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TOP SECRET

## SOCIAL M) VERICKS

Flight Plan #3

January 2022

OPERATION

\$100M CROCS:

## Analysing the Hormozi Effect

**Subject:**

Alex Hormozi.

**Code name:**

"MOZI", "The Jacked CEO," "@hormozi"

**Accomplices:**

Leila "The Brains Of The Operation" Hormozi.

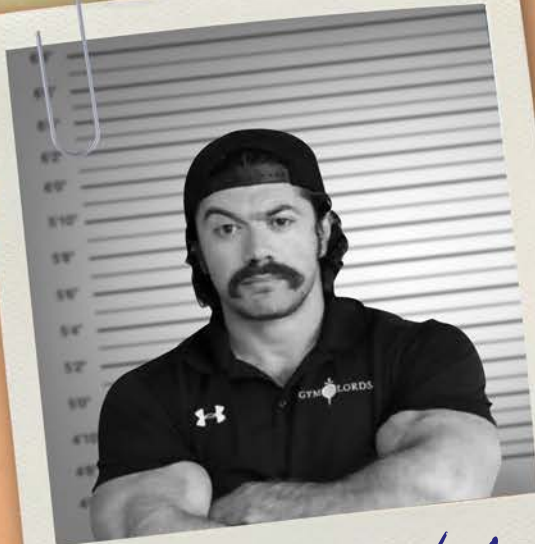
Caleb "Strategy Don" Ralston

**Sitrep:**

We've had eyeballs on Hormozi and his Mozination for the last twelve months. He's laid waste to social media, amassing over a

million followers in 6 months. In your hands is top secret reconnaissance from Social Mavericks field agents.

Study the reports and update your strategies with Hormozi's most-effective techniques. Then, start crushing your niche.



Target A



Known Accomplice

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# Mission Brief

## Social Mavericks: Flight Plan.

There's no time to waste, Mavericks. Contrary to popular belief, Hormozi has a clear strategy for success. It's not "more calves, captions, and crocs." There's a lot more to unpack.

You have one mission. Learn Hormozi's tactics and apply them without looking like a bearded, flannel-wearing clone.



*Simon Mitchell*

Simon Mitchell

Social Mavericks  
Commander-In-Chief

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- 31 How reading \$100m Offers four times resulted in a 6X increase in monthly revenue. \$100m Offers was my first introduction to Alex Hormozi. Since I bought the book in the summer of 2021, I've read it four times. Applying the lessons inside the book increased my Monthly Recurring Revenue by 6X. I'll share the most-valuable takeaways that caused this revenue uplift.

# 0-1,000,000+ Followers In 6 Months: Analysing The Hormozi Effect

STEAL THE PRINCIPLES OF ALEX HORMOZI'S CONTENT STRATEGY FOR YOUR BENEFIT.

## "Who's Alex Whoremoans?"

If you don't know the name Alex Hormozi, you must have lived in an underground bunker for the past two years.

Did you join a rag-tag bunch of survivalists when COVID hit?

Did you disappear—go off the grid, and prepare for the end of civilisation?

Well, the apocalypse is no longer nigh. I'm pleased you've resurfaced. Welcome back.

While you were gone, The Jacked CEO took social media by storm. And he did it by flying in the face of every trend. No pointing. No dancing. Not a note of trending audio or a hint of lip-syncing.

The question is, how?

I'll level with you. I didn't have a clue who Alex Hormozi was either.

I first heard the name Alex Hormozi back in 2019. I was planning a new business venture (that never saw the light of day) with my friend, Rich.

We were spitballing strategies for our combined sales and marketing consultancy service. Code Name: Project Zeus (Peep Show fans will understand the reference).

We both had a fitness background, so this was our chosen niche. After all, sticking to what you know is always good advice, especially when starting out.

But Rich was cautious when I mentioned targeting gym owners.

"Nah, mate. Alex Hormozi has that market sewn up. Dude's killing it." He said.

"Who's Alex Whoremoans?" I replied.

Rich explained Alex's programme, Gym Launch. He told me about the consistent success gym owners were enjoying with it.

It became clear there was little point trying to compete with Gym Launch. So I put the name "Hormozi" to the back of my mind and carried on with life.

Two years later (July 2021, to be precise), the name Hormozi resurfaced.

I saw a book recommendation in an Instagram Story. \$100m Offers by, you guessed it, Alex Hormozi.

I recalled the conversation with Rich and thought, "Hmmm... Might be worth seeing what all the fuss is about."

It was only \$0.99 on Amazon, so I downloaded it and started reading.

I'll be honest. My expectations were low.

I've read dozens of business books, and only a fraction felt worth the time and effort. And the fact that \$100m Offers cost \$0.99 raised a red flag that this could be a thinly-veiled advert for a paid service.

But I was wrong.

\$100m Offers boosted my revenue and profit more than any other book I've read. Heck. It's been more valuable than any course, mastermind, mentorship, or coaching programme... combined!

When I look at financial growth, nothing comes close to having the same direct effect.

Since reading the book, I've followed Alex on social media. His growth has been nothing short of stratospheric. He's amassed over a million followers across various platforms.

But his strategy is simple but undeniably effective.

In this article, I'll explain his strategy (from an outsider's perspective). I'll show you how to take the essence of his approach and apply it to your social media marketing.

Before we start, a caveat. I don't know Alex and am not privy to his exact strategy. So, I may get things wrong. Nonetheless, these insights will have

a massive positive impact on your marketing.

It all starts with building rock-solid trust.

## He doesn't sell anything —ever.

"My name's Alex Hormozi, CEO of *aquisition.com*. We have a portfolio of companies that do about \$85m a year in revenue. And I have nothing to sell you."

You'll hear these three sentences on any of Alex's YouTube videos and podcasts. At one time, the phrase, "I have nothing to sell you," also graced his Instagram bio.

These six words are genius.

By saying, "I have nothing to sell you," Alex breaks down the defences of those consuming his content.

For most creators, content is a means to an end. You make content because you want to get eyes on our products and services. You try to build relationships, nurturing viewers into followers, leads, and paying clients. You want to sell stuff online, and social media content is your primary method.

But people are savvy. They sense the ulterior motive, and their defences go up. Then, you spend days, weeks, and months breaking down those barriers one post at a time.

But Alex's approach is different. He establishes instant trust by telling you that he doesn't want your money. You don't hunt for the hidden catch because there's no secondary goal.

This approach also establishes Alex as an authority. As Jim Camp explains in his book *Start With No*, neediness is one of the worst traits of a negotiator.

When Alex says he has nothing to sell you, he's also saying he doesn't need your money. There's no desperation. He separates himself from the pack with six simple words and becomes one of the big dawgs.

This sounds great, but what relevance does it have for you? The fact you're reading this suggests you're not a multi-millionaire. You do have something to sell, and you do want people's money (in the nicest possible way).

## How can you replicate this?

Most people say they give away their best stuff for free. But, in my experience, they rarely progress from 'saying' to 'doing'. At the heart of their content is the desire for sales.

But if sales are the driving force behind your content, you'll always have the wrong mindset. You won't give without expectation.

Don't get me wrong. I'm not saying sales are bad; far from it. But your audience can sniff out your true intentions. And if they think you're only in it for the money, they'll run for the hills.

The solution takes some cojones (or ovarijones), but you're a Social Maverick, so I've got faith in you.

Make your social media channels a place where you deliver pure value. No sales pitches. No desperate attempts to scoop up clients at every opportunity.

Because when you give your absolute best information for free, you build trust faster.

This doesn't stop you from generating leads. In fact, with greater trust, you'll get more.

For example, offer people a free cheat sheet

or download in the caption of your next post. Grab their email address in exchange for the freebie and move the sales conversation to email.

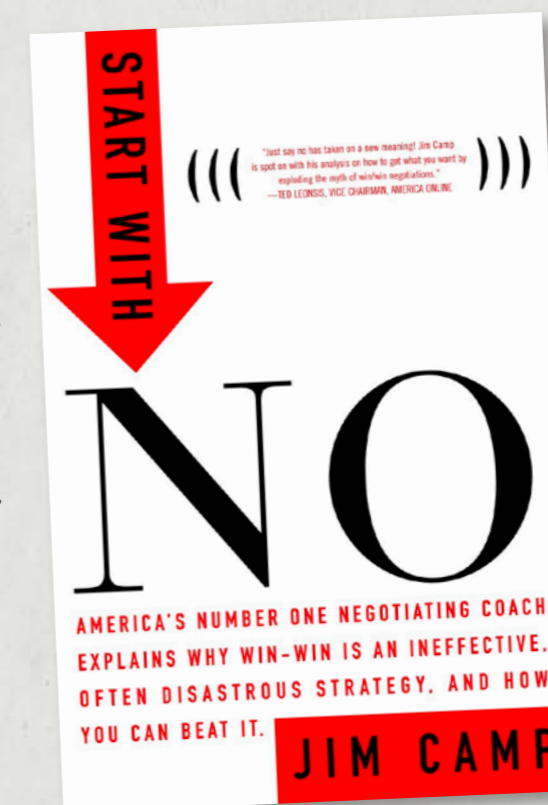
By helping people more, you help them get better results. And imagine what happens when someone gets phenomenal results using your free content.

I guarantee they'll want to work with your more, not less.

I've adopted this "Zero Sales On Social" approach in the past two months. The results?

Leads are up 600%, and sales are up 30%. That's worth your consideration.

Next month, I'll show you how to remove sales pitches from social media... while making more money than ever.



For now, let's look at how Alex uses Twitter to test ideas before unleashing them on Instagram.

## Test On Twitter

Twitter rewards volume. Post more than a few times a day on Instagram, and your audience gets tired of seeing your content. But Twitter gives you the platform to post a stream of consciousness with impunity.

In various YouTube videos, Alex said he uses Twitter for daily thought dumps. Instead of writing notes in an app, he publishes his thoughts on Twitter. It's an excellent strategy for three reasons.

1. Increases the volume of native content across social media.
2. Builds an audience of raving fans on more than one platform.
3. Provides a rapid testing ground for content ideas.

After assessing which ideas die and which thrive, he picks the winners and turns them into videos.

A short, inspirational quote becomes a simple screenshot tweet.



Lengthier tweets turn into videos in the sub-30-second short-form sweet spot.

Expanding points further, creates YouTube videos that get repurposed as podcasts.

## How can you replicate this?

99% of you reading this won't have a sizeable Twitter following. Your Mum's retweets aren't the best sign of what will resonate with your audience. As your following grows, testing becomes more viable.

An alternative is to repost your tweet on your Instagram stories. Add an engagement sticker, poll, or question box to spark engagement. The reactions of your more engaged Instagram followers will tell you what resonates.



BUT!

Flooding Instagram Stories with ten reposted tweets a day is a wrong move. No one wants a barrage of desperate attempts at engagement. Remember, your audience is intelligent and can sense disingenuous intentions.

Avoid the constant requests to "click here", "vote on this", and "tell me what you think."

Decision fatigue is real. Be mindful that you could be wearing out your audience's patience.

So, if you use this tactic, less is more.

Of course, you can still use Twitter to capture your ideas. It doesn't cost you anything to type your thoughts as a tweet compared to a note in another app. At the very least, you're producing more content.

And there's a hidden benefit.

Twitter's character limit forces you to communicate your idea with precision.

Coaches often ramble, waffle, and meander close to a coherent point but never quite get there.

Encapsulating your message in 280 characters removes pointless fluff. It creates the perfect mini-script for short-form content.

## It's all about the Reels

Reels. Reels. Reels.

It doesn't take a genius to work out that the Hormozi strategy is to post short-form videos. In the last 100 posts, he's posted two non-Reels. Why the almost exclusive focus on videos?

The simple answer (from what I can deduce) is growth. In podcasts, Alex

admitted to shying away from the spotlight. He preferred to scale his business in relative anonymity. But the tide has changed—he's all-in on growing a personal brand. And he's using this increased notoriety to scale his latest venture, Aquisition.com.

The more Alex becomes a household name within the entrepreneurial community, the more people...

Consume his content...

Read his books...

Listen to his podcast...

And apply his methods.

When they scale their businesses to \$3 million+ per year, Alex has a pool of potential acquisitions.

Also, Alex's raving fans are at the helm of these companies. They're desperate to work with him and have used his methods to achieve their success. It's a great way to reduce the risks of investing in new businesses.

Smart dude, eh?

The world's voracious appetite for video content isn't abating any time soon. To keep pace with competitors, Instagram continues to push Reels to non-followers. With this goal in mind, a strategy centred on Reels makes sense.

So, if the goal is to grow your audience and get more eyes and ears on your content, make more Reels. It's that simple.

## How can you replicate this?

Well, it's simple. Make. More. Reels.

BUT! A word of caution.

Before copying and pasting Alex's strategy, ask yourself if his goals are the same as yours.

Are you looking to build a personal brand and a massive social media following? Are you ready to scale a billion-dollar business?

Or do you have more pressing issues?

Getting consistent leads.

Creating a product that sells.

Acquiring the skills and education needed to make money.

If so, you might need a more diverse strategy.

Carousels can provide more detailed information and reach existing followers.

Live streams allow you to grab and maintain attention for 30 minutes or more. It's a great way to establish greater trust, fast.

Story sequences are often overlooked. Stories layered with social proof and glimpses of your service create a strong sense of FOMO.

These are all essential tools to consider in your strategy.

But... More Reels are a good idea either way.

## Stick to what you know... but don't be afraid to explore

There are three components of social media marketing you must get right.

You must present the right OFFER to the right AUDIENCE using the right CONTENT.

Without all three in place, you'll leave money on the table.

If you define the perfect niche and post great content, but your offer sucks... you won't make sales. No one wants what you're selling.

If you define the perfect niche and have a fantastic offer, but your content sucks... you won't make sales. No one will know your offer exists.

If you have a fantastic offer and post great content, but you're marketing to the wrong audience... you won't make sales. No one wants what you're selling.

Even though Alex isn't selling anything, you could say he's "selling" himself—his brand. To that end, he's nailed his audience, offer, and content.

Here's a quick look at his content topics and why they make his content so compelling.

## Core Content

Alex made millions because he's a fantastic salesman and marketer. Watch his videos on overcoming sales objections and conducting sales calls—genius.

Side note. I don't own a gym and have no intention of running one. But I bought a copy of Alex's book, Gym Launch Secrets. I also bought two bonus training courses because I couldn't resist the upsells.

(Marketing works on us all, whether you think it does or not).

But I'm glad the scarcity marketing worked. Because one of the courses contained Alex's legendary phone sales script.

This resource is mind-blowing—absolute gold—even though I don't do sales calls. I'm adapting and applying the principles to manual and automated DM conversations. I'll update you on the experiment in a future edition of Flight Plan.

For now, scan this QR code to check out Gym Launch Secrets and grab the limited-time upsells.



Back to content topics.

When Alex started going all-in on creating content, he stayed close to what he knew best. Marketing, sales, and leadership.

He knows these topics inside out. And he's got a unique ability to simplify complex concepts and teach them to the masses in less than 30 seconds.

## Thoughts on life and business

Alex's audience (I would guess) is entrepreneurs and business owners. Most of whom are either starting out or trying to scale.

Either way, they look up to Alex and aim to emulate his success. They want to learn from the croc-wearing deity with calves of steel. They want to associate themselves with his message and become part of Mozination.

Alex feeds the ravenous Mozination with bite-sized thought-nuggets. He says what they're thinking; what they need to hear. He empathises.

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## Comments on other businesses

Some of Alex's most successful posts use other companies to articulate core concepts. Reels about Planet Fitness, Chick-Fil-A, and Spotify all get massive engagement.

Why? Because these are businesses that millions of people know and use every day. Rather than lecture people about marketing concepts, he makes relatable and memorable content. He's telling stories, not relaying boring facts and figures. He's breathing life into these ideas.

## Life hacks and relationships

Alex extends the reach of his content beyond his immediate niche by using broader topics.

Everything from high-protein gas station snacks to achieving financial freedom.

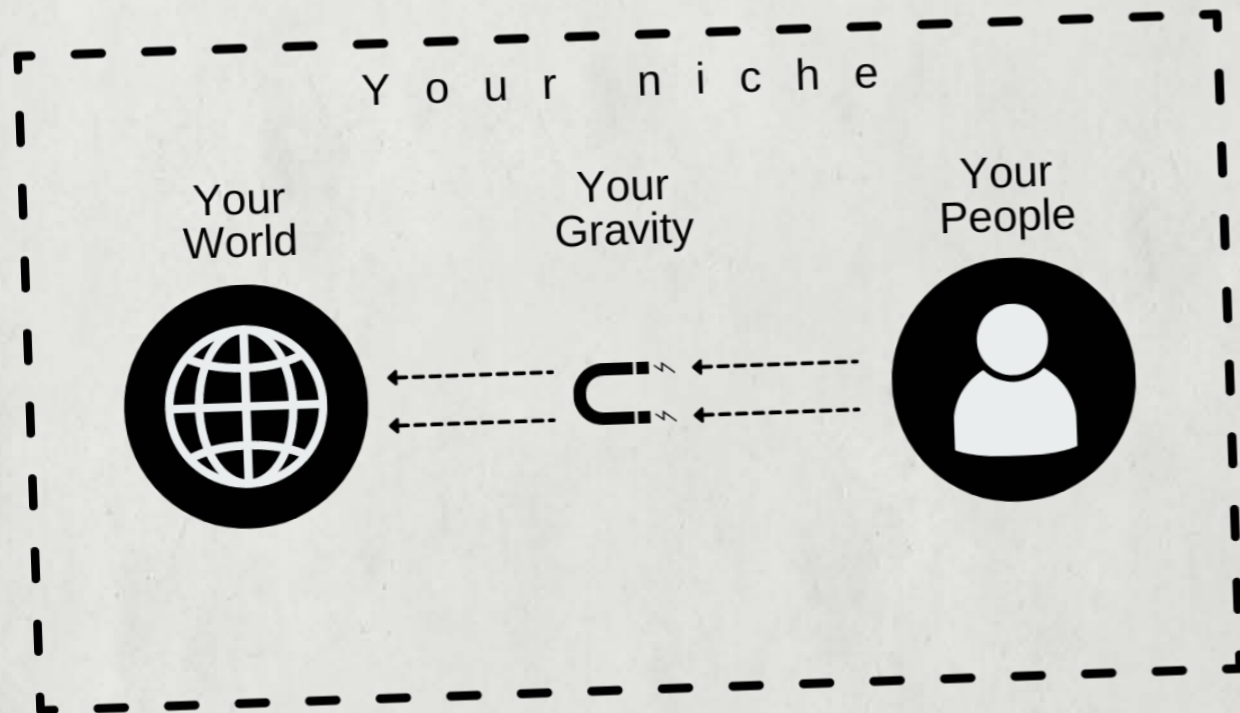
From hacking the Chipotle menu to running a successful business with your partner.

These topics give Alex's content mass appeal, far beyond the ceiling of his core niche. It's an excellent way for him to break out and reach new audiences.

Some trolls interpret this as running out of content ideas. But they fail to see the bigger picture. Although, that's not surprising. It's hard to see the bigger picture when you're a full-time keyboard warrior. Fighting the good fight from your Mum's basement consumes your life.

# How can you replicate this?

The easiest way to replicate Alex's content principles is to use The Gravity Method. I've written about The Gravity Method in previous editions of Flight Plan, but let's recap.



The Gravity Method is a way to install a content tractor beam in your business. Like the Death Star on steroids, minus the planetary destruction.

Think of your business as a planet—Your World. At its core is your mission; why you do what you do. Expanding out from there are your values, claims, slogans, and statements. At the surface is what people see: visual branding, products, and services.

Your World must be a place where people want to hang out. They need to connect with your brand and enjoy the experience of consuming your products. If they don't, they drift away, never to return.

To avoid this drift, you must create the products and services people want. Too many coaches create their service in isolation.

They look around at what everyone else is doing and trot out the same, tired offer.

Personalised nutrition. Bespoke training programme. Weekly check-ins. Facebook group.

B-O-R-I-N-G!

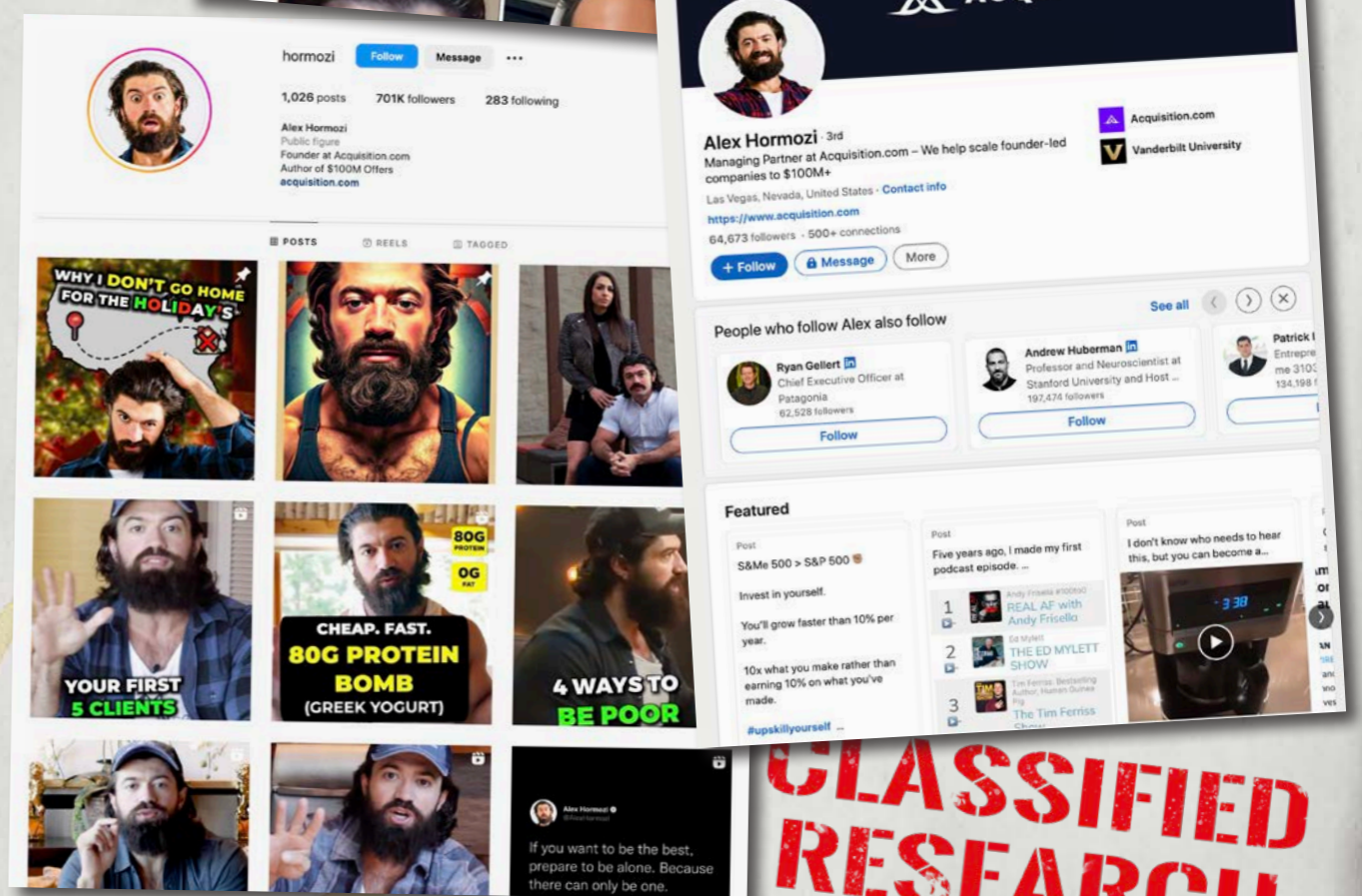
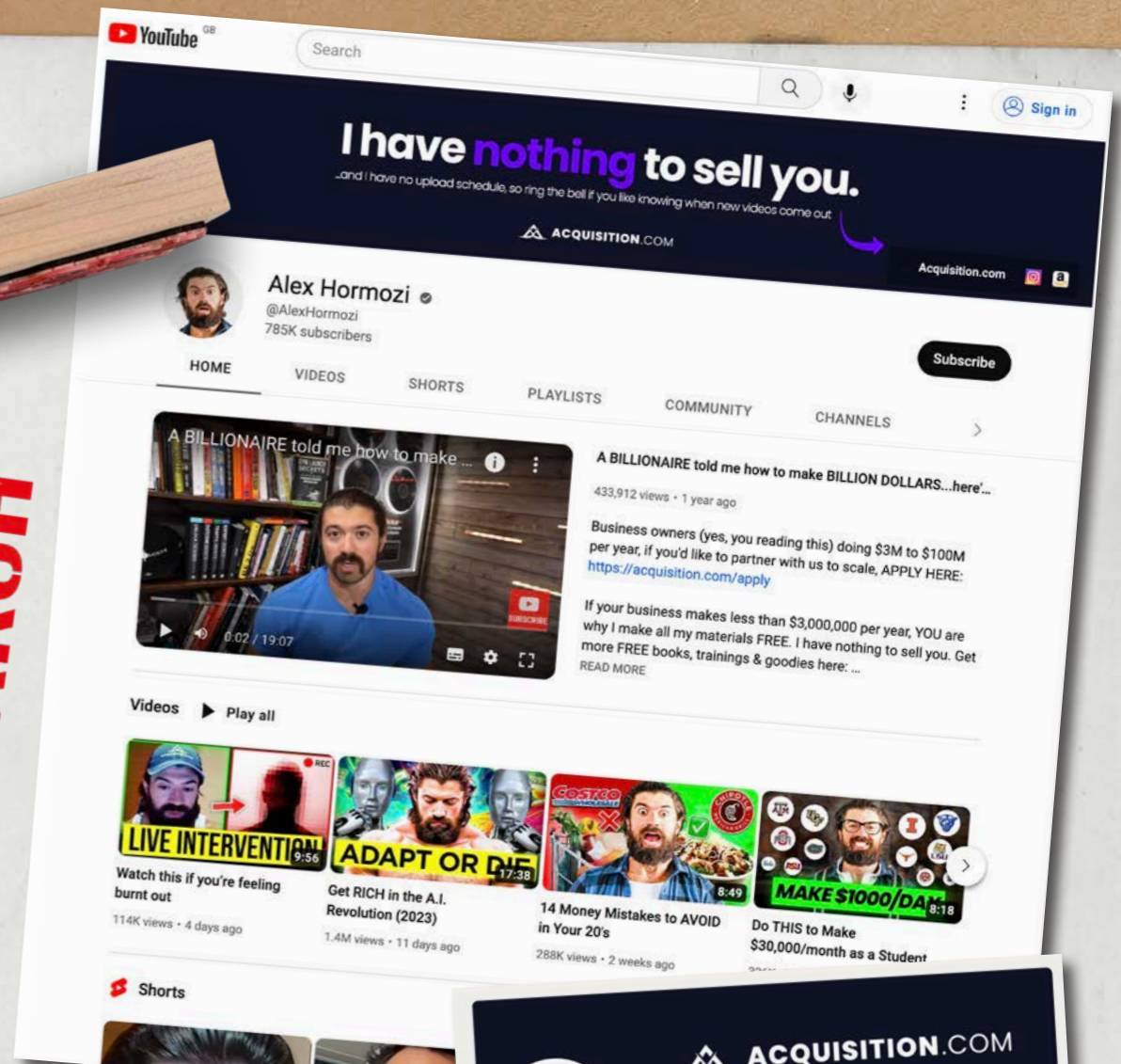
It's the same as trying to sell me an iMac by listing the components.

Don't talk to me about the "10 CPU cores, up to 32 GPU cores and the 16-core Neural Engine."

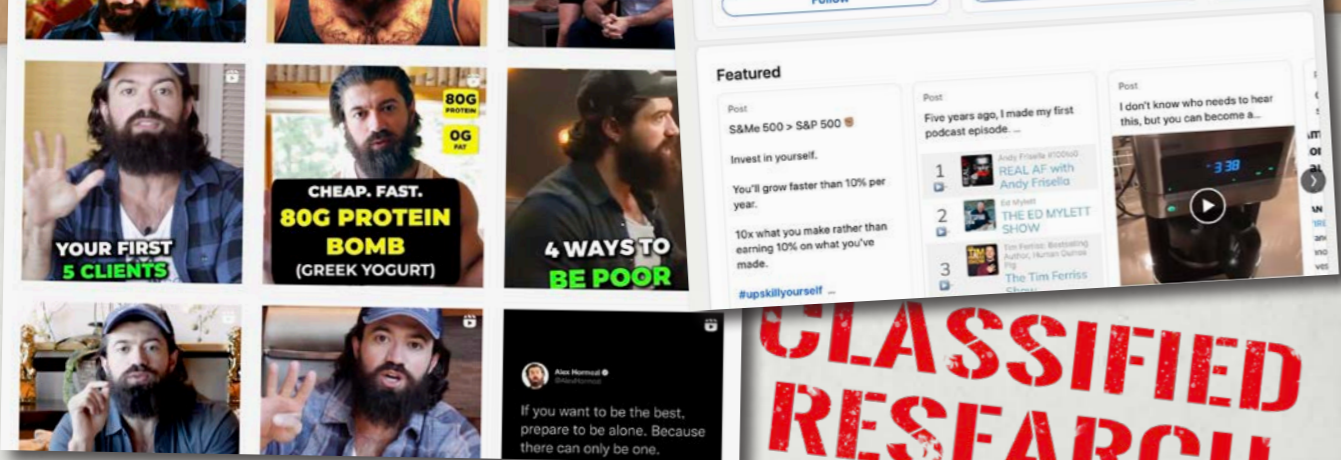
Tell me how cool I'll look while working in an artisan coffee shop. I want to sip my overpriced latte that tastes like used gear oil and feel entrepreneurial AF.

I jest.

CLASSIFIED RESEARCH



CLASSIFIED RESEARCH



# CLASSIFIED RESEARCH

But you get the idea. Create a service designed to appeal to your niche.

For example, give your workout method a name that appeals to your target audience. The "Lean In Your Living Room—Rapid Workout System" appeals to stay-at-home parents. Whereas the "Lean On Your Lunch Break—20-Minute Workout Plan" suits lawyers working 14 hours a day.

You start to hit pay dirt when your offers feel tailor-made for a specific audience. And... you can charge more.

But your world needs people. Without them, your business is a barren wasteland.

And if you want to create products that provide specific solutions, you must know your ideal customers... Your People.

But I want you to ditch the standard method of defining your perfect customer.

Attend any entry-level business mastermind, and they'll get you to define an avatar.

Usually, you'll give your ideal customer a name, gender, age, profession, etc. Your chosen guru may prompt you to delve deeper. So, you list their shoe size, favourite breakfast cereal, and how they commute to work.

Some of this information is useful. But most of it is a colossal waste of time.

Knowing whether prospects like a double-shot vanilla macchiato every morning is meaningless... unless that's what you're selling.

And let's face it. Most coaches target "busy professionals" because that's where they think the money is.

But. News Flash! Busy professionals isn't a niche.

Everyone's busy. Everyone's got a profession...

Replace the convoluted exercises with a simple question. Who Can I Help The Most?

Based on your skills, education, experience, and passion, who are you best suited to coach?

For example, the principles I teach are universal to almost any niche. But, I choose to focus on online coaches because it's the industry I know. I understand the challenges of building an online fitness and nutrition business.

It's easier for me to empathise and coach these people because I've been there.

With Your People defined, attention turns to content—Your Gravity.

For this, you need to map out your prospect's Problem Path.

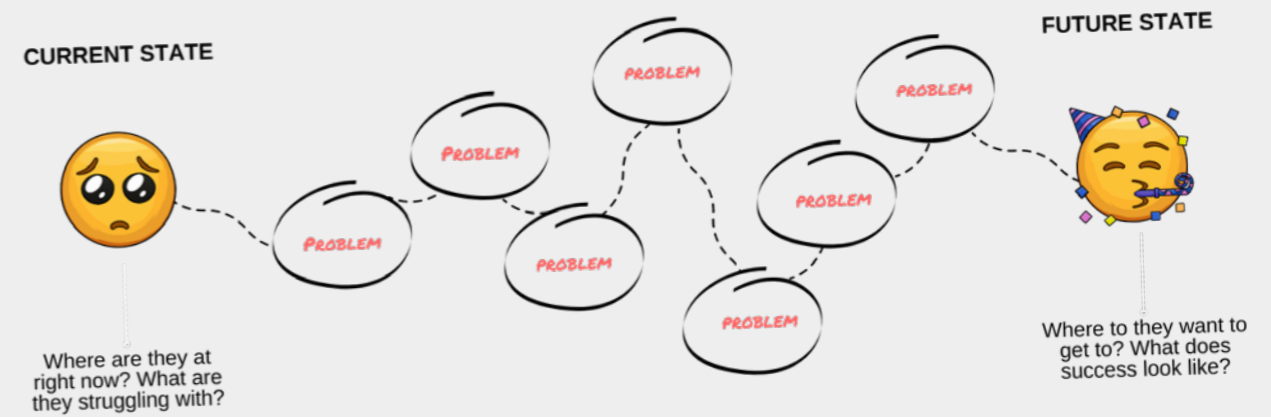
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# The Problem Path

The Problem Path is a concept I discovered after reading Alex Hormozi's \$100m Offers.

Although, he didn't use it for social media or call it the Problem Path. I've tweaked, modified, and adapted the concept for content creation. I covered it in last month's issue. But in case you missed it, here's the 60-second overview. Feel free to skip this section if you're familiar with it.

The basic premise is this...



Build your content strategy around providing solutions to your audience's biggest problems.

Provide real solutions to real problems. Don't put a thin veil of "value" over a blatant attempt to boost vanity metrics.

First, start by defining your ideal clients' current situation. What are they struggling with? What are their fears and frustrations?

Next, fast forward 12 months. They've invested in your service, reaped the rewards, and achieved phenomenal results. What does life look like for them now?

How do they think, feel, and act? What are they able to do that they couldn't comprehend before?

These are the start and end points of the Problem Path.

Now, write down all the problems they face getting from A to B.

Do they lack the skills to perform exercises correctly?

Are they too busy to plan their food and prepare healthy meals?

Have they failed so many times they feel success is impossible?

Do they struggle with consistency—always quitting at the first hurdle?

List as many problems as possible. The more, the better.

After you've got a laundry list of challenges, group them into seven (or fewer) broad topics. For example, mine are Marketing, Understanding Instagram, Time-Saving Tips, Content Skill School, Instagram Growth, Business Lessons & Insights, and Productivity.

Then, map these seven topics to the seven days of the week.

Monday - Marketing

Tuesday - Understanding Instagram

Wednesday - Time-Saving Tips

Thursday - Content Skill School

And so on...

With this approach, you're hitting every audience pain point every week. What happens when every piece of content resonates with your audience? That's right... They keep coming back.

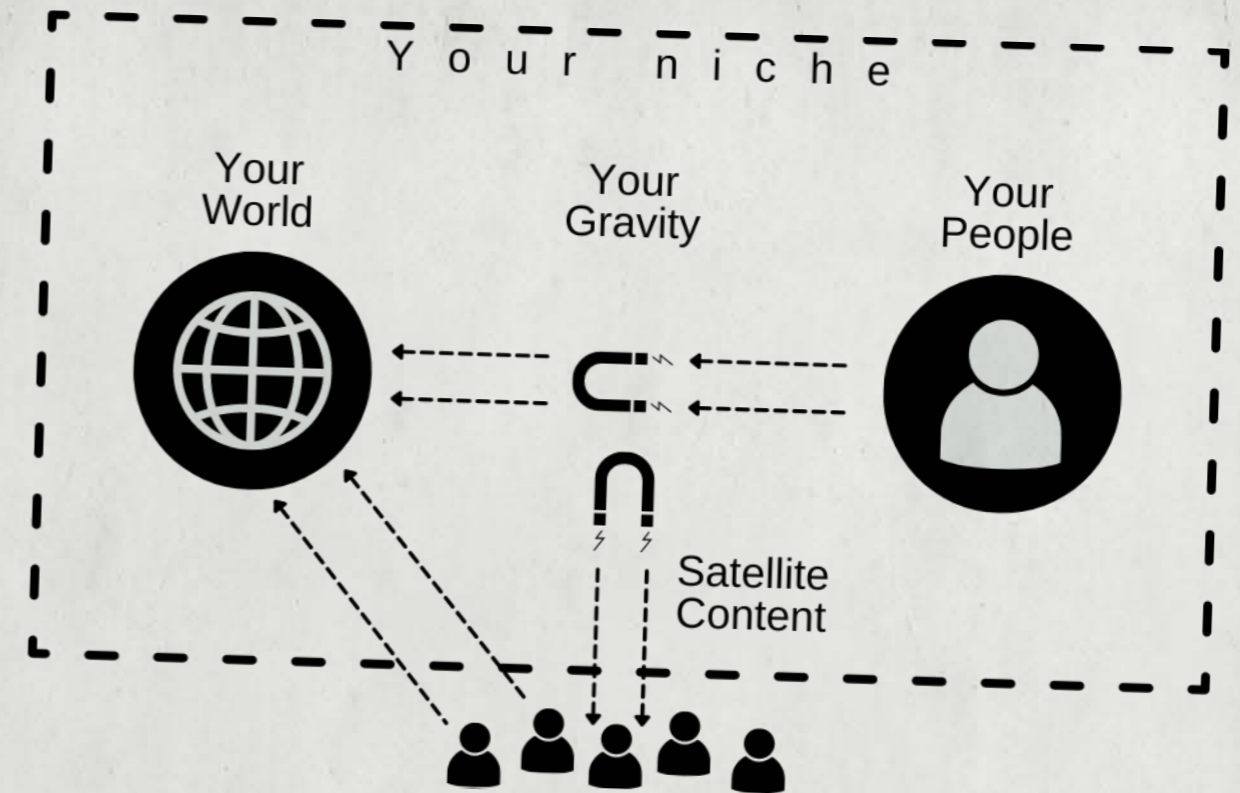
If you want to get more advanced, you can rank your content topics in order of

importance. For me, Marketing is more of a pressing issue than Business Lessons. So, I dial up marketing content and post business insights less often.

But, if that's a bit complicated, stick to the basics.

## Satellite Content

The Gravity Method helps create a social media ecosystem for a specific niche. But you can break the confines of your niche and appeal to a mass audience.



Satellite Content offers you a different mechanism to reach new people. Satellite Content transcends your specific topic(s) of choice. It's content with universal appeal outside of your particular niche.

For example, many coaches talk about mindset. They provide mindset tips and lessons related to their business. A weight loss coach gives mindset tips to help people stay on track with their diet. A business coach provides mindset advice to help entrepreneurs persevere through rough times.

But these concepts are often not unique to a specific demographic. They can apply to many aspects of life.

So, why restrict the messages?

Why not appeal to a broader range of people and grow your following faster?

Yes, you will attract people outside your target demographic, but is that such a bad thing?

People outside your immediate demographic may know people who would be an ideal fit.

Broadening the scope of your content allows your network to grow.

I'm not saying that you should abandon targeting content at your ideal customers; far from it. But, aiming a small percentage of content at a wider audience is a great way to expand your reach.

And if you have reliable nurture processes, you can turn extra reach into sales.

Think of Satellite Content as your Mars probe. You're reaching out to connect with intelligent life beyond your current horizons. And, if you get it right, some intelligent lifeforms will like what they see and make their way to your world.

So, think broadly. Think about the philosophies and beliefs you hold. What messages apply outside the confines of your chosen niche?

Add Satellite Content to your marketing strategy and experiment with reaching wider audiences.

## SOCIAL M<sup>AV</sup>VERICKS

## Weekly Planner

**Monday**

Marketing

**Tuesday**

Understanding Instagram

**Wednesday**

Time-Saving Tips

**Thursday**

Content Skill School

**Friday**

Instagram Growth

**Saturday**

Business Lessons & Insights

**Sunday**

Productivity

# CONTENT HACKER

## WHY THIS CONTENT WORKS

WHAT MAKES HORMOZI'S CONTENT  
STICK IN PEOPLE'S MINDS AND KEEP  
THEM RETURNING FOR MORE ?

Alex Hormozi is the "Pantera of Reels." And, in the words of Phil Anselmo, "He's taking over this town."

For those who don't know their heavy metal history, Pantera is in the God Tier of metal bands.

Throughout the 90s, Pantera pioneered a new sound—power groove. It was a heavy metal style that no band came close to replicating. They stand alone—still.

Pantera had a raw, visceral, no-nonsense approach to music. The band weren't interested in lasers, complicated set pieces, and dragons flying out of the PA. Their live shows were about the connection between the band and the fans through the music.

...and they had long hair, beards, and wore a lot of flannel. They had the Hormozi blueprint decades ahead of time.

Alex's content has the same no-nonsense feel.

He's not trying to dazzle you with fancy editing or hack the algorithm with tricks.

He's not trying to win you over and build his following based on appearances. If you're going to hit the follow button, he wants it to be for one reason... the message.

(And calves. Never underestimate the calves).

This focus on the message means Alex's video style is simple. After all... Simplicity scales. Complexity fails.

But don't let that fool you. Simplicity is the hardest thing to get right.

There are three vital ingredients to create simple videos that scale and sell. But before I delve into these, remember one thing.

A huge part of Alex's success is his strategy, content topics, and giving away EVERYTHING for free. Don't skip the groundwork and jump to content strategies. You WILL fail.

## SIMPLE FORMATS: TALKING HEADS, TWEETS, AND CLIPS

Alex appears to double down on what works. I assume there's been a period of testing various formats, and now, there are three clear winners.

**Talking heads.** Alex sits in front of the camera and delivers lessons, insights, and value. Most videos are c. 30 seconds long (or less). They're easy to watch, easy to understand, and packed with value from the first to the last word.

**Tweets.** Tweets as Reels is a contentious subject. Some people (read... those with nothing better to do) hate this content.

"It's not a video."

"Stop cluttering Reels with screenshots."

As if they're the custodians of what makes a valuable Reel. But here's the thing. When the message is the number one priority, you use the format that communicates it to the most people.

Who cares if that's a screenshot? Not me. Video. Carousel. Caption. Reel. Give me the content I want to see by any means necessary.

**Podcast and Keynote Clips.** Brand Hormozi is in the ascendancy. So there's no shortage of podcast interviews and keynote speeches.

Turning this long-form content into micro-content makes a lot of sense.

First, it's easy. Alex saves time because he delivers the content once. There's no need to say it over again to create a Reel.

His editing team grab the footage and chop it into bite-sized chunks for social media.

Second, it establishes authority. If you're the person on stage, teaching others what you know, there's an undeniable gravitas to that. Plus, Alex is appearing on big-name podcasts: Lewis Howes and Tom Bilyeu, to name two. He's accessing huge audiences that don't know him, raising his "celebrity" in the process.

If you get the opportunity to appear on podcasts, take them. Even if public speaking scares you to the core, say yes. You'll get over your fear and reap the rewards.

**Word of Warning.** Copying Alex's content formats is a bad idea. They work for him, but they might not work for you.

For example, many of my students have tried the tweet video style of reel. Sometimes it works; sometimes, it flops. It could be down to the quality of the message. It could also be that different audiences want different content. So pay attention. Don't copy without thinking.

## SIMPLE EDITS:

Video editing is an art. But you don't need to be Spielberg to create a compelling 30-second video. I've identified six simple techniques from Alex's videos that are easy to replicate.



Scan this QR code to access a video tutorial showing you how to use these techniques.

**1. Zooms:** The camera moves in and out at differing speeds. This is easy to do in the editing process.

**2. Jump Cuts:** Removing unnecessary words, pauses, and breaths ensures the video never labours. Scan your videos for dead space and remove them. You can also add zooms to emphasise words and phrases for more impact.

**3. Images:** If there's a reference to a brand, you'll see a logo. If he mentions a well-known person, you'll see their

image. These pictures act as a pattern interrupt. Use the technique to increase the "watchability" of your videos.

**4. Emojis:** Emojis are their own language. Alex's editors use them to emphasise words and communicate the essence of each sentence. At the very least, they give the viewer something to look at, which helps increase watch times.

**5. "Those Captions":** Video editors often slide into my DMs asking if I want "Hormozi Captions." I never imagined that subtitle techniques would go viral. But, hey, what do I know.

Ryan Magin was the original creator of the style that influenced creators worldwide. Ryan said his team edits these captions manually, with each reel taking about 45 minutes.

Having tried this process, I can tell you it's not worth your time.

If you can afford to outsource editing, great. If not, stick to automated apps. Spending over 5 hours a week captioning videos isn't a good use of your time. Remember, the message is more important than the mechanism.

I use the Captions App (Apple Store). It's got lots of styles you can customise, and the process takes less than two minutes per video.

**6. Full-Body Framing:** How you frame your videos is crucial for watchability and editing. If you're filming from weird angles, videos become hard to watch. Plus, filming close-up makes it challenging to add zooms and camera effects in the edit.

Since Caleb Ralston joined Alex's team, there's been a noticeable shift in how they film videos. Most talking head videos are full-body. This gives the editors more options in post-production.

AND... you get to see more calves and Crocs, which is what really makes a Reel go viral, right?

**Bonus observation.** Almost all of Alex's recent Reels have the same audio name: "Tag A Friend." Does this work? Are people tagging friends because they see the prompt? Hard to say without the data.

I looked at several posts and counted roughly 1% of all comments contained a tag for another account. Was the relabelled audio the direct cause? I don't know. But it didn't hurt.

## SIMPLE DELIVERY:

Here's the formula for videos that suck.

Spend 60 seconds making your point when 20 would do. Drain the enjoyment from social media with a dry, monotone delivery. Post content about subjects that don't interest you. Last but not least, don't move. Adopt the charisma of driftwood.

Follow these steps, and you'll have the best worst videos on Instagram.

Or, adopt the Hormozi-style and do the opposite.

Keep your videos concise with ruthless efficiency. Don't waffle and meander. Say what you to say in the shortest possible time.

You don't have to keep every video under 20 seconds. But don't make it any longer than necessary.

**Maintain linear delivery.** When I worked in corporate business, we often used a cliched presentation style.

Tell what you're gonna tell 'em.  
Tell 'em.  
Tell 'em what you told 'em.

But this format doesn't translate to short-form video. The structure should be more straightforward.



Just tell 'em.

Keep moving from A to B. Don't repeat yourself three times. People could rewatch the video if they missed something.

Be passionate. When I was a teenager, my Dad gave me great advice for overcoming pre-job interview nerves.

*"Imagine you're Stone Cold Steve Austin. You're behind the curtain, waiting for the glass to break and the music to hit. Get into character and crank up the confidence."*

In simple terms, tap into a part of your personality you keep under the surface. Then, crank that sumbitch up to eleven and let's go.

Although, come to think of it, Dad's advice didn't lead to any successful interviews. Interviewers didn't like my handshake to Stone Cold Stunner greeting. And chugging beers while replying "what?" to every question wasn't the best tactic.

But the essence of what my Dad said stuck with me.

Watch my videos, and you'll think I'm a hyperactive guy with uncontrollable limbs. But, meet me in person, and you'll see I'm reserved, quiet, and only speak when I have something to say.

I'm an introvert at heart. Confidence on camera and public speaking are skills I've honed through practice.

Before recording Reels, I crank up my Stone Cold dial to eleven and hit record.

The point is to bring passion to your video content. Show people you care. Show them you enjoy making content and helping them. If your delivery sounds like terrorists have you at gunpoint, no one will appreciate your content. Have some fun, for fuck's sake.

**Body Movement:** Even though Alex delivers most of his content from his sofa, he stays animated. He's not leaping

around his apartment, pointing at text and dancing. But he is using hand actions and inline gestures to create pictures.

For example, if I was talking about increasing leads, I'd lift my hand to show "increase." If I were to say, "attracting leads", I'd reach my hands towards the camera and pull them in, showing "attraction." If reach was in drastic decline, I'd raise my arm and bring it down at speed.

Using your body as a communication tool is vital for successful videos. Alex is someone who does it well.

One last thing.

Your tendency might be to stick with the same simple formats Alex uses. But don't get sucked into this common trap. Take a moment to think.

These video formats work for Alex because they're the best way to communicate his message.

But, if he were teaching how to perform the perfect squat, you can bet he wouldn't do it sat on his ass. He'd go to the gym.

Whatever message you're delivering, use the most appropriate format. If you're teaching something, think about how you'd teach it in person. Use the same approach in your Reels.

You'd teach squat technique in the gym, so film in the gym.

You'd teach anatomy with visual aids, so use those aids in your videos.

You'd teach nutrition by going topless in the supermarket. You'd wave fistfuls of kale at the camera and get friendly with your primal buddies. No. Wait. Don't do that. Ever. That's what Carnivore MD (which must stand for Massive Douche) would do.





# 18 HORMOZI-STYLE OPENING HOOKS FOR REELS

HERE'S A BONUS RESOURCE. I'VE SCoured ALEX'S VIDEOS AND GIVEN YOU 18 "MOZI-APPROVED" HOOK TEMPLATES.

## 1. "HOW PLANET FITNESS MAKES THEIR MONEY."

Template: How [well-known business or celebrity] [desired goal].

## 2. "SHOULD YOU BE DATING IF YOU'RE BROKE?"

Template: Should you be [action] if you're [undesirable circumstance].

## 3. "HERE'S THE BEST WAY TO NOT GET BAD ADVICE."

Template: Here's the best to not get [undesirable thing].

## 4. "STOP SETTING GOALS. YOU NEED TO DO THIS INSTEAD."

Template: Stop [common action]. You need to do this instead.

## 5. "13 LESSONS I LEARNED AFTER COLLEGE THAT I WISH I'D LEARNED EARLIER."

Template: [Number] lessons I learned after [event] that I wish I'd learned earlier.

## 6. "I LEARNED THIS TACTIC FROM EMINEM IN 8 MILE."

Template: I learned this tactic from [unexpected source].

## 7. "HERE'S WHAT YOU CAN LEARN FROM EXPENSIVE WINE DEALERS ABOUT HOW TO SELL EXPENSIVE PRODUCTS."

Template: Here's what you can learn from [unusual source] about how to [desired goal].

## 8. "IF YOU'RE UNDER 30 AND YOU'RE NOT MAKING THE AMOUNT OF MONEY YOU WANNA MAKE, INSTEAD..."

Template: If you're [demographic] and you're not [desired goal], instead...

## 9. "ONE OF THE STRONGEST PSYCHOLOGICAL THINGS YOU CAN DO IN SELLING IS A TECHNIQUE CALLED LABELLING."

Template: One of the strongest things you can do in [topic] is a technique called [name].

## 10. "HARD WORK WILL NOT MAKE YOU RICH."

Template: [Common action] will not [desired goal].

## 11. "I WANNA TELL YOU ABOUT THE MOST POWERFUL SALES TACTIC I HAVE LEARNED."

Template: I want to tell you about the most powerful [topic] tactics I have learned.

## 12. "THE EASIEST WAY TO MAKE A MILLION DOLLARS IS..."

Template: The easiest way to [desired goal] is...

## 13. "AFTER 10 YEARS, I FINALLY FIGURED OUT HOW TO PUT SUNSCREEN ON MY FACE EVERY

## DAY WITHOUT FORGETTING."

Template: After [long time], I finally figured out how to [complete random task] without forgetting.

## 14. "BIGGEST MISTAKE EARLY SALESPEOPLE MAKE."

Template: Biggest mistake new [demographic] make.

## 15. "IF YOU WANT TO START A BUSINESS BUT DON'T HAVE ANY CASH TO DO IT, THIS IS ONE THING YOU CAN DO."

Template: If you want to [desired goal] but don't have [vital resource], this is one thing you can do.

## 16. "IF YOU'RE ASKING HOW TO MAKE MONEY FAST, YOU'RE ASKING THE WRONG QUESTION."

Template: If you're asking how to [desired goal] fast, you're asking the wrong question.

## 17. "YOU CAN BOIL DOWN SUCCESS TO THE SIMPLE EQUATION OF..."

Template: You can boil down [desired goal] to the simple equation of...

## 18. "IF YOU CAN WAIT 90 DAYS FOR THE RESULTS OF THE ACTION YOU'VE TAKEN, YOU CAN WIN."

Template: If you can [action], you can win.

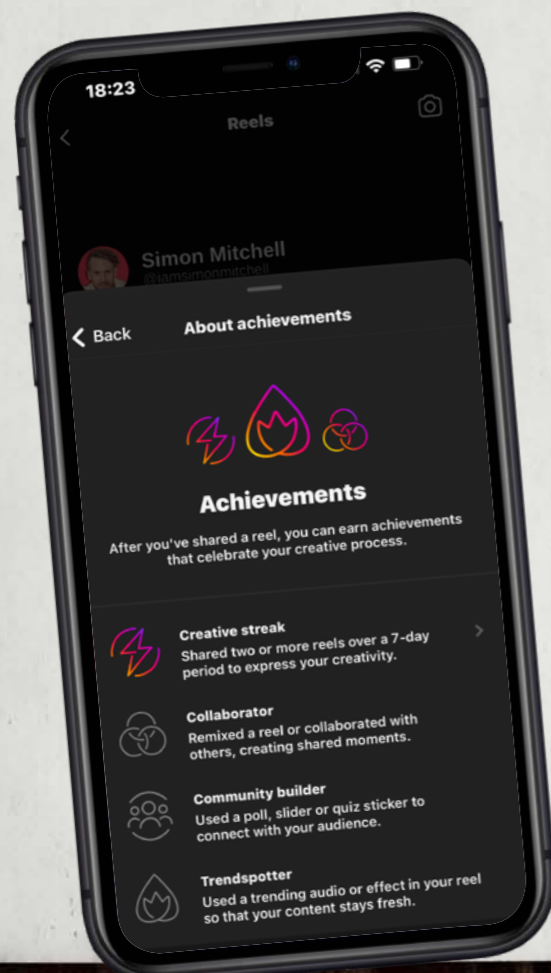
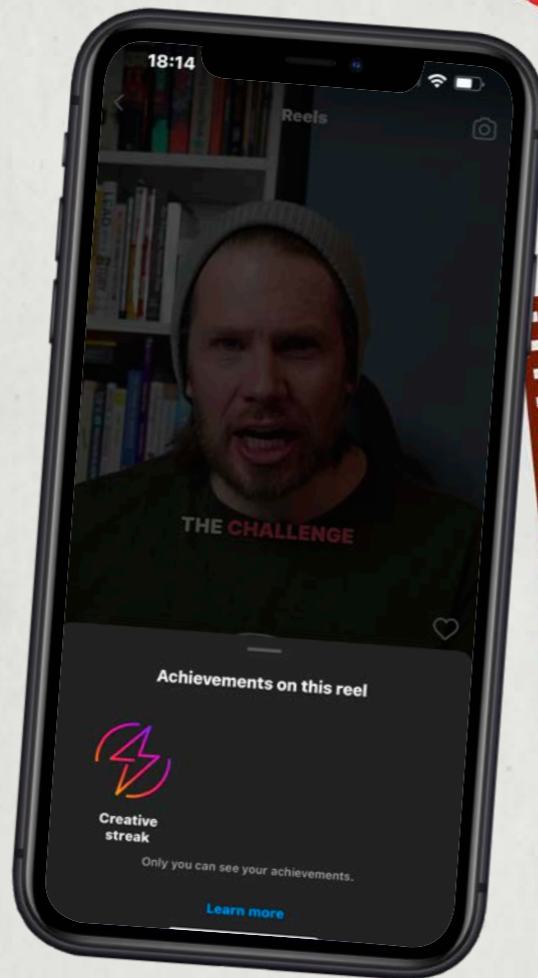
# Achievements



Instagram recently introduced a new feature called "Achievements."

Never heard of it? You're not alone. This feature disappeared under the radar. It was so low-key. Not even CEO Adam Mosseri mentioned it in his feature round-up.

Achievements allow users to unlock "Badges" in return for completing specific actions. There are four badges to earn: Creative Streak, Collaborator, Community Builder, and Trendspotter.



**Creative Streak:** Share two or more reels in 7 days.

**Collaborator:** Remix a Reel or collaborate with another user.

**Community Builder:** Use a poll, slider or quiz sticker on a reel.

**Trendspotter:** Use trending audio or effects in your reel.

You can see what badges you earn by following this four-step process.



1. Tap your profile picture in the bottom right to go to your profile.
2. Tap below your profile info and tap the reel for which you want to see achievements.
3. Tap More in the bottom right of the reel.
4. Tap Achievements. You'll see the achievements that you've earned for that reel. Tap "Learn More" to view all the achievements that you've unlocked.

Instagram wants users to collaborate and interact: So, collaborate with other coaches.

Instagram wants users to engage with content: So, make your audience feel part of your content. Voice opinions and get their input.

Trending sounds and effects: So, use the app features. But keep it on brand. The Performing Seal approach is unlikely to work.

Do more of the above, and your content might be more successful.

Achievements are Instagram's attempts to gamify content creation. They hope it'll lead to more reels, more time on the platform, and less time on TikTok.

Will it work? Who knows? Gamification is popular on many apps. Fitbit, Apple Fitness, Kindle, Grammarly, and more. Time will tell if Instagram users give a hoot.

If I'm honest, I couldn't care less about earning badges. What interests me more is the underlying message—the hint to ranking criteria.

We're all playing Instagram's game. Instagram sets the rules, and we either play along or find a new game. But it's a game where the rules aren't always obvious. Achievements provide a couple of clues. Here are my thoughts.

Instagram wants users to post more reels: So, make more reels... often.



P.S.

I planned to review Instagram's in-app scheduling feature in this issue. But I don't have access yet. So there's not much to review.

With a bit of luck, I'll tell you all about it next month. For now, I'll stick with Flick, especially as it lets me schedule and directly post to TikTok.

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# Combining social proof, value, and a sales pitch into one expertly-crafted email.

Here's the email we're going to dissect this month. This type of email works well as a social media caption. Offering a free lead magnet might be better in place of the sales pitch. The structure is the same, but ask people to comment with a keyword rather than click a URL.

Subject: Why posting more Reels won't get you noticed

Creating more Reels is the best way to reach potential clients.

Well, that's what everyone says.

But, for most coaches, it's incomplete advice.

But, one member of the Social Mavericks community is getting a steady stream of leads in an unusual way.

Aaron posts Reels, creates carousels, and is active in stories. He does all the things you'd expect.

But he does one thing few coaches are doing right now.

He writes articles.

And they are crushing it for lead generation.

Here's why it's such a smart move.

Think about the last time you wanted specific information to overcome a problem.

Did you open Instagram and hope the perfect video appeared in your feed?

No. You Googled it.

Search engines are still the number one place people go when they have an immediate problem to solve.

This opening creates intrigue within three sentences. I'm taking a commonly held belief and suggesting there's something everyone's missing.

I'm introducing social proof by referencing a client. People want to know what they are missing. Using the phrase "unusual way" increases the intrigue.

Here, I'm saying that Aaron does everything readers will be doing.

This is the teaching moment. Notice this is 'soft teaching.' I'm not going into massive detail. I'm proving a point and telling people to do what others aren't.

Now I'm digging deeper into the main point of the email. I'm also creating a gap between the reader and their desired goal... more leads.

Introducing the solution.

Now for the pitch.

First, I'm telling people what the course does and the results it delivers. I'm also appealing to specific desires.

I like to list things people hate that they can avoid by investing in the course.

Classic If/Then transition. If you want this... Then, do this...

Aaron's getting a steady stream of leads and clients from his articles.

Why? Because he's serving his niche in a way no one else is.

I'm not saying you should start writing articles and ditch Instagram.

I'm saying that you need to think different.

Following trends and imitating others leads to mediocre returns.

You need to find the gaps.

You need to find ways to serve your niche in ways others aren't.

Social media marketing isn't about learning how to make videos with fancy captions.

If you want to stand out online and get consistent leads, you need a specific solution.

And, in Week 2 of Social Launch, I help you find that solution.

I'll guide you through a detailed process of developing a strategy to get noticed on social media.

No soul-sucking trends.

No more spending countless hours creating content no one watches.

So, if you want a content strategy that helps generate consistent, pre-sold leads... even if you have a tiny following.

(in less than 60 days)...

Click the link below to check out the 8-week Social Launch course.

[www.socialmavericks.co/sociallaunch](http://www.socialmavericks.co/sociallaunch)

Simon

I like to use the full link with the ugly-looking URL. Ugly stands out, making it obvious where to click and what to do next.

CONFIDENTIAL  
TOP SECRET  
CONFIDENTIAL

# How to share social proof to get leads, not likes

What do a heavy-duty stapler, a Seth Godin book, and EV charging cables have in common?

Give up?

They were my last three Amazon purchases. Not only that, but I chose them all based on customer ratings.

Take the stapler, for example. It was only \$12.50, but I didn't want to make a mistake. I didn't want to buy something with an inherent flaw. Sending it back and ordering another would have been a waste of time.

I'm not a stapler expert, so I've no idea what I'm looking for. Plus, it's a low-cost item, so it's not like I need hours of deliberation and a cooling-off period.

My criteria were simple:

Does it look like it'll do the job? Have a bunch of people reviewed it? Has it got a decent rating?

If the answer is YES to all three... SOLD!

So, I let previous customers influence my decision. Their positive replies guided me to the best option.

Seeing 2,372 reviews and a 4-star rating gave me reassurance. There was zero chance I would buy the one with 129 reviews... even if it was a better stapler.

Same for the EV charging cables. I didn't know what I was looking for, and I had no inclination to learn.

Instead of figuring it out for myself, I let Bezos and his algorithms put the best options in front of me.

Like it or not, marketing works. In my

case, following the pack and investing in a proven solution to my problem was the easy option. Amazon's customer ratings were a form of social proof, influencing my buying decision.

Using social proof on Instagram used to be a cinch. Post images of a client's results, add a basic caption, sit back, and watch engagement skyrocket. But things have changed.

Client transformations and testimonials are almost a red flag. Users view them as a surefire signal of an incoming sales pitch.

So, when Social Mavericks member Jimmy Hill asked, "Hey Mavericks!! I'm just wondering how people go about posting their social proof nowadays? Has anyone come up with any innovative ways Instagram loves?" I thought you'd get value from the answer.

I've got four techniques and a bonus word of warning to share.

The first two lend themselves best to anyone showing a physical transformation. Think weight loss, competition prep, that sort of thing.

## Before and after slider:

Scan this QR code to watch a complete walkthrough tutorial about how to use this technique. It's easier to watch the video than explain it here.



## How it started... How it's going.

This is a great way to use Reels to showcase social proof. The best part? You don't need any video skills. Here's the seven-step process.

1. Display the client BEFORE pictures on your computer.
2. Grab your phone, open the camera, point it at the screen, and press record.
3. Move the camera towards the screen. When the camera touches the computer's display, hit pause.
4. Display the client AFTER pictures on your computer.
5. Start with your phone's camera touching the screen.
6. Hit record, and pull back to reveal the transformation.
7. Stitch the video together, adding "How it started" over part one and "How it's going" over part two.

You can add trending audio and an interactive sticker to increase engagement.

Jewade gets INSANE transformations. The guy's got skills on skills. He's got a method of coaching that churns out jaw-dropping results time after time.

And he's got a unique offer.

He targets Personal Trainers.

Personal Trainers who struggle to get consistent client results—who have no process.

Trainers who feel burnt out and have no time to train.

Trainers who want to grow their business but lack the systems to succeed online.

His programme, The Blueprint, puts trainers through a photoshoot prep, typically 16-20 weeks. They get to experience a proven method and the support of a great coach. In the process, they become a walking billboard for their service.

Not only that, but Jewade gifts them his entire process at the end of the transformation. The systems, the methods, and the templates. He gives them a turn-key solution to their problems.

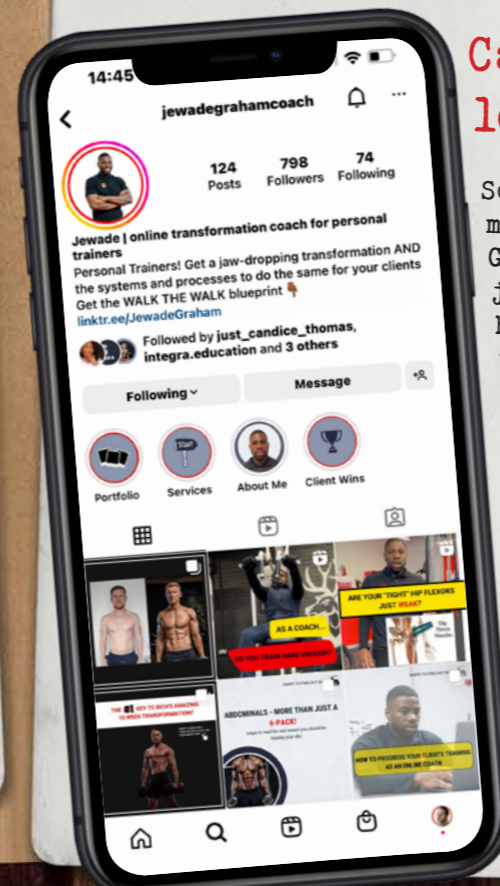
THAT'S how to create a service for a specific niche.

His lead magnet is a video presentation walking trainers through a client case study. It's a complete guide on how to coach someone through a transformation. He breaks down the step-by-step process. He adds layers of social proof during the presentation, demonstrating his programme's effectiveness.

It's a great strategy you can use in any lead magnet.

## Case study lead magnet:

Social Mavericks member Jewade Graham (@jewadegrahamcoach) has started using this strategy. Let me use him as an example of how this works.



# confidential

## Check-in story sequence:

Stories are a great place to nurture followers into leads.

Every week, you'll complete client check-ins. The majority of those check-ins (should) show significant progress. Muscle is going up. Fat is coming down... that sort of thing.

Imagine showcasing this real-time progress every week. Followers see client after client achieving the results they want. It's only a matter of time before consistent social proof gives them the confidence to buy.

The easiest way to use this strategy is to take screenshots of client progress. They don't need to be perfect. Raw is often best. Add some simple text to help tell the story and guide people through what they see.

It's a low-effort way to consistently harness the power of social proof.

## Now for a word of warning.

Transformations are not about you.

Transformations are not about the client.

Transformations are about the prospect.

Imagine I'm looking for a coach and stumble across your profile. I see before and after photos that grab my attention, so I read the captions.

But I tune out.

It's all...

"I did this..."

"I did that..."

"Trevor's amazing..."

I don't give a fuck about Trevor or how great you think you are. All I care about is, can you do that for me? Can you help ME achieve those results given my circumstances... which I believe are unique?

Instead of making your post about the people, make it a story about overcoming problems. The crux of your post should be a relatable transformational moment.

Matthew Dick, in his book, *Storytelling*, calls it the five-second moment. Every great movie and every great story has one.

Take *Raiders of the Lost Ark*, for example.

*Raiders of the Lost Ark* is not about a man trying to find the Holy Grail before the Nazis get their hands on it. It's not even about the underlying love story.

It's about a man—a scientist—who lacks faith. A man who, when stepping into the unknown, finds faith when he needs it most.

Before writing captions, define the five-second moment and build the story around it. You'll find your posts powerfully resonate with your prospects.

SOCIAL MAVERICKS

# How I increased Monthly Recurring Revenue by 6X with one book

## MY SIX HUGE TAKEAWAYS FROM \$100M OFFERS

"Dude. Back in March, I messaged to let you know my MRR went up 3X in less than 6 months after reading *\$100M Offers*."

New update. I tweaked my offer after reading the book a third time, and relaunched last month. On track to exceed £30k/month for the first time, which is 6X my original MRR!!!

That's the message I sent Alex on Instagram earlier this year. One year after reading *\$100m Offers* for the first time.

In November 2021, I redesigned my business model. I moved away from done-for-you services to a subscription model: Social Mavericks.

In the beginning, progress was slow. I had a great product, but my Monthly Recurring Revenue (MRR) was lower than I wanted.

Course sales and coaching enabled the business to continue to grow, allowing me to invest time in Social Mavericks. I knew I needed to make changes to scale Social Mavericks.

### ENTER \$100M OFFERS

I applied three things after reading the book which tripled my MRR.

1. The value equation. A product or service is more valuable the faster and easier it delivers the desired result.

I redesigned my onboarding process, creating a 7-day challenge focused on quick wins. I also offered account audits within the first 24 hours of joining.

My aim was to help people earn back their investment in less than a week. It was a bold and challenging task, but it put me in the right mindset.

The intention alone helped people achieve great results, even if it took longer to get the ROI.

With faster, easier, better results, new members saw the value in the group immediately.

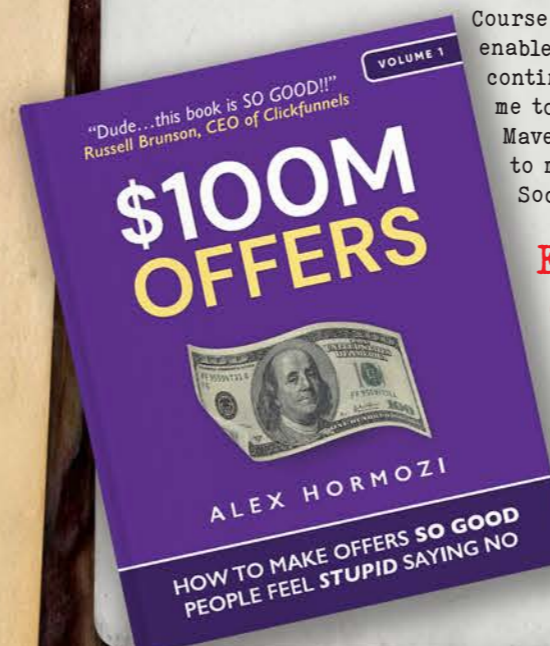
2. The guarantee. I've always had a money-back guarantee for my products. But I didn't have a \$100m Offers guarantee.

Since implementing a Hormozi-style guarantee, I have, without question, increased sales. The best part? To date, refunds = £0.

Here's my guarantee. It's modelled on the example Alex gives inside *\$100m Offers*.

"Like I said, other coaches will charge 5 figures for courses like this. And I could charge over £2,000, which would still be valuable.

But, I'm a man of my word. And I don't price to get in the way of your success.



And I'm not done yet...

I'm so passionate about this course that I'm willing to make it a risk-free investment.

I'm not asking you to make a yes or no decision right now; I'm asking you to make a fully informed decision.

And the only way to make that informed decision is to be on the inside, not the outside.

Once you sample Social Launch, you can see if everything I say is true.

You can judge if it's what you need to get a clear content strategy and start getting leads from Instagram.

## SO HERE'S THE DEAL.

If you get to the end of the first month and decide it's not for you, I'll give you a full refund. No questions asked.

Think about it like this.

You don't buy a new house without looking inside or buy a new car without taking it for a test drive. You sample the goods first.

Social Launch is the same.

So whether it's 28 minutes or 28 days from now, if you're not happy, I'm not happy, and I'd prefer to give you your money back.

It's what I call my punch-a-puppy guarantee.

After 28 days of Social Launch, if you wouldn't punch a puppy to see the course through, you don't have to. I'll refund every penny.

Does that sound fair? (PS. I don't want you actually to punch a puppy. You get the idea, eh).

I'm making this bold guarantee for one reason.

I'm confident that when you start the course, you'll realise it's the best decision you've made all year."

3. The MAGIC naming formula. Giving the components of my offer a compelling name made them more desirable.

Features and benefits are Marketing 101. Don't give people a list of things they get. Tell them how those things make achieving their dream outcome faster and easier.

Until I read \$100m Offers, I hadn't considered giving features attention-grabbing names. But, when you look at the examples below, it's easy to see the positive impact.

• "Monthly Masterclass" became the "60-Minute Monthly Content Hacker Masterclass."

• "Weekly Coaching Calls" became the "60-Minute Weekly Coaching Hot Seat."

• "Monthly Newsletter" became the "Monthly Social Media Domination Blueprint."

Here's my breakdown of how the MAGIC formula works (taken from Flight Plan: December 2021).

**Magnet:** This part of the name tells people why your product exists. Is it a seasonal campaign for Christmas, New Year, or another key date in the calendar? Are you giving away something for free or 50% off?

**Avatar:** Tell people who this offer is for. Is it a training programme for Busy Moms or an online course for Retired Athletes?

**Goal:** Articulate the dream outcome. What results will your potential customer expect? You could use words like Bulging Biceps, 10k followers, Pain-Free, etc.

**Interval:** Adding a time to your name helps people understand how long it takes to get results. But be careful.

Don't make false claims you can't guarantee. It's a surefire way to crucify your credibility. If you can't make a specific claim, use a time interval to reference the length of the programme. 'Perfect Pecs in 6 Weeks' becomes the '6-Week Perfect Pec Programme'.

Of course, if you can guarantee a measurable outcome within a fixed period, use that in your name.

**Container:** A container word adds extra sizzle to the name. Here are a few container words you can use.

Blueprint, Masterclass, Challenge, Experience, Accelerator, Bootcamp, Intensive, Solution, Reset, Hack.

It's tough to nail all five MAGIC formula components in one product name. Good news! Using three to five elements of the formula to create a captivating name.



## THE ROAD TO \$30K

Tripling your MRR in 6 months is impressive. But revisiting the book for a second and third time yielded even greater returns.

Here's what I focused on this time.

1. **Commit to the niche:** Initially, I tried to go too broad. I wanted to appeal to all online entrepreneurs. After all, my principles applied to many demographics, so why not?

But a broad niche led to watered-down messaging. I couldn't be specific with examples or delve deep into explanations. My content was rock-solid, but it felt generic.

Things took off when I abandoned the broad approach and committed to one niche. I'm now the big fish in the much smaller pond.

2. **The Solution List:** The Solutions List follows The Problem Path. But this time, you concentrate on your service instead of focusing on content.

Your aim is to create solutions to your prospect's problems within your offer.

My 8-week course, Social Launch, came directly from revisiting this concept.

Social Mavericks had been live for 9 months, and the site was wall-to-wall valuable content. But, much like Netflix, too much choice led to no decisions. Users felt overwhelmed and didn't know where to start. It was too complicated.

So, I simplified.

I removed all the courses, replacing them with an eight-week guided journey with a defined start and end point.

There were clear milestones and tasks, so even if users fell behind, it was easy to catch up.

I created a specific solution to their problem instead of drowning them in content.

3. **Bonuses:** I've always had bonuses with my offers—it's another lesson from Marketing 101. But I'd never created a suite of bonuses worth thousands.

After being in business for 18 months, I have numerous tutorials, templates, resources, and

courses to give away. So, I created a stack of bonuses worth close to £4,000.

I knew some coaches would pay for Social Launch just to get the bonuses. Combined with the solution-based offer and guarantee, I had an irresistible offer.

I'm now on my fourth read of the book. This time around, I'm focusing on one thing.

## CHARGING SO MUCH IT HURTS

Social Launch is drastically underpriced. I know it. My customers know it.

I set the price low to test the concept. But now I've proved everything works, it's time to crank up the price.

I'll be honest. It's uncomfortable.

Students tell me Week Two's content is worth the price alone. The course is worth 10X what I'm charging now. But it doesn't stop doubts from creeping in...

What if no one buys at the new price?

What if I jack up the price and revenue hits zero?

But here's the thing.

Everything I've implemented from \$100m Offers has been a success. So, I'm putting total faith in charging what the course is worth. At the time of writing, 99 coaches have bought the course. When I hit 100, expect a price increase.

Wherever your business is, you'll benefit from reading \$100m Offers. Scan the QR code to grab your copy now.





# Debrief:

Mavericks. You had a lot of information to absorb in this mission brief. The important thing now is implementation. You've got one month to take action before your next mission.

### Maverick Marketing:

The ten social media marketing commandments. Thou shalt obey these rules for more leads.

### Inside the Content Lab:

CTAs on every post? I used direct response principles to increase leads by 600% and sales by 30%... while spending less than 5 minutes a day on Instagram. I'm going to break down exactly how I did it.

### Messages From Mavericks:

Mastering the transition. The simple exercise to create compelling segues between everyday stories and sales pitches

### The Content Hacker: Why This Post Works:

Why This Post Works: Text over video. The most effortless content to post and why so many coaches get it wrong

### The Content Hacker: Dissecting my best emails

How to ignite the selling power of your captions with a bullet point bonanza.

### News From The 'Gram:

Why you can ignore Instagram's latest round of pointless updates... featuring Notes, Nominations, Candid Stories, Group Profiles, and Collaborative Collections.

### Business Book Review:

Start with No by Jim Camp. Ditch the win-win approach and start with a negative to boost your chances of success.

Until then, stay social, Mavericks!

Happy New Year.

Simon



MAXIMUM ELEVATION FIGURE BELIEVED NOT TO EXCEED 400 FEET

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# Enjoyed Flight Plan?

IF YOU ENJOYED READING THIS ISSUE OF FLIGHT PLAN, I HAVE A SMALL REQUEST...

There are thousands of coaches struggling to grow their businesses through social media. They're trying hard and have the desire, but they feel lost. Many will give up, resigning themselves to an unfulfilled life because they can't figure out how to market their businesses.

As a Flight Plan subscriber, you've got access to the help and support needed to avoid the same fate. So how would you like to help your fellow coaches who are where you were before joining the group?

I can't promise it will bring you anything other than a warm, fuzzy feeling. But there's a lot to be said for helping others with zero expectations.

The only way I can accomplish my mission of helping great coaches build amazing online businesses is, first, by reaching them.

So, if you've found this edition of Flight Plan valuable, it would be awesome if you took a brief moment to share your thoughts in your Instagram stories. And when you do, tag me (@iamsimonmitchell) so I can personally thank you.