Content

watch full video here (pt1) (pt2)

Key takeaways

- Posting content is one of the "core four" ways to let many people know about your offer; it can be split into increasing the audience and monetizing the audience.
- Brand and content can become the biggest asset and multiplier on other advertising; examples (Rock, Conor, Kylie, Huda, Prime Water) show content/brand driving massive business outcomes.
- Content provides scale and leverage versus warm outreach: same effort can tell 10, 10,000, or 10 million people; warm outreach is more personal but limited by time.
- Content costs time, not necessarily money; a single viral piece can deliver huge free exposure.
- Cons of content: harder to personalize, intense competition, and if you're good others will copy you so you must constantly innovate.
- The fundamental "content unit" consists of three parts: hook (get attention), retain (keep attention long enough), reward (satisfy the promise/reason they consumed).
- Hooks work by picking good topics, strong headlines, and matching formats that have rewarded that audience before.
- Reward quality depends on how often you reward the audience and value-per-second; it's about matching or exceeding audience expectations and clearly satisfying the hook.
- Long-form content = many content units strung together; short-form = fewer content units. Start with short and learn to retain attention before scaling length.
- Make content for strangers (avoid inside-jokes/references that only existing followers understand) to grow audience faster.
- Measure content success by audience growth: if your audience isn't growing, the content likely isn't good enough; practice, iterate, and use feedback.
- Content and warm outreach are complementary: content grows your warm audience (people you can DM) and makes other advertising more effective.
- Think in years/decades for brand/content: it's a long-term play and an ecosystem you build over time.
- Give-to-ask ratio matters: reciprocity drives sales; give, give, give, ask works because people feel indebted and want to give back.
- Mature platforms maximize monetization vs growth: television runs ~3.6:1 content-to-ads (47 minutes content : 13 minutes commercials); Facebook roughly 4:1 posts (4 content : 1 ad).
- Fast-growth platforms prioritize giving: TikTok gave lots of free content/low ads to grow attention and user sharing.

- Tradeoff: maximizing monetization slows audience growth; maximizing giving accelerates growth.
- “Give until they ask” is the recommended approach: give publicly, ask privately (keep public reputation as giver).
- Deposit/withdraw metaphor: deposit goodwill by giving, withdraw when you sell; exceptional products let you keep depositing after asking.
- Right hooks should “count” — if you ask, offer something exceptional so the ask reinforces goodwill.
- Scaling content for sales: some content naturally becomes sales tools (closer to what you sell).
- Convert high-performing organic content into ads or “greatest hits” sales assets for prospect objections.
- Repeat messaging far more than you expect: people need reminders; example: 1 in 6 of the speaker’s audience didn’t know he had a book despite daily posts for two years.
- Puddles → Ponds → Lakes → Oceans: start very narrow/credible, dominate a small niche, then expand outward (example: local plumber → local business pond → chains → general business).
- Free content retains paying customers: paying customers consuming free content stay longer because they don’t separate where value came from.
- People don’t have shorter attention spans; they have higher standards — “no such thing as too long, only too boring.”
- Avoid pre-scheduling posts: manually posted content empirically performs better for the speaker; partial explanation is suggested (immediacy), though not fully articulated in transcript.
- Small tactical lesson examples and storytelling help retention: “list up stories” — people are more receptive to story-listening because they’re not trying to disprove claims.

Checklist

1. Decide the role of content in your strategy
   - Choose whether you’re focusing first on increasing audience (this video) or monetizing the audience (covered separately).
   - Why: Clarifies your short-term actions and ensures you treat content as a long-term asset that multiplies other advertising.
2. Accept the long-term mindset
   - Commit to thinking in years/decades and plan content as a decade-scale investment rather than expecting instant returns.
   - Why: Brand and content compound over time and will make every other type of advertising work better.
3. Use content to grow your warm list
   - Post content to attract followers who become people you can DM/outreach later.

- Why: A larger warm audience gives you more leads to personally engage with and increases the effectiveness of outreach.

4. Understand and build the content unit (hook → retain → reward)
    - Hook: create a reason to redirect attention (pick topics, headlines, and formats that interest your target).
    - Retain: use lists, steps, and stories that create curiosity and keep people consuming.
    - Reward: clearly deliver what you promised in the hook; satisfy the reason they watched.
    - Why: Each content piece must get noticed, keep attention, and leave the audience feeling rewarded so they consume or share more.
5. Pick topics, headlines, and formats deliberately
    - Topics: choose subjects your target audience finds interesting.
    - Headlines: write clear reasons for them to click/watch.
    - Format: match the format that has previously rewarded that audience (short video, long podcast, image, etc.).
    - Why: Hook effectiveness depends on the right topic, headline, and format combination.
6. Optimize for value-per-second (reward efficiency)
    - Aim to maximize how quickly and often your content rewards the viewer; avoid boring content even if long.
    - Why: People have higher standards; reward frequency and speed determines whether they binge or drop off.
7. Start short, then scale to long-form
    - Begin by learning to retain someone for 5 seconds, then 15, then longer; string multiple content units to build long-form content.
    - Why: Short content trains the core skills needed to retain attention; long content is simply many content units stitched together and requires more skill.
8. Make content for strangers
    - Ensure each piece is understandable to someone who’s never seen your content before; avoid reliance on inside jokes or prior context.
    - Why: New viewers must feel included; making content for strangers grows your audience faster while existing followers tolerate brief context.
9. Measure success by audience growth and feedback
    - Track follower/subscriber growth as the primary signal of content quality; look at engagement and feedback to iterate.
    - Why: The audience decides if content is good; stagnant growth likely means the content isn’t rewarding enough.
10. Iterate constantly and be prepared to innovate
    - Post a lot, practice, use feedback to improve, and change approaches when others copy you.

    - Why: Content is competitive and imitators will force you to keep innovating to stay ahead.
11. Accept trade-offs versus warm outreach
    - Use personal outreach for high personalization, but leverage content for scale and leverage; consider building an army doing outreach later.
    - Why: Content scales but is less personal; combining both creates an advertising ecosystem.
12. Treat content as a multiplier for other advertising
    - Use content to increase brand strength so paid ads and outreach perform better.
    - Why: A strong brand increases the effectiveness of all your other marketing efforts.
13. Set your give-to-ask ratio

- Aim for many more value posts than asks; lean toward giving when growing.
- Why: Reciprocity builds goodwill and brand; if you ask publicly too often you slow audience growth. Use the platform lifecycle to decide (mature platforms ~3.6–4:1 monetize; growing platforms give far more).

14. Follow "give until they ask"

- Keep posting value publicly and only make sales asks in private conversations after someone expresses interest.
- Why: Keeps public reputation purely as a giver, accelerating growth and increasing the chance people will message you to buy.

15. Use deposit/withdraw thinking when planning offers

- Treat content as deposits; make monetary asks as withdrawals; ensure product quality so purchases feel like additional deposits.
- Why: Exceptional offerings let you monetize without destroying goodwill; poor offers turn withdrawals into net loss of goodwill.

16. Make right hooks count

- When you ask publicly or privately, ensure the offer is exceptional and delivers clear value.
- Why: A strong right hook can reinforce your brand and continue depositing goodwill; weak offers harm long-term growth.

17. Model platform behavior for your objective

- If maximizing short-term monetization, emulate mature platform ratios (around 3.6–4:1). If maximizing growth, emulate TikTok's heavy giving.
- Why: Platforms studied audience tolerance; choose according to whether you want to grow attention or extract maximum revenue now.

18. Capture high-converting organic posts

- Identify content that naturally generates inquiries; save and label it as a “greatest hits” asset.
- Why: Such content is effectively a sales tool — either promote as paid ads or use to overcome prospect objections.

19. Build a “greatest hits” library for sales teams

- For each objection (e.g., “too long,” “won’t work in my area”), map one or two pieces of content that address it; label each hit with the problem it solves and the benefit it provides.
- Why: Salespeople can send targeted content to prospects to overcome specific objections and increase close rates.

20. Repeat key messages relentlessly

- Post about core offers and messages repeatedly over long periods (years), not just once.
- Why: Audiences need reminders more than new teachings; many followers miss single announcements (example: 1 in 6 didn’t know about the book despite daily posts for two years).

21. Narrow then expand (puddles → ponds → lakes → oceans)

- Start with a highly specific niche you can credibly dominate (small pond), then expand outward as credibility grows.
- Why: Competing broadly too early pits you against much larger, more credible creators; narrow focus lets you win and scale credibility (example: local plumber strategy; life coach credibility advice; Sarah’s anxiety example).

22. Use free content to retain paying customers
    - Continue publishing valuable free content that paying customers see and consume.
    - Why: Paying customers don’t distinguish where value came from — free content reinforces their choice and increases retention.
23. Prioritize quality over alleged attention-span limits
    - Produce content that earns attention; don’t shorten solely out of fear of “short attention spans.”
    - Why: People will engage with long-form content if it’s good; “no such thing as too long, only too boring.”
24. Prefer manual posting where possible
    - Post manually instead of pre-scheduling when feasible; track performance differences.
    - Why: The speaker observed manually posted content performs better; suggested explanation is related to immediacy, though the transcript’s explanation is incomplete.

25. Use storytelling/listed stories to retain
    - Incorporate “list up stories” or small story-driven posts among your content.
    - Why: Stories make people receptive because they aren’t trying to disprove a claim — they can just listen and be reminded.

Examples:

- The Rock launching a tequila that became a multiple-billion-dollar company (example of brand driving business).
- Conor McGregor’s Proper 12 achieving a $600M exit within 12 months (brand/content monetization).
- Kylie Jenner on Forbes and brand-generated wealth (motivated conversion to content strategy).
- Huda Beauty’s Instagram-driven $600M exit (Instagram content to business outcome).
- Prime Water (Logan/Jake/KSI) achieving large revenue via brand/content.
- A meme or image as a micro content unit that hooks, retains, and rewards simultaneously.
- Long-form content (podcast/YouTube) composed of many content units like story arcs and side quests.
- Party inside-joke example: content that excludes newcomers vs. making content for strangers.
- Television: 47 minutes of content and 13 minutes of commercials per 60 minutes → ~3.6:1 content-to-ad ratio.
- Facebook: About 4 content posts for every 1 ad (4:1).

Notes:

- This session focuses on creating and growing an audience (increasing reach); monetization of that audience is addressed separately.
- The transcript’s point on avoiding pre-scheduling is an observed correlation by the speaker; his partial explanation begins with “when you manually post, you know that within seconds you’re going to…” but the full reasoning is not provided in the transcript.