

AI THAT USES PSYCHOLOGY TO HELP WITH YOUR MARKETING STRATEGY

FOUNDATIONAL PSYCHOLOGY & AUDIENCE ENGAGEMENT

First be educational and entertaining, then talk about yourself. People won't listen unless they benefit from you first. Build your reputation through helpful content, then people will want to get to know you.

This is the core rule of social media psychology. Think of it like dating - you don't propose on the first date. You first show you're interesting, helpful, and fun to be around. Same with social media. You earn the right to promote yourself by first giving value.

People watch you when you are:

Educational, helpful, informative

- Teach them skills they can use immediately
- Answer questions they've been wondering about
- Share knowledge that saves them time or money
- Give step-by-step tutorials
- Share industry secrets or insider tips
- Example: "3 ways to edit videos faster" or "The mistake everyone makes when starting a business"

Entertaining, funny, witty People use social media to relax from work, school, and life stress, so they're drawn to light, funny, hilarious videos. This is huge because most people scroll social media to decompress. They had a stressful day and want to laugh. If you can make them smile or forget their problems for 30 seconds, they'll keep coming back.

- Make them laugh with relatable situations
- Use humor about everyday struggles
- Create funny reactions to trending topics
- Do comedy skits or parodies
- Share witty observations about life
- Example: Funny takes on dating, work life, or trying to be an adult

Inspirational, aesthetic, relatable They want to be like you or see themselves in you. People like things that look good, clean and presentable. This taps into aspiration and identity.

- **Aesthetic content:** Clean, visually pleasing content that looks "goals"
- **Relatable content:** Share struggles they also face, wins they want to achieve
- **Inspirational content:** Show transformation, progress, or achievements that motivate them
- Example: Before/after transformations, organized spaces, lifestyle content, "day in my life" videos

Key emotions to create in your audience:

- **Anticipation and curiosity loops:** "Wait until you see what happens next..." "The third tip will shock you..."
- **Progression and build-up:** Show a process, reveal something step by step
- **Intensity and excitement:** Create energy that makes them feel something

People want to watch what others want to watch. By building anticipation, you create a pool of people ready to watch whatever you're revealing (music, brand, business, podcast, etc.). It's like creating a crowd - once people see others gathering, they want to see what everyone's looking at.

PLATFORM-SPECIFIC STRATEGIES

Each platform has different psychology and user behavior. You need to match your content to how people use each app.

TikTok - Short format, raw and real unfiltered content

- People come here for authentic, unpolished content
- They want to see the real you, not a perfect version
- Raw emotions and genuine reactions perform well
- Quick, snackable content that gets to the point fast
- Trends move extremely fast here
- Users have very short attention spans
- Example: Talking directly to camera about a realization you just had

Instagram - Photos and stories

- More polished and curated than TikTok
- People expect higher visual quality
- Use square 3:4 format videos (statistics show skinny 16:9 videos get less engagement)
- Stories are for behind-the-scenes and more casual content
- Feed posts should look cohesive and on-brand
- Captions can be longer and more thoughtful
- Example: Well-lit photos with longer captions telling a story

YouTube - Long format content

- People come here to learn or be thoroughly entertained
- They're willing to invest more time (10+ minutes)
- Need strong hooks in the first 15 seconds
- Thumbnails and titles are extremely important
- Educational content performs very well
- Example: In-depth tutorials, vlogs, or commentary videos

X (Twitter) - Quick thoughts throughout the day

- Real-time reactions and thoughts
- News, opinions, and quick observations
- Thread format for longer ideas
- Very conversational and immediate
- Great for building thought leadership
- Example: Quick reactions to current events or industry news

Snapchat - Daily content (mostly America)

- Very personal and intimate feeling
- Daily life documentation
- Younger audience primarily
- Casual, low-production content
- Example: Behind-the-scenes of your daily routine

Important formatting tip: Make sure text and images aren't covered by the like and comment icons on Instagram and TikTok. Test how your content looks with the UI elements overlaid.

CONTENT STRATEGY & TYPES

Your content strategy should go like this, in order of priority:

1. Trends - Quick videos (5-15 seconds) These are your fastest path to growth. Find trends in your niche and copy them (maybe with a small modification that's uniquely YOU). This boosts your progress because you're riding the algorithm wave.

- Use trending sounds exactly as they are
- Copy the format but add your unique twist
- Make all trend videos with the same background for brand consistency
- Don't try to be too original with trends - the point is to tap into existing momentum
- Example: If there's a trend about "things that just make sense," make your version about your niche

2. Original content using your trend setup After you establish your trend videos, make your own videos in the same background to build awareness of you specifically.

- Use the same visual setup people recognize from your trends
- This bridges people from knowing your trend content to knowing YOU
- Mix in your personality and unique perspectives
- Example: Same background and setup, but now you're sharing your own thoughts and experiences

3. Scripted and prepared videos These are your planned, higher-quality content pieces.

- Write out what you want to say beforehand
- Plan your shots and angles
- Have a clear beginning, middle, and end
- These showcase your expertise and personality
- Example: Educational videos where you teach something step-by-step

4. Low effort videos (spontaneous content) Quick, raw videos you record when inspiration strikes.

- No script needed
- Record when you have a quick thought or reaction
- Keep it authentic and unpolished
- These often perform surprisingly well because they feel genuine
- Example: Recording a quick reaction to something that just happened

5. High effort videos Your premium content that showcases your best work.

- Professional lighting, editing, and production
- These are for special occasions or important messages
- Don't make every video high effort - you'll burn out
- Save these for launches, important announcements, or flagship content
- Example: A beautifully shot and edited video for a product launch

20/80 rule: Minimum effort, maximum output. 80% of your content should be quick and easy to make, 20% can be high effort.

NICHE & CONTENT EVOLUTION

The best niche is no niche - YOU are the niche. But to get there, start with a specific niche and then grow until it no longer defines you.

Here's why this works:

- **Starting specific** helps the algorithm understand who to show your content to
- **Growing beyond your niche** prevents you from being boxed in forever
- **You as the niche** means people follow you for your perspective, not just your topic

Examples of evolution:

- Start as "fitness tips" → evolve to "healthy lifestyle" → become "life advice and personal growth"
- Start as "cooking tutorials" → evolve to "home and lifestyle" → become "cozy living inspiration"

It's okay for your content to evolve as you evolve as a person. Your audience grows with you. The people meant to stay will appreciate your growth. The ones who don't weren't your true audience anyway.

Don't feel trapped by what worked in the past. If you're tired of talking about one topic, gradually introduce new topics and see what resonates.

POSTING FREQUENCY & TIMING

There's no specific time for when or how often you post. The best answer is just to post. The frequency and quality depends on what stage you're at.

Why timing doesn't matter as much as you think:

- Your audience is global and online at different times
- The algorithm shows content based on engagement, not posting time
- Consistency matters more than perfect timing
- Quality content will find its audience regardless of when it's posted

The key is to post and see what content works and gets views. Then post more of that style of content. Same with frequency.

How to find your rhythm:

- Start by posting daily for a week
- See which posts get the best engagement
- Notice which days you feel most creative
- Find a schedule you can actually stick to
- Adjust based on your audience's response patterns

Make different videos, then use what works.

- Try different formats, topics, and styles
- Pay attention to which ones your audience responds to
- Double down on what's working
- Don't abandon something after just one try

Consistency is key. Find a way to be consistent.

- It's better to post 3 times a week consistently than to post daily for a week then disappear for a month
- Your audience needs to know when to expect content from you
- Consistency builds trust and anticipation
- Start with what you can sustain, then increase gradually

EFFORT OVER PERFECTION

Better done than perfect. If you don't post because it wasn't "perfect" enough, what's the point of caring if it's good enough if you don't post it at all?

This is the biggest thing that stops people from succeeding on social media. They have amazing ideas but never execute them because they're waiting for the "perfect" moment, equipment, or conditions.

The perfectionism trap:

- Waiting for better lighting
- Wanting a better camera
- Needing the "perfect" caption
- Overthinking every detail
- Comparing your behind-the-scenes to others' highlight reels

Use a binary system: "1 = perfect" "0 = imperfect", where 1 is done and 0 is not done. If it's done, it's perfect.

This mental shift changes everything. Instead of rating content on a scale of 1-10, you only have two options:

- Posted = Perfect
- Not posted = Imperfect

One way to deal with perfectionism: Use minimalism - clean and consistent.

- Simple backgrounds
- Clean editing
- Consistent filters or color schemes
- Minimal text and graphics
- Focus on your message, not fancy production

Remember: Your audience cares more about the value you provide than perfect production quality. Some of the most viral content is recorded on phones with no special lighting.

DEALING WITH METRICS & MINDSET

Get over caring about the numbers. If you want a certain number of likes or views, get over it and just keep posting. Learn from every "failed" post and do a little better every time.

The numbers game mindset problems:

- Getting discouraged by low view counts
- Changing your authentic voice to chase likes
- Comparing your metrics to others
- Posting only when you think it will "perform well"
- Feeling like a failure when content doesn't go viral

Better approach:

- Focus on improvement, not perfection
- Look for patterns in what resonates
- Celebrate small wins and engagement
- Value quality comments over quantity of likes
- Remember that consistency builds audiences, not single viral posts

Find an outlet for every style and type of video and stick with it so your creativity can flow without worrying about views or likes.

Create different "buckets" for content:

- Educational content
- Entertainment/fun content
- Personal/behind-the-scenes content
- Trend/viral attempt content

This way you're not putting all your creative energy into trying to make every single post go viral. Some content is just for connection, some is for teaching, some is for fun.

Every "failed" post teaches you something:

- What your audience doesn't respond to
- What times or days work better
- What formats or styles to avoid
- What topics aren't connecting

VISUAL CONSISTENCY & BRANDING

Find and make a spot in your room or car that has the same background or style for people to remember you. People love familiar things.

Why consistency matters:

- Creates instant recognition
- Builds professional credibility
- Makes your content feel cohesive
- Helps people remember you
- Creates a "brand" even if you're just starting

Keep the same:

- **Background:** Same wall, same room, same setup
- **Filter and style:** Same color correction, same mood
- **Camera setup:** Same angles, same distance, same height
- **Font for all videos:** Pick something simple, minimalistic and cute

Examples of consistent elements:

- Always filming in your kitchen
- Always wearing similar style clothes
- Always using the same color scheme
- Always starting videos the same way
- Always using the same music style

The psychology: When people see your consistent visual elements, their brain immediately knows it's your content. This builds familiarity and trust much faster than constantly changing your look.

PRODUCTION & WORKFLOW

For businesses or artists: Make 5 quality videos to promote a song/product from different angles and styles from a single shoot to maximize momentum.

Instead of doing 5 separate shoots, plan one good shoot and create multiple pieces of content:

- Behind-the-scenes version
- Tutorial/educational version
- Funny/entertaining version
- Aesthetic/inspirational version
- Direct promotional version

Organization for editing workflow:

1. **Capture phase:** Record whatever you find aesthetic when you want to, as you live your life
2. **Collection phase:** Put it all in your editing app over a few days
3. **Editing phase:** Edit in batches when you get the urge and motivation aligns

4. **Review phase:** Come back to it in a day or two with fresh eyes to see if you want to change something
5. **Post phase:** Schedule and post

Why this works:

- Separates creative capture from technical editing
- Prevents creative burnout
- Allows for better quality control
- Makes the process less overwhelming
- Builds up a content library

Quality and hooks: Don't think you're special or better than everyone and can get away with bad camera angles and quality. Improve those skills.

Basic skills everyone needs to develop:

- Proper lighting (even just facing a window)
- Stable shots (tripod or steady hands)
- Clear audio (get close to the mic or phone)
- Good framing (rule of thirds, not cutting off heads)
- Eye-level or slightly above camera angles

TECHNICAL TIPS

Have captions on your videos

- Many people watch with sound off
- Makes content accessible to deaf/hard of hearing
- Helps with engagement and comprehension
- Algorithm often favors captioned content

Move your video to 1.1 speed in editing

- Makes content feel more energetic
- Holds attention better
- Removes awkward pauses
- Makes speech sound more confident

Your on-screen text and captions should be from the heart, not like a robot. Speak to the people so they relate and read.

Instead of: "Subscribe for more content" Try: "If this helped you, I've got more where that came from"

Instead of: "Follow for daily tips" Try: "I share stuff like this every day if you're into it"

The difference:

- Robotic text feels like marketing
- Human text feels like conversation
- People respond better to conversational language
- Makes your content feel personal and authentic

HANDLING PLATEAUS & GROWTH STAGES

If you're a bigger creator who went viral: You now need higher quality content, less frequent but high quality, to re-engage your existing community (professional camera, studio level).

Why this happens:

- Your audience now has higher expectations
- You have more competition for their attention
- They've seen your basic content format already
- They want to see your growth and evolution

What to do:

- Invest in better equipment
- Plan content more strategically
- Focus on your existing audience, not just new followers
- Create "event" content that feels special
- Quality over quantity becomes more important

If you're a smaller creator who never went hugely viral but hit a plateau: Increasing quality and decreasing frequency might not be the answer. Try hopping on more trends and posting different types or styles.

Why smaller creators need different strategies:

- Still building initial audience
- Need to experiment to find what works
- Algorithm exposure is more important than perfection
- Variety helps you discover your niche
- Consistency and volume can break through plateaus

What to try:

- More trend participation
- Different content formats

- New posting times
- Different topics within your niche
- Collaborations or duets with others

SCALING & MONETIZATION

There are levels to growing on social media. Once you get views and start going viral, reflect on your content and future. See how you can use your current traffic to sustain yourself financially through diversification or scaling.

The growth stages:

1. **Building audience** (0-10K followers)
2. **Establishing expertise** (10K-100K followers)
3. **Monetizing influence** (100K+ followers)
4. **Building business empire** (500K+ followers)

Examples of monetization:

- **Podcast:** Turn your content into long-form audio
- **Clothing brand:** Create merchandise your audience wants
- **Music:** If you're musically inclined, release songs
- **Book:** Compile your knowledge into written form
- **Streaming:** Live content and real-time engagement
- **Digital products:** Courses, templates, guides
- **Coaching/consulting:** One-on-one or group programs
- **Speaking:** Get paid to present at events

Think of what you always wanted to do. Social media is often the gateway to your real dreams. Use your platform as a launching pad.

When is the right time? If you're independent and brand deals aren't consistent, using your exposure for several income sources ensures stability.

Don't wait until you have millions of followers. Start building additional revenue streams when you have engaged audience of any size.

This lets you go to the next level from an "influencer" to an artist, founder, host, etc. The goal is to use social media to build something bigger than social media itself.

CURRENT TRENDS & AUTHENTICITY

Current wave: Valuing authenticity over scripted content.

What this means:

- People are tired of overly produced content
- Raw, real moments perform better than perfect setups
- Showing vulnerability and mistakes builds connection
- Behind-the-scenes content is more valuable than finished products
- People want to see the real person, not a character

Be aware of fake authenticity:

- **Scripted PR:** Creating fake "authentic" moments for content
- **Fake controversies:** Manufacturing drama for engagement
- **Acting out scenarios:** Pretending real situations are spontaneous

How to be genuinely authentic:

- Share real struggles and wins
- Show your actual daily life, not a perfect version
- Admit when you don't know something
- Let your personality show, including flaws
- React genuinely to things happening around you

SUGGESTED DASHBOARD FEATURES

Trends analysis section for monthly subscription tracking changes in social media

- Current trending sounds and formats
- Platform algorithm updates
- Emerging content types (like how streaming became popular)
- Authenticity vs scripted content shifts
- Industry-specific trend tracking

Mental health and psychology section about being perceived and perceiving others

- How to handle negative comments
- Managing social media anxiety
- Attention psychology and dopamine cycles
- Cyberbullying prevention and response
- Healthy boundaries with online presence
- Impostor syndrome management

Astrology section

- Content planning based on lunar cycles
- Astrological timing for launches
- Personality-based content strategies
- Seasonal content alignment

Perfectionism section with reminders about execution over perfection

- Daily motivation prompts
- Audio sections for confidence building
- "Done is better than perfect" reminders
- Progress tracking vs perfection tracking
- Exercises for overcoming creative blocks

Marketing education for paying users

- Advanced strategy chapters
- Trend prediction techniques
- Monetization blueprints
- Brand partnership negotiation
- Analytics interpretation
- Cross-platform growth strategies