

Here is a 10-day LinkedIn content roadmap based on the principles, analogies, and solutions Alex Hormozi shares in the video.

The core theme of this roadmap is **"Branding is not about feelings; it's about the deliberate pairing of things to change behavior."**

Day 1: The "Yeti Cup" Paradox (Pricing Power)

- **Pain Point:** Frustration that competitors charge 10x more for the *exact same* product as you.
- **Hormozi's Solution:** The product isn't the cup; the product is the *status* paired with the cup. Branding allows you to turn a commodity (\$5 generic cup) into a premium asset (\$40 Yeti) by associating it with an identity your customer wants (e.g., "Rugged Outdoorsman").
- **Post Concept:** Visual comparison of two identical items with vastly different price tags.
- **Proof from your work:**
[Insert a case study where you helped a client raise their prices or sell a premium tier service just by changing the messaging/positioning, not the deliverable itself.]

Day 2: Stop Using Vague Definitions of Brand

- **Pain Point:** Confusion. Everyone says "build a brand," but nobody explains *how* beyond "colors and logos."
- **Hormozi's Solution:** Reject the fluffy definitions. Use this formula: **Branding = A Deliberate Pairing**. It is simply linking **[Your Product] + [Something Your Customer Loves] = [Positive Outcome]**.
- **Post Concept:** "I used to think branding was a logo. I was wrong."
- **Proof from your work:**
[Show a specific example of a "Pairing" you created. E.g., "We paired this corporate software tool with 'freedom of time' imagery, rather than 'technical specs,' and conversions went up X%."]

Day 3: The "Bouquet" Analogy (Consistency)

- **Pain Point:** Having a disjointed message where customers don't "get" what you do.
- **Hormozi's Solution:** A brand is like a bouquet. If you have random flowers scattered on a table, it's nothing. If you gather specific red roses together, it's a romantic gesture. You must curate your associations—add the good flowers, pull the weeds.
- **Post Concept:** An image of a scattered mess vs. a tight bundle. "Are you building a bouquet or a compost pile?"
- **Proof from your work:**
[Share a "Cleanup" story. "When we started with Client X, their messaging was all over the place (scattered flowers). We cut 3 service lines and focused only on Y. Here is the result..."]

Day 4: Advertising vs. Branding (The Difference)

- **Pain Point:** Getting lots of views/clicks (advertising) but no loyalty or repeat buyers.

- **Hormozi's Solution: Advertising** is letting people know you exist. **Branding** is what they *feel* about you once they know. You can have great advertising (millions of views) and bad branding (everyone hates you).
- **Post Concept:** A controversial take: "Views do not equal value."
- **Proof from your work:**
[Share a metric that isn't just "views." E.g., "We didn't just get 10k views; we got 500 qualified leads who actually stayed and engaged. Here is the retention graph."]

Day 5: The "Bad Pairing" (Risk Management)

- **Pain Point:** Fear of backlash or "getting cancelled" (The Bud Light Example).
- **Hormozi's Solution:** Bad branding happens when you pair your product with something your *specific* audience dislikes. It's not about morality; it's about preference. You must know your audience's "Yum" (what they like) to avoid the "Yuck."
- **Post Concept:** "The most expensive mistake a brand can make is ignoring their core audience."
- **Proof from your work:**
[Describe a time you advised a client against a trend because it didn't fit their audience, saving them from a 'bad pairing.' "Everyone was doing X trend, but we stuck to Y because our data showed..."]

Day 6: The "Warren Buffett" Prayer Test

- **Pain Point:** Being terrified to raise your prices by even 10%.
- **Hormozi's Solution:** Buffett says if you have to pray before raising prices, you have a terrible business. If you have a strong brand, you can raise prices and lose zero customers. That is the ultimate metric of brand strength.
- **Post Concept:** "Do you have to pray before you send an invoice?"
- **Proof from your work:**
[Show a "Price Increase" email or strategy you executed. "We raised rates by 20% for this client last quarter. Churn was 0%. Here is the email we sent."]

Day 7: The "First Buy vs. Second Buy"

- **Pain Point:** High churn. People buy once and never come back.
- **Hormozi's Solution: Brand** gets the first purchase (trust transfer). **Product** gets the second purchase (validation). If your brand promises a Ferrari and you deliver a Honda, you lose them forever.
- **Post Concept:** "Marketing gets them through the door. Operations keeps them in the room."
- **Proof from your work:**
[Share a "Customer Journey" map or stat. "We focused on the onboarding experience (Product) to match the sales promise (Brand), and LTV increased by 30%."]

Day 8: Influence > Reach (The "Mom" Theory)

- **Pain Point:** Thinking you need 1M followers to have a "brand."
- **Hormozi's Solution:** Your Mom has a massive brand *to you* (high influence) even if she has 0 followers (low reach). You don't need to be famous; you just need to change the behavior of the *right* people.
- **Post Concept:** "Stop chasing followers. Start chasing influence."

- **Proof from your work:**

[Highlight a "Micro-Audience" win. "This client only has 1,000 followers, but because they have deep influence, a single post generated \$50k in pipeline."]

Day 9: The "Taco Strategy" (Niche vs. Broad)

- **Pain Point:** Not knowing whether to "niche down" or "go broad."
- **Hormozi's Solution:** Start with Tacos (Niche). Once you own Tacos, expand to Burritos (Adjacent). Then Food (Broad). Don't start with "Food." You build associations faster by being narrow.
- **Post Concept:** . "Why I tell my clients to be the 'Taco Guy' first."
- **Proof from your work:**
[Show a positioning pivot. "Client was trying to be a 'Business Coach.' We niched them down to 'Operations Coach for Dentists.' Results: Leads doubled in 30 days."]

Day 10: Overwhelming the Negative (Reputation Repair)

- **Pain Point:** Dealing with a bad review, a mistake, or a "rotten flower" in your bouquet.
- **Hormozi's Solution:** You can't delete the past (the bad flower), but you can overwhelm it with so many fresh red roses (good content/products) that the bad one becomes irrelevant.
- **Post Concept:** "You can't delete a bad review. But you can bury it with value."
- **Proof from your work:**
[Share a reputation management win. "We had a client get a 1-star review. Instead of fighting it, we launched a campaign that generated 50 5-star reviews in a week. The 1-star is now invisible."]