

Alex Hormozi Audience Growth Strategies (6 Lessons)

Preface

The majority of this document was created by synthesizing [this Alex Hormozi video](#), as well as adding in a bunch of annotations & tidbits from my own experiences with content creation.

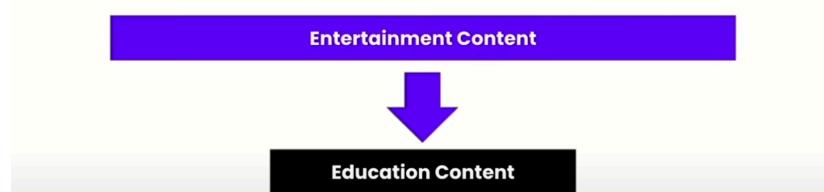
I highly suggest you watch that Alex Hormozi video and maybe even have this doc open while you do so, just to fully cement all of this into your brain. The fact that I chose to spend my precious time synthesizing this video in particular should tell you that this isn't a regular video - it is seriously the best piece of content I've ever seen on the internet when it comes to audience growth.

Number One - Entertainment → Education

You can make content that is entertainment, edutainment or education. Alex has done all 3 and they have found now that they want to go all in on education for 3 reasons: 1. All views are not created equal. 2. He likes educational videos 3. He likes people who educate themselves.

1. There's a theory that media works like a funnel (going from entertainment content at the top, to a narrower part that is education content)

The theory states that those people will then go to more educational content.



But in all of his experience & proof, it works more like this:



So in short, ↑ these people ↑ do not become ↑ these people ↑ ... ever.

So if we want more of the people who like educational content, they deserve more of the stuff that they value. So that's the first reason that Hormozi is doubling down on educational content.

2. & 3. He actually enjoys making educational content and likes the people that like watching it.

When he's talking to people, in his mind they are his ideal customer/client. He loves speaking about business and the people he likes serving also like business, so win win!

It gets confusing when you hear a ton of people saying "man I really like the entertaining content" because now you have to read between the lines of the comments, rather than taking them at face value. The people that are saying that aren't the type of people he is trying to attract. He knows that he tends to do better in business/life by serving people that want to educate themselves rather than people that just want to watch entertaining content and consume just for the sake of it

Number Two - For Us → For You

Alex had a close friend come to his HQ and in their conversation his friend told Alex that he's not really digging the new content style (that he had at the time) as much as the old one.

This is when Alex posed the question: 'What does it mean to make content for your ideal customer/client?'

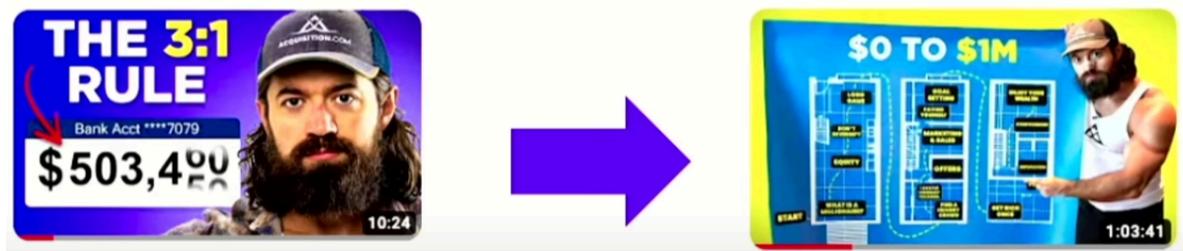
He settled on it meaning 5 things:

1. Different Packaging
2. Different Intros
3. Different Meat
4. Different Visuals
5. Different 'Prework'

1. Different Packaging - going from Vague to Clear

Vague to Clear

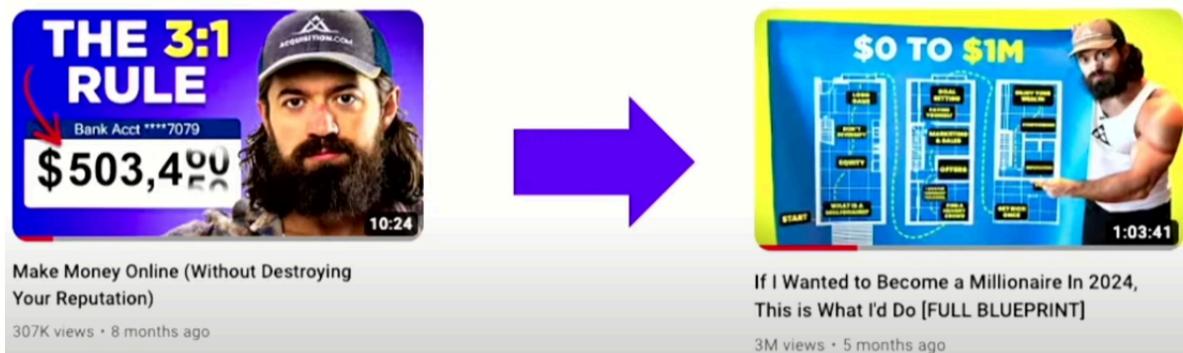
Thumbnails



If you were asked what the above videos were about based on the thumbnail, for the first one you'd probably say something like "A rule, something to do with money, not too sure." but if you were asked about the second one you'd probably say "A map/blueprint/schematic that goes from \$0-\$1M."

Well guess what?

Headlines



The video on the right was on exactly what you thought it was on, and the one on the left actually has nothing to do with what that thumbnail looks like.

This matters because when people click on something that they don't know what it's about, they have a smaller percentage chance of getting something they actually want than if you were to say "This is what this is about" with your title & thumbnail and then they get EXACTLY what they think it's about.

Hence why Alex & his content team are going from Vague to Clear in both what the content looks like (the thumbnails) and what they say about it (the headlines/titles).

2. Different Intros - going from Confirmation to Proof

Confirmation to Proof

It is widely believed in the content game that you need to reaffirm viewer expectations (that you've set with your title and thumbnail) at the start of every video which is completely true... for entertainment.

See in entertainment it's most advantageous to confirm that what was in the title and thumbnail of the video, is exactly what is going to happen.

Example: this is the title & thumbnail of a Mr. Beast video.



Watch the first 7 seconds of the video and see how he confirms all of the viewer expectations he set in the title & thumbnail in those first 7 seconds. (*note: there's nothing special about '7 seconds', that's just how long it took him to confirm/reaffirm viewer expectations in this particular video*)

Stop This Train, Win a Lamborghini

That's entertainment, but education is a little different.

Instead of just confirming the title and thumbnail as you would in entertainment, you garner much more interest by proving to the viewer that you can do what you promise them in the title and thumbnail if your goal is to educate.

Simply put - for the person who consumes our content, we want to increase their perceived likelihood that they are going to get what they clicked.

Let's say we're creating educational content - if I say that I'm going to teach you about a physics thing and I want to increase the perceived likelihood that the viewer is going to be well taught then what I have to do is edify the person on why they should listen to me; there's a zillion people that can write something on a board but if you're a PhD physicist the likelihood that I listen to you is much higher.

So in both entertainment and education you do a similar thing for your intro, but education requires it to be done a little different to education. In entertainment it's 'Say the title again and then show them what's on the thumbnail', in education it's 'Show them that you can do what you promised them in the thumbnail', and that's the difference.

From To "Confirmation" → To Proof



Alex rewatched his top 35 ‘educational’ videos & from that he developed a new moniker for how to think about introductions:

PROOF
PROMISE
PLAN

All of the introductions of the best education videos that he had had these 3 characteristics.

These can be mixed in any order, but emphasize the one/lead with the one that you feel is going to be most important for that piece of content. Typically the one that Alex leads with the most is proof, and this is because most people before they even start watching your content have this massive subconscious question that needs to be answered and that is: “Why should I listen to you?”

PROOF is when you prove you know what you’re talking about. Give people a reason to believe you.

PROMISE is when you tell them what they’re gonna get/learn from the video

PLAN is when you set expectations of what will happen next.

Real world example of all of them:

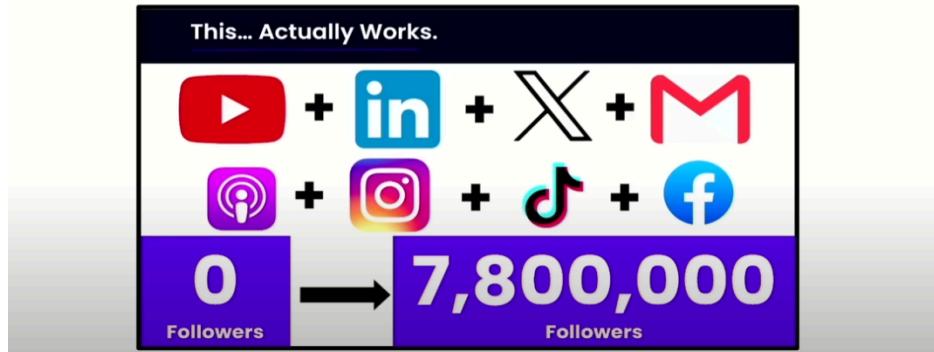
The Alex Hormozi video that this document is largely using was a presentation on audience growth that he gave to a small group of people.

Here’s how he included PROOF, PROMISE & PLAN into his presentation:

PROOF

He started the presentation with data from his own social platforms that shows that he has done exactly what he’s talking about.

Proof: I started this presentation with data that shows I've done what I'm talking about.



If he went up to the stage, skipped that part and just started talking, people would be like “Okay, but why should I listen to you?” and the audience would be right in thinking that - to be fair, they’d have no idea of who he is. On the contrary, if you start with that proof then the viewer can rest assured that you at least know something (dependent on your proof).

Some people have a problem with making the switch from entertainment-style intros to education-style intros because they don’t HAVE proof and I wish I could give you a magic fix but there isn’t one.

If you’re making educational content, you NEED to have actually done the stuff that you’re teaching - somebody that is teaching something they know nothing or very little about is inevitably known as a ‘fake’ or a ‘fraud’; not labels we’d ideally be associated with.

PROMISE

The promise was exactly what he said after the proof:

Promise: I said what you'd get



Fairly self-explanatory.

PLAN

The plan is when you set out how you're going to make good on your promise.

Plan: I said how we we're gonna get there.

The 6 Changes That Worked.

- 1. Edutainment → Education
- 2. For Us → For You
- 3. Wide → Narrow
- 4. Views → Revenue
- 5. Shorts → Longs
- 6. Assume more → Assume nothing

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Also, self-explanatory.

What he found was that when he led with these 3 things in the intros of his videos, it got business owners (his target audience) to perceive his educational content better & framed it in a way that allowed them to learn what he was teaching in a better way.

3. Different Meat - going from B-Roll/Vlog to Lists/Steps/Stories & from Razzle to Emphasizing Language

B-Roll/Vlog to Lists/Steps/Stories

For the actual meat & potatoes of his videos, Alex switched from B-roll/vlog type footage to lists/steps/stories.

From To B-Roll/Vlog → To Lists/Steps/Stories

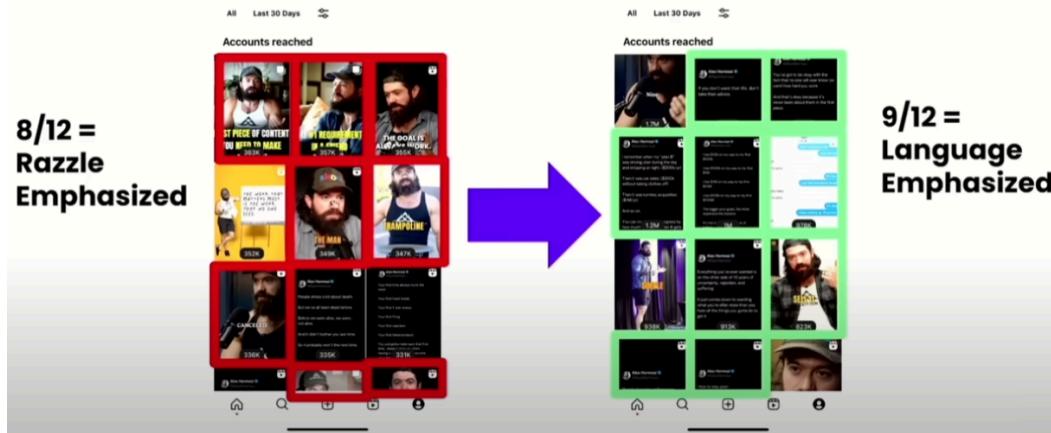


This is because when they looked at all of his top education videos, they had less of the 1st & more of the 2nd.

Razzle to Emphasizing Language

He also went from razzle (more effects, higher production) to emphasizing language (emphasizing the message of the content over the production/entertainment value).

From To Razzle → To Emphasizing Language



On the left are his 12 bottom performing videos and on the right are his top 12 performing videos, both over the past 30 days. What he found was that posts that emphasized the message of the content did better (were more liked by people) than the posts that emphasized production quality.

This isn't to say you can't have razzle posts that perform well - it's simply looking at trends and making decisions based on the data.

That was all that he focused on changing for the meat of the videos.

4. Different Visuals - going from Overproduction to Effective Production & from Visual Effects to Visual Data

Overproduction to Effective Production

What defines a piece of content as 'overproduced' is if the production takes away from the core content/distracts the viewer from the objective of education.

If the point for entertainment content is to get people to watch, then going with high production can be a good thing, but if you're making education content and adding all these whizzbangs and popups and changing backgrounds, it's likely going to be harder for your audience to learn. So if the point of the video is to educate, overproduction can be taking away from the objective of the type of content you're making.

Take this Alex Hormozi video for example:

From Overproduction → To Effective Production



In the video on the left he has a background that changes colors while he's teaching something which does not help somebody understand the subject matter better, fundamentally.

In the video on the right, the production being used to clarify what words are on the screen (because Hormozi's handwriting can be messy at times lol) is 'effective production' because it adds to people's abilities to understand the content, rather than subtracting from it.

Here's another example:



Visual Effects to Visual Data

Instead of having flames behind you, it becomes 'What does this look like on a chart?':

From To Visual Effects → To Visual Data



5. Different 'Prework' - going from Post Production to PREsearch

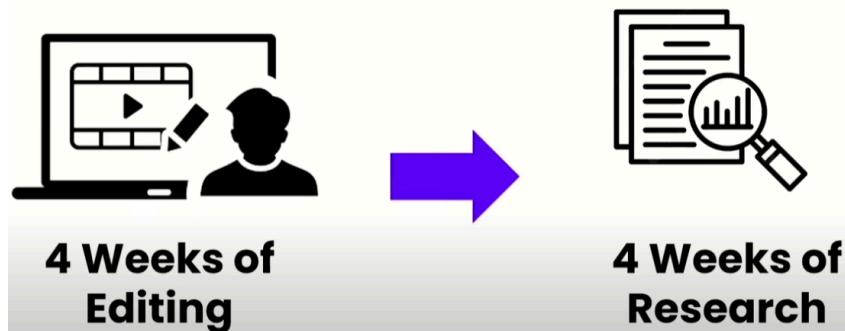
Post Production to PREsearch

Instead of recording something and then fixing it in post, what would happen if we spent the same amount of time we would've spent on fixing, on research instead? The result of that is that there's much less editing required because you thought of everything in advance, not to mention, the video will actually be higher quality!

Alex Hormozi: "If we spent a quarter of the time that we used to spend on post-production, in 'prework' instead, we eliminate 90%... 90, maybe 95% of our post-production work"

It also saves you money if you outsource your post-production work AND worthy of note is that it nearly quadruples your output... and not only is it 4x the output, but as I said before those videos are higher quality as well!

From To Post Production → To PREsearch



Alex's quote that ties this together:
"An ounce of prework is worth a pound of post."

Number Three - Wide → Narrow

Alex Hormozi has made videos on an eclectic mix of topics, like relationships, college, food & lifestyle. What he realised though, was just how people who watch entertainment videos want more entertainment, people that watched relationship videos want more relationship videos, as is the same with all of the other topics that he could make videos on.

Now of course there's nothing to say that this is a bad thing in general - people are completely entitled to watch the type of content that they want to watch, however, when Alex's target audience is business owners and nothing else, it is a little counterintuitive to talk about anything that isn't business.

Which is why instead of talking about other topics like:



He's doubling down on business videos like:



Very simple - he's going from Wide to Narrow with his content.

Number Four - Views → Revenue

Alex and his content team used to track views as their primary metric.

If you've been following so far with all the talk about entertainment vs. education & really emphasizing making your content for the right audience, you'll know that views themselves don't matter.

To prove this, Alex made significantly more non-business content rather than his usual business content and ended up with 2-3x views! Except... the ad revenue went down by 50%.

This will make sense in a second - see the way ad revenue is calculated is as follows:

of Views x Revenue Per View

The actual term of the 2nd variable in the equation is Revenue Per Mille (RPM) but the important thing is that you understand how ad revenue comes to be; the amount of views you get multiplied by the revenue you get per each one of those views.

This is important because it takes into account the quality of the audience/viewers watching the video - different demographics have different RPMs and typically people with higher RPMs are higher quality prospects, as will be explained soon ↓.

If you pay attention to views as your only metric, it doesn't really matter. Views are a quantity metric, but they needed a quality metric to pair with the quantity metric

It is known in business that if you're ever to track something for a department, paired metrics are always a go-to for getting to the best/most effective throughput for any department.

Now obviously the amount of ad revenue that Alex makes in his videos doesn't matter for objective purposes (how much \$ he made), but it did matter because what he found was that ad

revenue was very closely correlated with the metric that mattered most for his brand: the amount of the right people (business owners) he was attracting with his content.

We know this because out of all the people that could watch his content, business owners have among the highest spending power, meaning the RPMs are highest.

When he looked back at all the data from his content over time, he saw that the best month with the highest RPMs (Revenue Per Mille) & Ad revenue ALSO created the most book sales, opt-ins and business applications.

So while you might not be trying to attract business owners with your content, the important takeaway from this is that we'd all like clients with higher purchasing power and ad revenue is a metric that you can use to see how many of those people you're attracting.

And so that's why we switched from:

Views → Ad Revenue

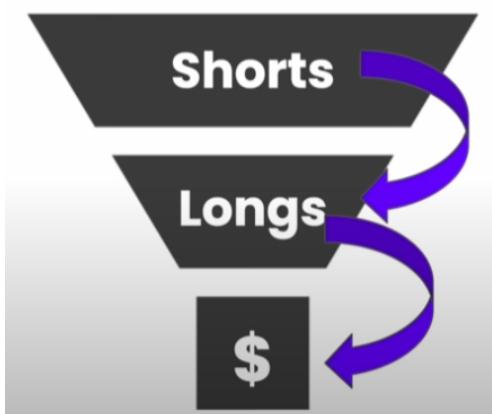
As a leading performance indicator.

The key takeaway from this point: even though ad revenue may not be the economic driver of your business, it's still a good indicator of the quality of the viewers you're attracting with your content.

Number Five - Shorts → Longs

For a long time in content marketing, the idea was that shorts and longs acted as a funnel.

The idea was that shorts would capture a large amount of people's attention and then those viewers would watch long-form videos and then the long-form viewers would convert into customers.



However, this is not the case.

Just like we said before with entertainment and education, shorts viewers do not equate to long-form viewers.

See, when Alex & his team looked at the data what they found was that shorts viewers watched more shorts and long viewers watched... you guessed it, more longs.

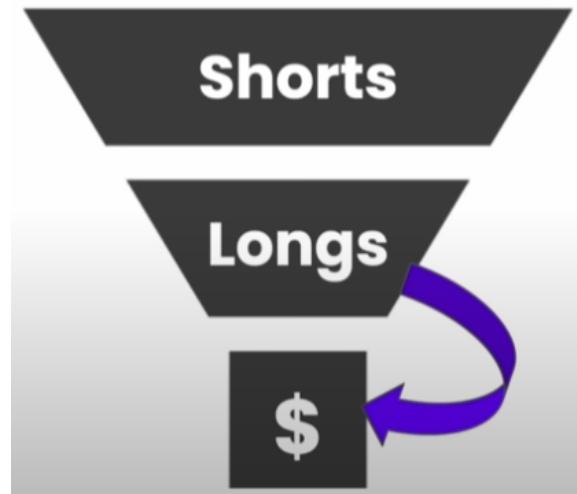
Shorts viewers watch shorts. Long viewers watch longs.



The only caveat to this is that people have different consumption tendencies depending on the platform they're consuming on, for example: if somebody finds you on a platform that they are typically a short form viewer on (Instagram for example) and then find your YouTube as a result of that, they may watch your long-form content on YT if they are a long-form content consumer on YouTube (a different platform to the one they originally found you on). Even with this knowledge though you obviously shouldn't rely on a cross-platform content funnel to grow your brand.

So caveat aside, this is why Alex Hormozi is going all in on long-form content and will continue to do so until there is data to suggest otherwise.

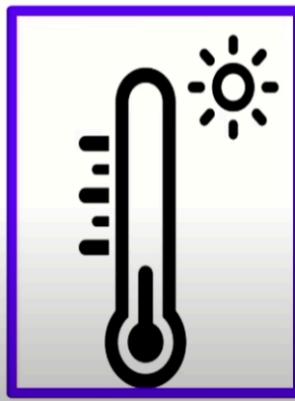
It drives more conversions (books sales, opt-ins, applications to work with Acquisition.com, etc.) than shorts.



Number Six - Assume more → Assume nothing

Alex is going from assuming more to assuming nothing. Here's what that means:

**Assume more means I made content
assuming people knew me already.**



Here's an example of what your content might look like when you assume that people already know you:

(Who is this guy? Why do I care?)



As you can see by the titles, they are pretty much assuming that you know who Alex Hormozi is. But if you didn't know who Alex Hormozi was, why would you care to click on the video?

The important takeaway here is that if you want people that don't know you to click on the content, you can't assume that they do.

So if you want people that don't know you to click on the video, the best way to do that is to write titles/headlines for them.

How to do this tactically for HEADLINES:



The Alex Hormozi Guide to Haters becomes Business Influencer Crushes Haters (and shows how to)

Day In The Life of Alex Hormozi becomes Day in Life of \$200M Per Year CEO

The Alex Hormozi Diet (REVEALED) becomes 16hr Workday Six-Pack Diet For Business Owners

How to do this tactically in your CONTENT:

- 1) They know me → Introduce Yourself EVERY TIME

A lot of people don't introduce themselves because they feel as though that the viewer already knows who they are - as we just discussed, that isn't true. Start introducing yourself, followed by 2):

2) 'They know why they should listen to me' → Tell them why they should listen EVERY TIME

This goes back to how we do our intros differently - we always give PROOF so that they know you're the guy/gal that can help them get x result. Give people a reason to believe you.

3) Inside jokes ("you know how I get") → Fully explain references

With any references that you make, you need to explain them. If you assume that the person watching knows a reference that you explained in a previous piece of content and that person is also a new viewer... they haven't seen that piece of content.

Not to mention, when you make an inside joke and somebody doesn't understand it, guess where they are?

On the outside. And guess where people don't want to be?

On the outside. And guess where people spend money?

On the inside!

4) Act like you're already friends → Pretend everything goes to people who have no idea who you are

This 4th point essentially sums up everything that you're doing. When you're speaking to the camera/your audience, envision yourself speaking not to a friend, but to somebody that has no idea about who you are.

When you do these 4 things and emphasize making content so people that don't know you can enjoy it, **more people do**.

Additionally, here's some concerns you might have when implementing all this:

I'll lose retention if I introduce myself

Okay well would you rather have fewer people know who you are (due to the potential drop-off in retention), or have more people not know at all (because they're new and you don't introduce yourself)?

People will get sick of me always introducing myself

From what Alex can tell, your warm audience likes the reminders and your cold audience NEEDS the introduction. As a litmus test for this point - have you ever seen a quote you like and then seen it a second time? Do you hate it now? No. You probably like it... again. Humans typically need to be reminded more than they need to be taught.

Every show has a theme song

As a tactical side note, every show has a theme song. You'd think that if those shows, that spend gazillions of dollars on testing chose to think that despite being able to sell more advertising space with the time it took them to have their theme songs/intros, it was worth having the SAME EXACT theme song/introduction, don't you think it might be worth it for us too?

If you actually get singsong-y about how you introduce yourself or the things you relate to you, it starts to become something that people expect and then they start associating it with all of the other positive experiences they had with you. So if you always introduce something in a certain way and then you deliver value afterwards, your audience will associate the introduction with the value, and guess who else they associate that with?... you.

You can introduce small variation:

If you're still worried about the introduction being too repetitive, you can introduce a small variation in each intro. Take one of the (if not, THE) longest running TV show, 'The Simpsons' for example. A part of every intro is Bart writing something on the classroom blackboard while in detention. For anybody that knows The Simpsons intro, you'll know that what he writes on the board changes EVERY time.



And so they still have the same introduction for the most part, that has all of the positive associations with the funny times and the humor and the laughs that you've had as a result of watching the show, but they introduce a tiny bit of variety in the intros to keep it interesting. Then what happens is, people **look forward** to these introductions because they want to find the easter egg. The real fans now get catered to AND the news fans don't know about it yet but they soon will. So with little variations you serve both sides of your audience; the people who know you and the people who are watching for the first time - pretty neat.

Note: This last point obviously isn't necessary though - if you're not too worried about keeping the start of all of your content the same then there's no absolute need for the variation. It's just another way to keep your content creation fun & reward your audience in small ways.

So...

- Title it like they don't know you
- Introduce yourself
- Say why they should listen
- Prioritize content that makes sense for strangers (deprioritizing vlogs, hot takes, opinions, etc.)
- Let them in on the joke
- Fully explain references
- And mentally act as though you're always talking to a stranger because - if the content does well/blows up...YOU ARE.

That wraps up the 6th big change that Alex Hormozi & his team are doubling down on when it comes to content creation.

Conclusion

So with all of that having been said, we have some clarifying to do:

It's not that other types of media or other topics or other formats don't work, obviously Alex Hormozi is one example of somebody who uploaded content that covered a TON of different topics/types AND gained 7.8 million followers across all platforms with a total of 2,000,000,000 views during that time period, in the niche audience of business owners. So it's not to say that other things don't work, it's just that they didn't work as well as other stuff might've (purely judging by what we can see from the data).

And so the game, at least how a lot of entrepreneurs see it, is figuring out "What's my biggest bang for buck". What's the content that gets you the most of everything? Because you only have limited resources, you have time, money & energy, you put that into content/a team to make content, that goes onto social media platforms and then that has output, so if you can be more efficient with your inputs, you get more output on the other side. With that in mind, the question becomes: 'With the resources I have, how can I maximize the number of the RIGHT people to find out about my stuff?'

A few things that remain true in the content game are that:

1. Anything works better than nothing.
2. Some things work better than others.
3. Nothing works forever.

So the requirement of the entrepreneur is to:

- Start doing something.
- See what works better
- Do as much of that as they can, for as long as they can, until it slows.
- Then, figure out the next thing (and then do that for as long as you can, so on and so forth).