

SM RESOURCES DIRECTORY

Organic Growth Guide (by Micah Jacobi)

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The Winner's Writing Process

Understanding Your Audience

1. **Know Who You're Talking To**
 - Understand the demographics, interests, and behaviors of your target audience.
2. **Identify Their Major Pains and Desires**
 - What are their significant problems and aspirations?
3. **Recognize Their Limiting Beliefs**

- What beliefs are holding them back from solving their problems?

Defining Your Offer

1. Clarify What You're Offering Them

- Be explicit about the product or service you provide.

2. Explain How It Improves Their Life

- Detail the benefits and positive changes your offer brings.

3. Establish the Principles That Make Your Worldview True

- Share the fundamental truths that underpin your approach.

4. Example of Your "Worldview":

- **Fundamental Truth:** "Being in a calorie deficit makes you lose weight is the truth to losing weight." This is a core principle in any weight loss offer.
 - **Advanced Truth:** "Soups are low-calorie and super filling, so they help you stay in a calorie deficit to lose weight."
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Shifting Beliefs

They have to agree with you on the solutions to their problems. Shifting beliefs involves convincing them that your solutions are correct while steering them away from other less effective solutions.

Example:

- **Andrew Tate's Audience:** They agree that the solution to the problems young men face today is working hard and making money, not that society needs more focus on mental health. They also believe that university is a scam. So they've been convinced away from the traditional solution—but where do they go now to solve their problem? "The Real World" naturally makes sense to them.
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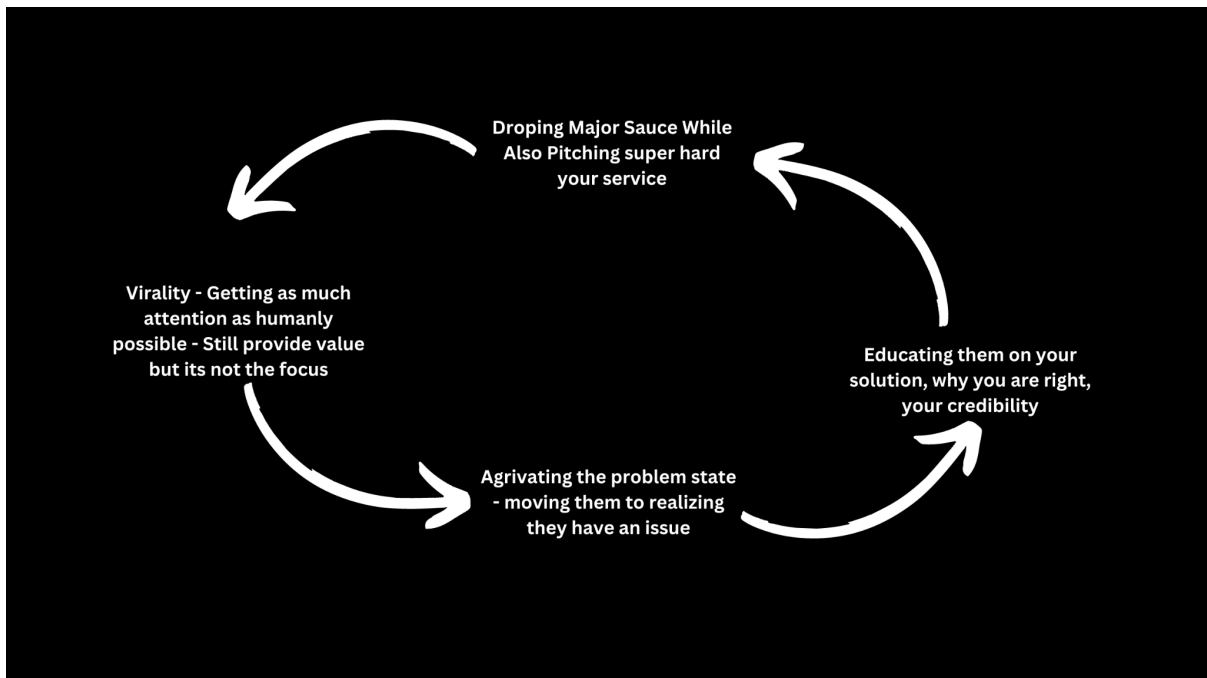
Model What Works

General Philosophy: If it works, model what works for the top players.

- **Don't reinvent the wheel.** Observe and learn from the strategies of successful individuals in your niche.

The Content Cycle

With content, there are phases where you get attention and then move the audience through different levels of awareness before eventually selling.



Example Cycle:

- 1. 4 Weeks of Virality**
 - Create content designed to go viral and attract a broad audience.
- 2. 3-5 Weeks of Aggravating the Problem**
 - Highlight and intensify the problems your audience faces to increase their awareness and urgency.
- 3. 3 Weeks of Solutions, Education, and Credibility**
 - Provide solutions, educate your audience, and build credibility.

4. 2-3 Weeks of Specific Value and Hard Pitching

- Offer specific value propositions and start pitching your products or services more directly.

Note: If you're starting from zero, focus on phases 1, 2, and 3.



Building Trust

If they don't trust you, they won't like you or buy from you. Building trust comes down to your brand and the image you portray—authentic yet measured.

Questions to Ask Yourself When Creating Content:

- Why should they trust you?
- What are your clients' accomplishments?
- How many people have they helped?
- What stories can you tell to prove your philosophies?
- Does what you sell actually work? If so, how does it work?
- Do you have leadership qualities? (In shape, confident, etc.)

Consistency Is Key:

- **Stay Consistent:** Frequent changes in your channel's content, tone, or style can erode trust.
- **Micro Adjustments Are Fine:** Small tweaks are acceptable, but avoid making drastic changes often.

Affinity and Relevance

Affinity (Likability):

- People need to like you to follow and engage with your content.

Relevance:

- Your content must be pertinent to their lives and the world around them.

Questions to Address:

- Why is what you're offering relevant? What real-world implications does it have?
- What makes you better than other gurus?
- What makes you likable? (Family-oriented, humorous, etc.)

Action Step:

- Lean into these characteristics and truths in your content to build a stronger connection with your audience.

Humor

Don't be afraid to be funny.

- **Lighten Up:** People appreciate when others don't take themselves too seriously.
- **Avoid Overdoing It:** A touch of humor is good, but don't become self-deprecating to the point of undermining your credibility.
- **Authenticity Matters:** Portraying yourself as perfect can be off-putting; embracing imperfections makes you relatable.

Insight from Luke:

"Funny stuff makes them feel good, so it feels like a good use of time. It can also drop their guard, making them more susceptible to what you're saying, especially if they like you. Andrew Tate is funny, and because we like him, we're more likely to listen to what he says. Entertainment value facilitates easier shifting of beliefs to their worldview, creating awareness more easily, leading to more sales."

Differentiation

All the best brands don't just have a niche audience—they have THEIR audience.

Why?

- They stand out; they're different.
- Their worldview is unique or resonates deeply with people.
- No one else is quite like them.

Example:

- **Andrew Tate's Audience:** Not just a money, fitness, or car enthusiast audience—it's uniquely his.

Avoid Being Generic:

- The last thing you want is for someone to think, "Oh, that's just another [X]."

Action Steps:

- Identify what makes you different from everyone else in the market.
- Highlight where your life experience, philosophy, and personality differ.
- Lean into these aspects to ensure you are unique.

Benefit:

- Building your own audience away from the herd creates more loyalty since you're the only one doing what you do.

Providing Value

Value is about showing up and solving problems for people.

- **Build Goodwill:** By solving problems for free, you become the go-to person in your niche.
- **Create Fans:** People remember who helped them without asking for anything in return.

Analogy:

- In Christianity, Jesus Christ dies for each individual, which fosters a strong personal connection and love.

Questions to Reflect On:

- How are you helping people's lives get better?
- If they listen to your advice, then they will... what?

Example:

- "I'm helping people lead a more free and fulfilling life by helping them make serious progress in their career."

Consider Maslow's Hierarchy of Needs:

- Identify which level your content is addressing (e.g., safety, esteem, self-actualization).
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Stealing from Top Players

Emphasize: Do not reinvent the wheel.

- **Research:** Find 3-5 top players in your niche.
- **Observe:** Keep a close eye on what they did, what they have done, and what they are doing that's working.
- **Adapt:** Base your strategies on their successful tactics.

Creative Process:

- Take the best from each brand and combine them to create your own unique brand.
- This approach avoids direct copying while leveraging proven methods.

Example:

- **Observation:** Leading a team towards a goal is trending.
 - **Top Player Content:** Alex Hormozi's video titled "4 Steps I Took To Build A 9-Figure Business."
 - **Adaptation:** Combine the topic and structure to create "4 Steps I Took To Create A Million Dollar Team In 2024."
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Profile Creation and Optimization

First Impressions Matter:

- **Feelings to Convey:** Decide what emotions you want your profile to evoke (e.g., professional, authoritative, trustworthy, blunt, no-BS).

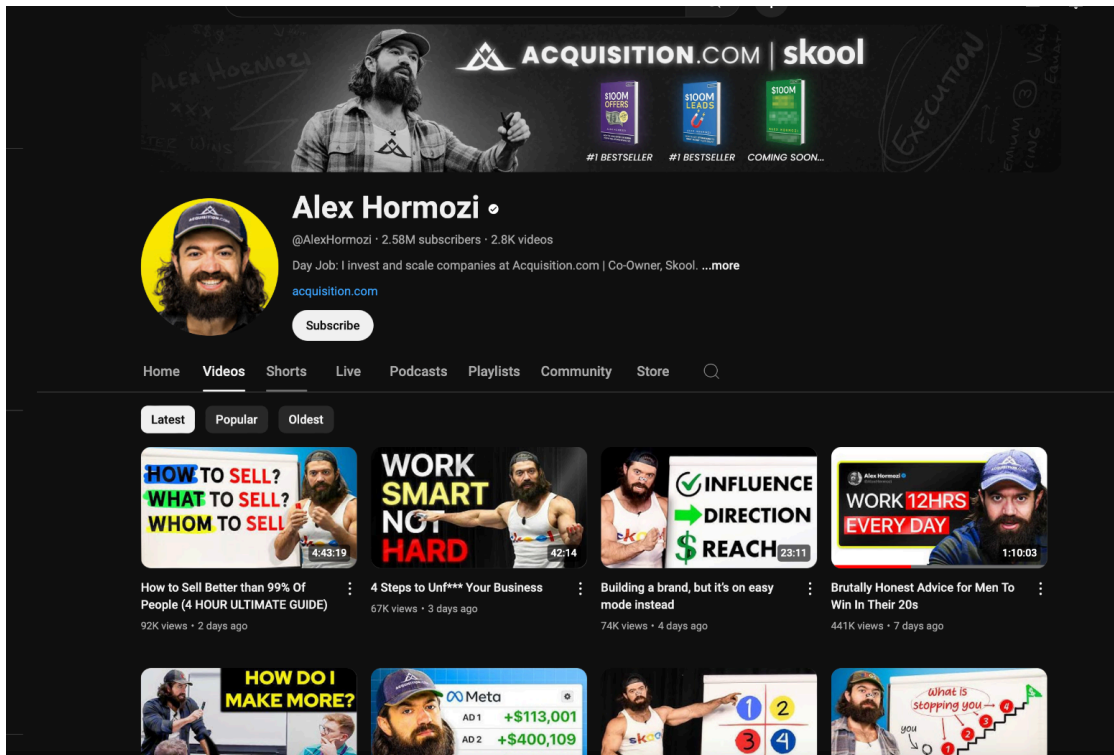
Action Steps:

1. **List Desired Attributes:**
 - Example: Professional, authoritative, truthful, trustworthy, blunt, and straight to the point.
2. **Find Examples:**
 - Look for people in or adjacent to your niche with channels that portray these feelings.
3. **Analyze and Implement:**
 - Examine how they use colors, images, and messaging.
 - Apply similar strategies to your profile.

Consistency in Branding:

- **Colors:** Choose a consistent color scheme.
- **Imagery:** Use images that align with your brand values.

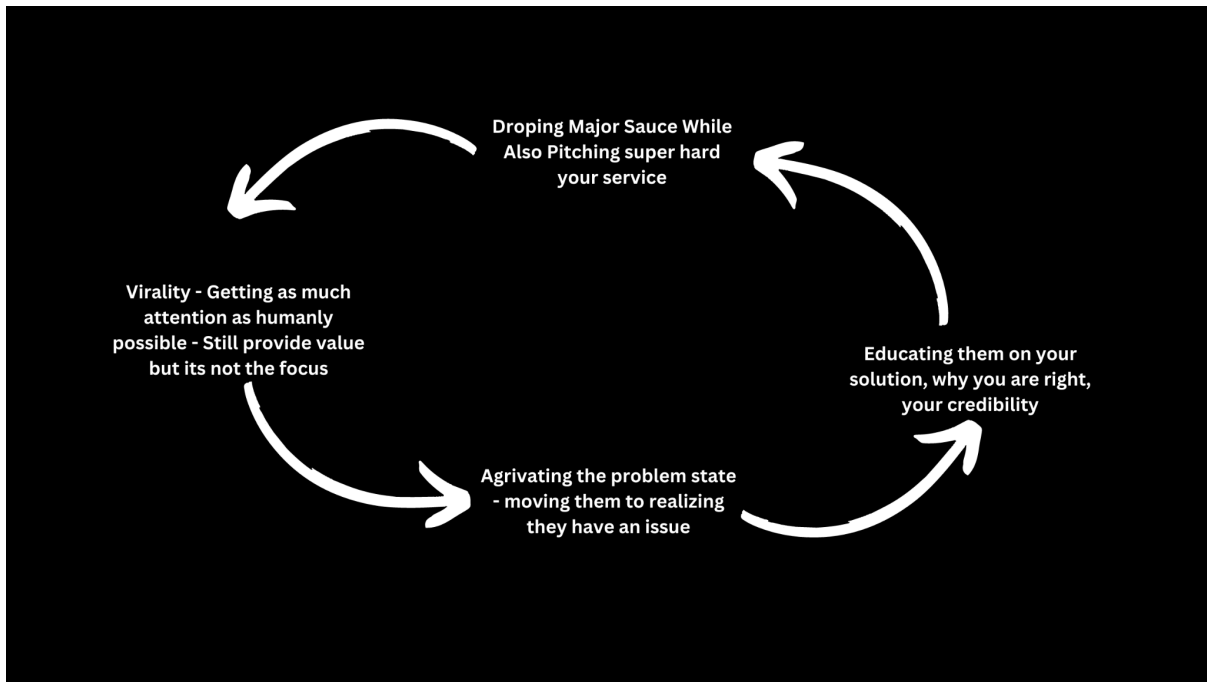
- **Thumbnails and Titles:** Ensure they reflect the content and tone accurately.



Example:

- **Alex Hormozi's Channel:**
 - Thumbnails convey different aspects of his brand.
 - Uses colors like red, green, and yellow to complement black and white, with pops of purple and blue.

Content Planning



Identify Your Objective:

- Are you aggravating the problem?
- Educating and increasing credibility?
- Trying to get views?
- Selling?

Three Steps to Plan Content:

1. Research Top Players:

- Look at what successful people in your niche are doing that aligns with your current phase in the content cycle.

2. Leverage Trends:

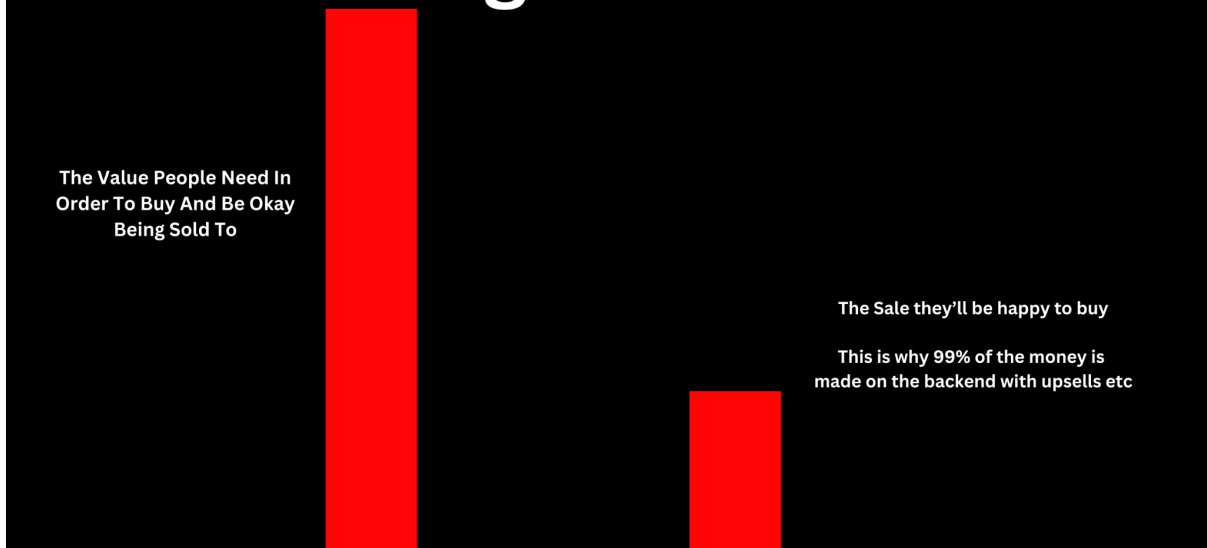
- If you have over 500 subscribers, analyze what's trending in your niche to capitalize on virality.

3. Global Trends:

- Look at worldwide events and see if there's anything relevant to your market.

Value vs. Sales Posts

Selling In Content



Balance Is Crucial:

- **Non-Sales Periods:**
 - Avoid hard-selling.
 - Limit selling to once per month at the end of a video, if at all.
- **Sales Windows:**
 - Sell 2-3 times a week.
 - Example: Two reels can be pitches; one medium-format video can be a pitch.

Why Keep Selling Minimal?

- **Lead Generation:** It's better to attract a massive number of leads with a low barrier to entry and then upsell them on the backend.
- **Numbers Game:** Lower-ticket items can bring in more leads, increasing the chances of high-ticket sales later.

Adjusting Strategy Based on Feedback and Data

Solicit Feedback:

- Ask people around you to watch your videos and provide honest opinions.

Questions to Ask:

- When does it get boring?
- Does something not make sense?
- Do they like the music?
- Is it easy to watch?

Data Analysis Is Key:

- **Identify What Works:**
 - Look at the performance of different topics.
 - Only 1-3 topics may stick; focus on those.
- **Continuous Improvement:**
 - Every 20 reels, review what performed well.
 - Do more of what works.

Leveraging Trends Effectively:

- **Identify What's Trending in Your Niche:**
 - Look at top players and trending reports if available.
- **Global Trends (as of August 2nd, 2024):**
 - Presidential debates
 - Political figures
 - Major events like the Olympics
- **Relevance Is Crucial:**
 - Tie global trends back to your brand in a way that feels natural.

Example:

- **Fitness Niche:** "How the current state of the Olympics reflects society's shifting views on health and fitness."

Note:

- This kind of content may polarize, but it can also attract superfans who resonate with your perspective.

Instagram Strategies

Current Landscape:

- **YouTube is Hot Right Now:** With changes in Meta's policies, YouTube is the platform to focus on.

Instagram Components:

1. Reels:

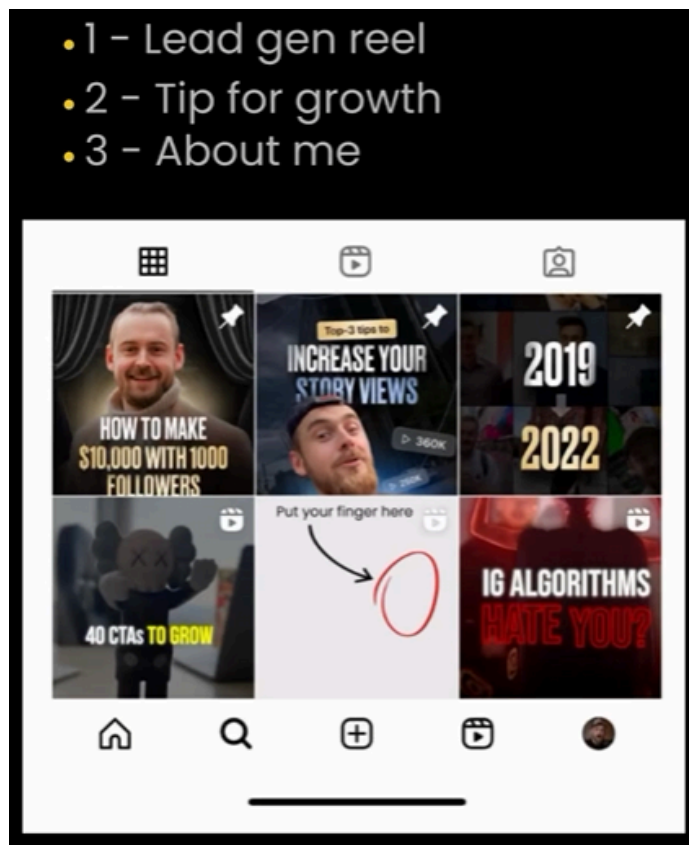
- Post at least one a day.
- Can repurpose content from YouTube Shorts.

2. Posts:

- Share images or pictures from your life that tell a story.
- Use captions to encourage action.
- Post once per week.

3. Pinned Posts:

- Feature three posts you want everyone to see.
- Examples include public speaking (credibility), family (relatability), new products, or educational content.



4. Stories:

- Share takes on world affairs, lifestyle content, results from your products, and occasional selling.

- Use stories to build affinity and let people get to know you.
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Common Mistakes to Avoid

1. Not Having the Branding Set Up

- Inconsistency in color schemes, topics, voice, and overall feel can confuse your audience.
- **Ensure All Details Are in Place:**
 - Story highlight cover images
 - Reel cover images
 - YouTube thumbnails
 - Titles
 - Captions
 - Banners
 - Bios

2. Selling Too Early

- As you're building your brand, avoid hard-pitching services.
- Focus on providing value, shifting beliefs, aggravating problems, and aiming for virality.

3. Inconsistency

- **Posting Schedule:**
 - Post reels daily, preferably at the same time.
 - Schedule medium-format or long-form videos on specified days.
- **Algorithm Favorability:**
 - Consistency helps you stay in favor with platform algorithms.

4. Posting at Inappropriate Times

- **Know Your Audience:**
 - Post when your audience is most active.
 - Consider time zones and peak activity times.
- **Optimal Times:**
 - 9 AM EST or 6 PM EST are generally good times to post.

5. Disorganized Scripts

- **Stay on Point:**

- Maintain a continuous flow in your content.
- Stick to one point, finish it, then move to the next.
- **Avoid Confusion:**
 - Jumping around can confuse your audience and dilute your message.

6. Using Subpar Editing Tools

- **Metadata Matters:**
 - Tools like CapCut may add metadata that platforms dislike.
 - **Use Professional Software:**
 - Adobe Premiere Pro or After Effects are industry standards.
 - Avoid AI-edited content that may be penalized by algorithms.
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Recreating what worked

https://www.instagram.com/p/C_g83WQpCwW/

Editing

https://www.instagram.com/p/C_foVvtp9cu/

How to find trending sounds

https://www.instagram.com/p/C_c330mxL3t/?img_index=2

Cool story ideas


https://www.instagram.com/p/C_bE6RGJ-vw/


https://www.instagram.com/p/C_bo8h6pExF/

Meme strategy

<https://youtu.be/0UDmpi0dk8Q>

Hooks

 Mega Hook Library

 Top 29 hook ideas.pdf

ManyChat automations

https://www.youtube.com/watch?v=7D6h7fwp42o&ab_channel=InstaCoachMike