

# ✓ Content Playbook ✓

Presented by Legendary Marketing & Media

**This is a guide to implementing effective content strategies that we used to generate over 30M+ Views and 100,000k+ Followers collectively using our organic strategies throughout the years.**

***This is made to help anyone looking to build and monetize their social media authentically and organically.***

**I want you to take a look at this playbook and truly value it. These strategies will work for you if you actually implement them. Take some time to thoughtfully look over it, study it and use it.**

**Let me tell you who this process is for:**

- You want to **build your social media following** for your personal brand or small business.
- If you want to get to **make money** with your social media within the next 5 months
- You've started growing your social media brand, but **you're stuck**, or you're not growing as fast as you'd like.
- You WANT to sell something on social media, but you **don't know what to sell** or how to sell it.
- You already have a proven product/offer/service, but **you're not getting any of the attention your social media needs**.
- You have skills or niche expertise that you know could help people improve their lives in some way but **you're not sure how to get started making content**.
- You want to build & monetize your social media brand **WITHOUT** posting cringe or surface-level garbage content.
- You run a product or service-based business & you'd like to grow your social media presence to **get more exposure** (any business where your ideal customers live on organic social)
- You are **committed** to growing your social media and will do what it takes to scale online.

**If this is, you... You're in the right place.**

We all know influencers and personal brands that are all over our social media accounts no matter what niche or topic you search up there is always someone dominating in it.

Looking at those personalities you may think they are different from you, live a better life than you or that it's unachievable to draw attention the way they do.

I'm here to tell you that's simply not true.

What they did was fairly simple and now they are able to leverage their social media's and pump out loads of cash simply by creating content.

In this playbook we will show you step by step how you could do the same and grow your audience organically. Guaranteed.

### ***Now, why are we so confident and who are we?***

Well, because we are currently doing it for ourselves...

and have been doing it starting back in 2020.

I (Jaden) began my social media journey back in 2020 when I decided to try out TikTok when it had started blowing up at the beginning of quarantine.

At first, I simply just wanted to test it out since I already came from actively posting on other social media platforms and others would tell me "Bro you should start a TikTok you would definitely get girls" while others would say "Bro that's a dancing app for girls"

Either way I tried it out

My first few months I did alright. I had my first video do well over 2,000 views on my brand-new account. I was excited.

I had continued to post consistently even having some videos do well over 10,000 views or just a bit below.

It was going great until I stopped.

I was graduating from high school and decided to close that chapter of TikTok from my life.

But it wasn't until I got to college and an old friend of mine suggested to get back to posting.

So, I did.

Within the next two months I was able to hit **200k+ views, 50k+ likes on two videos combined** while still having other videos do smaller numbers **between 2-8k**.

This is when I realized there was a strategy for posting so I started to study it.

### ***Where I had control of when to go viral***

I'm kidding, you can't control that but what I did learn was **what will go viral and what won't go viral** (most of the time)

As 2021 went by I continued to build a following, generating traffic to my accounts and had multiple videos do **over 20k consistently** and had one do well **over half a million**.

This was when I met my business partner **Gianni Rossitto**

When I met Gianni, he had already **surpassed 10k followers on his TikTok** and had numerous videos with well **over a million**.

This guy was good and knew what he was doing.

This is when we began collaborating on our posts and reaching a large audience of girls all the time.

Fast forward through 2022 and 2023 we continued to have videos go viral, another one of Gianni and I surpassed **300k+ views and Gianni hit a new milestone of 25,000 followers while I got stuck at only 2.5k!!**

I then decided to take a long break from posting for about 7 months while I dove deep into developing myself and packing on 45+ pounds during my bulk.

**I felt stuck** since I knew my looks that generated me traffic was off the table, and I was trying to get back to posting but my account wasn't getting any traffic.

**I thought it was over.**

Until Gianni, and I collaborated on **two posts that changed it all**.

Gianni and I made **two videos that blew up**, back-to-back days. **Each one surpassed a million views** and instantly brought traffic back to our accounts and put us back into the algorithm and grew our following.

As he continued going viral I somehow didn't, but I saw the potential. **I practiced more strategies and remained consistent.**

Fast forward a year later, I have generated **3.7M+ views, 40k+ views on live, 626k+ likes, 152k+ comments and about to reach 10k followers in the past 60 days alone from me writing this today.**

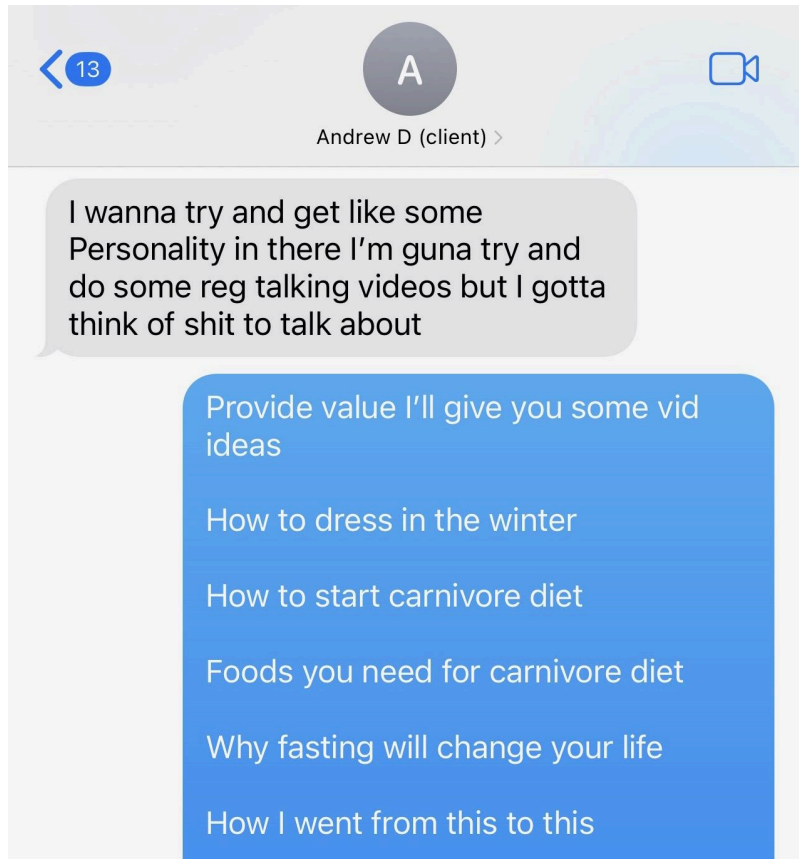
Gianni on the other hand, generated **18M+ views, 2.3M+ likes, 348k+ comments and reached 70,000 followers in the past 60 days alone.**

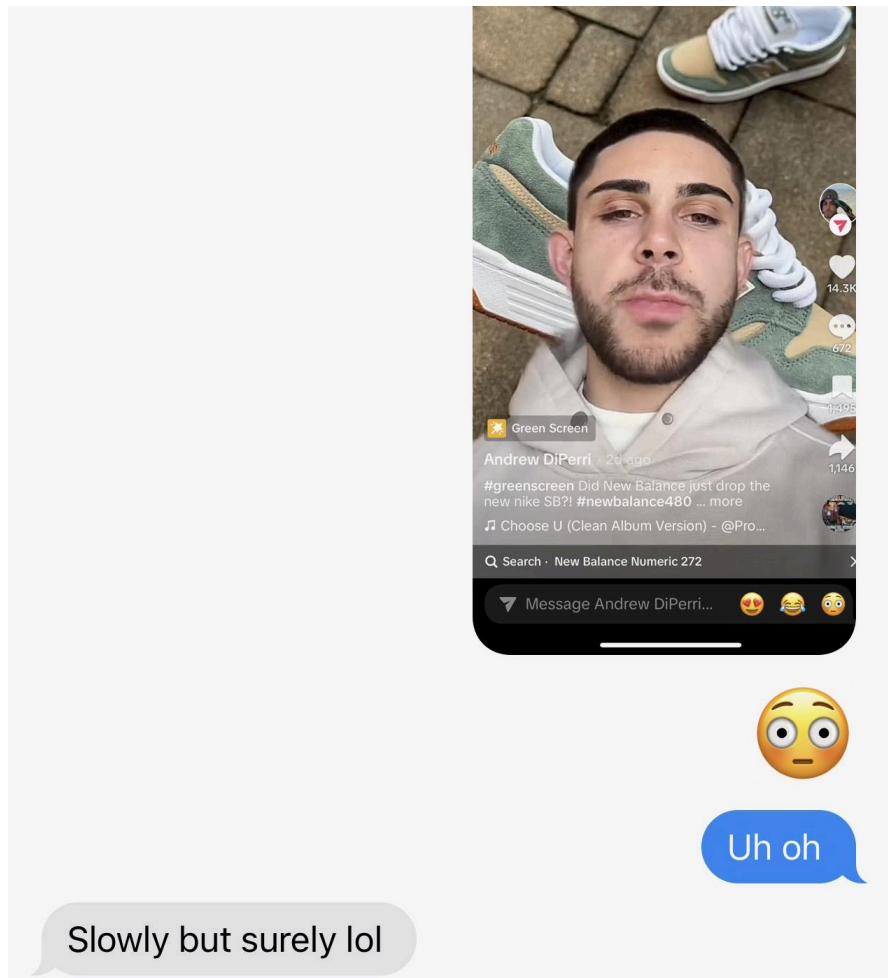
All by following our own strategies.

If you don't believe us our tiktoks are **@thejadenc and @theonlygianni**

***Since 2022 we launched our marketing agency and have been helping businesses scale online ever since***

The two images below are a screenshot from our client - **Andrew** that we help achieve his first viral video surpassing **350k+ views organically**.





The point of telling and showing you, this is to let you know our strategies work.

**You just have to put in the work.**

## **So, what are the strategies?**

Many people all over social media have this misconception that there is a certain algorithm hack, perfect lighting, perfect hook, certain hashtags.

None of that actually matters.

**What actually matters is that:**

- You have a clear and strong message to share.
- You're able to express that message in a way that resonates with people.
- It's congruent with who you are & the brand that you want to build.

**You need to start off by using a strong message that's easy to resonate with.**

As humans we connect with one another through relatable events and shared thoughts that spark emotion.

Without having a strong message, you will never have a large audience that resonates with you.

Think of speakers like MLK Jr, Gandhi, Tony Robbins Etc.

They all stood for what they spoke for and built a large praise for it.

So, instead of spending years creating content and getting no results, we've created a strategy that STARTS with a strong message...

Allowing anyone who follows it perfectly to:

- ***immediately separate themselves from the competition.***
- ***create polarity in the niche market they're trying to sell in.***
- ***position themselves as a relatable authority with massive trust.***
- ***grow their brand faster with harder hitting content.***

## **Phase 1 - Clarity & Ideation**

This phase is all about getting extremely clear and real about:

- Who you are.
- The brand you're trying to build
- The people you're trying to reach with your content
- The topics you'll be focused on
- The ideas you're going to spread

**If you follow this, you will be able to:**

- Make content creation **EFFORTLESS** by plotting out your strong message & core ideas in advance.
- Attract a **NICHE** following of potential **BUYERS** who genuinely like you & share your values.
- Turn casual observers into **FANS** by facilitating an **EMOTIONAL** connection.
- Create content that positions you as a **RESPECTED AUTHORITY** & niche **EXPERT** from day 1 Stand out from the masses by posting **FRESH IDEAS**, sharing **VULNERABLE** moments, and telling **STORIES** that resonate deeply.

Most people building a social media brand never go through a process like this...

And it's the reason why they either grow slowly or don't grow at all.

**Their ideas are weak.** Their content isn't relatable. And their message is misaligned speaking to different people (*which means they're speaking to no one*).

This is how you avoid that.

**Phase 1 is a series of targeted questions** designed to PULL the quality ideas out of your brain and give you the clarity you need to start creating a high volume of content.

It should take an hour max to complete.

## ***PERSONAL STORYLINES AND VULNERABILITIES:***

Your own rags to riches/zero to hero story can be your GREATEST marketing asset. Humans remember ideas best when they are in the form of a great story. It's what allows people to see themselves in your shoes and your transformation.

Be as authentic and as honest as possible. ***Your “trigger” moment - what experiences and lessons made you into the person you are now.***

1. What was the defining event that set you off on the path you're now on?
2. What was painful about your life situation that made you want to make a change?
3. What was it about your situation/the event that made you take action rather than ignore it?
4. What was the hardest part about making that change/decision?
5. What was your goal starting out? What did you want to achieve?
6. What epiphany made everything click and gave you the belief that you were actually going to achieve it?
7. How did you transform and grow as a result of that? \*\*\*\*

***Your journey from first successes to where you are now as an expert:***

1. Once you had proof of concept/big idea and fully committed to the path you are on now, what was the big hurdle you had to overcome?
2. What was painful about where you were that frustrated you?
3. What were the biggest challenges or failures that made you question if you were on the right path for you?
4. What did you want to accomplish?
5. What did you tell yourself to keep pushing forward through that struggle?
6. What epiphany made everything click and gave you the belief that you were actually going to become the person you are now?
7. How did you transform and grow as a result of that?
8. Why are you building a social media brand? What is your long-term vision?

### ***Your branding:***

1. What do you stand for?
2. What do you stand against?
3. How would you like to be perceived online?
4. List 3 creators you are inspired by:

## ***SECTION 2: YOUR MARKET***

### ***A. CURRENT EVENT/TRENDING IDEAS:***

Create content ideas based on current events, news, or trends relevant to your industry. How can you leverage what is going on in the world, or in the industry or with what's trending, and bring that trending topic back to you and tie it in with what you do?

List out 2 current events, news stories or trends occurring in your industry/niche right now:

- 1.
- 2.

For each one, write out an idea for a piece of content either agreeing, disagreeing or commenting on that event, story or trend:



- 1.
- 2.

## ***B. CONTRARIAN IDEAS:***

Present ideas that challenge conventional wisdom or popular beliefs. What things in the marketplace, do you not believe in?

What popular belief or conventional wisdom is just wrong, in your opinion, and leading people down the wrong path?

- 1.
- 2.

What further evidence can you offer to dismantle/change it?

- 1.
- 2.

## ***C. INFORMATIONAL/NEW IDEAS:***

Offer fresh insights and original ideas. How can you go deeper in your market, in your niche and find ideas that are really, really, really impactful? How can you know more about the thing you do than anyone else?

- 1.
- 2.

If your audience already had a working understanding of the basics in your niche, what 2 things would you tell them to reach the next level?

- 1.
- 2.

## ***D. EXISTING IDEAS:***

What are 2 existing beliefs or suspicions that your audience has about your niche/industry that you either agree or disagree with?

- 1.
- 2.

## ***E. DEMONSTRABLE IDEAS:***

Share practical, step-by-step guides and demonstrations. How can you show someone exactly what you're doing? How can you show them an example of what you've done? How can you practically break it down so that they can see it?

- 1.
- 2.

Give 2 examples of a demonstration you could give of you completing those actions effectively or a step-by-step guide to help them do it themselves?

- 1.
- 2.

## ***F. AUTHORITY-BUILDING IDEAS:***

Establish your expertise by showcasing your knowledge and experience.

What 2 achievements in your life are you the most proud of, generally speaking?

- 1.
- 2.

What pieces of evidence could you point to that PROVE you're an expert in your niche?

- 1.
- 2.

## **Phase 2 - Content Creation**

Now that you have clarity, a direction, and an understanding of what you'll be talking about, it's time to start turning that clarity and ideas into high performing pieces of content.

**There are 4 elements to a high performing piece of content:**

- Idea (what are you trying to get across?)
- Hook (capture attention)
- Message (give interesting value/insight/experience)
- Reward/CTA (did they get what they clicked for? tell them what to do next)

Phase 1 was about generating high quality ideas for your content that are aligned with you & the brand you're trying to build.

Now in Phase 2, you'll learn how to take those ideas & craft a winning hook, body & CTA.

## ***In this section we'll cover:***

- Turning your Phase 1 ideas into content
- What makes content GREAT
- Content types
- Hooks
- Emotional engagement
- Distribution
- Execution
- Creating a network of traffic

## ***Turning your Phase 1 ideas into content***

The point of Phase 1 was to give you as much ammunition as possible so you can start putting out a high volume of high quality content fast.

The process we use to turn those ideas into content is simple:

**Step 1:** Choose one of your ideas from Phase 1

**Step 2:** Plug it into the fundamental formula (*benefit or threat + curiosity - more on this further down*)

**Step 3:** Apply one of the attention grabbing principles (*more details further down*)

**Step 4:** Use the section on “Context” to make the main message of your content in a way that gets the audience emotionally engaged.

That's all you need to remember for now.

**Read through Phase 2 then come back to this & everything will make a lot more sense.**

**From here, there are 4 key factors that determine how well a piece of content will perform:**

1. What you say
2. How you say it
3. The quality of the images and videos
4. Who you are

### ***What You Say***

This is the CORE MESSAGE you're trying to convey in any given piece of content.

Think of the message like a flower seed. Wrong seed = ugly flower. Right seed = beautiful flower. On its own it does nothing, but without it, you can't have a flower.

*(The ideas you generated in Phase 1 are your seeds)*

## ***How You Say It***

This \*\*\*\*is the PRESENTATION of the core message. It's the language, tonality, and body language you use to convey your idea.

This is the flower that blossoms from your seed. It's the part that catches people's attention and makes them want to see more.

*(Presentation = hooks, emotions & the quality of your writing/speaking skills)*

## ***The quality of your images and videos***

You need to give the people a sense of imagery. Whatever you are describing in your post it must match the image or video.

This gives the audience a visualizer of your topic. Another thing is to keep the quality around the same. You do not want to use a blurry image then a clear image. Keep it along the same theme and high quality.

## ***Who You Are***

This is about how much weight people ascribe to the things you say based on your perceived status & authority.

In our flower example, consider 2 identical roses.

*One is grown by a regular person who just likes to garden*

*The other is grown by a world-famous gardener, who's won multiple awards for their flowers*

## ***Whose rose do you think people will want to see?***

Obviously the world-famous gardener.

Because people give importance to things based on the status & authority of the person who said or created them.

This isn't a "fault"...

It's human nature. A biological element that allows us to shortcut & outsource our thinking.

So instead of having to look at the 2 flowers & evaluate them based on a variety of factors, we as humans simply pick the one that was grown by whoever has the highest status/authority.

This same exact principle applies to content.

Now let's do a brief overview of the various platforms at your disposal & what kind of content you should be posting on each:

## ***Content Types***

Main social media platforms we focus on:

- Twitter
- Instagram
- TikTok
- YouTube
- Email

Types of content you post on each of those platforms & what it's best suited to:

### ***Twitter:***

Best suited to: written content (short & long form)

Can also post: short-form video & images

### ***Instagram:***

Best suited to: short-form video & images

Can also post: text in the form of images & stories

### ***TikTok:***

Best suited to: Short-form video

### ***YouTube:***

Best suited to: Long-form video

Can also post: Short-form video & long-form written

### ***Email:***

Best suited to: Long-form written

Which platforms you choose to focus on will depend on:

- Where your target market spends the most time
- Whether you naturally lean more towards written or video content

Our recommendation is that you start with ONE platform. Then, once your content is dialed in & you're consistently growing, go omni-channel to spread your message far and wide.

## ***HOOKS:***

### ***What is a hook?***

Hook = the first 5-10 seconds of your content (written or video), designed to capture your audience's ATTENTION, and give them no other choice than to continue reading/watching.

### ***Why is the hook important?***

We all know that attention spans are at an all-time low. You have mere SECONDS to grab someone's attention before they skip to the next available piece of content.

This is why we START with hooks.

You could have the perfect message & the perfect BODY (the main section of your content)...

But if your hook isn't right, no one will make it past the first 5-10 seconds, and the content will fail.

This is the single most important thing you can do when it comes to capturing attention on social media.

### ***How to create a KILLER hook:***

Every great hook starts with a BIG IDEA.

What is the CORE message in the piece of content you're creating?

The "EPIPHANY" or the "LIGHT BULB" effect. This is your BIG IDEA.

*(You should already have a TON of big ideas from the work you did in Phase 1)*

Then, you take your big idea & turn it into a HOOK by pairing the fundamental hook formula with one of the 14 hook types.

**NOTE:** I'm about to dive into the formula for creating a hook. This is a little advanced. Remember this... the hook formula works very well but this isn't the end all be all. You just need

to ***become a natural at grabbing attention from the right people***. Focus on making bold statements that make people want to continue watching/reading

***The fundamental formula for writing a hook is as follows:***

BENEFIT OR THREAT + CURIOSITY = ATTENTION

- Benefit = something your content will help them GET
- Threat = something your content will help them AVOID
- Curiosity = creating open loops (leaving an unresolved question or tension in the reader's mind that must be answered before they move on)

***Within that formula you have:***

1. The scroll stopper - think about your first sentence as the prime piece of real estate in your hook, you must make it count. Here we want to use a pattern interrupt, something that grabs their attention at a glance.
2. The context - the next 1-2 sentences are there for you to add context and give them enough information about what's coming to make them interested, without revealing the big "secret" within the content
3. Lead them somewhere - "here's how it happened" or "here is the (insert thing) that no one is talking about" (goal = a smooth transition into the main body/message of content)

***These are the things that need to grab the person's attention.***

A helpful way to think about it:

Imagine you're trying to give a loved one an object you own for free.

You know they need it & that it would be a massive improvement to the quality of their life if they had it.

How CLEARLY and CONCISELY would you portray your message if you only had 1 sentence to explain it?

**That is a HOOK.**

***Now... if you got that basic formula down***, you can use one of these 7 tactics for garnering further attention and going a layer deeper. Use these concepts with the above formula and ideas to create more diverse attention-grabbing hooks.

1. **Smack in the face with Big Idea:** Make a bold statement with conviction.

2. **Debunk an Idea (Contrarian):** Take a contrarian stance on a topic that goes against commonly accepted myths, you immediately stand out.
3. **Confirm existing belief or thought system:** People subconsciously seek out information that confirms their existing beliefs & ideas
4. **Credibility/Authority:** Leverage your biggest achievements, accolades, or connections to capture attention & make them care about what you have to say.
5. **Show Transformation (Before/After):** Contrast is one of the most powerful ways to generate attention. Use words and pictures to highlight a extreme transformation (the more contrast there is between the before and after, the more attention you'll capture).
6. **Inspirational:** How can you make someone feel like they have hope of achieving the things that have been hard for them to?
7. **Newsjacking:** What current events are happening that you can siphon attention from back to your content?

## ***Going one layer DEEPER...***

***There are 5 specific things we can do to make it EVEN stronger:***

1. **Specificity:** What specific details can you include to make it more relevant & appealing to your target audience?
2. **Precision/Clarity:** What unneeded information can you remove that doesn't add anything to the hook? How can you make it easier to understand?
3. **Size/Emotion:** How can you amplify the benefit or threat to make it even more appealing? What language can you use to amplify the emotion behind the benefit or threat?
4. **Relevance:** How can you make it absolutely clear WHO the piece is for? Or push away the people it's not for?
5. **Media:** If it's a written piece, what image(s) can we add that will complement the hook? If video, what text/headline/thumbnail can we add?

## ***Viral Hooks you can use:***

*F\*ck it (blank)*

*Here's (amount) underestimated (hack/tip/trick)*

*Imagine if you could (insert result here)*

*This is why your (action) isn't working*

*Here are 3 signs you should (action)*

*Why doesn't anyone talk about this?*



*This one mistake could be costing you (\$)*

*Exposing my secret to (blank)*

*How to (solution) in (time frame)*

*Here are 3 quick ways to get (solution)*

*(blank) things that feel illegal to know*

*Do you still believe this (industry) myth?*

*This hack will save you hours on (insert solution here)*

*This is my most controversial belief about (insert topic here)*

*Is it just me, or...*

*These 3 books changed my life*

*Don't hate me but (insert hard truth)*

*Imagine if you could (insert result here)*

*Life Hack I wish I knew earlier*

*(specific number) things about (niche) I wish I knew earlier*

*You're wanting to [result] but you're doing (current situation)*

*This will change the way you use (blank)*

*If there's one thing you'll never catch me doing, it's this ...*

*I tried every (blank) so you don't have to*

*Why 99% of (audience) won't ...*

*If you're not getting (blank) then you need to be doing (blank)*

*Everything you knew about (subject) is WRONG! (add an example)*

*This is the only thing you need to know about (blank)*

# CONTEXT

Now you have the HOOK for your content, it's time to craft a complete message that will KEEP them emotionally engaged until the end.

There are three main things to consider here:

## **1: Precision of Language:**

The more precise you are with your language, the better your content will perform.

*There are 3 main aspects to this:*

### **1. Valuing their time**

As a content creator, it's important that you VALUE your audience's time and attention as much (if not more) than they do.

Why?

Because when you value their attention, you'll do everything you can to convey your message in its most concise form.

This isn't about stripping your piece down to the bare essential information...

It's about giving them the most impactful form of the message with the smallest possible cost of time, effort & attention.

Zero fluff, filler or sentences that are there because they "sound good".

You convey your message in the clearest manner possible. If using complex or niche/industry specific terms, either define them so people know what you are talking about...

Or better yet, translate them into terms your audience understands (e.g. "this is kinda like...[*analogy*]")

### **1. Sticking to ONE idea**

As I said before... every piece of content you create should be centered around one BIG IDEA... A single CORE MESSAGE that you're trying to convey.

And everything in your content should relate or add to that ONE big idea/message.

This idea was first introduced by Michael Masterson (a TITAN in the direct response/publishing world).

After decades of analyzing essays & sales assets, he found that ONE good idea, clearly and convincingly presented, always performed better than a dozen mediocre ideas strung together.

Now, you have a TON of great ideas from the work you did in Phase 1.

So when creating a piece of content, start by clearly stating that idea...

Then write your piece...

Then once you've finished writing & it's time to edit, refer back to that one core idea, removing anything that doesn't add or relate to it.

### **1. Using simple language**

The best pieces of content are written at a 2nd-5th grade reading level.

To illustrate...

In the 2016 elections, the reading level of various candidates speeches was measured & here's what they found:

Bernie Saunders: 10th-grade

Hilary Clinton: 7th-grade

Donald Trump: 4th-grade

Obviously there were other factors that went into Trumps victory, but his ability to convey a message in language that is EASY to understand definitely played a part.

Why?

Because the more you UNDERSTAND something, the more you REMEMBER it.

So, try to make it so everything you write is at a 2nd-5th grade reading level.

The easiest way to do this is to copy paste your piece into [Hemingway Editor](#) and make adjustments based on what it tells you.

### **2: What Are *THEY* (your audience) getting from your content?**

People only ever consume content for 3 reasons...

For Entertainment

For Inspiration

To Get Value

*(value is defined as specific, implementable, actionable advice that gets someone closer to their dream outcome with less struggle/headache/obstacle)*

The best pieces of content do all 3. However any piece you make will typically fit one more than the others.

Once you identify which that is, it becomes easy to “turn up” the dial on that specific lever.

Here's how:

### **3: How it's said**

Now that you've identified what's in it for your audience, we can turn up the dial & give them even more of that.

To do this, you need to come at it with a mindset of “there's ALWAYS more to give” & “it can ALWAYS be better”.

You can always give MORE DEPTH OF VALUE (better actionable advice)...

Create more STARPOWER OF ENTERTAINMENT (fast cuts, talking excitedly, high energy on camera, emphasizing words with bold, all caps, italics, writing with different layouts, how can we make everything more engaging?)...

And build more RELATABILITY OF INSPIRATION (how can we be more vulnerable, real, relatable, genuine with our audience).

### **On top of that, here are some common ways to get the audience emotionally involved:**

1. **Polarity:** People love to give their opinion - use this in your content by leaning heavily into one side of a divisive topic
2. **Shock Factor:** People are shocked when met with the unexpected - use this in your content by revealing things they didn't know or saying things in a way they're not used to
3. **Exotic/Outlandish:** People love the exotic because it's new & different - use this in your content by going way outside the box with your ideas and the way you express them
4. **Stroke Their Ego:** People desperately want to feel like a high-status winner - use this in your content by reinforcing their ideal self & amplifying their accomplishments
5. **Justify Their Failures:** People want to have their failures excused - use this in your content by helping them see that it's okay/not their fault they haven't achieved their goals yet
6. **Allay Their Fears:** People want to know their fears aren't exclusive to them - use this in your content by sharing your own vulnerabilities and fears
7. **Throw Rocks At Enemies:** People love to have allies - use this in your content by “throwing rocks” at the people/organizations they see as “the enemy”
8. **Confirm Suspicions:** People love to feel like their intuition is right - use this in your content by confirming things they *feel* to be true but aren't 100% sure about

9. **Encourage Dreams:** People get inspired when encouraged by someone they respect - use this in your content by showing that their dreams are not only achievable, but highly probable
10. **Kick The Normie Nest:** People love to feel superior - use this in your content by railing against things the masses think or do that you disagree with
11. **Positive Vibes:** People love to be around positive energy - use this in your content by seeing the bright side of everything, avoiding pessimism at all costs
12. **Vulnerability, Raw:** People love it when others open up because it gives them permission to do the same - use this in your content by sharing the parts of yourself that you're not particularly proud of

Now that you have a solid foundation and strategy set in place you need your marching orders. You need to know how to execute to hit your KPIs every day.

You need to prioritize this every single day as content is ultimately what will continuously push your brand further, get you the followers you need, the sales you want and create more opportunities for you.

## ***DAILY CREATION STRATEGY***

The daily execution strategy is the bare minimum amount of content you need to be putting out everyday.

Everyday, you need to create:

**1 x long-form written piece**

**1 x short-form video**

They can be on the exact same subject, which means you can use your long-form written piece as the basis for the video.

Create them both by following the process outlined in Phases 1 & 2:

1. Big idea (core message)
2. Hook (attention grabber)
3. Context (message/body)
4. Reward/CTA (what to do next)

These should take you 5-30 minutes each if you follow this process, or an hour total.

*(Again, if it takes you longer in the beginning, don't fret. Speed will come with time & reps)*

**Next is your individual pieces, things like single tweets and/or story posts.**

They're much lower friction which means it's easier to pump out massive QUANTITY of content.

Some people like to open up a google doc like this and spend 30-60 minutes writing as many tweets as possible.

*That's fine, but there's a better way:*

Everyday, you naturally have 100+ funny, creative, inspirational, valuable ideas that would make KILLER pieces of content. They simply come to you as you exist in the world.

**The problem is you're not in the habit of CAPTURING them.**

We need to change this.

Winners don't let good ideas go to waste.

You must train yourself to CAPTURE good ideas as soon as they pop into your mind.

Whether it's a notebook, a notes app, or even Twitter (our personal favorite, a public journal)

Just POST IT.

You don't have to post all of your ideas, but you DO have to capture them.

This will allow you to accumulate good content ideas over time and create a bank that you can always refer back to.

Here are the kind of low-effort pieces you can be posting everyday on top of your main:

**>> Memes and jokes**

**>> Personal stories, anecdotes and thoughts**

**>> Stolen "viral" short-form video**

**>> Images from your life or an infographic Image**

Just post them daily without shame and your social media brand (especially personal) will grow authentically and effectively.

Now let's talk about how to create the best possible long-form content.

## ***DISTRIBUTION:***

**There are two ways distribution works.** Singularly focused on ONE platform, or focused on many (omni-channel). As I mentioned earlier ONE platform is best if you are just starting out. It allows you to FOCUS and dial in your messaging.

If you are focused on one platform your goal should be to max out the volume. Shoot as many shots as possible. If it's youtube, post one video a day and 5+ shorts. If it's Tiktok or Instagram, post 3+ videos a day. If it's Twitter (X) post dozens of times per day, every hour on the hour.

**BECOME A FORCE** on the platform of your choosing.

Now the rest of this section is all about how one piece of content becomes many. **It is ONLY applicable if you're going omni-channel**, creating & posting content on multiple platforms.

If so, we want to get the MAXIMUM possible REACH on everything you create in order to achieve the maximum possible RETURN for your EFFORT.

Here's a breakdown of how we do this:

**1 long-form written piece becomes:**

- A thread/long tweet
- An IG carousel or story
- An email
- LinkedIn post
- A YT community post
- A script for a YT video

**1 short-form video becomes:**

- An IG reel
- A Twitter post
- A YT short
- A TikTok

Once this execution framework is smoothly implemented and distribution is occurring like clockwork daily you NEED to get traffic.

That's where our organic, Dream 100 engagement/growth strategy begins.

## ***GETTING INITIAL TRACTION***

The final part of Phase 2 is for **building a network of traffic to get initial traction**.

You will attract followers as a result of posting online, showcasing your expertise, and being an aspirational figure...

But even with all that, it's difficult to grow in the beginning.

You have little to no reach.

So your content is getting shown to no one.

**In this situation, the single most important thing you need to do is become a part of the COMMUNITY.**

Whatever niche you're in, there is a community of people posting similar content.

Engage with their posts

Leave meaningful comments

Strike up conversations in the DMs

Go build real, genuine relationships with people whose content & ideas you genuinely like.

## ***Overall Summary***

After going into immense detail let's summarize: here's what you need to do to build a successful social media brand.

### ***Dial in your Foundations:***

- Generate as many IDEAS as possible that are congruent with who you are, the brand you're trying to build, and the people you're trying to attract

### ***Dial in your Content:***

- Turn your ideas into hooks using the fundamental hook formula
- Apply one of the attention grabbing mechanisms
- Apply the proper context in a way that gets them emotionally engaged
- Dial in your daily execution flow
- Distribute your content across platforms (if applicable)
- Build relationships & inject yourself into the community to get initial traction

***You're already in the top 10% of creators because you have this doc: SO WHAT NOW?***

### **Option 1:**

You keep doing what you've done up until now playing the social media game the wrong way



## Option 2:

You can follow the exact process we laid out for you in this document.

If you follow it to a T you'll inevitably see success, but it will probably still take you longer to do so.

There are obviously still variables that we **couldn't cover here** and there are still unique things for your situation that **you'll have to figure out by yourself**.

Or...

## Option 3:

You can work directly with us, we'll custom build your content, growth and sales systems for you, then you follow the exact step-by-step instructions we'll give you, and you'll be closer to scaling your business and personal brand online.

If you want to take us up on our offer...

>>>[APPLY HERE](#)<<<