HYPNOTIIC MEDIA

5-Step Content Strategy SOP

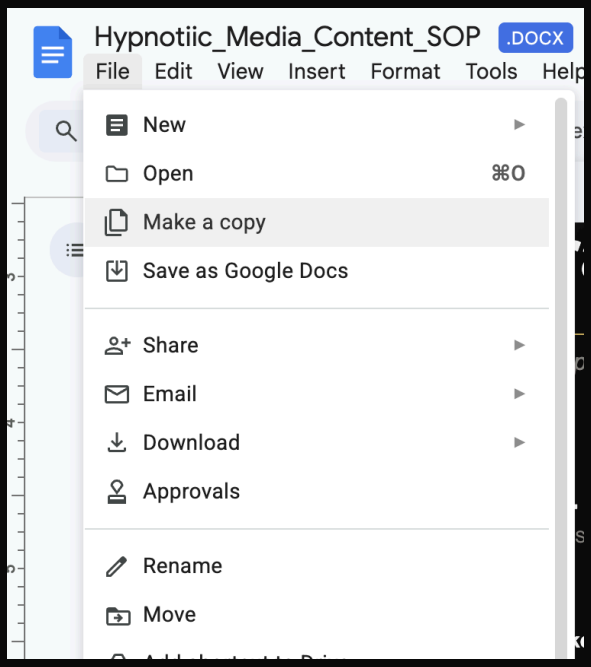
From Report to Results — Your Day-by-Day Action Plan

350M+
TOTAL VIEWS

12
INDUSTRIES GONE VIRAL

10,000+
TOTAL VIDEOS POSTED

Note: Make a copy of the document for yourself.



OVERVIEW

How This SOP Works

Your Visibility Report has identified your blind spot, untapped strength, and the single highest-leverage action to take first. This document tells you exactly what to do with that — day by day, step by step, over 7 days — so you end the week with 30+ content ideas ready to post and a repeatable system you can run every month.

01	**Pick Your 5 Competitor Accounts**
02	**Analyse Their Best Content with SortFeed**
03	**Spot the Winning Patterns**
04	**Add Your Unique Twist**
05	**Post, Measure & Double Down**

STEP 01

Pick Your 5 Competitor Accounts

From your report — choose for variety, not just size

From your Visibility Report you received 10 direct competitor accounts. Select 5 to study. The key is variety — a spread across account sizes, styles, and angles gives you a more accurate picture of what actually works in your niche.

Why not just pick the top 5 most-followed? Because large accounts have momentum and authority that won't apply to you yet. Aim for this spread:

- 1–2 large accounts (100k+) — to spot the dominant formats in your space
- 1–2 mid-size accounts (10k–100k) — currently growing fast
- 1–2 smaller accounts (under 10k) — may be testing new angles ahead of the curve
- At least 1 that overlaps with your exact target client profile
- At least 1 that uses a different content style to you

STEP 02

Analyse Their Best Content with SortFeed

Sort up to 500 posts by views — instantly see what works

SortFeed allows you to sort any Instagram account's posts by views, likes, or engagement — so you immediately see which content has performed best rather than guessing from a manual scroll. Use it across all 5 accounts.

Get SortFeed → **sortfeed.com?aff=Y645Z**

Range: 100–500 posts · Sort by: Views · Free tier: first 25 posts

For each of your 5 accounts: open the profile → click Reels → activate SortFeed → sort by Views → note the top 5–10 posts. If a format isn't obvious from the thumbnail, use SortFeed's built-in transcription to read the script and understand the structure.

STEP 03

Spot the Winning Patterns

Look across all 5 accounts — what appears more than twice is a signal

You're not looking for individual videos. You're looking for patterns — the recurring formats, hook structures, and angles that keep showing up in the top posts across multiple accounts. A format that works once is luck. A format that appears in three accounts' top 10 is a truth about your niche.

Document each account using the tracker below. When the same format or hook type appears in 2+ accounts, circle it. Those are your priority formats to model.

Account	Top Post Topic	Format	Hook Type	Length
Account 1				
Account 2				
Account 3				
Account 4				
Account 5				

STEP 04

Add Your Unique Twist

The framework is borrowed — everything inside it is uniquely yours

Modelling is not copying. Copying removes the one thing that made the original work: the specific creator delivering it in their specific way. Modelling takes the structure and rebuilds it entirely from the inside — with your voice, your expertise, your psychology.

> *A format might be inspired by someone else — but the soul of it is mine.*
> **— Hypnotiic Media IP Bible**

Two approaches for developing your twist:

- Option A — Use the format, change the topic. Take a proven structure and apply it to your specific area of expertise. The frame is borrowed. The picture inside it is entirely yours.
- Option B — Use the transcript, change the style. SortFeed can transcribe any video. Take the core idea and reimagine the delivery — skit, talking head, green screen, POV — in whatever style fits you naturally.

Your psychology and hypnotherapy background is a differentiator that almost no content creator in your space has. Every piece of content should pass through that lens. When you explain the why behind attention and behaviour, you become the expert — not just a participant in the trend.

AI SCRIPT PROMPT

"Here is a transcript from a viral video: [paste transcript]. I want to create a [skit / talking head / green screen reaction] video on [your topic]. Write a script using the same hook structure and emotional arc, but from the perspective of someone who applies psychology and hypnotherapy to content strategy. Under 60 seconds."

STEP 05

Post, Measure & Double Down

Volume creates viral probability — consistency compounds it

A video in drafts has never gone viral. Every piece of content you post is a test, not a performance. A video with 200 views is not a failure — it is data. It tells you something about that format, that hook, or that delivery that you can adjust on the next one.

> *The creator who posts once a week and calls it 'quality over quantity' is not protecting their reputation. They are protecting their ego.*
> **— Hypnotiic Media IP Bible**

After each post, track: views at 24h · watch time · saves & shares · comments · profile visits. When something significantly outperforms your average, make 3–5 more videos in that exact format immediately. Do not move on. The algorithm rewards consistency within a proven format — and your audience begins to expect it from you.

EXECUTION

Your 7-Day Action Plan

One focus per day. Complete each day before moving to the next.

DAY 1 30–45 min — **Review Report · Select 5 Competitors**

1. Re-read your Visibility Report — note your Blind Spot, Untapped Strength, and One Thing to Fix First
2. Review your 10 competitors from the report
3. Select 5 using the mix criteria from Step 1 (size variety, style variety, audience overlap)
4. Write their handles in a notes doc — this is your research tracker for Days 2–3

✓ **DELIVERABLE** 5 competitor Instagram/TikTok handles written down and ready to analyse

DAY 2 45–60 min — **Install SortFeed · Analyse First 2 Accounts**

1. Install SortFeed: sortfeed.com?aff=Y645Z
2. Account 1: open profile → Reels → SortFeed → sort by Views (100–500 range) → note top 5–10 posts
3. For each top post, log: format · hook style · topic · video length
4. Repeat for Account 2
5. Use SortFeed's transcription feature on any video where the format is unclear

✓ **DELIVERABLE** Top posts documented for Accounts 1 & 2 with format notes logged

DAY 3 60–75 min — **Complete Remaining 3 Analyses · Find Patterns**

1. Run SortFeed analysis on Accounts 3, 4, and 5 using the same method
2. Complete your pattern tracker table — top posts for all 5 accounts logged

3. Scan across all rows — circle any format or hook type appearing in 2+ accounts
4. Identify your top 3 priority formats to model

✓ **DELIVERABLE** Full pattern tracker complete · At least 2–3 priority formats identified

DAY 4 — 60–90 min — Generate 30 Content Ideas

1. For each of your top 3 formats, generate 10 content ideas through your unique lens
2. Use the AI script prompt from Step 4 to write scripts for 5 of these ideas
3. Review each idea against your Visibility Report — ensure it addresses your One Thing to Fix First
4. Rank all 30 by hook strength — move the top 7 into your filming schedule

✓ **DELIVERABLE** 30 content ideas documented · Top 7 prioritised for filming

DAY 5 — 90–120 min — Film Your First 3–5 Videos

1. Write a short script or bullet outline for each of your top 3–5 ideas
2. Film in one dedicated batch session — reduce setup time, maintain consistent energy
3. Do not over-edit on the first pass — a rough video that is posted beats a perfect video that never is
4. Add captions and any text overlays required by the format

✓ **DELIVERABLE** 3–5 videos filmed, edited, and ready to post

DAY 6 — 30–45 min — Post Video 1 · Build Your Tracking System

1. Post your strongest video — clearest hook, most direct relevance to your ideal client
2. Write a caption with a clear CTA — a question to drive comments, or a link to book a call
3. Set up a tracking spreadsheet: Video Title · Format · Hook Type · Date · Views (24h / 7d) · Saves · Shares · Comments · Profile Visits
4. Log Video 1 as Row 1 — return in 24 hours to fill in the numbers

✓ **DELIVERABLE** Video 1 live · Tracking spreadsheet set up

DAY 7
45–60 min

Review · Schedule · Plan Week 2

1. Check Video 1's 24-hour metrics and log them
2. Schedule Videos 2–5 across the next 5–7 days
3. Return to your 30-idea list — identify the next 5 to film in Week 2
4. Aim for 4–7 posts per week for maximum feedback velocity — draft your 30-day calendar
5. Book your Results Assessment Call if you haven't already — use this week's insights to make it as specific as possible

✓ **DELIVERABLE** Videos 2–5 scheduled · Week 2 filming plan confirmed · 30-day calendar drafted

READY TO ACCELERATE?

Book Your Results Assessment Call

CLICK HERE

Work directly with Max to build a content strategy around your psychology, your audience, and your specific growth goals.

hypnotiicmedia.com