# **The Master Storyteller EXPLAINS How To Build A $1M Brand, Not Just A Business! (5 Step Framework!)**

<https://www.youtube.com/watch?v=uDhZa_RopqE>  
  
  
**Intro**

0:00

anyone who wants to be successful in business has to go through the period of building something that no one wants i

0:05

did that four or five times and at some point you're like I got to stop doing the building and focus more on the

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creation of attention all I did was make a video a day and posted it i grew from like 0 to 300,000 followers people want

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you to be their favorite and people's favorite is the person that speaks directly to them so you need to customize your messaging customize the

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topics to cover the pain points that they specifically have one of your most popular videos was how

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to master storytelling over a million people have watched that which is insane talk to me about the importance of

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storytelling storytelling is probably the most powerful skill anyone could have the key to storytelling is

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Today's guest is Kane Callaway and interestingly enough we actually filmed an episode 12 months ago at the time he

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had just left his consulting job to do content creation full-time he had a couple hundred thousand followers across

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Tik Tok and Instagram all organic only doing short form and I remember sitting

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in that studio and thinking to myself this guy's really figured out short form

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content little did I know he was just getting started and so speaking to you today he has over a million followers

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he's just passed 100,000 subscribers on YouTube and did it in 5 months and so to

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give you guys the context Callaway is the person that I go to to anything related to storytelling building an

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audience and getting attention and so if you're sitting at home listening to this

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and whenever you post on the internet about your business your idea whatever you're building it feels like you are

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yelling into the void it feels like you're invisible even though you have something valuable to offer we created

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this episode for you basically what Callaway goes through and breaks down is his fivestep framework to getting a mass

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amount of people to care about what you're building and it's so damn good

2:02

and so you know what i'm not going to say anything more we're just going to get into it you're listening to the Callum Johnson show if someone's

## **The Content-Attention blueprint will save you pain!**

2:09

listening to this conversation let's just say they stumbled on this video on their feed they have no idea who you and

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I are but what they do know is that whenever they post something on the

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internet whether it's their idea their story their business whatever the thing is it gets no attention like they feel

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invisible like they're just not hitting people and honestly like it's a

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frustrating experience and so with that in mind where I wanted

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to begin is for that human being what is going to be the value to

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them of listening to this conversation that we're about to have yeah that's a big one i think at the end of the day

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attention is one of the most important things in business i think it's the most important thing and so my approach at

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least like mental model frameworks are going to break down it depends on where we go with the questions but it's going

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to break down systematically high level what's broken and then tactically what is broken each piece right so like the

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way I think of things is break them down into atomic units and then analyze each building block like a Lego brick fix it

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and then stack it back up so that it works so I have like pretty deep views

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on every component of the content content attention workflow and so we can

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pick apart and like really fundamentally break down those blocks all the way into the problems and then I think if you're

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watching this and you watch all the way through hopefully this will be like a master class for the tactics but also

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like the storytelling high level and if you know both those things it's just a matter of reps after that the consistency you know what and um it's

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funny cuz I was watching I was watching some of your videos this morning and you always have this line in your videos of

## **This is why no one buys from you!**

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like uh I'm Callaway i've got a billion views and a million followers exactly

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and the thing is cuz I I've known you for a little bit it wasn't always like that and so I heard you say this on a

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podcast i think you shot this podcast maybe like a year ago you said "When I think about business it comes down to

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product and distribution can you sell it and what are you selling and so I was

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doing a lot of what are you selling but I was doing it to no one and 18 month 18

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months ago I was like "Fuck it i'm just going to go full audience." I knew nothing and that's when I was working in

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consulting and posting a video every single day can you can you just talk to me like take us back

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to that point in time yeah yeah we've come a long way since we have come a long way i feel like I'm like a

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caterpillar that's blossomed many time like the metamorphosis many many levels um yeah so like the way business is very

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simple at the base building blocks right so it's attention funnels and then offers or products so it's like can I

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get someone to care how do I get that person to care to the thing I'm selling and then what am I selling it's just those three things a lot of people when

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they want to build a business they start with the what am I selling which is natural right because you're like I need a product what do people want whatever

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you don't really spend a lot of time on the buyer at all you spend time on the product so when you do that like I did

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for many years you end up building things that people don't want or you you build something someone does want but

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you can't get them to care right because you you haven't mastered the skill or the muscle of the attention side and so

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what I figured out I mean really after failing so many times with the offer first method I kind of zoomed out and

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just tried to look at holistically right like I can articulate this stuff much better now cuz I've lived in the trenches as an entrepreneur for a while

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but back then I didn't have these frameworks but I I did kind of zoom out and say why don't I just focus on the

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skill of getting people to care period and just learn that and if I can learn that I can then ask them what they want

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and build what they want but I have to know the skill of getting them to care because even if I knew what they wanted

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and I built it I have to get them to it right so I kind of just stopped doing the offer offers products whatever I

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stopped doing the building and focus more on the creation of attention how do you harness attention how do you

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storytell how do you get people to really care about anything you want and that's what started me down this journey of like okay you go into formats and

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platforms so I picked short form video to start but that was just because I could iterate my learning the fastest

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which we we talked about a lot in the last pod but I but kind of at at a blank slate level you have all these social

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platforms you have all these different formats you can pick any of them to start but you have to figure out how to

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win the game the content game is what I call it on that platform when you figure that out then you can harness attention

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you start to build that muscle then as that attention acrru which is a following or an audience you can then

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start to ask them through interactive whatever comments or live calls or

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stories or whatever ask them what they want and then you can start to identify where is there a gap what can I build

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and kind of build the bridge right as a beginner if you're watching this the fundamental mistake I made for a long

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time is I started at the end with the product when what I should have done is started with the buyer analyze what the

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buyer wants and then both figure out what to build for them and also how to get them to care yeah you know what when

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if you're in that position where like and I know it firsthand cuz I remember

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like the first business that I tried to start was a t-shirt business and I spent like six or seven months just trying to

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get the design perfect and then once you're ready to launch there's no market for it yeah it's crickets and it's

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actually like this deeply frustrating kind of lonely experience because you're

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like I've created this thing that in your mind it's almost like a masterpiece you're like I put so much work into it i

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think it's valuable to people i think they should like it but they just don't they just don't care yeah because really

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cuz you're making that for you you're not really making it for them right it's like if you make a product like a

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clothing brand you're making it cuz you think it's dope and you want money so you're like I want to make something

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people will pay me money for but the reality is like they didn't have a problem to be solved it's very a

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clothing brand specifically is like very tough to grow and scale because it's hard to start with the buyer right for clothing because like it has to come

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from the designer's taste so that that's a tough one to model but yeah I think at the end of the day anyone who wants to

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be successful in business has to go through the period of building something that no one wants at least once to kind

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of feel the sting of that i'm just saying I did that four or five times and real and like at at some point you're

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like I got to stop wasting money and time building something that nobody wants like what's wrong i'm telling you the thing that's wrong is that you have

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to start with the person in mind now if you don't want to start with the attention skill you at least have to go

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find a group of buyers and ask them what they want like if if you still want to violate what I'm saying you have to kind of know what people want to then build

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something but ultimately you're going to have to be able to drive attention you're going to have to be able to get them to care the first time I learned

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this lesson was like pretty brutal i started a business my last year of college we raised uh angel money from

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friends and family like 300k or whatever spent a bunch of money building out this app that we thought was sick and burned

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through all the money and nobody cared nobody wanted it and huge flop right so that was a great example of like we

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thought we had a good idea there was a market need we thought for us but we hadn't validated that need with real

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buyers and so you go we went through all the process a year to build out the app iterate the app this feature that

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feature what's the design all the stuff that like doesn't actually matter until you have validation and then you go to test it and the buyers are like nah I'd

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rather just like do what I'm doing that's a tough that's a tough lesson to learn but yeah that's that's a key first

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principle to to understanding business yeah you know what's you know what's interesting it's like um and I think we

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have this in both of our stories it is very nice to like reminisce on like the

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failed stories once you have the thing that works but sucks in the Yeah when

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you're when you're in it and you even mentioned like everyone has to feel the sting of building someone building

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something that no one cares about and it's nice

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that when you're feeling that sting it's just the sting it sucks well and what I

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So when I was feeling the sting what I wish I had was a conversation like this where the person could say "Look the

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reason you're feeling the sting is cuz you've built something no one wants the way to get the sting away and to fix it

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go talk to the people you're trying to sell to and figure out what they need." That like that's the step one tactical

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step but when you're yeah when you're in the trenches and your blinders are on you don't really know to take that step

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like I didn't really know you know intuitively we can talk about this now go talk to the buyer i didn't really

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realize that right so yeah you know what let's let's just get into it cuz I want to I want to give people that blueprint

## **How to identify your WHO**

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and that five-step framework of how they can get people to care about what

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they're building let's do that okay and so you know what i want to start with uh I want to start right in the beginning

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with step one which is identify exactly who you're trying to reach it's the who

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so before you create content or build a product you have to start with a deep clarity who is this for and so really

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where I wanted to start is like I think that when you're starting out building

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something that might actually be one of the toughest questions the who because the where where your mind naturally goes

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and it's where my mind went and it was my mistake it's like well I want everyone to wear my t-shirt i want

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everyone to watch my content i want like Yeah we we instantly go everyone yeah so

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so to to build in that sense to build on the warehouse analogy imagine you had somebody go up on the lift that could

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only see green which represents like a niche buyer then building a a shirt

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that's white they won't see so you you want your shirt to be green if you're sitting in the warehouse and so that what that means is like there's a it's

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really just a silly metaphor but a proxy for specific buyers buy more often when

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you're targeting a specific pain point that they have or a set of pain points that they have if you build something

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for everyone there's a good chance that the pain point you're addressing is general it's too generalized so like are

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there companies that make blank white t-shirts instead of one yes but that's a way harder market to to beat them at

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because they have network effects and like escape velocity advantages versus you identifying a person or a group of

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people mapping the workflow or like whatever they do picking where they

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struggle and then making a product to solve that struggle that's really like the essence of the who and in terms of

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like you know there's so many types of people that are watching this in terms of the businesses they have right some people are just creators that are trying

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to grow media brands so who is the who is the buyer the buyer is the viewer in that in that case and the viewer you

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don't want to make content that everybody is for everybody because it's not going to cut through in a deep way

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people want to be you people want you to be their favorite right and people's favorite is the person that speaks

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directly to them so you need to customize your messaging customize the topics to cover the pain points that

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they specifically have so if you're a creator the buyer is the viewer and the viewer needs to be a specific profile that you can speak to typically creators

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are best when they can resonate with themselves other like a the viewer is a proxy for themselves because they know

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their own problems really deeply and so they can talk about those in content for business owners the buyer has I mean you

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don't like I said at the very beginning you don't want to start with the product before you have the buyer because you don't know what pain points the buyer has but step one if you want to cut

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through with anything is you have to get intimately familiar with who that buyer is demographics background

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psychographics where they hang out social like digitally which platform are they on what are the memes they like

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like you really need to create this like 360 profile of the buyer so that you can understand and this is the important

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part the workflows that they're spend their time doing and the struggles and pain points that they have within those

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workflows when you can identify those that helps with the content because you can storyt tell around it and it helps

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with the product because you can build to solve it right yeah it's such a it's such a good point and I think the I

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remember um I remember actually reading the way that I got introduced to this especially on like the psychology level

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was a lot through looking at um Alex H or Mosy's content and the fact that like we just like

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people or we like things that it feels like it was made just for us yeah exactly it's like the It's like why does

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why do people want to go on like first class or like why do people want to fry private like that's a dream for a lot of

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people like one day I can fly private cuz it's just you yeah it's like personalized it's personalized just for

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you and you will pay thousands of times more for the same journey the exact same

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trip the same destination you will pay thousands of times more just because it's specific to you and so if we were

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going to get deeper on the content side no I want to get deeper into like the

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the detail because I think sometimes you have like someone might listen to this

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and they might be like "Okay I'm going to go I'm going to go one level more specific with who this is for." Yeah

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yeah but then there's like I almost feel in business and when you're just building anything it's not really about

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one level you kind of need to go several levels deeper than where you started in the beginning all the way down

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yeah i'm trying to reach entrepreneurs which is still really vague can you talk

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about that process of how you actually get to like the right who at the right

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level of specificity for from a content perspective okay give me 60 seconds of your time if

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you're a creator or an entrepreneur you already know that storytelling is everything your product your brand your

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content it's all about how well can you connect with people emotionally but

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here's the question I have for you what if you could actually create a soundtrack for that story and that's

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where the sponsor of today's episode Refusion comes in it's an AI music platform that lets you generate original

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studio quality songs just by describing what you want you don't need to know how to produce you don't need gear you don't

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even need to touch an instrument you just need an idea and the thing that I like about Refusion is they give you

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complete creative control they're the only music generation platform that has a builtin personalization feature that

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helps you find your unique sound and so the part that I found really cool over

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time Refusion learns your style it starts to pick up on your taste what you like and build songs that actually feel

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like you it's like having this personalized always on music collaborator right in your pocket and so

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whether you're a builder a brand a storyteller or just someone who wants to add another layer of creativity to what

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you do go to refusion.com and start making music today that's R I FF Us I O

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N to start creating the soundtrack to your story i recently had a guest come on the show and say that we are

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currently living in the best time to make money on the internet a lot of that is because of the selling opportunities

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that are on social media and so a few months ago we had an entrepreneur called Rob Oliver come on and break down how

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you can make tens of thousands of dollars selling product on Tik Tok shop that conversation we had with Rob was so

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popular that he created a community that teaches people how to market products on

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Tik Tok and make thousands of dollars per month as a Tik Tok shop affiliate

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introducing our friends at Your First Dollar right now they have hundreds of

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members that have gone from complete e-commerce newbies to earning $10,000 a month on Tik Tok shop and when you join

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your first dollar it's not just that you're getting lessons you also get access to top coaches daily live calls a

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supportive community and you can complete everything right from your phone and so if you're ready to get

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started on Tik Tok shop and learn how to become a top earning affiliate go to the link in the description and join your

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first dollar today your future self will be so grateful now let's get back to the show yeah so like we can take my

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channels as an example right so Callaway Marketing is I'm sure like we'll link it or whatever that's that's my YouTube and

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my the breadth and verse depth that I go in is I'm making content for business

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owners who are trying to grow their businesses using content they have

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products and services but they have not cracked content like that's the level I'm going for now if I went a level even

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deeper it would be like a specific type of business it's like I'm only helping ecom business owners with content that

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are trying to grow their business if I went a level below that it' be like I'm only helping health and wellness ecom

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business owners that are trying to grow with content if I went a level beyond that it's like I'm only helping supplement ecom business owners and you

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can go all the way down i only help like gummy vitamin daily vitamin health and wellness ecom business you can go all

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the way down the thing is there is some trade-off with like breadth and depth right so you you you want to come at a

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level where the way I would think about it is you want to go as broad as you can where the lessons the tactical solves

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that you have apply for everyone in the circle if you go beyond that then you

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lose the the effectiveness like the the uh the efficacy of the message right

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essentially so for example like for me in a lot of this we'll get to the framework but it you have to reverse

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engineer from like what do you know that other people don't know in terms of the solution for the thing and so then who

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would benefit from that solution it's the people with that pain so it's like who has that pain so for me it's like

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what do I know that most people don't know it's the nuts and bolts of how to create content that gets people addicted

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and that you can funnel for traffic like that that is the thing I know so if I know that it's like who would benefit from that well any business owner that

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has a business would benefit from it if I go down to the ecom business owner does that is that make it better well

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maybe but I've never built an ecom brand so I don't have like even more specialized knowledge so let's go back up business owner what's one level

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broader than business owner like any any maker I guess but then it starts to get

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where like well a painter might not really get a lot of value from the solution I have so like okay that's too

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broad so now I got to come back down to a business owner you have to pressure test like is the solution that I know

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relevant to any business owner it is because I've tested it with many different types of business accountants

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marketing agency owners i was a creator business owner like I've tested it with 10 different ones and it worked for everyone so that's how I you kind of

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find your level right of like who is who does it apply for the reason you don't want to go down down down

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you could but like you you miss out on the algorithmic push and the ability of the platforms to reach millions of

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people so it's like it is a trade-off to some extent i'm trying to be I'm trying to be clear because I want to be extremely tactical for the people that

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are deciding at what level do I go you need to decide what type of buyer you want to

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get intimately familiar with their pain points at what level and then really gut

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check like what do I know that can solve those pain points that other people don't know because if you don't have any

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edge then what you're doing is just regurgitating everything else that exists and you will not cut through

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right so to take like another example I'm just like building this off the fly let's say I'm a business owner i'm

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watching and I made like a gummy vitamin product for growing your nails let's say

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and if that product is not differentiated in any way you're going to lose you just will unless you

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outspend them with paid ads but let's just say you've discovered a formulation that actually is more effective you're

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going to then storytell about that effectiveness compared to the pain point of not being able to grow your nails

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like that's your edge so who would be who would resonate with that most well

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it's anyone that has the problem of not growing their nails and so you you then have to go do the work of identifying

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who are those buyer groups and at what grouping level can we message all of them where they all resonate with our

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solution right hopefully that's being clear i'm trying to be like precise with it you know you said you said something

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so good which is like you basically have to when you're deciding the who you have

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to make a decision of like which buyer do I want to become intimately familiar

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with their pain points and so then the next question is like okay how do you figure that out and this is what I found

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really helpful and also just kind of observing and reflecting on what I've seen work for other creators

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typically that person that you decide will end up almost being like an earlier

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version of who you are right now yeah because so so what that means so like in your example right it's like you're

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helping business owners that are struggling to get attention on their product at one point as we kind of spoke

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about earlier you were struggling to get attention on your product exactly and so you already intimately understand what they're

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experiencing and it's actually like it's a really helpful framework of like just

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reflect on the person that you used to be and then create with them in mind okay quick pause i want to take you guys

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behind the scenes for a second and share a tool that has dramatically improved my productivity they are also sponsoring

23:32

this episode and that is Notion and so I've spoken about Notion before in other videos my team and my business is all

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run through notion and notion is my digital HQ it organizes all of my tasks it tracks my habits and it keeps my team

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in sync and so I now understand all of the hype and why so many people swear by

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notion and so if you're someone that is sitting at home and you're listening to this and you feel disorganized you feel

24:00

stressed with your work and managing timelines and tasks Notion is going to

24:05

be for you and it's not just me saying this over 50% of Fortune 500 companies

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use Notion and so if you want to join us and try Notion for free go to the link

24:17

in my description that's notion.com/calum johnson and when you use that link not only are you helping

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yourself and your productivity you're actually directly supporting the show so

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thank you so much and let's get back to the video and the reason why that works so well is because you know the pain

## **Sell personal solutions!**

24:35

points so well because you lived the struggle of having that pain right it's like there's a reason why when a lawyer

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starts a a legal AI startup that it's going to beat a rando who wasn't a lawyer there's a reason why that happens

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the reason why is cuz the lawyer lived the arc of the buyer which is the lawyer like lawyers they know the pain points

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much that's why you want subject matter expertise so if you're watching this and you're 22 and you feel like you haven't

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really lived any painoint whatever arcs you got to go build a skill first before

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you build a business build a skill and learn the intricacies of what is tough about learning or applying that skill

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then now you have this user journey that you've lived very easy to build a business solving one of the points pain

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points when you know what they are right so that's that's a a critical thing people miss they immediately they say I want to make money well what skill do

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you have none well what pain points are you aware of none so it's like what are you going to sell to solve a painoint

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that you're not aware of right like you have to start with the journey of developing the skill to map the pain to

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come up with the solution to build the product that's like the logical flow a good example is so we're building uh

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sand castles AI is shameless plug is our software right and so the whole goal with that was like I went through the

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process of trying to make content scripting takes a long time 60 to 90 minutes per video to get really good i

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became a master at scripting i tried to help people with it but it takes so long

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to explain on a onetoone level so I was like let me just build a software that automatically takes everything I know

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about articulation psychology persuasion script writing put it all in and just does it for people that's an example of

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like the only way I would know how to build that is if I was in the trenches writing scripts for a year every day

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knowing where things were breaking that's the only way I could do that right and so it was only then after

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doing that solving it pressure testing the methods and putting it in product that I realized like yeah you really

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can't build a thing unless you're intimately familiar with the problem set and the best way to get intimately familiar with the problem set is to live

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the problem yourself right you know what's funny literally as you you said it perfectly and I was I was just about

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to add to it is um and we're kind of almost like we're like freestyling like

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we're coming up with you like right in this moment it's like you have to have lived like live the pain and it's like

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and and it's back to what you were saying about edge you know and I think what you say is true is like and I felt

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this is um I remember there's a quote by Nipy Hustle when he talks about this he's like um a lot of the reason that

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people don't like go after their dreams or they don't build the thing that they want is because uh their ribs are

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touching and basically what he means is it's like you're kind of in this survival mode or you're like you have

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such a certain outcome in your mind that you're pursuing that you're almost like trying to rush the result yeah yeah

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like that's an edge like it's very difficult for someone else to be able to speak to that version of you in the way

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that you could like you've lived the pain it's so much easier to win in business when you know the pain for

27:49

example like if if somebody else tried to build uh software that helps people write scripts unless they're better than

27:56

me at writing scripts which they aren't nobody's going to beat me at that right now if you clone my methods and exe and

28:03

out execute then you could beat us but I know the pain i'm so like the rabbit hole i'm at I'm the guy at the bottom

28:10

like I'm all the way down the rabbit hole and so if you want to win in your category that's how deep you have to be

28:16

understanding the buyer's pain and I think if you if you if you haven't lived the pain yourself you have to do like

28:22

hundreds of interviews with actual buyers that have lived the pain and try to stitch together like the insights

28:28

from them it's just really tough to do that though because you're always one degree away from one of them right and

28:34

so they always know like the things they're not telling you the things that the invisible pains they can't even articulate in the moment so it's just

28:41

really it's I can't recommend enough to like pick a skill that you want to

28:48

obsess over go through the arc and the arc could be 6 to 12 months like it doesn't have to be your whole lifetime

28:53

go through the arc of trying to develop that skill and really document the lens of the pain as you're doing it like what

29:00

was not clear were the on-ramps of learning the skill clear was the application of it clear who is is like

29:06

buying your services for that skill are they clear on it like there's so many ways you can identify the pain once you

29:11

live it you have to do that so that's step one yeah step one you have to find that you have to find that uh the avatar

## **The blueprint to get your ideal customers to notice you!**

29:18

step two and I remember you mentioned it on our call you spoke about surfaces find out it's the where it's find out

29:24

where they already hang out where does this customer where do they hang out you need to know where they are are they

29:29

watching YouTube tutorials at midnight are they scrolling Tik Tok after work are they subscribed to niche newsletters

29:36

your job is to show up where they already are and hit the medium they trust with consistency yeah like it's

29:42

hard to know where they are if you don't know them right so step one is you got to know them and then step two is like immediately the beauty of social media

29:47

is there's only a few options right you only have six or seven platform options you only have a couple different formats

29:53

short form video long form video text audio image those are your only formats so like you you can you can pretty much

30:01

profile where these people are in a couple ways one if you're them chances are what where you like to hang out they

30:07

like to hang out and you probably already know that if you're if you're not them you ask a small sample set of

30:13

your early customers or the people that you're trying to interview where they hang out and like wherever they are you then have to immerse yourself in that

30:20

community so let's say it's like it's LinkedIn you the people you want are on

30:25

LinkedIn immediately you need to go follow a bunch of people that are in your exact avatar group start commenting

30:31

on their post to start kind of triggering the algorithm to angle your yourself your profile at them then you

30:37

need to start making video native content on that platform so either short form or long form video is going to

30:43

outkick everything else it just will that's where all the platforms are going linkedin doesn't have native long form

30:48

video so you you do short form video because they have their native short form feed and you just start making

30:53

short form videos and we'll get to that like these are later steps but you pick the surface LinkedIn you pick the format

30:59

short form video and you just immerse in that sub community you can build anyone can build an eight figureure business

31:05

using that method who the buyer is find the one format they're on or find the one platform they're on find the format

31:11

they're on and then I'm sure we're going to get into three four and five which is actually how you do it but this is like the this is the setup right this is the

31:17

strategy setup for like how to actually make sure your effort is useful and not wasted yeah you know what there there's

31:24

different and and if we just take it right down to the base there's different forms of communications as humans right

31:29

like obviously we have video which is like a mixture I guess of like uh verbal and then like visual you have just audio

31:36

which is just you're listening you have written you said something very interesting

31:41

there you said native video that's the way it's going can can you elaborate on

31:47

that for people yeah i have this like fairly lame phrase that like people people say like a picture is worth a

31:52

thousand words and then I say like a video is worth a thousand pictures right and so essentially video is just way

31:58

richer of a medium you just take in so much more data when you're watching a video trust acrru when you take in more

32:04

data faster so if if people watch this for 5 minutes you've probably gotten a

32:09

thousandx more trust acred than they would if they read that same amount of people read like a blurb that you wrote

32:15

in text cuz it's just not as real when you're looking at the words as it is compared to video so video like first

32:23

you have to agree or buy into the fact that video is a richer medium than image

32:28

than text right that's step one then step two is what I say native video the

32:33

platforms are built to keep people on right the whole business of social media is they make money when people stay

32:40

using it so they can run ads against them that's like their whole job so the algorithm's job is to prioritize

32:46

whatever format are is going to keep the people on the longest that turns out to be video and so that's that's the second

32:52

piece like we've bought into video now we've bought into the fact that all algorithms are prioritizing video the next thing is the native so platforms

33:00

want you to stay on their thing they don't want you to leave and go somewhere else so LinkedIn has a short form video

33:06

feed built into it so that's like native on LinkedIn but if you were to post a long form video from YouTube on LinkedIn

33:12

I I think you can maybe upload a long form on LinkedIn but most people want to link to YouTube if someone were to click

33:18

that link they leave LinkedIn and go to YouTube that means LinkedIn doesn't get the ad revenue anymore from that person

33:23

they don't want that they're losing so they don't want you to link out so the easiest way to get them to push you

33:28

because you'll help keep people there which is what they want is to use their native video products instagram reels is

33:35

native tik Tok the Tik Tok video is native youtube long form and shorts are native i think long form is way more

33:41

powerful on YouTube linkedin shorts twitter doesn't really have native video either way like you can post both i

33:46

think Elon's trying to get long form to become native and so they're kind of boosting long form twitter is kind of a

33:52

little bit of a weird one facebook reels but you can also upload native kind of long form in there as well uh and then I

33:59

think I may have missed one but I think that I think that's all of them so there is a native video except for Twitter on

34:05

every single one of them and if you want the best bang for buck 8020 like do 20%

34:10

of the work get 80% of the results it's native video on the platform where your buyers live that's like step one and two

34:16

yeah in terms of the the surfaces themselves cuz I I know I had it when I was starting out is you have that

34:22

question of like which platform do I choose you mentioned I know there's all

34:28

the ones that we always hear right tik Tok Instagram whatever youtube you mentioned LinkedIn yeah yeah like is

34:35

there one that you almost feel is underrated like people aren't paying enough attention to and actually like

34:41

the reach on that surface is easier especially if you're getting started i

34:48

think so there's always under under arbitrage and over like underutilized underleveraged whatever the whatever the

34:54

framing is there's always opportunities where you're getting more bang for buck right now LinkedIn is one of those where

35:00

there's so the supply and demand mismatch is very out of whack ton of demand people want like if you think

35:06

about it every person on LinkedIn which is like we think of like a guy in a suit chilling at work they're spending time

35:11

on LinkedIn if they're in the office they're not really allowed to go on other social media but LinkedIn is like work so they're all going on it

35:17

everybody likes video so they're just they're churning through those videos so LinkedIn right now is the best

35:23

underpriced attention relative to the others however what trumps underpriced

35:28

is where the buyer is so if your buyer is not on LinkedIn and just and you're just posting on LinkedIn because it's underpriced that doesn't make sense but

35:35

the the way to think that through the difference is like typically CPG type brands are going to

35:42

do best on Instagram and Tik Tok typically B2B services are going to do best on LinkedIn like that's where the

35:48

buyer is sas can do well on all of them usually consumer SAS I would say Tik Tok and B2B SAS LinkedIn or you or YouTube

35:56

and I'm YouTube's kind of a the universal like O bloods like the universal donor like you can post on

36:01

YouTube for anything it's just way harder long form is way harder but yeah like start with where the buyer is and

36:07

then be like "Okay all my buyers are here i'm going to jump in the conversation i'm going to be in the comments." But like the thing you can do

36:13

to get the most buyers magnetic to you and your personal brand which drives to the brand is postnative video yeah you

36:20

know okay let's let's go to let's go to step three and this is like for me personally

36:26

this is what I really like is step three which is I I have it written as speak

36:32

the language of that platform the how and the what but really if I really wanted to just make it simple it's like

36:38

okay step one you've identified who the viewer avatar is step two you've chosen your surface and you've gone like very

36:44

narrow in how you're delivering to that viewer avatar step three is actually

36:51

how are you actually getting people to care like give a [ \_\_ ] about what you're doing and so you know I where I That's a

37:00

big can of worms right here it's very big and you know where where I want to begin is in the last 6 months you have

## **Storytelling is the most important skill in business**

37:07

gone from zero to 100,000 subscribers on YouTube and one of your most popular

37:12

videos was how to master storytelling um one over a million people have

37:18

watched that which is which is insane at that time even how many subscribers did you even When I posted it I had less

37:23

than a thousand that's crazy yeah to be fair that video had been made actually

37:28

the video had been made 6 months before and I posted on a different channel it didn't do well so all I did was take the same video rethnail it but the algo was

37:36

different obviously I like audience matched my new channel which we could get into but yeah we we will get into that but you know what just to just to

37:42

begin and to level set storytelling

37:48

storytelling is one of those things that like I know especially before I really got into content you just hear everyone

37:53

talk about storytelling and it's not even just marketers it's like entrepreneurs it's like oh Steve Jobs

37:59

was an amazing storyteller and then you'll hear like a film director like it's all about storytelling and then a musician and then like everyone talks

38:05

about storytelling and I'd always be like what is this thing it's like one of those like overused terms that we just

38:10

hear the invisible ghost literally that's a good way to put it talk to me about the importance of storytelling

38:17

like why is that so important when it comes to getting people to care about what you're doing yeah I mean

38:24

storytelling is universally like probably the most powerful skill anyone

38:29

could have so we're going to dive you know like I I was thinking before I came

38:34

here like how am I going to tee up the intro i was like do you want me to tell you the secret about storytelling i'll give it to you right now that was the

38:40

hook edit so storytelling essentially is a bucket of things but it's persuasion

38:46

it's psychology it's really getting someone to care and keep caring about the thing you're saying right through

38:52

anything story you can storyt tell through music it's like do you want to keep listening to the song story tell through books do you want to keep

38:57

reading storytell through video do you want to keep watching it's just what is the it's storytelling storytelling is

39:03

like the magnetism that keeps people holding on to to hear more see more view

39:08

more and so the problem with something like storytelling is it's this kind of

39:14

like opaque term it's like how do you actually break it down and I I actually think what I'm best at my my sauce is

39:22

I'm pretty good at breaking things down into like the atomic unit very good and explaining what how to piece them apart

39:29

so my philosophy on storytell I mean there's several we we there's several pieces that I think we should break down

39:35

but the nuts and bolts for content specifically is there's really a few things the first thing is depending on

39:42

the surface depending on the format you have to compress the speed to value

39:47

quicker so that's like a universal tenant of storytelling uh Christopher Nolan when he makes a movie doesn't have

39:53

to compress the speed of value speed to value because he knows you're in the theater for two two and a half hours so

39:59

he can afford to like meander through the first 20 minutes he's got you captured but in real content world there

40:05

is no movie theater constraint where you have somebody captured they didn't pay to come so you have to compress that

40:12

value the payoff like what they're actually there for as early as possible give them a hit of that so that they and

40:18

and then you use a lot of like specific techniques to rehook them you hook them

40:24

give them value as soon as possible rehook them throughout trickle in more value that's kind of how you that's

40:29

roughly the structure for how you hold people with content so one thing is speed to value the second thing though

40:36

and this is really the universal tenant of storytelling and I I've never I've never seen this anywhere so I'm sure

40:42

most of these ideas that I have like I think they're original cuz I haven't seen anyone say them but I'm sure somebody has come up with this before

40:48

but like hand to God I've never heard anyone say this the key to storytelling is contrast this I'll die on this hill

40:55

contrast is the difference between A and B right so a common example is like is

41:02

Prince Charming fighting a dragon interesting it's kind of interesting but what would make it more interesting is

41:08

Prince Charming walking through the forest chilling and then out of nowhere the dragon comes and they start fighting

41:16

the difference between walking with no dragon and dragon that distance is contrast creating the contrast is what

41:23

creates intrigue because it changes the state from A to B so if you actually like watch and listen to good

41:29

storytellers and you you have this frame the way they do it often is they'll say this thing is really interesting but

41:36

actually this thing is where all the attention really is that but actually is a word to create contrast it's a then b

41:44

it it switches your attention the way to do this in content and and I'm like jumping all over the place but we can we

41:49

can get into this the way to do this in content is kind of understanding the baseline expectation that someone has

41:55

about the topic you're talking about getting them to lean into what they already believe and then contrasting to

42:01

something else that you believe that's that solution painpoint thing I talked about mhm so a tactical example and then

42:07

and then I'll stop is basically like let's say I was trying to teach an

42:12

entrepreneur how to make videos or grow on YouTube and the baseline expectation

42:18

is like it's really hard it takes forever you know like that that's what most people believe so if I was trying

42:23

to hook them with a better story I would say I would start by reiterating what

42:28

they believe to like give them that confirmation so I would say you know the truth is everybody says growing on

42:33

YouTube takes forever and is like really hard to do and they're like yeah yeah that is what everyone says like they start agreeing and they're like but

42:39

actually if you do these five things it's way easier and saves half the time

42:44

what I've done is I've teased the fact that I have a contrarian or contrasting solution against the baseline

42:51

expectation everybody watching that right now wants to know what those five things are just me saying that and

42:56

that's because I've leaned you I've created distance between what you believe and then what you what I what I

43:02

know to be true right yeah you know you know what's interesting and I want to make it so real for people that distance

43:08

like what exists in that distance is curiosity and that's like when you're talking about how do you hook people

43:14

like how do you keep someone watching something it's like you're maintaining

43:20

the curiosity and you know what I like um even as you were you were talking

43:26

about the contrast and here we're really like because yeah like one way to apply

43:31

this is content but storytelling is actually everywhere like if you go on a

43:37

date this evening if you were a better storyteller that date would probably go better if you were at a job and you're

43:43

trying to get you're pitching a project that you want your boss to take if you were a better storyteller that will go

43:48

better if you're like in marketing and you want your campaign to like if you were a better storyteller that campaign

43:54

would be more effective yeah and so in my mind one of the most vivid examples

43:59

when it just actually comes to understanding what you just mentioned which is the importance of contrast is I

44:08

remember for the first time watching Game of Thrones i've actually watched through it twice now but like I remember

44:15

for the first time watching it and it was like at the time I don't even know what it would have been like maybe 2015

44:22

2016 the way they kept you so off center they

44:28

kept you like as an audience like as a viewer yeah you had no idea what was going to happen next and the way that

44:34

they did it was purely through the contrast right it was "Oh I think that the the heroes that they've established

44:41

are going to win and then all of a sudden they all die." Exactly and it's like you as soon as a viewer you're like

44:47

leaning one way and you think you know what's going to happen the the opposite that's the thing is you

44:52

as a storyteller your job is to create that lean and then snap against it and so if you never create the lean the

44:59

person starts baseline so even if you snap the distance is shorter the way to get the distance bigger is to create a

45:04

lean over here and come over here so the best like artists and movie like directors and like you said Game of

45:10

Thrones they like your baseline expectation when you see a hero walking through the forest is like they're going

45:15

to be safe right so then they'll show things that would insinuate safety like to build that even further so they'll be

45:21

like "Oh nobody's around or like they'll pan out the distance to the next town is super far right?" To give you that

45:26

security that it's safe and then something comes out of nowhere it creates that shock right that Yeah like that distance is I don't know what's

45:33

going to happen when you know what's going to happen it's boring right and then you you're off you click off and

45:38

you can you can use that principle like that really is the principle at the base level not necessarily persuasion but of

45:45

like hooking someone in with intrigue right that's the key piece of creating intrigue that curiosity loop curiosity

45:52

gap right whatever you want to call it that's that's critical for any type i mean when you when someone sits around the fire and they tell a story it's not

45:59

like "I did A then B then C then D then E." And you're like "Okay this get this guy off the mic." It's it's like they

46:04

they say like "Oh yeah i was like I was in Egypt and I was like walking through and then out of nowhere like this scorpion." Like that's that's how people

46:11

tell stories is because the surprise of that new entrant new character that

46:16

creates contrast against what you what you thought and then and then it's like even if you just go back to that picture

46:22

and that like that visual of being around the fireplace as soon as they start to get you into that lean and then

46:29

they snap you back it's like what do you do as the viewer you just start leaning in cuz you you want to know it's like

46:36

it's all curiosity driven and you know what i wanted to make it tactical for people because in that video that you

## **How to become a master storyteller (its painfully simple!)**

46:43

had how to become a master storyteller you um you show this clip from the

46:50

makers of South Park um banger banger clip yeah and can can you can you break that down because they

46:56

have like a very specific way that when it comes to like the scripting like actually creating they make sure that

47:03

they have those beats where it's kind of it's keeping the audience off balance exactly and so their lesson in this uh

47:10

which is they were teaching it like at NYU in some lecture their lesson is you want to use the words but therefore

47:16

instead of and then right so the whole their whole thing is like if you tell in an episode of South Park or any show if

47:22

you tell the episode you know this the character did this and then they did this and then they did that and then

47:27

they did this and you're basically it's like a list that just gets boring because even if the things they're doing are kind of interesting the presentation

47:34

is like a straight line down the story arc or direction is a straight line down but therefore is embedded contrast in

47:41

words right so it's like the character did this but then something happened therefore they changed their trajectory

47:47

the character was going but then something else happened so it's more zigzag right it's like straight line versus zigzag and that you don't have to

47:54

force the word but like there's other ways to create contra other words to create contrast but but is a really good

48:00

one because it's a little anamanopia in a sense where it sounds sharp and it

48:06

stops you with just the sound but then the meaning of course also means like contrasting items so you get like a

48:11

double double bonus so if you watch my videos a lot of the times I'm like "Here's the thing that happens." But that's not even the interesting part the

48:17

interesting part is over here right i'm always like shifting where I want you to like pay attention because that shift is

48:24

what holds attention on a matter of P i ain't heard that in years you know what in one of your um in one

48:31

of your videos you did it really well uh maybe you can actually speak to it you um you're talking about Stanley Cups

48:38

like this explosion in the demand which I think we've all seen like my sisters have Stanley Cups they [ \_\_ ] love it

48:43

but you did this video like breaking down like Stanley Cups and the explosion in their popularity and it was like very

48:50

much you could see that framework there were like three or four moments where I said like this happened but then this

48:56

happened the best one was at the end where it was kind of like I was able So when you're when you're trying to make content the best thing to do is coast

49:02

off of other contrasting B-roll moments that you have and like just story tell around them so there's one with Stanley

49:07

that's like super famous that got like billions of views where this lady's car was burning and she had a Stanley cup in

49:14

the cup holder and so she was like "Oh my car." like the you can see the flames like the metal was melting and then she

49:19

she re like the video cuts hard cuts and she's like reaching into like the charred car and she pulls out the Stanley and shakes it and there was ice

49:25

still in it like it's just like the best marketing and so basically the contrast is like you would think the cup would

49:32

melt but actually the cup didn't melt and the so that's such a huge distance right cuz out of a 100 people a hundred

49:38

would have thought the cup would have melted zero would have been right that it didn't melt and that's a massive contrast distance so in videos you're

49:45

You know with content your job is to like embed these little moments two or three for shorts two or three times for YouTube you could rehook once every

49:52

three minutes for like the entire video embed these little headfake moments like I was actually thinking even the way I

49:57

described around the fire when I said it I was like most of the time when you're

50:03

around the fire if someone's like this this this get the guy off the stage how you should actually do it i even did it there like when I was That's But I've

50:09

trained my brain to kind of talk in these ways the best people that are natural storytellers that are engaging they do this they just don't know it

50:16

right and so you can now look for it when you hear them talk yeah see I I get that as well of like just because we we

## **2 aspects of PERFECT storytelling content.**

50:22

do this all the time you naturally start to communicate in that way exactly you're constantly doing the head fake

50:29

but like there's there's definitely like a ramp up process and you almost have to become cognizant of like when am I

50:35

falling into like the and then form of well it's not even storytelling it's just like describing events talking yeah

50:43

can you can you speak to like to the person that's just starting out on this what was even your

50:50

process in the beginning of actually like you might have a an initial draft of a script that you've created but

50:57

actually making it an interesting story like are you literally going in and putting in but and and therefore like

51:03

what was what did it look like in the beginning before you got to the point where now you're probably pretty

51:09

unconscious right like it's you're naturally doing it well the good the good thing is like and not not to not to

51:15

plug this so hard but if if you are struggling with this that's why I built sand castles cuz you don't have to learn

51:20

how to do it yourself uh we'll just do it for you like we this is an example of like this principle of but then or but

51:26

therefore and then we I coded that into the software so that it automatically

51:32

does it for people so that their stuff is just better right so that's one way to automatically do it but when I was

51:37

starting out like when you're doing anything you you try a bunch of times fail a bunch of times and then you try

51:44

to look at who's winning and analyze the pattern not necessarily like the sauce

51:49

but the underlying framework cuz the sauce is hard to replicate but the base units are able you're able to extract

51:55

the pattern so I think like I just tried a bunch of times it was failing i was kind of watching people storytell and

52:01

then naturally like I had a couple winners happen luckily so then I tried to analyze the pattern of the winners is

52:06

like oh whenever I have a whenever I go A then B like A but B or like I whatever

52:11

then but it doesn't matter what word you use but like this way then this way it seems to work well to hold them so then I started doing that more those also

52:18

worked and it trained me that that pattern was there the thing I was going to say for a beginner is there's really two things with this you have to master

52:25

knowing the contrast using but or some other word is part one that's actually

52:31

the easy part because we just said that i've just told you you have the answer now the hard part is knowing what thing

52:37

to contrast against with what other thing right that's the hard part so like

52:43

if we were trying to describe your show we would have to have a list of like

52:48

what are the few things that make it interesting right so we we'd have to come up with those things then we'd have to think what are the baseline

52:53

expectations that most people would think about it without knowing anything about it and try to pick the best the

52:59

biggest distance right right so you're like matching each of them and you're like "Okay which is the biggest distance?" That's how you decide A than

53:05

B but it's easy to contrast once you like it's easy to create the contrast with the word but picking the things is

53:11

actually the sauce right that's the hard part and that's I would assume and it'd be interesting to see what you think but like I would assume that's just reps it

53:18

just reps that's just like you've done it enough times where you've seen and also even back to what we were saying in

53:23

the beginning that's when like I call it the viewer avatar cuz we do a podcast but like whoever the customer avatar is

53:30

That understanding of them becomes so key because it's like okay what is their baseline cuz what you want to do is you

53:36

almost want to go in their baseline expectation and then go snap so it's baseline expectation contrarian reality

53:43

those are the two two elements the way I talk about it and so the the way to do it if if you could do it mathematically

53:50

the way I would do it is like take the list of baselines and ask yourself out of a hundred people if surveyed how many

53:57

believe that baseline you want the highest number possible cuz that's like the highest lean this way of the new

54:03

version of like the the what we know that they don't know how many out of 100 would believe that or not you want the

54:08

closest to zero right cuz that that's so 100 to zero the biggest gap the one with the biggest number do that set that's

54:15

what you want now obviously like every time you make a video you're not going to spend two hours trying to come up but but you got to train your brain to

54:21

quickly do it again this is insane castle it's like that that that's why I built this software because I did this

54:27

all day like all day every day make a video every time I think about it I'm like "Okay what's interesting what do

54:33

people know about this what do I know about this or I think about this it's different how do I set up that contrast?" Yeah yeah no it's uh it's

54:42

pretty crazy when you when you when you actually think about because the craziest part is when you start watching other people have conversations like I

54:48

bet you can watch other podcasts back and you will hear the guest or the host do this weave [ \_\_ ] and like it they do

54:56

it the best people do it all the time but like you you would never know unless your brain is tuned to look for it and then once you see it you're like ah you

55:02

can't it's like one of those things but yeah when you see it you can't unsee it and you'll start seeing it everywhere you'll start seeing it in anything

55:08

that's great exactly any movie that people love any you'll see it in all of your favorite artists that are doing

55:14

worldwide sold out tour like you'll start seeing these principles in

55:19

everything and you know why this contrasting thing works the last thing I wanted to say on this is The brain works in in terms of comparison and common

55:26

ground right so like if I know of a thing and you share a new thing I don't

55:31

know of I can relate the new thing to the old thing cuz my brain can like pick a baseline and relate if I share two

55:38

things that the person doesn't know they're struggling to like anchor like where is where are they in their brain

55:44

right so contrast is easy in in content it's easy to build comparison by picking a

55:50

thing people know leaning them on it and then contrasting a new thing away right that that's like the easiest way to make

55:56

sure it works yeah you know as I started to watch more of your uh the video uh

56:01

how to become a master storyteller I was like I got a bit afraid cuz I was like damn he's like I feel like he's given my

56:07

secrets away now he's giving he's giving away the stuff that I use and I felt it

56:13

specifically on this moment which is you talk about rhythm and tone i'm actually

56:19

very intentional with my like the cadence of how I speak and the tone of it and so you know I'm going to I'm

## **The invisible elements of storytelling**

56:26

going to set you up with these two things i think on the rhythm part it's monotony kills attention yeah right

56:32

that's the simple principle and then on the tone it's making viewers feel like they're in the room with you being like

56:38

deeply conversational and you mentioned um you mentioned the point of Emma Chamberlain of how she does these vlogs

56:45

and the reason that they caught wasn't necessarily because she's like so

56:50

entertaining or interesting it's like she has this incredible conversational tone can you because when we think about

56:58

storytelling we don't think about rhythm and tone not at all not at all can you can you why was that part of the That's

57:03

the thing is there's so many invisible elements that make up good storytelling that people don't clock unless you break

57:09

it down into those units so rhythm the the good thing is rhythm is something you can easily fix tone is very tough

57:16

tone is like a it's like a skill a gift you can work on it but like it's it's harder to come up with so rhythm is and

57:23

I guess to some extent rhythm is that that way a little bit but rhythm is essentially like when you speed up and

57:29

slow down it would be like if you know basketball like Luca's got amazing breaks so he's his rhythm of play is

57:35

offbalance related to everyone else which is why he's so good because he can speed up slow down way fat way way way more smooth like smoothly uh smoother

57:43

than other people so the way in content to adjust for rhythm is you want to just

57:48

vary the length of your sentences if possible so instead of using just like short short short you want to do like

57:55

short medium short short long short medium you want to vary the rhythm i I'm

58:01

using the word to define it but you want to vary the length of the sentences because what that does is when you deliver and read a sentence people tend

58:08

to speed up in the middle of the sentence and slow down at the end right because like the period's coming and so

58:13

when you when you read a sentence you're kind of like da da da that's kind of how people read it so if you force the

58:19

length of the sentences different you'll have different cadence from one sentence to the next the thing I talked about in

58:24

the video which I think is a pretty good tip I got this from uh Gary Gary Provost

58:30

actually I don't think he talked about the jagged edges thing but I got the rhythm thing from Gary Provo some writer

58:35

but the what I do is when you write your script each line is a separate kind of

58:40

sentence in the dock when you look down the end of the sentences it should look like a jagged line like if you drew a

58:47

line from period to period it should be jagged because if it's jagged that means you have like long to short to medium to long kind of jagged if you draw a line

58:54

down all the periods and it's straight that means all the sentences are kind of the same length the rhythm of you

59:00

talking with the same length sentences will feel monotonous it'll feel like it's just

59:07

like it it's like it's like a drum beat it's like it's too monotonous you need to keep it off balance so that's the

59:12

thing with rhythm i will say like I like I said I was a rapper i made rap music

59:17

so my voice works in a in a different way like I'm able to really do quick

59:23

like like that but then really elongate as well you're good at that as well that comes with time and I think the best way

59:30

to practice that is the best way to the best way to learn writing is something called copy work right so you like take the book take a

59:37

passage and literally write handwrite word for word to learn how authors or writers pick word order the best way to

59:44

do this with speech and rhythm is it sounds weird but like take a video that you that you like the person's rhythm

59:51

get the transcript and like read it aloud as they do it like read it along and you can kind of hear you'll start to

59:56

like your brain will start to learn the patterns of how they do it i made a video about like speaking that I had a couple of these in there but it's just

1:00:02

so it takes a lot of reps to learn yeah so that's rhythm it's just like it's it's crazy to me how deep it goes

1:00:09

because it's like you would never think about that like this person you just you're like "Oh they're just talented."

1:00:14

And they are talented but it's like all of these things that they're doing and a lot of the times with talented people

1:00:21

they're doing it unconsciously exactly but that's the reason it works yeah that's to me that's the difference

1:00:26

between talent and skill talent is you're doing the thing you should be doing but without knowing it skill is

1:00:31

you've developed that that ability so what what I'm trying to do at least with content like it's a very narrow slice of

1:00:38

a very narrow piece but like I'm trying to be so obsessed with it that I can break every piece of talent into a skill

1:00:44

into building blocks address a way like come up with a way to get better at those building blocks stack them back up

1:00:50

so that skill then looks like talent right yeah see that that's what I was saying like you're like illuminating the thing like you're like putting a light

1:00:56

on it like "Oh this is actually what they're doing that makes it work." Yeah which and I' I've even thought I'm like ah should I be giving away all this

1:01:01

sauce but but that goes back to the that goes back to the point at the very beginning is like the pie for winning is

1:01:07

so big that I couldn't possibly like this the selfish take mindset would be

1:01:12

let me just keep this all for myself and like I'm going to use it I'm going to use it as my secret weapon and I'm going to just acrue all this like whatever

1:01:18

wealth and but it's like the pie is so big there I could have all that and everyone can have it so it's like why

1:01:23

not just give it up and like let people I think applying these principles is the hardest part and so if you want help

1:01:29

applying it I'll help you but if the principles are all you're lacking there's an 18-year-old somewhere who has

1:01:35

everything but doesn't know why they're doing the thing they're doing and my free video can unlock something and they

1:01:41

can get whatever they want i I think that's dope like that that's giving back to the world in a way so I think that's

1:01:47

dope yeah see I'm I'm exactly aligned and it's why it's why I love doing this show is that we can bring people on such

1:01:55

as yourself and we can have conversations like this and we can even frame it in a way where we hit them

1:02:01

exactly where they are and then we give them like these are the things that do the thing and so if you're that way

1:02:08

minded where like you just really want this result you can go and do it like here it is you know what here's where I

## **Framework to structure videos for engagement.**

1:02:15

wanted to here's where I wanted to go next and this was another part of the video that I really liked is the last

1:02:21

dab and you do something really interesting in your content uh shout out to the Migos yeah the last dab you start

1:02:29

with the end can you explain what that means start with the end yeah well I try to and and some of this has evolved over

1:02:35

time but I try to figure out what what I want to leave the viewer with i will say like 95% of the work should be focused

1:02:43

on the hook the first 5 seconds and the and I'll get I'll get back to the last app but the reason why that's important

1:02:48

is because the second someone bounces off the video nothing else after that point matters like Mr beast is famous

1:02:53

for saying this with thumbnails the thumbnails are shitty and no one clicks all that work you put in the video doesn't matter cuz 95% of the people

1:03:00

don't even see it so increasing the thumbnail clickthrough by 1% on YouTube makes a huge difference so to focus too

1:03:07

much on the end I do think is like a little bit of a wasted effort it's the it's the 80% effort for the 20% result

1:03:13

you want to spend most of the time at the beginning however when it comes to holistic storytelling what I try to do

1:03:18

is figure out first what the contrast thing I'm going to build on in the hook

1:03:24

then where I want to leave the person so like if they do watch the full thing where what are they leaving with are

1:03:30

they leaving with the call to action I want are they leaving with the emotion I want is the payoff where it is are they going to drive to a comment if I ask

1:03:36

them a question i try to think of those like the the bread of the sandwich first and then build out the middle that's

1:03:44

roughly a good way to think about stories but I will say I want to like I'll correct if if I ever said focus on

1:03:50

the end more I want to correct now which is like the the out the distribution of

1:03:58

outcomes you get a huge huge return if you spend most of your time on the first 5 to 10 seconds for shorts or the first

1:04:04

minute for YouTube that's really when where you want to spend a lot of time however I'll talk about the last dab piece there's really three ways you can

1:04:10

end a video at the that that work really well one is like a soft CTA obviously we can skip that one that's just like take

1:04:17

an action follow me whatever the two ways are open loop or closed loop so an open loop is asking a question either

1:04:25

rhetorical or you actually want answers that create a final curiosity loop

1:04:30

you're like opening it back up as they leave so I did this in that Messy video a long time ago where I was kind of like

1:04:36

Messi broke the business of sports i explained all of it and at the end I was like but Messi's won but could you

1:04:41

imagine LeBron or Patrick Mahomes doing the same thing in their sport like I left that open that created a huge

1:04:46

dialogue in the comments which created more virality so it's like an open loop a closed loop is the last dab where it's

1:04:52

like a defiant take it could be a joke it could be a a wrap up but it's like

1:04:57

you clo like putting an exclamation mark on the closing right and so either way

1:05:02

they work but you kind of want to think of like what is the opinion I'm going to give on this because usually for videos

1:05:09

it's what happened the breakdown of it and then my opinion on why it matters the outro comes right after the opinion

1:05:15

so when I say like think of the end it's kind of like how are we hooking them and then what opinion am I going to kind of

1:05:20

massage at the end and which which of those open or closers do I want to do I want to open a loop or close loop i want to go can you think of an example of you

1:05:28

doing that i'm just thinking for the person that's listening at home and they're like "Okay that conclusion or like that opinion of like this is going

1:05:36

to close the show." Like sometimes that can be like so difficult to even come up with that like can you think of an

1:05:41

example of you doing that or even seeing it in someone else's content yeah like on for a YouTube video or for a short

1:05:47

Yeah uh either one yeah well at a principal level the reason why this matters too before I get into that

1:05:54

is you did so much if the So if someone doesn't watch the full thing you've lost them anyway but if they do for the 30%

1:06:00

of viewers that do watch the full thing you put in so much work to like build that attention and hold it that you want

1:06:06

to leave them with something that's actually compelling so that the last thought is like "Oh that that was pretty sick i should share this like this

1:06:13

comment follow this person." Right so I guess the the point of doing it is so that you can increase the value right up

1:06:20

until the last second and that value could be curiosity entertainment or something something of of actual value

1:06:26

um I'm trying to think of an example of me doing this i mean a lot of times the best videos I do it is that open loop

1:06:32

with a question because it's creating more dialogue it's it basically for my tech and AI stuff it's people coming to

1:06:37

me to hear a crystal breakdown a crystallized breakdown of what's going on and then me explain from like a

1:06:42

business strategy perspective how this might shift the world and so I usually end with a question that's kind of like

1:06:48

do you think this will change X for Y group or do you think this will impact the way you do X thing right like kind

1:06:55

of a few there's like a few templates that I I go with yeah no it's so good and I think the the open-ended thing it

1:07:01

makes sense why it works cuz you're building virality into the video exactly which is virality is just it's share

1:07:07

it's going it's like viral it's sharing like it's replicating elsewhere you know

## **How to create a compelling hook**

1:07:13

you mentioned hooks and let's let's talk about that cuz you said like you said 95% yeah i I would spend so much time on

1:07:21

the like I can do it very fast now and the software can do it for you so I kind

1:07:27

of sprint through this but if you're a beginner and you're like I have 2 hours to apply to this how do I allocate my

1:07:33

time you should be spending an hour at least so that's 50% an hour at least on the hook and getting that first 5 to 10

1:07:40

seconds dialed and then diminishing after that you know I want to get I want to get into the nuts and bolts of like

1:07:46

okay someone's spending an hour they're like okay I've listened to this video i'm going to spend an hour from now on

1:07:53

on the hooks that first line in my video i want to get into like what they're actually doing in that hour and this is

1:08:00

something that you said in your video you said most creators open with vibe or mystery like a cryptic hook or like a

1:08:06

vague tease or an emotional reaction without making the stakes or the story

1:08:11

clear great storytellers let you immediately understand what's happening

1:08:17

and why it matters yeah so the good thing is a lot of the building blocks for this we we talked about in the storytelling piece right right so it's

1:08:23

like my my hook formula for both shorts and YouTube vary a little bit so like I'll start with shorts it's the context

1:08:30

lean creating that contrast moment with but or therefore creating that

1:08:36

contrarian take that's that's all you have to do to hook so context lean immediately say what the video is about

1:08:42

so like if I'm if I'm breaking down an AI tool this tool just changed this thing for this person is like one way

1:08:49

you could do it versus saying like I just saw something really cool and I got to tell you guys about it that's like a waste right that doesn't do anything so

1:08:55

immediately first word should be talking about the context set the context rapidly then you want to lean them into

1:09:02

what they already believe right so if I say this AI tool will make uh is

1:09:08

going to change everything for designers and I'm showing a thing on the screen of like making a graphic maybe the way I

1:09:14

get them maybe that's enough just that sentence to get them to lean maybe I also add a se a second sentence that

1:09:19

says like you used to have to take 2 hours to make a poster like this right so that's me leaning in it's like hey

1:09:26

yeah two hours this is what you're used to exactly and then I'm saying but this AI tool did this in 60 seconds

1:09:31

contrarian you're hooked if you're a designer or you wanted that outcome which was creating that poster you're

1:09:37

watching 100% so it's it's really that it is really that simple it's you have to lay those bricks and yeah like I'll

1:09:43

say this a million times we we do this automatically in the software like the software gives you

1:09:49

four different hooks and four different outros to the last ad point automatically and so it just does this for you but that's the way you would do

1:09:55

it for short form long form there's a few more components it's context stakes

1:10:00

are really important so like why this spec painoint stakes why this actually matters for this person and then with long form you actually want to layer on

1:10:07

proof and plan so I think pro and plan proof is obviously proof but plan that the five five Ps I think comes from

1:10:14

Hormosi i had like different words for it but we got to the same place basically proof is why they should trust

1:10:19

you plan is the plan you're going to have in the video for explaining the thing so it's like what are we going to

1:10:25

talk about storytelling what is the pain point everybody thinks storytelling is hard but I actually have a formula that

1:10:31

makes it easy contr That's the contextle lean contrarian take you can trust me because I have a million followers and a

1:10:37

billion views proof plan over the next eight steps I'm going to tell you exactly how to do it that's the intro

1:10:42

just do that like that's that's that's the order right if you just do that it

1:10:48

basically just gets somebody out of their own way gets them to anchors on what they believe tells them you have

1:10:53

something else credentials why they should trust you and then organizes the thoughts coming next yeah just do that i

1:10:58

love that cuz it's like you can just apply this blueprint and and and the thing is as well like if someone goes

1:11:03

and watches your videos they'll be able to see you applying the thing like they can see that flow yeah and meta to be

1:11:12

really meta i've also made a video on that flow so it's like I've literally made a video where I'm like I hooked

1:11:17

them then the video is like now let's go back and watch how I just hooked you and then I explain I break it down so I'm

1:11:23

giving the answers like the answers are out there but I know that applying the thing is always harder than hearing the

1:11:29

thing and so that's why we're building the tools that's why the software that's why I'm building like the curriculum

1:11:35

because I wish it was as easy as me just being like do this and then everyone did it but only 5% of people actually take

1:11:40

what I say and do it even though it's the right answer you kind of have to like make it even easier so that's the implementation's always the the

1:11:46

execution is always the difficult piece you know there was something that you said and you made like it was it was

1:11:52

subtle but I I heard it i detected it and I was like "Okay we need to bring it up." which is uh you were talking about

1:11:59

short form content and the hook and you gave this example of like um this AI video for designers yeah and you did

1:12:06

this thing which I think if people can do it it's really going to be like a

1:12:12

powerful litmus test of if you've done the hook correctly which is you asked

1:12:17

yourself you're like if I was a designer that was watching this or listening to

1:12:22

this like you could even do this as you're reading out the script like if I said this to a designer would they be

1:12:29

hooked yeah and you can it's almost like a you can test what you've just written

1:12:34

and like see if it's going to Yeah that comes back to the buyer the first step that's the who it's like I can't make

1:12:41

content that hooks for a designer unless I know what a designer would be hooked by and the only way to know that is to know their pain point so I can speak

1:12:47

directly to them right so it's like it all comes back to the who and building on from there yeah no we're giving

1:12:54

people the complete the complete formula this really is a master i think this will be like a master class like we said

1:12:59

applying it is that's where all the sauce is made cuz it's not just applying it it's applying it daily consistently

1:13:06

for a long time it's tough but it's easier to apply this than to not have the blueprint at all you know what I

## **Consistency is not enough**

1:13:11

like though because so often and it can be frustrating especially when things aren't working is you hear the advice of

1:13:16

like um you know I heard uh and shout out to them cuz they're incredible at what they do but like you'll hear like

1:13:22

Kaisen or like streamers be like it's just the consistency i was just consistent it's like yes you were

1:13:29

consistent but you also had like a skill set and like things that you were doing that made it so that the consistency was

1:13:36

eventually going to work exactly and so like they had all these hidden skills that but but that's the thing is their

1:13:42

constraint is that they cannot articulate down the skills they do have but they're amazing at applying them so

1:13:47

just cuz they're talented they're so talented to be A-list if you're the best

1:13:52

at applying them in the world you'll be A-list for me I could just apply these

1:13:58

for myself but I don't really want to be famous like I don't I don't want anyone to know who I am like I want to be rich

1:14:03

and anonymous so I'd rather just help business owners behind the scenes like I'm trying to be the guy behind the

1:14:09

scenes who just has the answers and just tells people what to do like gives them the playbook that's that's the archetype

1:14:15

I want to play but the Kaisenats of the world they're so good at applying it but they don't maybe he maybe he could

1:14:22

articulate i've never heard him though articulate at the base level how he does what he does right but that's the whole

1:14:28

thing he's doing this he just maybe isn't conscious of But that's always that's always the case with the best i'm like could could Steph Curry like maybe

1:14:35

he could I don't know but like could he tell you the exact way that like he's like revolving the basketball and like

1:14:41

that maybe he could but it's it's almost a separate skill right like the the doing and then the distillation of the

1:14:47

doing are two different things you have to be good enough at the doing to know what to distill but the

1:14:53

distillation is a completely different that's a completely different skill set you know before we complete with with step four and five I'm curious cuz that

1:15:01

video how to become a master storyteller 1.1 million people have watched it was

1:15:06

that like at the time that you put it out you had under 1,000 subscribers was that like shocking to you

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so the thing with building businesses or content or really anything is you have

1:15:20

the result and then you have the skill typically if results lead skills like

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your skills lag you're you have imposter syndrome cuz you're like I didn't I don't deserve my skills don't deserve

1:15:30

the result everything tends to revert to the mean eventually so like things will level out your stuff will stop ripping

1:15:36

and until your skills catch the other way is when your skills lead the result you're kind of like what is going on

1:15:42

like my I know this is good and I think you probably had an arc similar to this where like you knew the episodes were bangers you had high quality you had

1:15:48

high questions like high quality questions the results just weren't there things revert to the mean so for me I

1:15:54

had made 30 videos on a different channel that weren't working but they were they were class like they were good quality i didn't really know what I I

1:16:01

didn't know the exact framework of the packaging on YouTube yet but I knew the videos were kind of good once I fixed

1:16:06

the packaging thing I just kept posting those that same quality so it was

1:16:11

shocking that it went from 1K to like 30K in a week or two that was shocking the speed but I knew those were good so

1:16:18

it was almost validating in a way you know once you know like you can't lie to yourself you know if your skills are

1:16:23

there or not if your skills are there it's just a matter of time right you can feel it building you know what we we did an episode a few weeks ago with Seth

## **You must survive the Dip! (Here is how!)**

1:16:29

Goden and right at the end of the episode and it was so timely he starts talking about um he calls it surviving

1:16:36

the dip which is like if you're trying to be great at anything or you want something to work especially when it's

1:16:42

something like it's a result that not many people get like it's a rare result

1:16:47

you must be able to survive the dip which is like that point where you're like I know that it's at this point but

1:16:54

it's not you're not getting the plaudits yet like the people in the crowd aren't clapping for you yet and it's like this

1:17:01

distance which is like so difficult and it's it's very difficult when you're going through it not to like get

1:17:09

disillusioned or like bitter on it like you'll see that's when you'll see people get like mad right like they'll be like

1:17:14

"Uh the reason that this person is winning is cuz they have a following." Or like they you get bitter because

1:17:19

you're like "I know that I'm here but I'm not getting the results." You need to you need to continue the delusion

1:17:27

right like cuz you if your skills are if you believe your skills are at an 8 out of 10 and they are and the results at a

1:17:32

five you seem delusional but you have to continue the delusion until the five

1:17:38

raises to an eight now if you're actually at a two and you think you're at an eight that's delusional in the wrong way so like then you have a

1:17:43

problem but I think using like logic and base common sense like you can tell if your stuff is getting there i think

1:17:51

there's two frames that I have for there's really like two tough moments right one is I call the artist gap which

1:17:57

I didn't this was another thing that I came up with on my own but then I was like oh Malcolm Gladwell has like something kind of similar to this where

1:18:03

the artist gap is when you start out your taste is at a certain level but your ability is at a level much lower

1:18:09

like your taste is at a nine you're like oh that's I know what's good that's good but my ability is at like a two that gap

1:18:14

is never wider than at day one and that sucks like that feeling sucks and so trying to close that gap is is the tough

1:18:21

part number one now the beauty is most people realize quickly the only way to close that gap is to do the thing more

1:18:26

so you can kind of like get over the whininess in your own head of that the second gap is what you describe which is

1:18:32

once you do close the gap but then results are still lagging that dip as Seth Goden describes it that sucks

1:18:38

because there's nothing else you can do but ship more at that level and wait and

1:18:43

that just that's you're waiting for a lucky bounce one random share when it comes to content like one random share

1:18:49

uh the algorithm to favor you like there are some a lot of things out of your control but if your skills are at the

1:18:55

level at or above where your contemporaries are it will even out you just have to keep going how how long

1:19:01

have you how long has it been since you left consulting uh like a year

1:19:06

and six months seven months and it's been it's been crazy the result that you've got i I'm I'm curious to know

1:19:13

like you speak about those difficult moments is there like for you personally

1:19:20

because what we do it's like it's cool when a video pops off and everything feels super fast right like feels like

1:19:27

things are happening 100 miles an hour and brand deals are coming in and new viewers and subscribers and it's like it's like you're living in the fast lane

1:19:34

but this is really an endurance game yeah i don't even care about that stuff anymore to be honest yeah and and I'm I'm curious though for you

1:19:41

like what is the the most difficult moment like what's the even when I say

1:19:47

that like what's the first thing that comes to mind vividly when you were like

1:19:53

this was the period where like my mind was really being tested doing this [ \_\_ ] yeah well I think the the period when

1:20:00

you know your skills have beat a level and the results aren't there that does suck so I' I've had pockets of that like

1:20:07

with YouTube specifically I paid I was paying like 5K a month for a YouTube team for like 8 months before the

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results popped but it was because we were hurting ourselves with dumb

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targeting of the channel and like bad packaging the videos were solid so yeah that sucked like that I knew the videos

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were good it wasn't working i think the thing is like I I hated how my days went

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when I had a job like I just it was it was like oil and water like I I was not meant to work that job and so there is

1:20:42

nothing worse for me than that i mean I'm sure I mean there's there's worse like you could be homeless but like from a from a a vacuum perspective just that

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and this it's like that is a negative out of 10 for me so like having agency

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and being in control like there really aren't I don't really have difficulties right like my biggest difficulty is when

1:21:02

I have a conflicting uh time commitment that doesn't allow me to go further like

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which which sounds weird but like I'm a I love this [ \_\_ ] like I I I I was like born to build businesses and so anything

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other than that unless it's like fun like social stuff commitments like weird

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stupid stuff that I don't want to do that's where the difficulties come because I know everything is just math right it's just a compounding curve

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every day that you can take a step on that curve the sooner you'll get to the inflection and the inflection is already

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happening we just don't really you just don't feel it until everything gets crazy but every day when you don't take

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a step forward because you you lose focus or you have conflicting uh whatever time commitments I hate that

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like that is that is to me that is like poison to me so those are the difficult moments i realize people watching this

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might be like this dude's a psycho but like but the thing is you really want to pick a vector where you can apply

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yourself that you actually love it mine just happened to be business like I I actually just love business and like

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thinking about the strategy and [ \_\_ ] i just love it yeah you know what comes to mind for me is um and it made me kind of

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reflect even just hearing you speak about it i think that there's like and

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it's kind of been a theme of this episode there's a such a value in in pain and like painful experiences and

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even part of it like you kind of had to go through what you did with your job and it creates this perspective and it

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creates like a longevity to what you do now yeah because now like when you're going through the 8 months when you're

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putting money into YouTube and getting no result it's like if you didn't have that almost like that anchoring

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experience of I've also been the person at the office who knew that they weren't

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meant to be doing this thing and I was in like [ \_\_ ] meetings and I hated it and so it's like in relation to that

1:22:56

this is way better than that so I can keep doing this like it's almost it's creating the longevity for you to

1:23:02

survive the dip yeah and so I say that to the person that's listening that's like what we're talking about seems kind

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of like out of their reality right now to be doing something like what we do full time but it's like even what you're

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experiencing in this moment is creating like a longevity so that when you are

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doing the thing you're going to have the the mental fortitude to keep doing it yeah the way I think of it is so I I

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never think of like I have to do the thing it's like I get to do the thing and so yeah there there is no that's the

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thing is if you work a job you don't like and then you spend the evenings trying to do something but you don't like it it's like if you don't like it

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because you don't have the result yet but you actually like the craft that's fine but if you don't like it because you actually don't like it then you're doing the wrong thing like you shouldn't

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be playing a game that other people are playing just cuz you think you should if you don't like it to your point before

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there's nothing more powerful than having a villain right so like the the beauty of growing up in hardship or like

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an ex or like a job you hated like I'm very good at manufacturing

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chips on my shoulders like when I when I will play like Wex sports like I'll pick somebody across and I'll just create a villain which like I think is that like

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what Kobe or MJ used to do that's what Yeah jordan used to do a lot of them were made up yeah exactly the guy didn't do anything to him that's the thing so

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like I have I have so many ch I have more chips on my shoulder than I'll ever be able to fix and so that gives me this

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like infinite go right the way to get that like you said is an anchor a negative anchoring experience is a

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really good way to get that so I'm not trying to like prove the people at my old job wrong like I don't really care

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about that but it is fuel and so I think cuz really this what this comes down to is like when you want to do the thing

1:24:42

you're doing you'll do it and then when you don't want to do the thing how do you get yourself to do it if it's the thing that you need to be doing you need

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fuel the best way to get fuel is villains create villains and then run from the villains right and so I don't

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have that problem too much because I like it so much that I'm kind of just always going i get mad when it's

1:25:01

opportunity cost like there's just too much that I want to do and I just don't have the time the time yeah you know

## **Why you MUST build an offer**

1:25:07

what let's let's round it out and I wanted to go I wanted to go to step five

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which was build a feedback loop and layer in offers essentially what you're getting at is like attention is just the

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beginning you know you get the attention you have the organic content and you know someone will listen to this and

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they'll apply it and it will start working but then it's like you now need to capture some of that value exactly

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can you can you talk about that yeah so the I mean this is a big realization I think I was talking about at the beginning is

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like value does not really acrue at the media layer so and I was just I was just

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writing about this or making a video about this you basically have three layers in the content or in the business

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stack content stack you have the platform layer so Instagram Tik Tok LinkedIn you have the creator layer

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which is like us making the videos the content layer and then you have the offers layer product services the whole

1:26:03

game is can the creator rent space for free on the platform to get people

1:26:09

through to the offers mhm the most value is accured at the offer layer the second

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most value is accured at the platform like Instagram LinkedIn they get their RIP very little value is accured at the

1:26:20

media layer so in a way the platforms are getting creators to make stuff for free or pay them little with AdSense

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that they then take a ripoff of when advertisers pay so those are the three levels what you really want to do is

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create a net which is a product or service that you can then capture some of the value you're generating with

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attention not maliciously but like offering a product or service people need to solve a painoint they have and

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so if you don't do that and all you focus on is getting views you will have lots of followers and lots of views with

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zero dollars and like I think a crime of business content is people just don't

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say the truth like everybody's out here doing this to make money everybody wants to make money businesses are for-profit

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entities right so it's like I can want to help people of course and I want everyone to grow but I want to make

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money just like everyone else and so when you think of when you're approaching content if you don't think of the back half which is the nets and

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the value capture you're just doing yourself a dis you're just doing work you're like going down to the well

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filling a bucket with water pouring the water on the ground you have like a little thimble you're like "Did I catch any?" It's like "No it's empty." It's

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like "Oh back to the well." It's like "Yo put a bucket on the ground when you pour some in so you get some right?" And

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and the bucket are offers and the funnels to those offers this is where like of the attention funnels offer

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stack horoszi is the best in the world goed at offers and and funnels honestly

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where I am trying to play most is the attention and then just be good on my own at the offers but like I'm not

1:27:54

trying to teach people about the offers and stuff he's he's he's the best like if you really want to learn like how do I sell the right product in the right

1:28:01

way with the right business model he's he's the guy like just watch all of his free stuff he's giving everything away

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for free but you need the net or else you're not going to capture any value yeah and you know you know what it's like um it's why there's there's a lot

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of examples of creators with millions of followers and like very little revenue

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like that there are a lot of us there are a lot of creators in this world like that it's cuz they build they didn't

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build nets and they didn't think about the who at the beginning they their who is everybody yeah and so you know I'm

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I'm curious to get your perspective on this and you mentioned the thing about Huoszi and he has like a couple of great

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books of like how to do offers but for the person that they've started

## **The easiest way to launch your offer**

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following this advice and they started building a following and they're even got that momentum of like step four of

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like the thing's working and they're doing it again and again again yeah but they're kind of worried of like okay I

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don't have like an offer associated from your experience what have you have what have

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you seen is like the simplest easiest way to get like an initial offer out

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there that at least like you're start maybe you're not capturing the full value of like the of what you're

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creating with your content but at least you're capturing like a little bit of it and you can action it pretty fast like

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where do you typically Where did you begin well the the way to begin is you think about who the buyer is you map their journey doing the thing

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that you're talking to them about every step in that journey has friction how much friction depends on how painful the

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thing is pick the most painful thing and then build a product or service to solve

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that thing for them the product could be software it could be information it could be a service where you actually do

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it for them there's like a variety of business models we can talk about like the benefit of certain models but that's

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essentially the process so like for me I didn't build an offer for my tech and AI audience because I couldn't come up with

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the thing they wanted that I wanted to build so I left that alone i built a new

1:30:03

audience for business owners that's where YouTube started email started right and I'm going to have a short form channel coming soon with marketing but

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like let's just take the YouTube channel i have a huge audience of business owners that are trying to use content to grow so what's their process their

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processes how do they make content today how do they come like it's the whole stack right it's like how do how do and

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it's a little bit meta right because I'm talking about how to make content my buyer is trying to learn content so it's like the same kind of thing but for me

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specifically it's what is the process that a business owner goes through to make content today how do they come up with ideas how do they research those

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ideas how do they frame what to say about those ideas that contrarian contrast piece how do they script right

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how do they record how do they edit how do they post how do they grow it how do they ramp the traffic off all of those are like pieces in the business owner

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content map so then for each of those what could I build to solve the pain i

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could have built an ideas product which we may or may not be working on i started with the script writing because

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I felt like that was the highest pain that I could solve couldn't couldn't build an automated service for editing so but if I wanted to solve editing I

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would create an editing agency where I had a bunch of editors overseas you see what I'm saying like each one of those

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is a problem and so it's like how what's the best way to solve that problem certain ways certain ways to solve it

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would be software certain ways are information so like I have a full academy where an entrepreneur can come in and learn the whole thing that's

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helpful that whole housing just speeds up the process but each piece is like difficult in its own way and so for me

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you have to think about how much would people pay to solve each piece of the process I'm willing to pay three grand

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per editor to solve that so that's like pretty high payment threshold script writing maybe less but like could I

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build something more scalable with software so that's like that's how I think about it is who am I building an audience for business owners what are

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they trying to do make content what is the process they're using to make content a to B A to Z of A to Z ABC BC

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every letter where are they getting stuck what can I build to get them unstuck what are they willing to pay to

1:32:02

get unstuck and then how do I tell them about that thing the beauty of telling them is I already have the audience so I can just tell them hey build this thing

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you know you know what comes to mind it's like so you have the you have the ideal uh avatar you then can create or

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write out brainstorm a list of like their friction points of like where they are now to where they want to be and

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then within that friction point and this is what I heard in what you were saying is like you're really trying to figure out once you have those that list of

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friction points you're trying to figure out two things one is like what's the highest on like the pain ladder like

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what's number one and then also for you personally what would you like to build

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yeah and like there needs to be an alignment cuz I can see people going like you could go for the highest pain point but if you don't want to build the

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solution then it doesn't work exactly so it's like both need to be yeah and I think that's like business model

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lifestyle fit is the what do I want to build right so it's like if you're desperate and you want money at any you

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have zero dollars the best thing to do is just do a service where you do the work for them you do the thing they they

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can't do for them so that's classic services agency you can go from zero to

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150 200k a year easy maybe even seven figures a year with a one person agency just do depending on what how valuable

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the skill is and so that's the easiest place to start if you have zero dollars start there but for me I business model

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lifestyle fit i don't want a job so I'm not going to do I'm not going to do a service i'm not doing that so you would

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then climb the business model ladder so the best business models are high margin recurring right so you get paid every

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month you keep a lot of the dollars next best would be recurring but medium to

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low margin so it's like you get paid every month but you don't actually keep that much next would be high ticket but not recurring you got to do something

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but you can only do you do it one time you get paid one you got to go get new customers next would be medium or low

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ticket not recurring so it's like they pay me 20 bucks but I never get 20 bucks again that's the stack you want to go as

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high as possible on that high margin recurring could be low i mean high margin high ticket recurring is the best

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so like they pay me $5,000 a month I keep 4,500 of it and they pay me every single month that's the best so the key

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is you can either start with a business model which is business model lifestyle fit or you can start with which what

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would be the right solution for the thing they're struggling with and what's the best way to solve it try to match

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those up so for me it was like I don't want to manage people i want to grow something big with leverage and I don't

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want to and I want to keep a lot of the money we make with no employees the only way you're going to do that is with software or with some sort of recurring

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based education model those are the two models I picked that's because business model lifestyle fit is what I wanted now

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I do brand deals on my content stuff but that's not recurring that's one time so it's high ticket but only one time so I

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got to go get new brands every single time so I've played with every type of business model and the best ones are

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obviously the ones at the top because you get paid the most keep the most and it comes in every single month but to do that the the your ability to go up that

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ladder corresponds directly with the amount of value or amount of solution

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you give to the pain andor how harsh that pain is today for the buyer so if

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the buyer is business owners and they don't know how to do their taxes and they're wasting 20 grand a year they're willing to pay you

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$19,990 to solve it that's a very like high pain but if their pain is like I

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don't have my to-do list organized and I'm willing to pay $5 a month for my to-do list that's a low pain so it's like you want to go for the highest pain

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and then try to create an offer that allows them or that that allows you to get paid on a recurring basis usually

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you need to give them recurring value right you know one of the things you said early and I think it's so easy for it to go over people's heads is like you

## **How to get ideas for your product.**

1:35:42

mentioned that point of you need to immerse yourself in the community like whatever this avatar that you're looking

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to build for who you're looking to reach that you want to care about what you're doing you need to immerse yourself in

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the community and it like it makes sense once you provide the full perspective

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cuz it's like how would you know all of this information the only way you would know is cuz either you're one of them or

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you're so deeply connected with one of them that you can understand all of this and the best way to to so if you

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literally build a community like for free that's a great way cuz then they'll tell you even in videos though like I'll

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ask in videos like tell me what you guys want and then in the comments you get a hundred comments and 50 of them are about the same thing it's like that's

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what people want because that's what they're struggling with so there you can that's at scale you could also do one-on-one interviews but

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like you really can't build a sustainable business unless you know what people need

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period yeah you know here's what here's where I want to end cuz I just think about everything that we've like

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discussed in this conversation um and who's it for and and and who is it going to listen to it and it's funny

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cuz you even made this point during the episode you're like you might be listening to this and thinking I'm a maniac yeah i hope so i feel like

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there's there's probably a lot of people that are like "Yeah he he does this thing he's on one." And so but like and

1:37:00

I said this to you in the beginning I think the thing that I've always appreciated about you and like we've even had conversations with this where

1:37:07

I'm facing some sort of problem or like something's coming up in my business or with content or whatever and I'll call you and you will give me like this

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breakdown of like the level I'm thinking yeah how you would do it the levels of thinking what the problem is what you

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need to solve and so I think though where I wanted to go we spoke about the importance to you

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of like sharing all of this freely and you do that with your friends you do that with people you know you also do it

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on mass on the internet for everyone to see if we fast forward I don't know 10 15 20

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years what do you think or what do you hope is the

1:37:49

impact of everything that you've shared everything that you've learned and then also taken the effort

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to share it with the world like what do you think or hope is the impact of all

1:38:02

of that yeah that's a funny qu that's an interesting question like a legacy like legacy question kind of or just like in

1:38:08

the medium term legacy I have a I have kind of a weird take on legacy i like I

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don't really think in those terms cuz I I I can't control how people perceive I can only control the inputs right so

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like how hard can I go can I rev the engine harder can I spend more time

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spinning the wheel that's all I can focus on so at a macro level like I'm

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just trying to be helpful like I'm trying to be useful i hope thousands tens of thousands of entrepreneurs

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whether they work directly with me or not can create a change from zero to one based on what I'm saying

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but I think everybody's going to die and when they do that's it like you're people might

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care for a day or two no matter how big you are but things pass for me like my

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whole my whole philosophy on this this is another thing that I thought I I think I thought I came up with this but

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I heard and I've never heard anyone say it but then I heard David Senra say it on a podcast like a year ago so I wrote

1:39:07

about this like multiple years ago so I don't know if this came from me or not but the my whole legacy play is I'm

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trying to create a generational inflection point for my for my family so the way I think of it is like if you if

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you ever study the the the great families right like the Kennedys or like the Carnegies or the Rockefellers yeah

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rockefellers the Medici if you actually go back and look at those family trees

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if you go all the way back like there was one savage that completely changed

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the trajectory of that family like I'm him for my family so that hopefully

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that's not like a 15ear thing hopefully like like a 50-year thing but or like like I can play for a while but that's

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like if at a local level if I could do that

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for my family and like change the trajectory of the arc of the people in my immediate circle then I think it's a

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life well-lived anything beyond that is gravy right and all you can do is like

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try to be positive and helpful to as many people as possible like high value density and then let the chips fall yeah

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that's awesome it reminds me of um it's funny because actually on the way on the way over here I was having a

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conversation with a Uber driver and we made that exact point of like you have no idea when this [ \_\_ ] is going to end

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and he was given like some examples of like things that have happened around the world whether it's like crashes or

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like buildings just suddenly collapsing and people dying and like you have no

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idea when the lights are going to go out on this and so that like central principle of being

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in service to people and then also of like um the

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generational the generational inflection point like it's funny cuz I I have the exact same thing it's like you'll be

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able to look at my family line and be like that's when it changed yeah like you see the slope of the line change and you're like something happened there

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that crazy [ \_\_ ] exactly that's what I'm trying to do so that's that's what it is but hopefully I mean I'm

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trying to be as tactical as possible like I know a lot of people talk about the business stuff your your show you do this you do the tactics super well most

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content though is not tactical enough to be applicable for the beginner right so like hopefully this episode was some

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good nuggets i think we did it nice man it is I'm grateful that you're here i'm grateful to have you as a friend thank

1:41:32

you so much man appreciate it thank you that was awesome okay so if you enjoyed this episode you're going to absolutely

1:41:38

love what we did with this one right here click here