there, do you? Didn't think so. Cool, so let's talk about scale.

There are two opposing strategies to scale your warm audience. They both follow progressive steps. First, you have the depth-then-width approach. Then, you have the width-then-depth approach. Both are right. Here's how they work:

Depth then width: Maximize a platform, then move onto the next platform.

Step #1: Post content on a relevant platform.

Step #2: Post content regularly on that platform.

Step #3: Maximize quality and quantity of the content on that platform. Short form, you may sometimes be able to get up to ten times per day per platform. Long form, you may have to get up to five days per week (see soap operas).

Step #4: Add another platform while maintaining the quality and quantity on the first platform.

Step #5: Repeat steps 1-4 until all relevant platforms are maximized.

Advantages: Once you figure out one platform, you maximize your return on that effort. Audiences compound faster the more you do. You take advantage of this compounding. Fewer resources are required to make this work.

Disadvantages: You have less low hanging fruit of new platforms and new audiences. You don't accomplish the feeling of 'omnipresence.' In the beginning, you risk your business being reliant on a single channel. This is a risk because platforms change all the time and sometimes ban you for no

reason. If you only have one way to get customers, it can kill your business if it gets shut down.

Width then depth: Get on every platform early, then maximize them together.

Step #1: Post content on a relevant platform.

Step #2: Post content regularly on that platform.

Step #3: *Here's where this strategy differs from the one before.* Instead of maximizing your first platform. Move onto the next relevant platform while maintaining the previous.

Step #4: Continue until you are on all relevant platforms.

Step #5: Now, maximize your content creation on all platforms at once.

Advantages: You reach a broader audience faster. And, you can “repurpose” your content. So with a little extra work, you can capture tons of efficiency. With minimal changes to the format, you can make the same content fit multiple platforms. For example, it takes little extra effort to format a single short video across all platforms distributing short video content.

Disadvantages: It costs more labor, attention, and time, to do this well. Oftentimes, people end up with lots of bad content everywhere. Sucky fluff. No bueno.

If you already have a sizable business, scale up faster and reap the rewards of an asset that only gets better with time. I said it before and I'll say it again. The best day to start posting content was the day you were born. The second best day is today. Don't wait like I did.

Pro Tip: How I Get It Done

I am not a full time content creator. I run businesses. But, content creation is a part of my responsibility. Here's my simple process for recording.

- 1) I find topics using the five ways from the "topics" section in Part I of this chapter. This takes me about an hour.
- 2) I sit down twice every month and record thirty or so short clips based on Step 1.
- 3) On the same day, I record 2-4 longer videos unpacking tweets that had more stories or relevant examples. This creates my longer form content.

If this sounds simplistic, it's because it is. Just start. You can add volume over time.

Action Step: Pick an approach. Start posting. Then, go up the scaling steps over time.

Pro Tip: Only One Call-To-Action At A Time

'A confused mind doesn't buy' is a common saying in the sales and marketing world. To increase how many people do what you want, only ask them to do one thing per call to action. For example, don't ask people to "share, like subscribe, and comment" at the same time. Because instead of doing them all, they'll do none. Instead, if you want them to share, *only* ask them to share. And if you want them to buy, *only* ask them to buy. Make up your mind, so they don't have to.

Why You Should Make Content (even if it's not your primary advertising strategy)

January 2020.

I called all the major departments to a meeting to answer an important question: *Why isn't our paid advertising working like it used to?* Opinions flooded the room. "The creative...the copy...the offer...our pages...our sales process...our price..." They shot back and forth at each other, every bit as invested as I was in solving the problem.

Leila and I sat quietly as the team debated. After the din died down, Leila, in her wise fashion, asked a different question: *What did we stop doing in the months before the decline?*

A new debate arose and a unanimous answer surfaced: Alex stopped making gym content and started talking about general business. Now, I didn't know how important that was, but I had to find out. So, I sent a survey to our gym

owners. I asked if they had consumed any content of mine *before* they booked a call. The results astounded me.

78% of all clients had consumed at least TWO long form pieces of content, prior to booking a call.

I had fallen into my old ways and given paid ads all the credit. But, our free content was nurturing the demand. Don't make the same mistake I did. Your free content gives strangers an opportunity to find, get value from, and share your stuff. And, it warms people on the fence that go to and come from the cold audience methods we dive into next. So even if it's hard to measure, free content gets you better returns on all advertising methods.

Bottom line: Start making content relevant to your audience. It will make you more money.

7 Lessons I've Learned From Making Content

- 1) **Switch from “How to” to “How I.” From “This is the best way” to “These are my favorite ways” etc.** (especially when starting out). Talk about what you've done, not what others should do. What you like, not this is *the* best. When you talk about experience, no one can question you. This makes you bulletproof.
 - a) I make my oatmeal this way vs. you should make your oatmeal this way.
 - b) How I Built My 7-Figure Agency vs. How To Build a 7-Figure Agency.
 - c) My favorite way to generate leads for my business vs. This is the best way to generate leads for your business.

It's subtle. But when you tell your experience, you are sharing value. When you tell a stranger what to do, it's hard to avoid coming off preachy or arrogant. This helps avoid it.

- 2) **We Need To Be Reminded More Than We Need To Be Taught:** You're a silly goose if you think 100 percent of your audience listens 100 percent of the time. For example, I post about my book every single day. I surveyed my audience and asked them if they knew I had a book. One in five that saw the post said they didn't know. Keep repeating yourself. You'll get bored of your content before your whole audience even sees it.
- 3) **Puddles, Ponds, Lakes, Oceans.** Narrow the focus of your content. If you have a small local business, you probably shouldn't make general business content. Not at first, at least. Why? The audience will listen to people with better track records than you. But you can narrow your topics to what you do and the place you do it. Example: plumbing in a certain town. If you do that, you can become king of that puddle. Over time, you can expand your plumbing puddle to the general local business pond. Then the lake of brick & mortar chains and so forth. Then eventually, the ocean of general business.
- 4) **Content Creates Tools For Salespeople.** Some content will perform well and get more people interested in buying your stuff. That content *helps your sales team*. Create a master list of your "greatest hits." Label each 'hit' with the problem it solves and the benefit it provides. Then, your sales team can send it before or after sales calls and help people decide to buy. They work especially well if the content resolves specific concerns prospects commonly face.
- 5) **Free Content Retains Paying Customers.** How a customer gets value from you matters less than where they got it. Imagine a person pays for your thing and then consumes your free content. If your free content is valuable, they will like you more and stay loyal to your business longer. On the flip side, if they consume your free content, and it sucks, they will like your paid product less. Here's something you may not know. Somebody who buys your stuff is *more likely* to consume your free content. This is why it's so important to make your free content good - your customers will include it in how they calculate their ROI from your paid thing.
- 6) **People don't have shorter attention spans, they have higher standards.** Repeated for emphasis: *there's no such thing as too long, only too boring*. Streaming platforms have proven that people will spend hours binging long form content *if they like it*. Our biology hasn't changed, our circumstances have. They have more rewarding stuff to choose from. So make good stuff people like and reap the rewards rather than whining about people's "short

attention spans.”

- 7) **Avoid Pre-Scheduling Posts.** The posts I manually post perform better than ones I pre-schedule. Here’s my theory. When you manually post, you know that within seconds you will be rewarded or punished for the quality of the content. Because of that close feedback loop, you try **that much harder** to make it better. When I schedule stuff out, I don’t feel that same pressure. So whenever I post, or my team does, we strongly believe in someone pressing the ‘submit’ button because it gives that last bit of pressure to get it right. Try it.

Benchmarks - How Well Am I Doing?

If our audience grows, we did good. But if our audience grows fast, we did *gooder*. So I like to measure my audience size and speed of growth monthly.

Here’s what I measure:

1) Total followers and reach - *How big*

- a) Follower Example: If I go from 1000 followers across all platforms to 1500, I grew my audience by 500.
- b) Reach Example: If I go from 10,000 people seeing my stuff to 15,000 people seeing my stuff, I grew my *reach* by 5,000 people.

2) Rate of getting followers and reach - *How fast*

You compare the growth between months:

- a) Example: If I gained those 500 followers in a month, that would make it a 50% growth month. ($500 \text{ New} / 1000 \text{ Started} = 50\% \text{ growth rate}$).
- b) Example: If I reached those 5000 extra people in a month, that would make it a 50% growth month. ($5000 \text{ New} / 10,000 \text{ Started} = 50\% \text{ growth rate}$)

Remember, we can only control inputs. Measuring outputs is only useful if we are consistent with inputs. So, pick the posting cadence you want to stick with on a particular platform. Then pick your ‘ask’ cadence on that platform (how you will direct people to become engaged leads). Then, start, and...Do. Not. Stop.



Alex Hormozi ✓
@AlexHormozi

It’s amazing what you can
accomplish if you don’t stop once
you start.

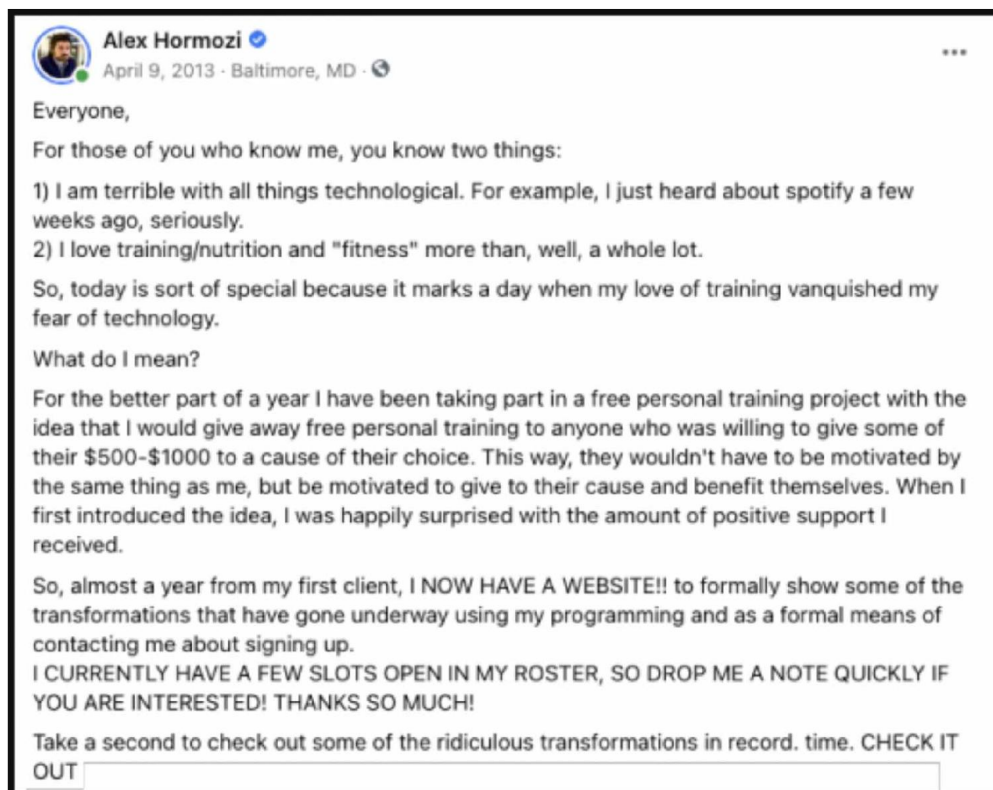
For reference, I posted a new podcast twice a week for four years before even getting picked up on the Top 100 list. Because I did the same thing every week for years, I knew I could trust the feedback. In the beginning, it didn't grow much. It took time for me to get better. And I knew I had to make more, over a long time, for that to happen.

So if your listeners go from ten to fifteen in a month, that’s progress baby! Even with small absolute numbers, that’s fifty percent monthly growth! It’s why I like to measure both the absolute and relative growth and pick the one that makes me feel better (ha!). As my friend Dr. Kashey says, “The more ways you measure, the more ways you can win.” Be consistent. Measure a lot. Adapt to feedback. Be a winner.

To close the loop, in its fifth year, my podcast- *The Game*, became a Top 10 podcast in the US for business and top 500 in the world. This was only possible *after 5 years of multiple podcasts per week every week*. Remember, everyone starts at zero. You just gotta give time, time.

Your First Post

You've probably been providing value to other humans knowingly or unknowingly for a while. So the first post you make, *you can make an ask*. My hope is that it gets you your first engaged lead. If it doesn't, you need to give for a while, then make an ask once you've earned the right to. To show you that I'm not making this up, below you can find my first business post ever. Is it ideal? No. I had no idea what I was doing. Should you copy it, probably not. Main point: don't be afraid of what other people think. If someone won't speak at your funeral, you shouldn't care about their opinion while you're alive. Honor the few who believe in you by having courage.



Whenever I read this, I just think “you goon.” But hey, I was trying. And for that, I’m proud.

Recap

We covered eight things:

- 1) The Content Unit - done
- 2) Short vs. Long Form Content – done
- 3) Mastering the Give:Ask Ratio – done
- 4) How to Ask – done
- 5) How to Scale It – done
- 6) Lessons From Content – done
- 7) Benchmarks – done
- 8) Your First Post – done

Now, you know. Nothing's stopping you.

So What Do I Do Right Now?

Posting free content is less predictable than, but complementary to, warm reach outs. So *keep doing warm reach outs*. Also, posting free content grows your warm audience. And a bigger warm audience means more people for warm reach outs. So free content gets engaged leads on its own and *keeps getting* engaged leads through warm reach outs. Instead of ditching one for the other, I recommend you post free content *in addition to* warm reach outs.

Let's fill out our daily action commitment for our first platform.

Post Content Daily Checklist	
Who:	Yourself
What:	Value: Give give give until they ask
Where:	Any media platform
To Whom:	People who already follow you
When:	Every morning, 7 days a week
Why:	Build goodwill. Get engaged leads.
How:	Written, image, videos, audio posts
How Much:	100 min per day
How Many:	As many times as the platform shows it
How Long:	As long as it takes.

Next Up

First, we start with warm outreach. We reach out to every person we have permission to contact. Second, we post publicly about the successes and lessons we have from our first clients. We post testimonials. We provide value. Then occasionally ask. We commit to doing both of these activities every day.

With these two methods alone can eventually build a six- or seven-figure business. But you may want to go faster. So we venture from warm audiences who know us, to cold audiences who don't. We begin *reaching out to strangers*. This begins the third step in our advertising journey: cold outreach.

FREE GIFT: Everything I've Learned From Posting Content

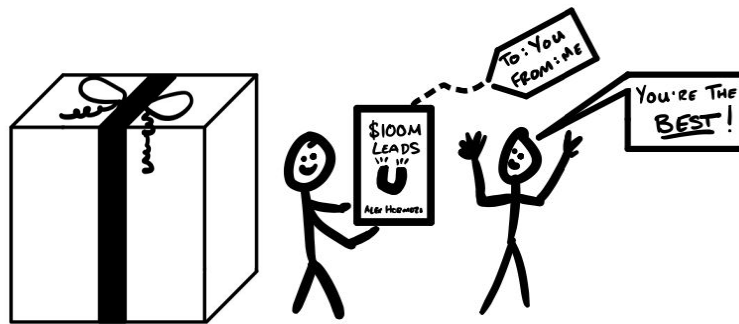
I had to cut a lot of material to make this book manageable. If you want to know the fast and easy way to make content that builds trust in an audience - go to

Acquisition.com/training/leads. And, if you needed another reason besides 'it'll make you money'....it won't cost you any. It's free. Enjoy. And as always, you can also scan the QR code below if you hate typing.



Free Goodwill

*“He who said money can’t buy happiness hasn’t given enough away.” –
Unknown*



People who give without expectation live longer, happier lives *and* make more money. So if we’ve got a shot at that during our time together, darn it, I’m gonna try.

To do that, I have a question for you...

Would you help someone you’ve never met if it cost you nothing, but you didn’t get credit?

Who is this person you ask? They are like you. Or, at least, like you used to be. Less experienced, wanting to make a difference, and needing help, but not sure where to look.

Acquisition.com’s mission is *to make business accessible to everyone*. Everything we do stems from that mission. And, the only way for us to accomplish that mission is by reaching...well...everyone.

This is where you come in. Most people do, in fact, judge a book by its cover (and its reviews). So here’s my ask on behalf of a struggling entrepreneur

you've never met:

Please help that entrepreneur by leaving this book a review.

Your gift costs no money and less than 60 seconds to make real, but can change a fellow entrepreneur's life *forever*. Your review could help...

....one more small businesses provide for their community.

....one more entrepreneur support their family.

....one more employee get meaningful work.

...one more client transform their life.

...one more dream come true.

To get that 'feel good' feeling and help this person for real, all you have to do is....and it takes less than 60 seconds...leave a review.



If you are on audible - hit the three dots in the top right of your device, click rate & review, then leave a few sentences about the book with a star rating.

If you are reading on kindle or an e-reader - scroll to the bottom of the book, then swipe up and it will prompt a review for you.

If for some reason these changed- you can go to Amazon (or wherever you purchased this) and leave a review right on the book's page.

If all fails, scan this QR code



If you feel good about helping a faceless entrepreneur, you are my kind of people. Welcome to #mozination. You're one of us.

I'm that much more excited to help you get more leads than you can possibly imagine. You'll love the tactics I'm about to share in the coming chapters. Thank you from the bottom of my heart. Now, back to our regularly scheduled programming.

- Your biggest fan, Alex

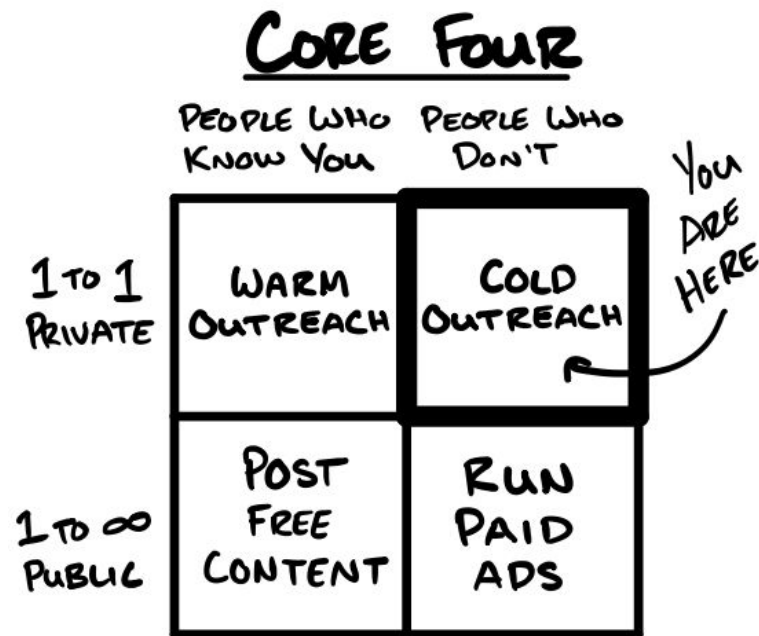
A handwritten signature in black ink, consisting of a stylized 'A' followed by a series of loops and a final flourish.

PS - Fun fact: If you provide something of value to another person, it makes you more valuable to them. If you'd like goodwill straight from another entrepreneur - and you believe this book will help them - send this book their way.

#3 Cold Outreach

How To Reach Out To Strangers To Get Engaged Leads

“Quantity has a quality all of its own” - Napoleon Bonaparte



July 2020.

COVID-19 raged. In a matter of months, thirty percent of my customers went out of business. Protestors filled every platform with hate and anger. Politicians made promises. Small businesses suffered in silence. Unemployment skyrocketed. The most tumultuous election ever was upon us. And here we were, trying to generate leads to pay our bills. Employees everywhere, and their families, depended on it.

All three of my companies at the time (Gym Launch, Prestige Labs, and ALAN) relied on brick-and-mortar businesses staying open. And, they were closed. *Brilliant strategy Alex.* To make matters worse, Apple did a software update that crippled our ads. The market was crap. Our paid ads were crap. And I carried the bucket.

I ran through worst-case scenarios. *How much cash would it take to keep us afloat? How long do I keep paying people when there's no end in sight? Should I dip into personal accounts? Give up a third of my life savings? Half? All of it? What does that say about me?* I had no idea what to do.

Early that Saturday morning...

I tried to sleep long enough for my alarm to wake me, but it was no use. I went to my office and checked Instagram. I had a new message waiting for me:

"Hey Alex - Cale told me you guys don't need salesmen anymore, so my offer got pulled. I quit my job to accept it. Super honored you considered me. I hope you'll consider me again the next time you have openings."

Looking for context, I scrolled up. Reading our earlier messages rewarded me with a pang of guilt. *I was the one who told him to apply.* He took the rejection well. *A sign of a good salesman.* I felt obligated to reply.

"You on?" I messaged.

"Yes," he replied.

"Got 5?"

"Yes"

We hopped on a call. He sounded a little nervous, but I could tell he knew his stuff. *It sucks we don't have enough leads for this guy...*

"I've wanted to work for you a while now. I read your book and used the scripts to become the top producer at my company," he said.

“That’s awesome. I’m so glad to hear it. What kind of company?” I asked.

“A gym software company.”

I hadn’t heard of them. “Oh interesting. How do you guys get leads?”

“We’re 100% cold outreach.”

“You cold call and cold email gyms, then sell them software?”

“Yea, pretty much.”

“How big is the team?”

“We’ve got about thirty guys.”

A team of 30!? “What’s your revenue like if you can share that with me.”

“We’re doing about \$10,000,000 per month now.”

Insane. “Just from cold outreach?”

“Yea, we run some ads, but we haven’t cracked that yet.”

“And you do this with a retention offer? You’re not even really making gyms more money?”

“Yea, it’s definitely not as easy to sell as the stuff you do for gyms.”

“Do you think you could use the same cold outreach system here?”

“I’ve never started a team, but I bet I could figure it out.”

“Alright. What was the offer Cale pulled?”

“I was gonna be a closer, but he said you guys didn't need one anymore.”

I thought for a moment. “Well, given our current lead volume, he’s probably right. But, *if you can get your own leads*, I’ll give you the runway to get cold outreach going. What do you think?”

“It takes a while to get going. I’ll have to figure out the scripts for your offer.”

“Yeah, that makes sense. How long, you think?”

“I’m confident I could make it profitable in twelve weeks.”

“Alright, deal. I’ll let Cale know the plan. To be clear, you’ll be expected to figure all this out. The software. The lists. Everything. I’ll front you the time, but we can’t support you much beyond that.”

“Understood.”

Here’s what happened during the months that followed:

September: 0 Sales. Zippola. Nothin’. Zilch. Nada.

October: 2 Sales (\$32,000 in revenue) Team asks me to pull the plug on cold outreach.

December: 4 Sales (\$64,000 in revenue) Team asks me to pull the plug, again.

January: 6 Sales (\$96,000 in revenue)

February: 10 Sales (\$160,000 in revenue)

March: 14 Sales (\$224,000 in revenue)

April: 20 Sales (\$320,000 in revenue)

May: 30 Sales (\$480,000 in revenue)

Today: Cold outreach generates millions per month for our businesses

Making this work took every (legal) cold outreach method we knew. Cold calls....Cold emails....Cold Direct Messages....Voicemails. Everything. But, piece by piece, we built a reliable customer-getting machine. I wanted something that would *endure*.

And that's what I'm gonna show you how to build.

I learned five important lessons from this experience:

1) There was another company in my space making *a lot* more money than mine. It broke my belief about how big the market really was.

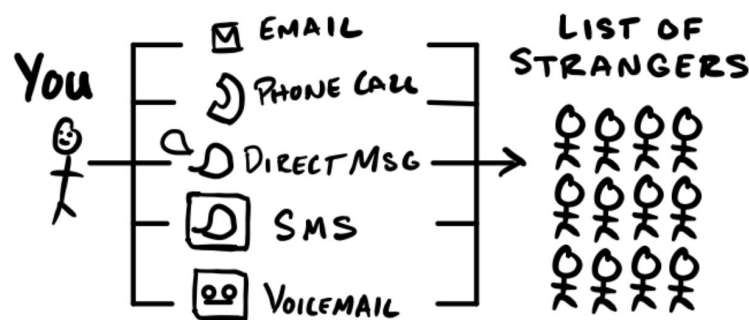
2) They made all their money through *private* advertising. I had no way of knowing they existed unless they contacted me first. So, they kind of operated in secret.

3) They built a very profitable cold outreach machine in *my* space. If they could do it, so could I.

4) It's good to have proper expectations. Cold outreach veterans told me it would take a year to scale. I figured we could do it in twelve weeks. I was wrong. It took almost a year. Cold outreach takes a long time. At least, it did for me.

5) We tried cold outreach two times before and failed. Working with a person that had done it all before was immensely helpful in getting this going. I hope to be that person for you now.

How Cold Outreach Works



At some point, you'll want one of two things. Either, you'll want to grow faster than you currently are. Or, you'll want to increase the predictability of your lead flow...

Here's how we can do that. We advertise to people who don't know us. Cold audiences. And like before, we can contact them publicly or privately. In this chapter, we focus on private one-to-one communication with cold outreach. For added context, cold outreach sits atop the foundation of warm outreach. So think of this as the more advanced cousin of warm outreach, no longer limited by your warm audience.

If you can figure out a way to contact somebody one-to-one, you can use it for cold outreach. You knock on 100 doors. You make 100 phone calls. You send 100 direct messages. You send 100 voicemails. All these are examples of cold outreach that have made companies zillions. It worked 100 years ago. It works today. And when the platforms change, it'll work tomorrow.

Cold outreach has one key difference from warm outreach: trust. Strangers don't trust you.

And compared to people who know us, strangers present three new problems.

- 1) First, you don't have a way to contact them. Duh.
- 2) Second, even if you can contact them, they ignore you.
- 3) Third, even if they give you their attention, they're not interested.

Let me describe what these problems look like in the real world.

If you're knocking on doors, you don't have the addresses. Then, even if you do, they don't open the door when you knock. If they open, they still tell you to pound sand.

If you're making cold calls, you don't have their phone numbers. Even if you do, they don't pick up. If they pick up, they hang up on you.

If you're sending cold emails, you don't have their email addresses. Even if you do, they don't open the email. Even if they do, they don't respond.

If you're sending direct messages, you don't have a place to send it. Even if you do, they don't read it. Even if they read it, they don't reply.

If you're sending voice memos or text messages, you don't have their numbers. Even if you do, they don't read or listen to it. Even if they read or listen to it, they don't reply.

Now that we got that out of the way, the order we solve these problems is:

- 1) Get a way to contact them
- 2) Figure out what to say
- 3) Contact them until they're ready and able to listen

The Result. We find lots of ways to contact the most qualified strangers. We reach out to a lot of them in a lot of ways a lot of times. Then, we overwhelm them with value upfront to get them to show enough interest to move forward.

Author Note: It'll Take A Few More Steps Than Normal

As a personal rule of thumb, I sell expensive stuff. I sell expensive stuff better when I do it in multiple steps (rather than on the first contact). So my first priority is to get the prospect to show interest in the stuff I sell. When they show interest, I schedule a time to sell them. If my lead magnet requires a second exchange to deliver it, I do that then. If my lead magnet provides value on its own, then the next call is to talk about the value they received. Either way works.

Cold outreach is a numbers game. The more people you reach out to the more engaged leads you get. Once we figure out how much outreach it takes to engage a lead, then we only have one thing to do...*more*. Let's go hunting!

As there are three new problems strangers introduce, I've divided this chapter into three steps. One step per problem. First, we get a targeted list of leads. Next, we need to know what to say to get them to reply. Third, we make up for a lower response rate by increasing the volume and type of our reach out attempts.

Problem #1: "But how do I contact them?" → Build a List



Up until this point, from warm reach outs and posting free content, you've had to accept the leads that came to you from your warm audience. No more. With cold outreach, unlike any other way of advertising, we get to be as specific as we want. Only want to talk to hedge fund managers managing over \$1B? Done. You can do that. Only want to speak with golf apparel retail store owners over \$3M in sales? Done. Only want to talk to influencers who get over 50,000 unique page views per month? Done. Now *we* get to pick our targets rather than them picking us.

Now, you probably don't have a way to reach out to 1000 perfect fit strangers. And if we're gonna get them to buy from us, we've gotta first find a way to contact them—*duh*. So let's solve that problem first.

There are three different ways I get my targeted lead lists. First, I use software to scrape a list of names. Second, I pay brokers to assemble me a list of targeted leads. And if neither of those work, I manually scrape a list of names myself. Here's the process.