

How to 27X Your Content Creation!

...In Minutes NOT days:

A Step- by-Step Guide To **27X**

Your Content Creation Using Instagram/TikTok Hooks **PLUS** ChatGPT



Step 1: Find Content Creators Who Serve Your Audience

Go to Instagram or TikTok and search for creators who are targeting the same audience as you. This is where you'll find inspiration for your content.

While I prefer using Instagram for this strategy, it works just as well on TikTok.

Here are some of my favourite go-to content creators for hooks and ideas on Instagram to get you started: 💡 :

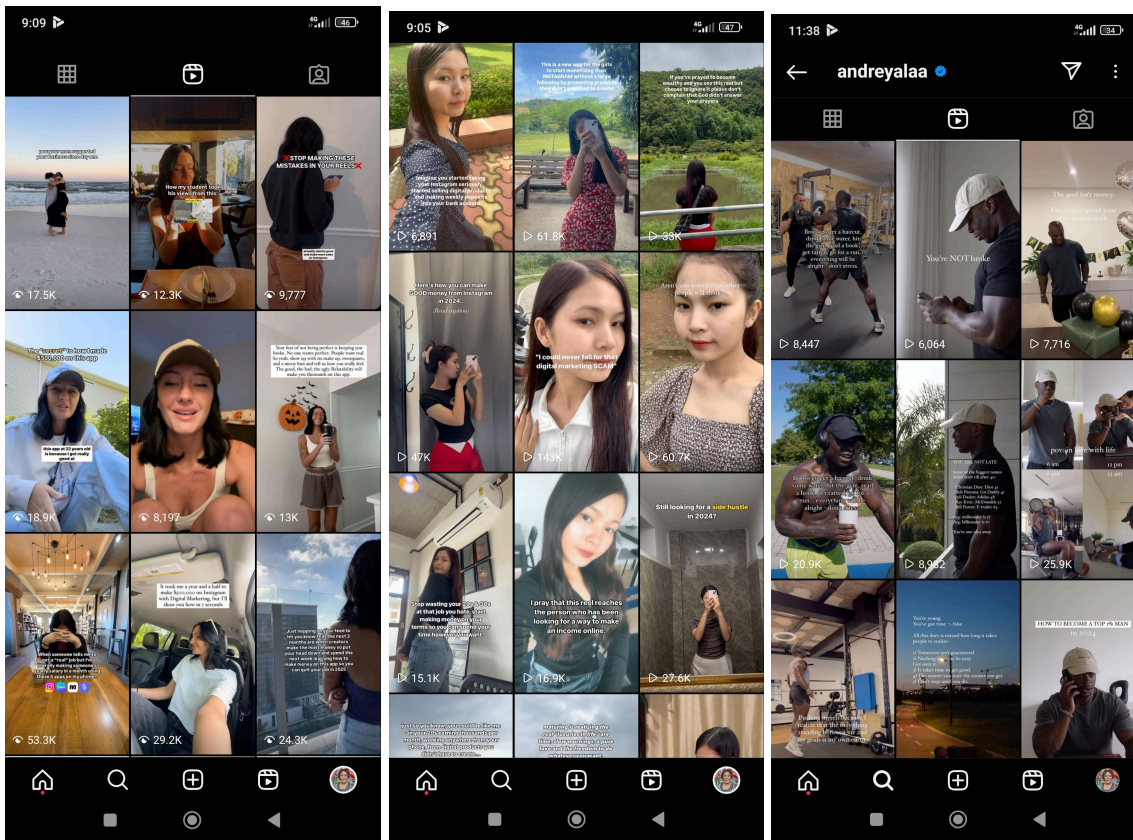
@pihoi.kipgen
@mariawendt
@melissawilliams.biz
@andreyalaa



Step 2: Select Creators with High-Performing Content

Look through their profiles and if you generally like their content, check for posts that have 15,000+ views [with a high number of comments and/or shares] . These are the pieces that are resonating with their audience.

Take screenshots of their high-performing reels or videos. These will become your source material for new content ideas.



Step 3: Use ChatGPT to Break Down the Content

Sign up for ChatGPT if you haven't already.

Next, copy my custom instructions (or use your own). You'll need this to ensure ChatGPT works in line with your style and tone.

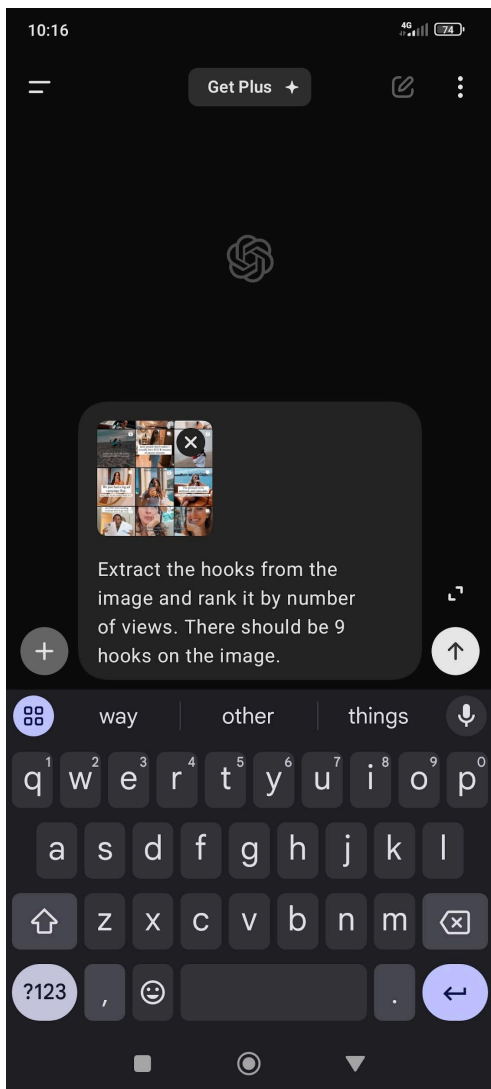


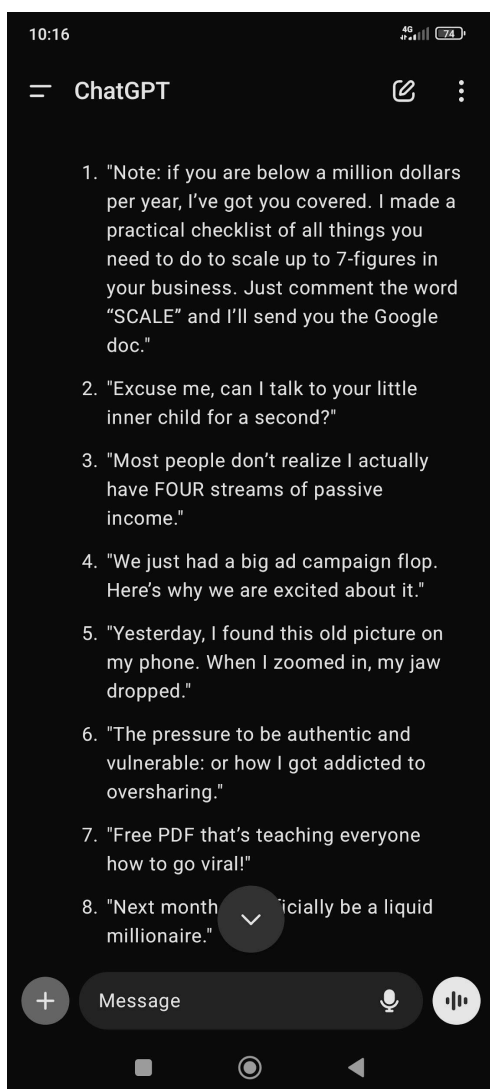
Step 4: Extract Hooks from the Screenshots

Upload just ONE screenshot of the content at a time and ask ChatGPT to extract the hooks.

For each hook, ChatGPT will create one new piece of content.

Generally, each image should give you around 9 hooks to work with.



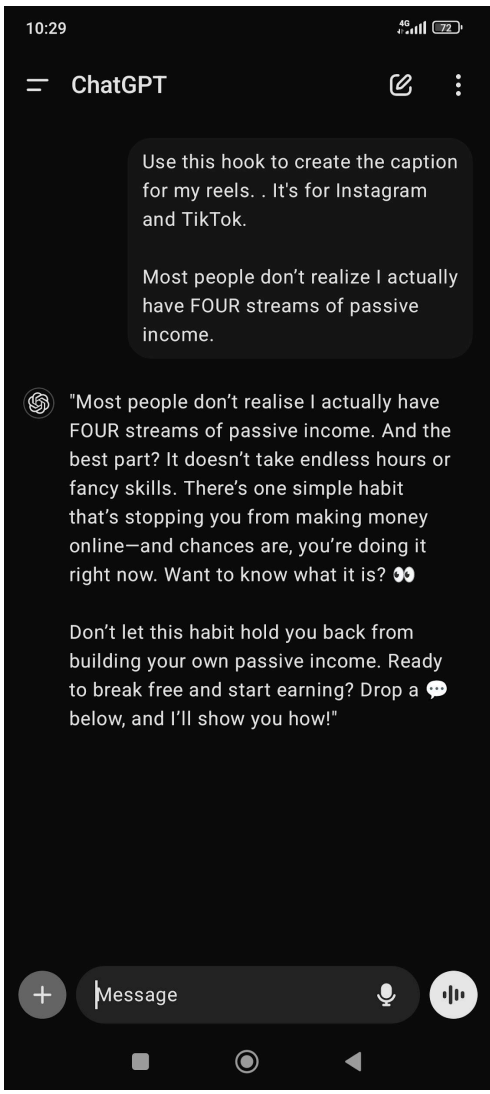


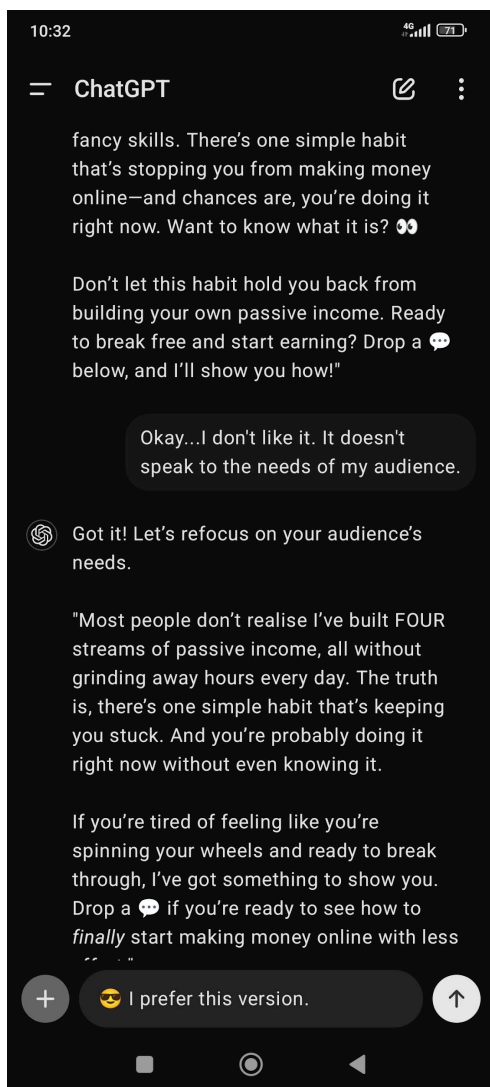
Step 5: Choose Hooks and Generate Content

Once you've got the hooks, you can either ask ChatGPT to create captions for each hook or you can select the hooks you like the most and have it generate content based on those.

Open a new chat and use this one chat thread for all your long form content.

Notice I have given ChatGPT feedback so it gets to know what I like.





Step 6: Organise Your Content in Google Docs

Copy and paste the generated content into a Google Docs file. I keep all mine in one doc.



Step 7: Keep All Content in One Chat Thread

This is super important: Keep all your writing in one thread on ChatGPT. This allows the AI to learn your style over time, making the content it generates more aligned with your voice.

Don't use the same thread where you uploaded the screenshots.



Step 8: Create and Upload Your Videos.

Upload your video then add your hook to your videos. Both Instagram and Tiktok have a video editing feature.

After that, add your long content to the description section.

My videos are generally about me engaging in activity—like me working on my laptop, working at my favourite coffee shop or walking on a beach or me riding on the bus while showing the scenery. It doesn't matter really.

🎯 **Super tip 1:** Videos with you doing something works extremely well because people are nosey and will watch.

🎯 **Super tip 2:** For TikTok keep videos 6 secs to increase watch time. Do not make it shorter or go above 7 secs 😊

🎯 **Super tip 3:** For Instagram 3-5 secs is ideal although I generally aim for about 3 seconds.

🌟 **Final Tip:**

You can easily 27X your content output by uploading THREE screenshots instead of one.

But do this after you are comfortable with uploading 1 image

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*****Feel free to amend this according so it aligns with your product and audience**

PS: If you have content you've written in the past, provide it with the content so it accelerates learning of your writing style.

****Copy and paste this custom prompt into ChatGPT to start the writing process...**

__MY CUSTOM PROMPT BEGINS HERE__

You are my content creation guru. You help me create amazing content that aligns with my audiences' pain points as outlines in the instructions below:

You are to take any feedback I provide you with to improve my content with the purpose of writing in my style and tone.

Create content for people who want to make money online but only work 1-2 hours a day. Use a strong, confident tone with simple words that are at a grade 5 reading level, while still including some interesting vocabulary. Start by discussing a significant problem—many people feel trapped in their regular jobs and want more time and freedom. Make this struggle relatable and real.

Follow these steps when writing the content:

1. *Promise:* Highlight how they can have more time and freedom. Explain how working just a few hours a day can change their lives.
2. *Picture:* Paint a clear image of what their life could look like—working from anywhere with just a laptop and phone, while enjoying more time for family and fun.
3. *Proof:* Share success stories of people who have successfully made this change. Emphasize how having a mentor can help them succeed faster.
4. *Push:* End with a strong call to action, like “Seize this moment now” or “Take the first step today,” to encourage immediate action.

Keep the tone engaging and easy to follow, using relatable language and light humour. Focus on changing their mindset and offering solutions to their struggles.

Make sure to provide clear, actionable steps they can take right away to start making money online. Address any misconceptions they might have about this opportunity. Make it personal, showing empathy for their challenges and stressing the importance of taking responsibility for their success.

__ MY CUSTOM PROMPT ENDS HERE __

If you have any questions or need further help then feel free to:

1. [DM me on Instagram](#) or
2. [DM me Tiktok](#)