

1 MILLION FOLLOWER CHEAT SHEET

To build a page to a million followers, you need to post daily. To do this without going insane, you need to find several different types of video that you can recreate regularly. These different types of video are called "buckets". The buckets you choose will decide your page's potential reach.

When deciding on your buckets, always follow the 30-40-20-10 rule.

30 - 40 - 20 - 10

30% Of your content should be broad - loosely related to your central topic to reach the people on the fringes of your niche.

40% Of your content should sit in the middle - people within your niche generally relate to what your talking about and react well to this slightly less accessible content that clearly targets them.

20% Of your content should be specific - this is the nerdy nitty gritty that a true fan would enjoy. They may not pull in the views, but they deepen your authenticity and relationship with the hardcore follower.

10% Of your content should be sales - you've pulled them in with broad content, you've proved your worth with niche content, now it's time to direct them to your link in bio.

EXAMPLE



Chris is about to setup his gardening channel. He's a strawberry specialist and wants to sell a course on premium strawberry care

BROAD Not loads of people want to grow strawberries, but loads of people are interested in how to take care of their garden. So he commits 30% of his content to these topics.

MEDIUM 40% of his content will be about caring for fruit and vegetables in general - something that interests a good amount of people and can draw them towards his specialism.

NICHE 20% of his content is hardcore strawberry perfectionism. He loves creating these videos, and his new crop of gardening enthusiasts are diving in with him.

SALES Here we go, Chris has buttered up the gardeners and now it's time to make the sale. 10% of content will contain a direct call to action for his premium strawberry course. Delicious.