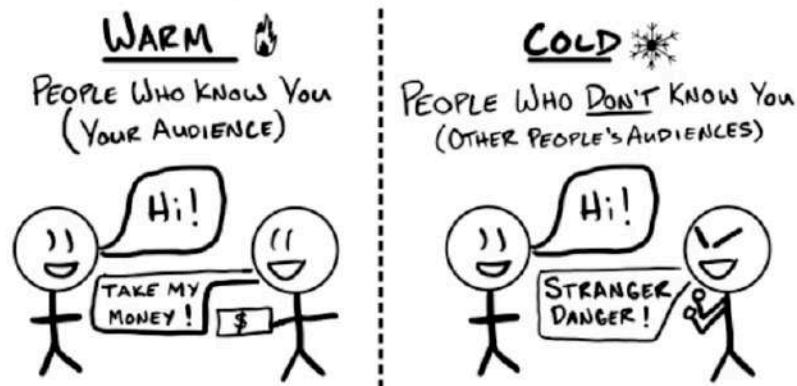


# Core Four (Warm Outreach + Content)

**Core Four: The only four ways one person can tell other people about anything.**

- 1) Two types of audiences
- 2) Two types of communication
- 3) Core Four

## Core Four: Two Types of Audiences



**Warm:** Gave you permission to contact them

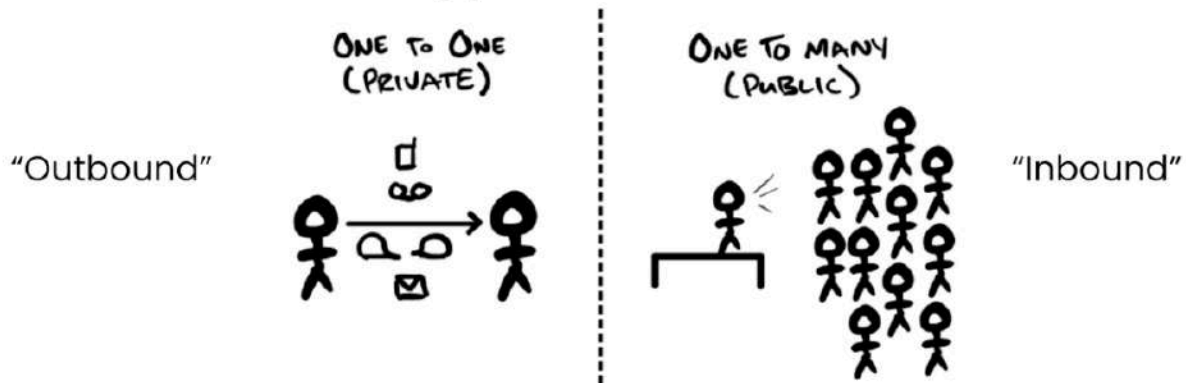
-> Friends, family, followers, current/past customers, contacts

**Cold:** Did not give you permission

-> "strangers" other people's audiences, lists, platforms, etc.

11  
8

## Core Four: Two Types of Audiences



**1 to 1 (Private):** Phone call, email, text, voicemail, direct mail/message

**1 to Many (Public):** Billboard, podcast, posts.

**Note:** Email blast is 1-1 many times fast with automation.

12  
1

## Core Four:

## CORE FOUR

	PEOPLE WHO KNOW YOU	PEOPLE WHO DON'T
1 TO 1 PRIVATE	WARM OUTREACH	COLD OUTREACH
1 TO ∞ PUBLIC	POST FREE CONTENT	RUN PAID ADS

**This is the way.**

## Warm Outreach

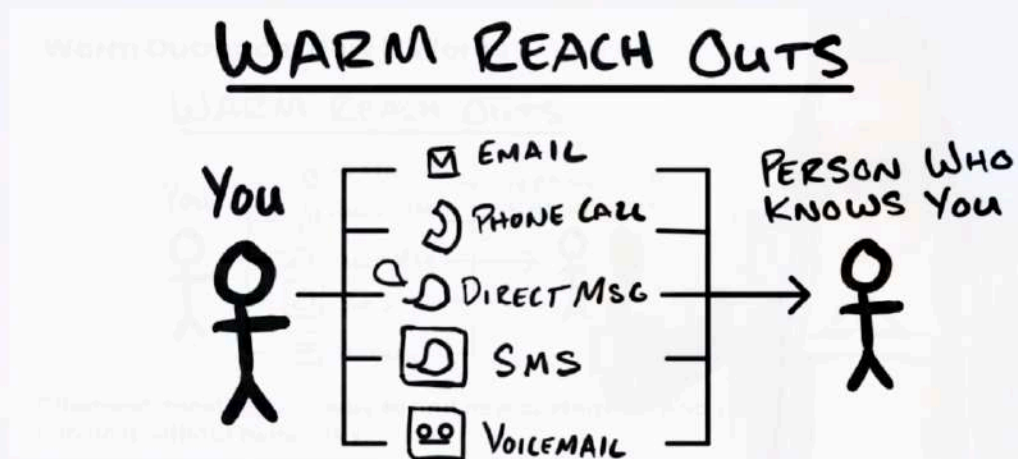
Warm Outreach:

1. Get a list
2. Reach out to 100 daily
3. Use ACA framework
4. Invite friends - make an offer (check template)
  - a. Make it easy to say yes (Free)
  - b. Hinge method
  - c. If they say no, ask why (gives information to improve)

5. Start charging...
  - a. First 5 free, second 5 80%, third 5 60% etc...
  - b. Prepay + Guarantee
6. After you provide value ask "are you still looking to....?"

[\\$100M Leads Warm Outreach Downloads.pdf](#)

## Warm Outreach: How It Works

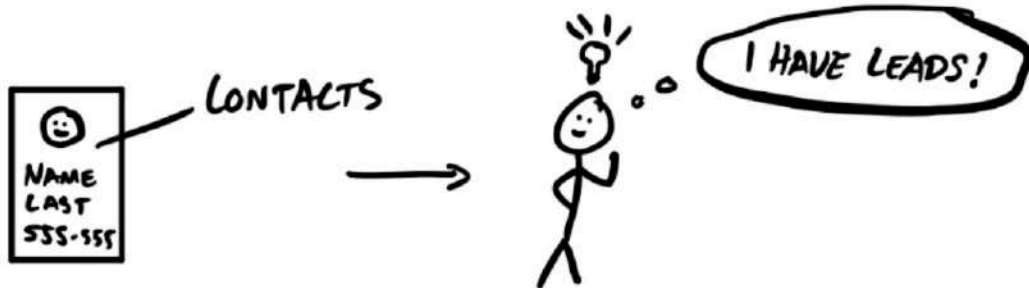


**Cheapest, most reliable way to find new customers. And you can do it without being icky.**

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## Warm Outreach: Get A List

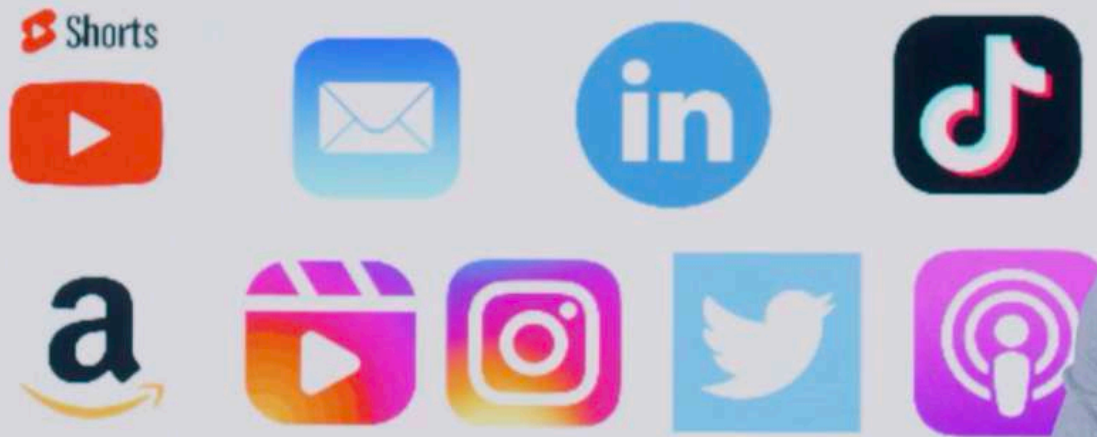
**"But I don't have any leads..."-->Everyone has a list**



### **Proof You've Got Leads Steps:**

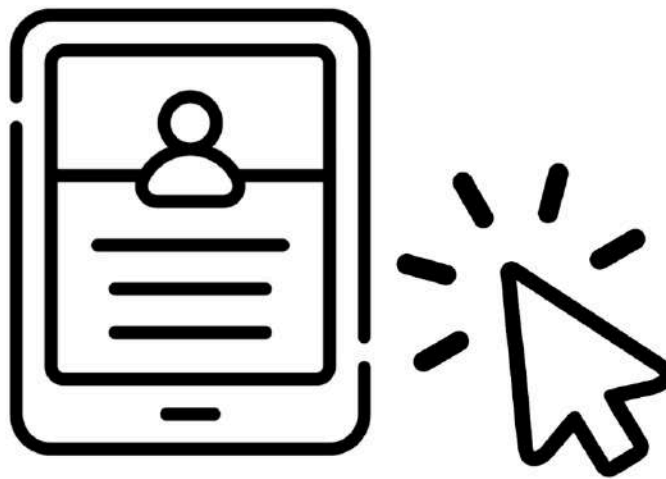
- 1) Grab phone - export contacts
- 2) Pull up all email accounts - export contacts
- 3) Social Media Followers - put names on list
- 4) Put names on sheet
- 5) Add them all up - seriously. Figure out the #.
- 6) Look at all dem leads!

## Warm Outreach: Pick a Platform



→ Pick the one you have the most contacts on

## Warm Outreach: What To Say

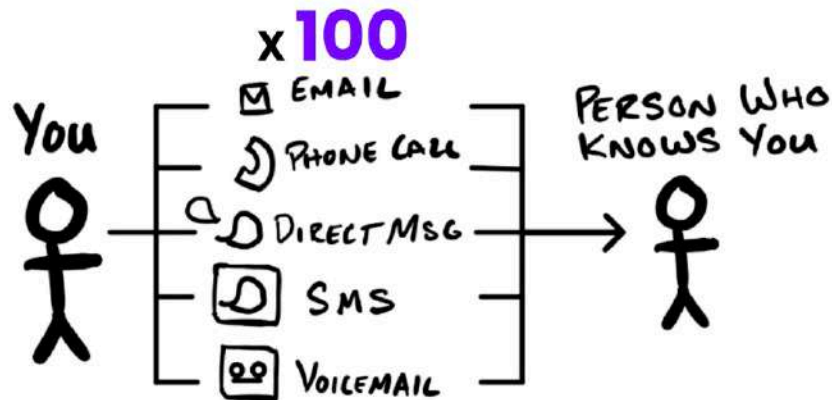


→ **Look for 30sec to see what's new and act like a human being. "Saw you just had a baby!"**

14  
2

- Act like you actually want to talk to them. Treat them like a human being.

## Warm Outreach: Reach Out To 100 Daily



*"Everything must be hard before it can be easy"*

→ **Reach out to them 3x (like you actually wanna get ahold of them).**

14  
5

## Warm Outreach: A-C-A Framework

**A**cknowledge  
**C**ompliment  
**A**sk Next Question

**\*Note: This is also how you talk to other humans btw.**

## Warm Outreach: A-C-A Framework

**Compliment:** on whatever they tell you. Tie it to a positive character trait if you can.

Ex: *...supermom! So hardworking! Managing a FT career + 2 kids...*

- Tie the thing they are to a trait. Later we're going to tie our thing to that trait. We've then associated their sense of I to this trait and later on we want them to buy our product to keep up the perception they are that trait.

## Warm Outreach: A-C-A Framework

**Ask Next Question:** Lead the conversation in a direction closer to your offer.

Ex:

Therapy→Do you get time for yourself?

Fitness→Do you have time to get workouts in?

Cleaning→Do you have anyone who helps you keep the house tidy?



## Warm Outreach: A-C-A Framework

**People love talking about themselves, let them. They pay therapists \$100/hr to do it. You're providing value by giving a poo.**

**\*\*They also will like and trust you more if you do. That makes them more likely to buy from you. We want that.**

15  
2

## Warm Outreach: Invite Friends – Make An Offer

AKA – Your **Lead Magnet** or **Core Offer**



**\*\*They also will like and trust you more if you do. That makes them more likely to buy from you. We want that.**

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# Warm Outreach: Invite Friends – Make An Offer

## Here's what to say:

*...By the way, do you know anybody who is (describe their struggles) looking to (dream outcome) in (time delay)? I'm taking on five case studies for free, because that's all I can handle. I just want to get some testimonials for my service/product. I help them (dream outcome) without (effort and sacrifice). It works. I even guarantee people get (dream outcome) or I work with them until they do. I just had a girl named XXX work with me (dream outcome) even though she (describe the same struggle your contact has). I also had another guy who (dream outcome) and it was his first time. I'd just like more testimonials to show it works across different scenarios. Does anyone you like come to mind? (Pause if on the phone) ...and if they say no...Haha, well...does anyone you hate come to mind? (ha) This helps break any awkwardness.*

### Important notes:

- 1) We're not asking them to buy anything
- 2) We're asking if they know anyone
- 3) Who wants something for free.

## And if you have even **less time**:

*I help (ideal customer) get (dream outcome) in (time period) without (effort & sacrifice) and (increased perceived likelihood of achievement).*

**\*\*This short & sweet version works well for email, texts, dms, calls, in-person. Just fill in the blanks.**

### **Pro Tip: 11 Ways To Increase Perceived Likelihood of Achievement**

Include one or more of the following:

- 1) Showing proof we have done what they want (our own story)
  - 2) Showing proof of people *just like them* getting what they want (think testimonials)
  - 3) Showing the sheer volume of happy reviews we've received (think lots of 5-stars)
    - a) If you don't have reviews yet, even the number of people you've helped works.
  - 4) Certifications/Degrees/Third party accreditations that we're legit
  - 5) Numbers, stats, research that supports the outcome you want them to believe
  - 6) Experts vouching for us
-

### Pro Tip: 11 Ways To Increase Perceived Likelihood of Achievement

- 7) Some new/unique characteristic they haven't failed with before (so it might work this time)
- 8) Celebrities who have endorsed us ('they trusted them, so should I')
- 9) Guaranteeing they'll achieve it (so we put some skin in the game too)
- 10) How well you describe them or the current pain they're experiencing. The more specific the better. (think 'he/she really gets me, they must know how to help')
- 11) If possible, demonstrate the outcome live. Or, show a recording of it happening.
  - a) Ex: Advertising agency plays a recording of a call that a gym owner has to make to a lead on the sales call. "Could you handle making a call like that to a lead if we get them for you?" It demonstrates the outcome of the advertising services - people don't want "leads" they want customers. They just don't know a better way to ask for them.

## Warm Outreach: Make It Easy To Say Yes →FREE



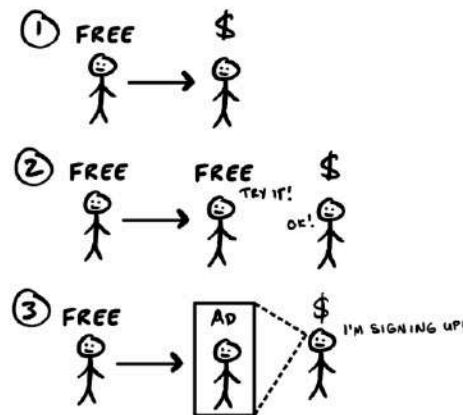
*Since I'm only taking on five people, I can give you all the attention you need to get brag-worthy results. And I'll give it all for free so long as you promise to: 1) Use it 2) Give me feedback and 3) Leave a killer review if you think it deserves one. Does that sound fair?*

## Warm Outreach: Make It Easy To Say Yes →FREE

### Here's Why:

- 1) **You get the reps** in and become comfortable with making offers to people. It'll calm your nerves knowing you're just helping...for free...for now (winky face).
- 2) **You probably suck** (for now). People are far more forgiving when you haven't charged anything.
- 3) Because you probably suck, **you need to learn how to suck less. You suck less by doing more.** It's better to have a few guinea pigs to get the kinks out. You'll learn a ton from the people you help for free, I promise. Even though it may not feel like it now, you're getting the better end of the deal.
- 4) **If people get value**, especially for free, they're far more likely to:
  - a) **Leave positive reviews and testimonials.**
  - b) **Give you feedback.**
  - c) **Send their friends and family.**

## Warm Outreach: Make It Easy To Say Yes →FREE



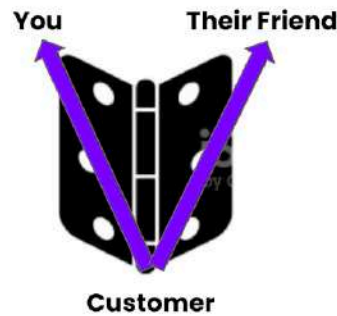
### Free customers make you money in **three** ways:

- 1) They convert into paying customers.
- 2) They send you paying customers via referrals.
- 3) Their testimonials bring in paying customers.

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5



## Warm Outreach: Make It Easy To Say Yes →FREE



### Hinge Method:

If you ask for a referral, get a three-way introduction. My favorite way to do this in person is grab the customer's phone, take a picture of the two of us, then text that picture to the referral and your own number. If I'm virtual, screenshot a video call and do the same thing. If you can't do that, then at least get a three way conversation going with *them* initiating it.

## Warm Outreach: Make It Easy To Say Yes →FREE

**Yes = Free Customer**  
**No = Info To Improve**

### If they say no - ask why:

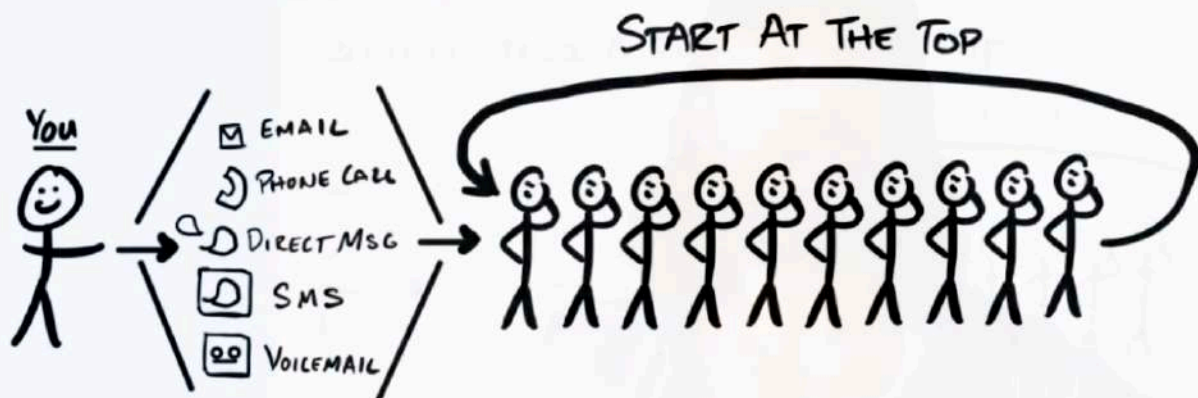
→*What would I have to do to make it worthwhile for you to continue?*

Gives you a chance to solve the problem and exposes hidden costs to make your product better.

**Just because it doesn't cost money, doesn't mean it's free.**

16  
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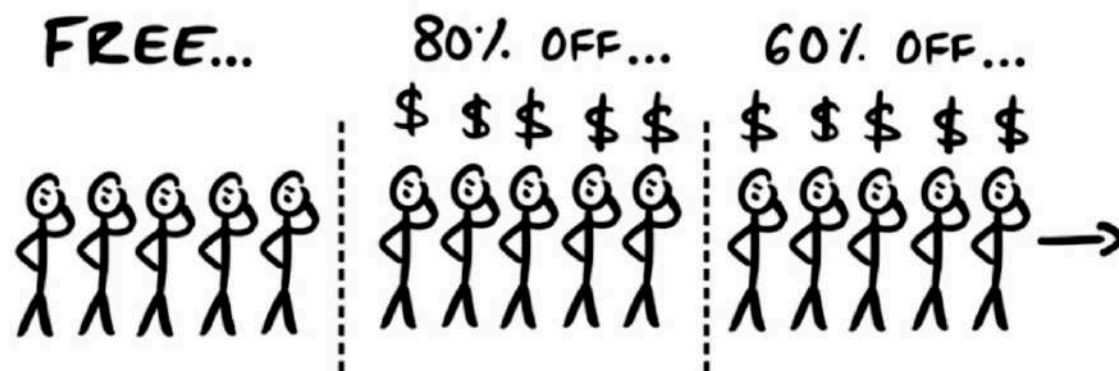
## Warm Outreach: Restart at the Top



After reaching out to all leads with your free offer, go to the next platform. Then once you've done all platforms, start back at the top.

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## Warm Outreach: Start Charging \$



Here's how you know you're good enough: When people start referring OR you don't have more capacity to take people on. When that happens, swap "free" for "80% off the next five" then 60% off...etc.

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- Keep reducing percentage off until you're at 0% or full capacity. Once you're at 0% continue to bump your price and you can then start running discounts on that price again to improve the offer.
- This way you create scarcity

# Every 5 Raise +20%

**Keep the "raise my price every five" as long as you want or until you reach a sweet spot. Btw - it's usually much higher than you think. This also gives you true scarcity at all times.**

## Warm Outreach: Start Charging \$

### Get More Cash Up Front & More Yeses → Prepay + Guarantee

Offering a guarantee gets more people to buy because it reverses risk. Here's a nice twist on a guarantee that'll get you more yeses *and* more cash.

You can offer a guarantee only to people who pay up front. Reason why: *People who invest up front are more committed. And as a result, we're able to guarantee their outcomes. So if you'd like our guarantee, you can prepay our service.*

Another version of wording I got my good friend Dr Kashey: After the person agrees to buy, you say "would you rather pay less today or get all your money back?" Paying less today = payment plan, so less money down. Get all your money back = prepay and get a guarantee that you get the result you want.

Ex: "Pay Less" = \$2000/mo for 3 months = \$6000 (no guarantee)

Or

"Get All Your Money Back" = \$6000 up front *with* a guarantee.

Presented this way, the majority of the people take the up front cash option with the guarantee. So if you planned on offering one anyways, you may as well weaponize it to incentivize more people to pay up front.

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§





Are you still looking to [4 word desire]?

...buy your dream home?

...get more sales leads?

...tone up your arms?

...open an online store?

...start a youtube channel?

## Warm Outreach: Action Checklist

Warm Reach Outs Daily Checklist	
<b>Who:</b>	Yourself
<b>What:</b>	First five free
<b>Where:</b>	Phone/Email/Physical Mail/SMS/Etc
<b>To Whom:</b>	Your Contacts
<b>When:</b>	First four hours of your day
<b>Why:</b>	You want to get customers or intros
<b>How:</b>	Personalized Message using ACA
<b>How Much:</b>	100 Attempts Per Day
<b>How Many:</b>	Follow up two more times after first.
<b>How Long:</b>	Until you get customers



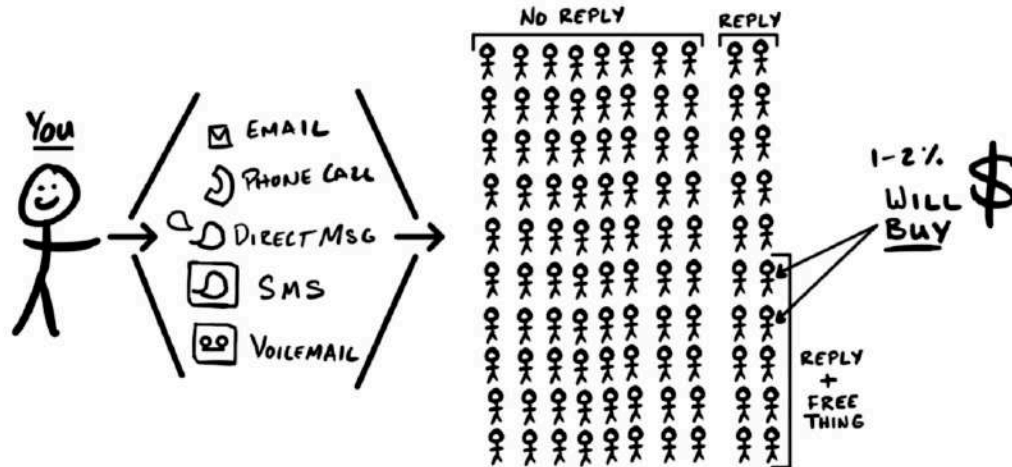
Alex Hormozi  
@AlexHormozi

You can get “good enough” at almost anything in 20 hours of focused effort.

The problem is, most people spend years delaying the first hour.

# Warm Outreach: Action Checklist

What to expect – **benchmarks...**



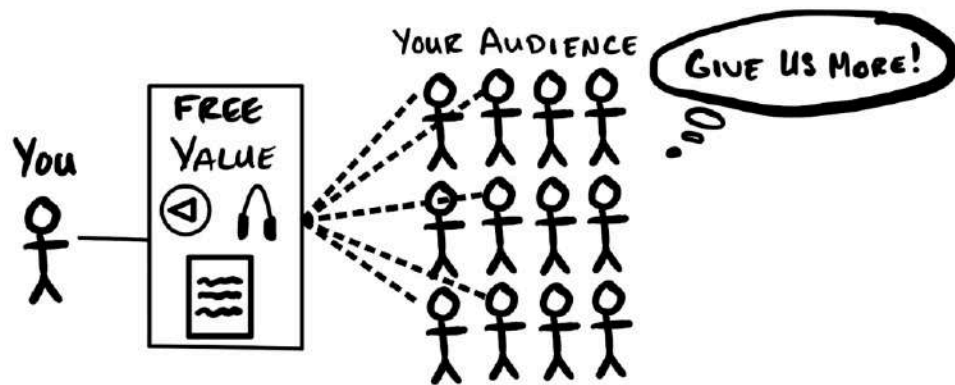
## Post Content

Post content:

1. Structure content: Hook → retain → reward
  - a. Hook: Give them a reason to redirect their attention
    - i. Topics, headlines, format
      1. 5 Topics
      2. 7 headline formula
  - b. Retain:
    - i. Lists, steps, stories
      1. Can use all three at the same time
  - c. Reward: matching or exceeding their expectations when they decide to consume your content

- i. Metric for success: Your audience grows
- 2. Short vs long form
  - a. long = more content units (H-R-R)

## Post Content: How Content Works



Posting Content = More Scalable than Warm Outreach.

### Pros:

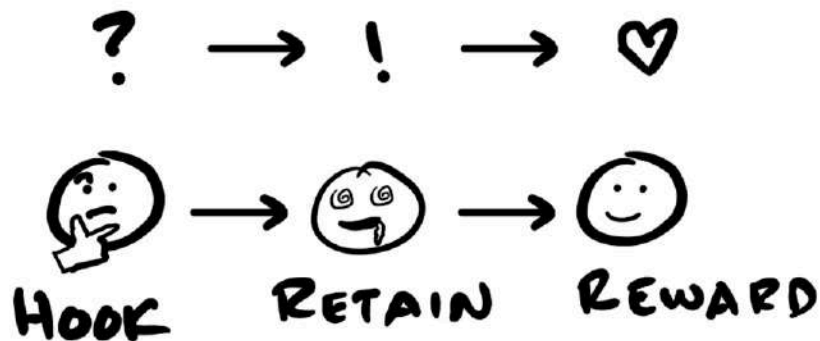
- Grows warm audience (who you can reach out to)
- Makes all other advertising more effective
- Just costs time. Can get you highest return per dollar.

### Cons:

- Difficult to personalize
- Compete with everyone. Difficult to stand out.
- If you're good. People copy. Have to innovate.

## Post Content: The Content Unit

All content is made up of **three repeating units...**

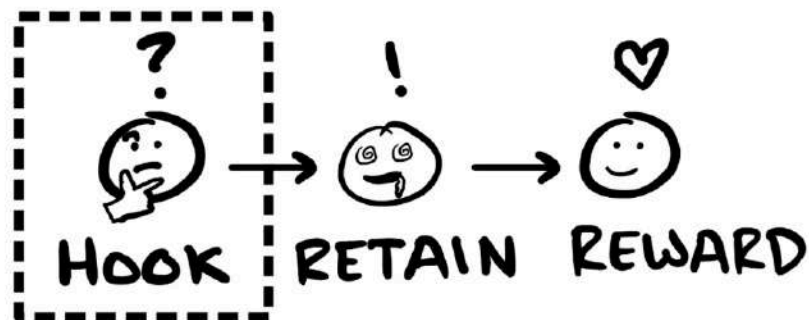


**HOOK:** Have a reason to consume it → get them to notice your content

**RETAIN:** Pay attention long enough → get them to consume it

**REWARD:** Satisfy their reason for consuming

## Post Content: Hook



**Objective:** We give them a reason to redirect their attention from whatever they are doing towards us.

## Post Content: Hook



We get lots of people to pay attention by doing three things well:

- 1) Pick good **topics** they find interesting
- 2) Pick good **headlines** that give them a reason
- 3) Match the **format** that's rewarded them before



### Topics:

- 1) Far Past: Life lessons
- 2) Recent Past: Calendar breakdown
- 3) Present: Real time capture (tweets/emails)
- 4) Trends: Apply your lens to something happening
- 5) Manufactured: Turn a crazy idea into reality

**My favorite way to pick topics:** Do shit. Talk about what you did. Repeat.



## Headlines: Instead of a formula – model the **news**.

- 1) Recency – As recent as possible, quite literally the ‘new’s
  - a) People pay attention to something that happened an hour ago more than a year ago.
- 2) Relevancy – Personally meaningful
  - a) Nurses pay more attention to stuff that affects nurses compared to stuff that affects accountants.
- 3) Celebrity – Including prominent people (celebrities, authorities, etc.).
  - a) 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.

## Headlines:

- 4) Proximity – Close to home – geographically
  - a) 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.
- 5) Conflict – of opposing ideas, opposing people, nature, etc..
  - b) Pineapple vs no Pineapple on pizza? Conflict!
  - c) Good vs Evil. Hero vs Villain. Left vs Right.
  - d) Freedom vs Security. Justice vs Mercy. You get the idea.
- 6) Unusual – odd, unique, rare, bizarre
  - e) Think of a six-fingered man at the old-time circuses. If it’s outside of the norm, people pay more attention.
- 7) Ongoing – Stories still in progress are dynamic, evolving, and have plot twists.
  - f) If someone goes into labor, people want updates every ten minutes because *anything could happen*.

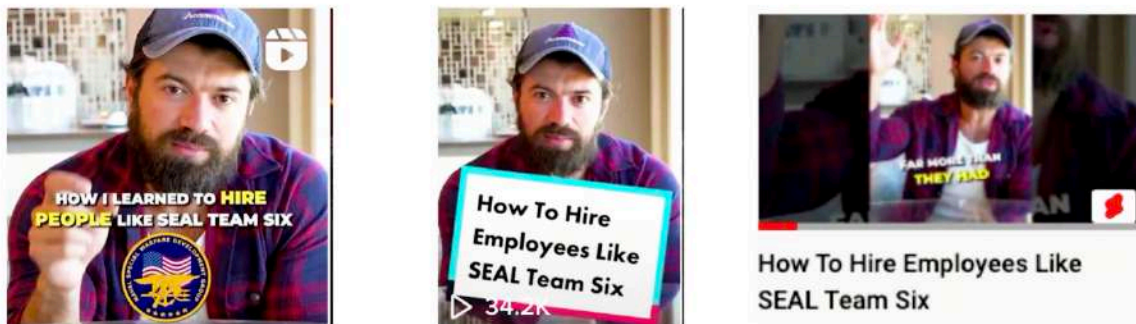
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## Format:



## Post Content: Hook

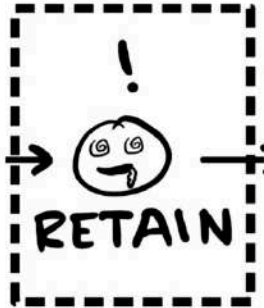


**Bottom Line:** You've gotta make your content look like *what they expect will reward them*. Otherwise, no matter how good it is, better-looking content will hook them before yours even has a chance.

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Retain:

## Post Content: Retain



We retain through **curiosity**. People want to know what happens...next. My **three favorite ways**:

LISTS

A	B
C	D

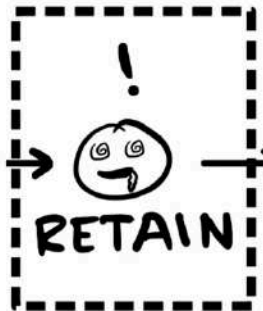
STEPS

STEP 1  
STEP 2  
STEP 3  
STEP 4

STORIES



21



LISTS

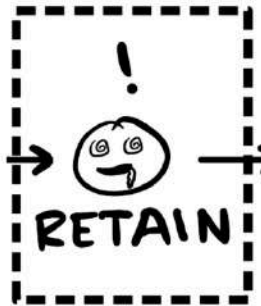
A	B
C	D

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.

- a) Example: "7 Ways I invested \$1000 in my 20s That Paid Off Big"
- b) Example: "28 Ways To Stay Poor"
- c) Example: "A content unit has three pieces..."

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## STEPS

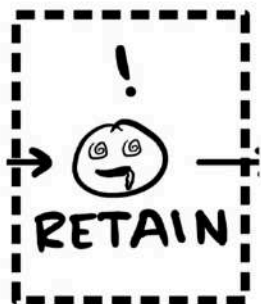
STEP 1  
STEP 2  
STEP 3  
STEP 4

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.

- a) Example: "3 Steps to Creating a Great Hook"
- b) Example: "How I Create a Headline in 7 Steps"
- c) Example: "The Morning Routine That Boosts My Productivity"

**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.

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## 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.

Ex: Almost every section in this course has a story.

Ex: "My editor made me do 19 drafts of this book – here's what I did to him."

Ex: "My journey from sleeping on the bottom floor of a gym to the top floor of a 5-star hotel."

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6

And...the best part...you can use **all three at the same time.**

Reward:

## Post Content: Reward



**Reward:** 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*.

**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.

## Post Content: Reward



Bad 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.

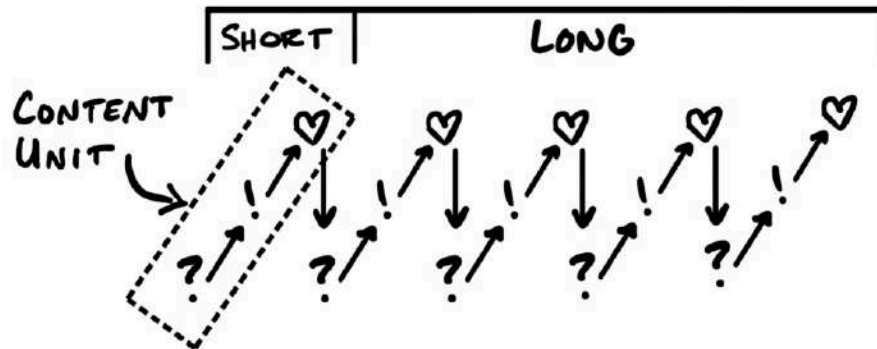
Bad Example: If your hook promises “4 Marketing Strategies Dentists Can Use” and they can’t use them, they will not share it or watch your content in the future. *You did a bad job of rewarding.*

### HOW TO KNOW IF YOUR STUFF IS GOOD:

- 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.
- Provide more value than anyone else. Make good on your promises. Clearly satisfy the hook you used to get their attention.

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3

## Post Content: Short vs Long Form Content



**Long** = More content units  
**Short** = Fewer content units  
That's it.

## Post Content: Short vs Long Form Content

**It takes more skill to reward a lot over a longer period of time.** So my recommendation is, start with short. Build from there.



**It's the same reason comedians start with short 5min bits then work up to a full hour long routine.**

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## Post Content: Tip

Tip You Didn't Ask For: **Make All Your Content For Strangers**



**Here's why: It grows your audience faster.**  
**Existing audience won't mind.**  
**New audience will want it to feel included.**

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## Monetise Content

Monetise Content:

1. The Give : Ask Ratio
  - a. Maximally monetise = 4 content, 1 ad
  - b. Maximum growth = zero in the beginning
2. Alex strategy =
  - a. give until they ask
  - b. Give in public, ask in private
  - c. Brand over everything. You reinforce your brand by giving. You reinforce your brand by the quality of your product.
3. Two ways to ask: Integrated & Intermittent
  - a. Integrated into the content (in the middle or end)
  - b. Intermittent is your asks are dedicated posts

4. Monetise content: Depth then width or width then depth
5. System: twice every month and record thirty or so short clips based on step 1 (hook topic section) + record 2 - 4 longer videos unpacking popular topics proven by shorter content
6. 7 lessons:
  - a. "How to" to "How I"
  - b. Need to be reminded more than we need to be taught
  - c. Puddles, ponds, lakes, oceans
  - d. Content creates tools for salespeople
  - e. Free content retains paying customers
  - f. people don't have shorter attention spans, they have higher standards
  - g. Avoid pre-scheduling posts
7. What to measure:
  - a. Total followers and reach (how big)
  - b. Rate of getting followers and reach (how fast)
8. Control inputs:
  - a. Pick a posting cadence
  - b. Pick your "ask" cadence on that platform
  - c. Then do not stop.



## **Monetize Content:**

- 1) The Give : Ask Ratio
- 2) How to Ask
- 3) Scale Content
- 4) How I Do It
- 5) Why It's Worth It
- 6) 7 Lessons
- 7) My First Post
- 8) Benchmarks

## Monetize Content: The Give : Ask Ratio

Gary Vee: Jab...Jab...Jab...Right Hook



Here's why it works: **Reciprocity.**

→ Deposit. Deposit. Deposit. Withdraw.

## Monetize Content: The Give : Ask Ratio

Well Studied Ratio: ~3 : 1 → To Maximally Monetize



Per 60min: 3.6 to 1  
47min Content  
13min Commercials

VS.



Per 5 Posts: 4 to 1  
4 Content  
1 Ad



## Monetize Content: The Give : Ask Ratio

Maximally Monetize  $\neq$  Maximum Growth



Per 5 Posts:  
4 Content  
1 Ad

VS.



Far fewer ads for  
years (zero in the  
beginning)

## Monetize Content: The Give : Ask Ratio

How I do it: Give...until they ask.



## Monetize Content: The Give : Ask Ratio

How I do it: **Give in public, ask in private.** That way your reputation is based purely on giving.

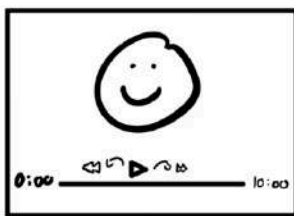


Bottom Line: The moment you start asking for money is the moment you decide to slow down your growth. So the more patient you are, the more you will get when you finally make your ask.

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Brand over everything. You reinforce your brand by giving. You reinforce your brand by the quality of your product.

**If you're going to ask in public, here's my preference:**



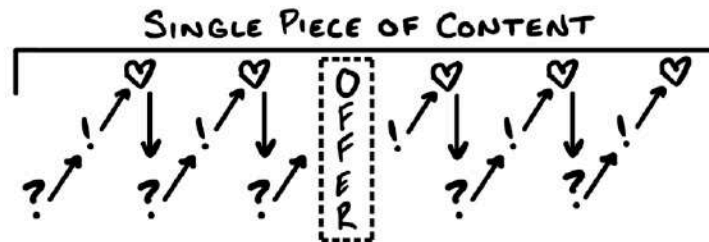
Think of 'asks' like commercials. You interrupt your own value with commercials about the stuff you sell.



Integrated:

## Monetize Content: How To Ask

### INTEGRATED



**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.

**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.

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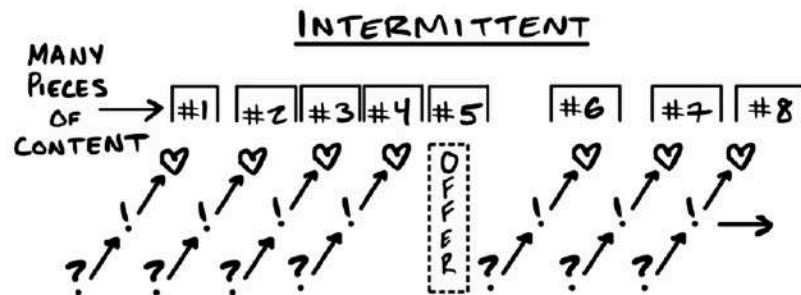
**Don't be like my friend:** I had a friend who had a podcast that blew up quickly. Eager to monetize his new audience, he started making offers (asking) too frequently *-in-* the content. His podcast not only stopped growing, it actually shrank! Don't be like that.

**How I Prefer:** 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. **POWER OF A PS STATEMENT.**

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Intermittent:

## Monetize Content: How To Ask



**Better for short form content.**

**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.

### 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."*

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## **Monetize Content: How To Ask**

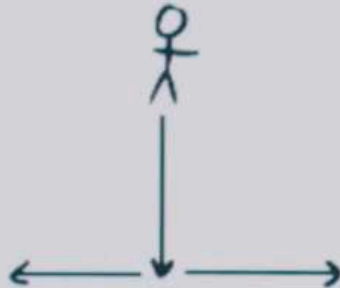
**So pick:**

- 1) Integration or intermittent strategy**
- 2) Lead magnet or core offer.**

**Then get back to giving.**

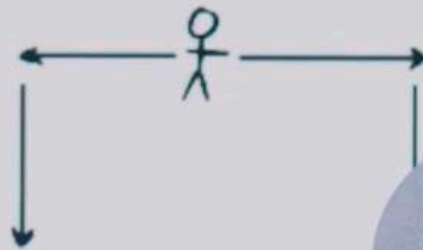
## Monetize Content: How I Scale Content

DEPTH THEN WIDTH



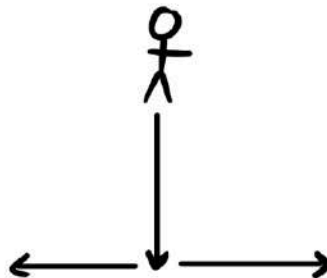
vs.

WIDTH THEN DEPTH



## Monetize Content: How I Scale Content

DEPTH THEN WIDTH



### GO DEEP ON ONE 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.

**Pros:** Maximize return on effort. Audiences compound faster. Fewer resources.  
**Cons:** Less low hanging fruit. No omnipresence. Single channel dependency.



## Monetize Content: How I Scale Content

### GET ON EVERY PLATFORM EARLY THEN MAXIMIZE

Step #1: Post content on a relevant platform.

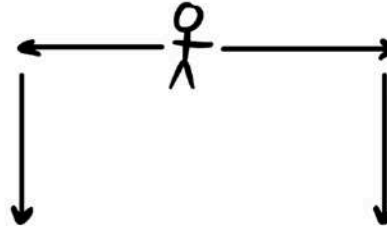
Step #2: Post content regularly on that platform.

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.

### WIDTH THEN DEPTH



**Pros:** Broader audience faster. Repurpose with little effort.

**Cons:** More attention, time and labor to be effective. Often - lots of bad content everywhere.

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## Monetize Content: How I Did It

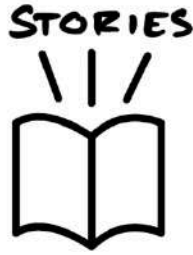
**I am not a full time content creator.** I run businesses. But, content creation is a part of my responsibility. Here's my simple process for recording.

- 1) I find **topics** using the five ways from the "Hook" section.
- 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.

How to judge your content: "How can I make this good enough they want to share it with somebody?"

## Monetize Content: Why It's Worth It



**Story: Paid Ads Suffering...but why?**

**Team meeting → Debate → Leila “what did we stop?” → Gym  
Content → Customer Survey → 78% Findings**

## Monetize Content: 7 Lessons

- 1) Switch from **“How to”** to **“How I”** whenever possible.
  - I make my oatmeal this way vs. you should make your oatmeal this way.
  - How I Built My 7F Agency vs. How To Build a 7F Agency.
  - My favorite way to generate leads for my business vs. This is the best way to generate leads for your business.
- 2) **We Need To Be Reminded More Than We Need To Be Taught:**
  - Your audience doesn't listen 100 percent of the time.
    - 1 in 6 people in my audience didn't know I had a book despite posting about it daily for 2 years.
  - 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. The audience will listen to people with better track records than you.

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.

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1

### 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.

### 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.
  - What do they judge off more? Free content VS Paid Content

## 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*.
  - 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.
  - When you manually post, you know that within seconds you will be rewarded or punished for the quality of the content.
  - It gives that last bit of pressure to get it right. Try it.

# Your First Post



**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.



## Rule of thumb:

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.

**Here's what I measure:**

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

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

**Here's what I measure:**

Remember, we can only control inputs. Measuring outputs is only useful if we are consistent with inputs.

- 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.**