

## **10 must do's**

1. Copy videos of your competitors
2. Connect with people, send messages, talk to them
3. Follow 50 of your competitors likes, like their posts
4. Post consistently - 2x per day
5. Measure how your content is resonating with your audience
6. Improve the quality of your content every week, every month
7. Create better quality then your competitor
8. Make a list of people in your notes to engage with
9. Use posting strategy
10. Watch and show up to calls

### **Algorithm:**

- Something yours is valuable to someone so they decide to save it
- Comments - respond to them, make a conversation
- Watch time - the longer they watch the better, intrigue them with your first 1-3 seconds so they stay
- Shares, likes - people like your stuff so they share it and leave a like if its relatable