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# HOW TO MAKE PEOPLE STOP SCROLLING

# #1. THE HOOK



**The written hook:**  
**only piece of text**  
**100% of the people**  
**will read.**

**The media hook:**  
**it takes most of the**  
**screen when**  
**scrolling**

**It takes 80% of your screen.  
Act accordingly. Here's how →**

# #1. THE HOOK

## The media hook.

**The best ones are (in order):**

- 1. Single images.**
- 2. 7-15 slides carousel.**
- 3. Video demo, no sound.**
- 4. Talking head / podcast.**

**The best practices are (in order):**

- 1. Non-branded images.**
- 2. Clear, straightforward.**
- 3. More info / value than people.**
- 4. No stock images, real people.**

# #1. THE HOOK

The written hook.

The best ones are (in order):

1. Less than 50 characters.
2. 2x one-liners, with line breaks.
3. Use AI like EasyGen to generate it.

The best practices are (in order):

1. Simple to understand.
2. One controversial take.
3. No hashtags, no mentions.
4. It's not about you, it's about them.

# #2. THE TOPIC

A bad topic isn't worthy enough to stop scrolling on your phone.

Let's take the niche "investing".

Wrong: "How to invest"

Better: "How to invest in biotech"

Best: "The one metric to look for when investing in biotech"

# #2. THE TOPIC

Use AI to help you out:

1. Find trends on Perplexity AI
2. Select your favorite one
3. Ask ChatGPT to make a precise, controversial take on it
4. Write a quick first draft
5. Upload it to EasyGen
6. Edit the post
7. Post it

# #2. THE TOPIC

Ask Perplexity to find the latest trends:

Latest September 2024 topic for the investing niche

## ⌚ Pro Search

- Search for the latest investing topics or trends for September 2024
- Summarize the findings on September 2024 investing trends

## ❖ Sources

News Archive For September 04, 2024 - Financial Post

Top Investing Trends For 2024 – Forbes Advisor

10 Big Investment Trends for 2024 | BMO Global Asset Management

oakglenwealth September 2024 Investment Summary -...

financialpost · 1

forbes · 2

bmobam · 3

morningstar

September 2024 US Market Outlook...

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## ✳ Answer

The latest topics in the investing niche for September 2024 include several key trends and insights:

### Interest Rates and Monetary Policy

- Interest Rate Outlook:** Central banks are expected to lower interest rates, with the Federal Reserve signaling a cut in September. This move could be beneficial for stocks and might lead to further weakness in the US dollar [4](#) [3](#).
- Monetary Policy:** The focus is shifting from inflation control to labor market conditions, with the Federal Reserve Bank Chair Jerome Powell emphasizing the need to avoid further cooling in labor market conditions [4](#).

### Market Valuations and Recommendations

- US Equity Market:** The market is considered fully valued, with long-term investors expected to earn normalized equity returns. However, there might be rough seas ahead due to upcoming elections [5](#).
- Sector Recommendations:** An overweight position in value stocks and an underweight in growth stocks are recommended. By capitalization, small-cap stocks are favored over large-cap stocks [5](#).

# #2. THE TOPIC

Paste it on ChatGPT & ask for a hot take:

ChatGPT 4o ▾

2024 US market outlook tailwinds offsetting headwinds  
[6] <https://www.cnbc.com/2024/09/03/stock-market-today-live-updates-.html>  
[7] <https://www.investopedia.com/stocks-to-watch-september-2024-8704335>  
[8] [https://www.nasdaq.com/articles/22-best-stocks-buy-now-september-2024"](https://www.nasdaq.com/articles/22-best-stocks-buy-now-september-2024)

I'm focusing on the interest rate outlook.

Make a controversial, hook take on it as a 2-liners:



"Interest rates are set to drop, but don't celebrate just yet—what looks like a lifeline for stocks could spell disaster for your savings. Are you prepared for the fallout?"

🔊 🗃 ⏴ ⏵ ⏷ ⏸ ⏹



"Interest rates are set to drop, but don't celebrate just yet—what looks like a lifeline for stocks could spell disaster for your savings. Are you prepared for the fallout?"

# #2. THE TOPIC

Ask again to Perplexity to find info:

Answer only in the lens of the September 2024

## Sources

Mortgage Interest Rates Today, September 6, 2024 - Business Insider  
businessinsider · 1

Majority of rates fall | Today's mortgage rates, September 6, 2024  
bankrate · 2

What's the mortgage interest rate forecast for September 2024?  
cbsnews · 3

F B H H P  
View 5 more

## Answer

Mortgage Interest Rate Forecast for September 2024:

### 1. Current Rates:

- **30-Year Fixed Mortgage:** Rates are near 5.80% to 6.38%, with some sources indicating a slight decrease or stability in the past week [1](#) [2](#).
- **15-Year Fixed Mortgage:** Rates have moved down to 5.68%, a decrease of 0.08% from the previous week [2](#).
- **5/1 ARM:** Rates have dropped to 5.99%, a decrease of 0.10% from the previous week [2](#).

### 2. Fed Rate Cut Expectations:

- **September Rate Cut:** The Federal Reserve is expected to cut interest rates in September, which could lead to further decreases in mortgage rates [3](#) [4](#).
- **Market Anticipation:** The market has already priced in the expected rate cut, so the immediate impact on mortgage rates might be limited [3](#).

### 3. Economic Indicators:

- **Labor Market:** Recent data showing a cooling labor market could lead to a more substantial rate cut by the Fed, potentially causing mortgage rates to drop further [1](#).
- **Inflation:** Slowing inflation could also contribute to lower mortgage rates as the Fed aims to normalize interest rates [1](#).

### 4. Expert Predictions:

- **Freddie Mac:** Expects mortgage rates to remain above 6.5% through the end of 2024 but to decrease gradually [4](#).
- **Fannie Mae:** Forecasts the average 30-year fixed mortgage rate to trend slightly down between Q3 and Q4 2024, averaging 6.8% in Q3 and 6.7% in Q4 [4](#).
- **National Association of Realtors (NAR):** Predicts the 30-year fixed mortgage rate to average 6.9% in Q3 and stabilize by the end of 2024 [4](#).

In summary, while mortgage rates are expected to decrease in September 2024 due to the anticipated Fed rate cut, the immediate impact might be limited because the market has already priced in this expectation. However, further economic indicators and future Fed actions could lead to more substantial decreases in mortgage rates.

# #2. THE TOPIC

Copy what Perplexity wrote into EasyGen:

The screenshot shows the EasyGen Pro interface. On the left, there's a sidebar with options like 'Topic Suggestions' and 'Custom Topic'. Below that is a 'Topic from image' section with a placeholder 'Click or drag and drop to upload images' and a 'Browse Files' button. At the bottom of the sidebar is a 'Post To' section with a red heart icon. The main area on the right has a header 'e' and a 'Saved' status. The draft content is as follows:

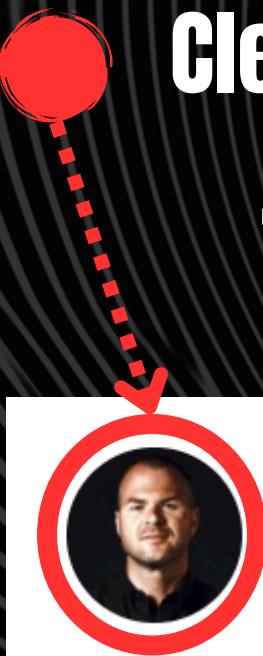
Mortgage rates are shifting.  
It's like the market is on a roller coaster. Yet...  
Some trends are clear.  
Current rates show:  
→ 30-Year Fixed Mortgage: Rates hover around 5.80% to 6.38%. Some stability seen recently.  
→ 15-Year Fixed Mortgage: Rates dropped to 5.68%, down by 0.08% from last week.  
→ 5/1 ARM: Rates fell to 5.99%, a decrease of 0.10%.  
The Fed is expected to cut rates in September. This could mean lower mortgage rates. But the market has already factored this in. So, the immediate effect might be minimal.  
Economic signs are crucial:  
→ Labor Market: Cooling down, which may push the Fed for a bigger rate cut.  
→ Inflation: Slowing down, helping to lower mortgage rates as the Fed aims for normalcy.  
Experts have their say:  
→ Freddie Mac: Rates to stay above 6.5% through 2024 but will slowly decrease.

EasyGen writes your first draft to edit.

# #3. YOU

Your profile picture + headline are key.

Clear picture. Easy to see your face.  
Zoomed. Few colors. Confident.



Justin Welsh  • 1st

Building my one-person business to \$10M in revenue and shar

[Visit my website](#)

5h • 

Many of the wealthiest people I know have a dirty little secret:

They're miserable. ...more

One mission. Relatable. Clarity over  
industry jargon. Solve one problem.

# #3. YOU

Your profile picture.

- Clear picture. Easy to see your face.  
Zoomed. Few colors. Confident.



# #3. YOU

Your headline.

- One mission. Relatable. Clarity over industry jargon. Solve one problem.



**Headline-GPT**

By Ruben Hassid +1

Find your LinkedIn headline - from Ruben Hassid. More at [easygen.io](https://easygen.io).

[Click here to start.](#)

**Use the free “Headline-GPT” to generate one**

# HOW TO MAKE PEOPLE STOP SCROLLING

- #1. THE HOOK
- #2. THE TOPIC
- #3. YOU ➤