

ORGANIC SOCIAL MEDIA MARKETING

with Alex Hormozi

FORMAT FOR SUCCESSFUL SHORT-FORM CONTENT

	HOOK	HAMMER or HUMOR	EXAMPLE	EXPLANATION
What it Means	The interesting statement or question on which your video is based	A hard-hitting fact or realization OR A joke/funny answer related to your hook	A clear illustration of the point you're trying to make	The why, the how, the details to bring it all together
In Practice	"I'll give you the easiest way to create a competitive advantage for your new business."	"Look at what everyone else in the marketplace can't do or won't do and <i>do that.</i> "	"If your competition isn't going to drive all the way to their customers to deliver something, do it."	"You'll continue to gain market share independent of how much bigger they are than you."



Use the space below to brainstorm your own content using Alex's proven format.

HOOK	HAMMER or HUMOR	EXAMPLE	EXPLANATION

Ask GG!

Having trouble getting started? GG, your Mastermind.com AI assistant, can help. Edit the text in brackets and paste the following prompt into a conversation with GG:



"I am a [nutrition coach] who [helps parents design well-balanced meals for picky eaters 10 and younger]. I want to [make school lunches simple] through a social media video following this structure:

Hook: The question I'm addressing.

Humor: A light-hearted answer to the question.

Example: A descriptive example to illustrate the explanation.

Explanation: Include one specific example of how they can [make school lunches simple] in their own lives.

Can you write a 40-60 second script that's casual and relatable?"

Hint: If you don't like the first version GG generates, ask her for another!

