



For those who haven't seen me on Instagram before,  
the first question you might have is...



For those who haven't seen me on Instagram before,  
the first question you might have is...



Ask me a Question

**Why the fuck is there a 20-  
year?**



So, My name is Devin Jatho and I'm better  
known as The Content Guy.

Now before I even go into what today's presentation is going to be about



Now before I even go into what today's presentation is going to be about

and more importantly, how it's going to **blow up** your social media

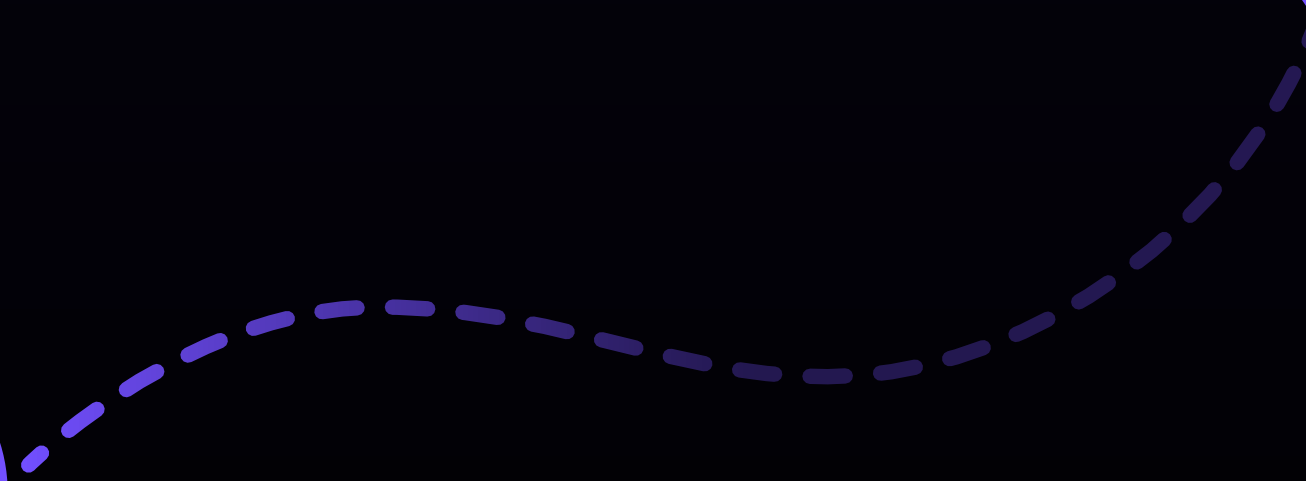
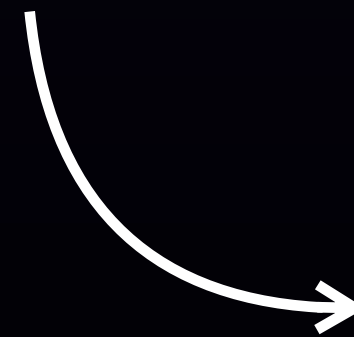


I think it's first important that I give you a  
little bit of back story,



I think it's first important that I give you a little bit of back story,

because what ever result I promise you will achieve after this presentation means jack shit without it.



So let's start with what the hell it  
means to be "The Content Guy"

Right now I currently run a multi **7 figure coaching program** that helps entrepreneurs like yourself build a personal brand and more importantly make more money from doing so





Now when a content guru like myself says that out loud, **it doesn't really hit** because of everyone always says...



Messages

Requests



thrivewithcoach

I'll help you grow your personal brand 5h



mindfulmentor

I'm here to assist in cultivating your per. 1d



guidanceguru

Let me support you in expanding your. 4d



coachcatalyst

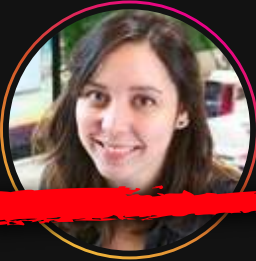
Let me support you in expanding your. 5d

Now when a content guru like myself says that out loud, it doesn't really hit because of everyone always says...

But not most people saying that haven't even done it for themselves...

Messages


Requests



thrivewithcoach

I'll help you grow your personal brand

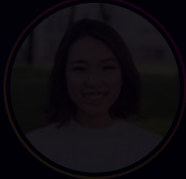
5h



mindfulmentor

I'm here to assist in cultivating your per.


1d



guidanceguru

Let me support you in expanding your.

4d

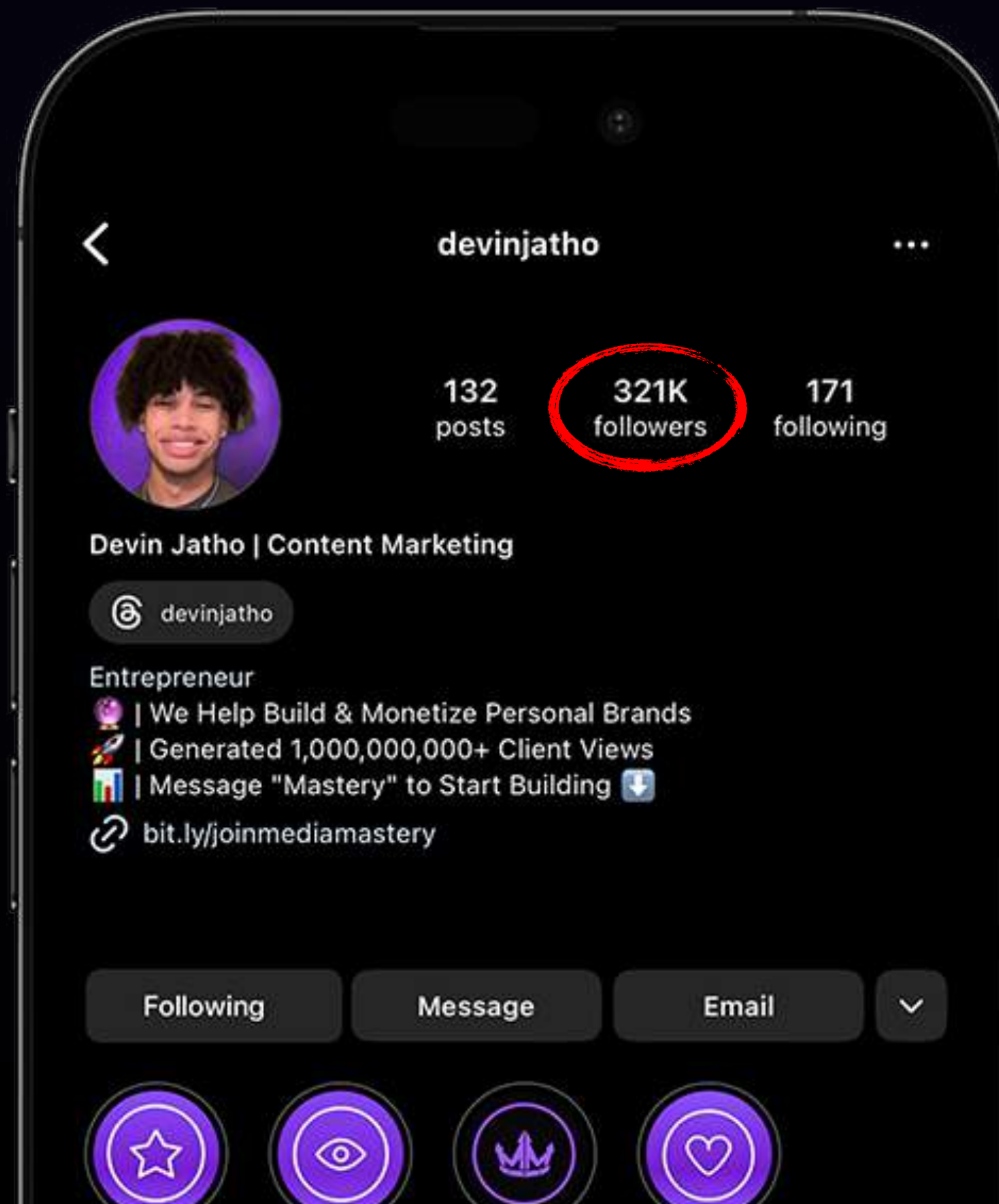


coachcatalyst

Let me support you in expanding your.

5d

But I have done it for myself, and just to put it  
into perspective for you guys





natt.jongsala



marketingharry



minolee.mp4



instacoachmike



benkaluza



iammichellegifford



contentcreate.club



viralvideo.club



theleahbuckingham



themrspedersen



brock11johnson



Competitors



0

50k

100k

150k

200k

250k

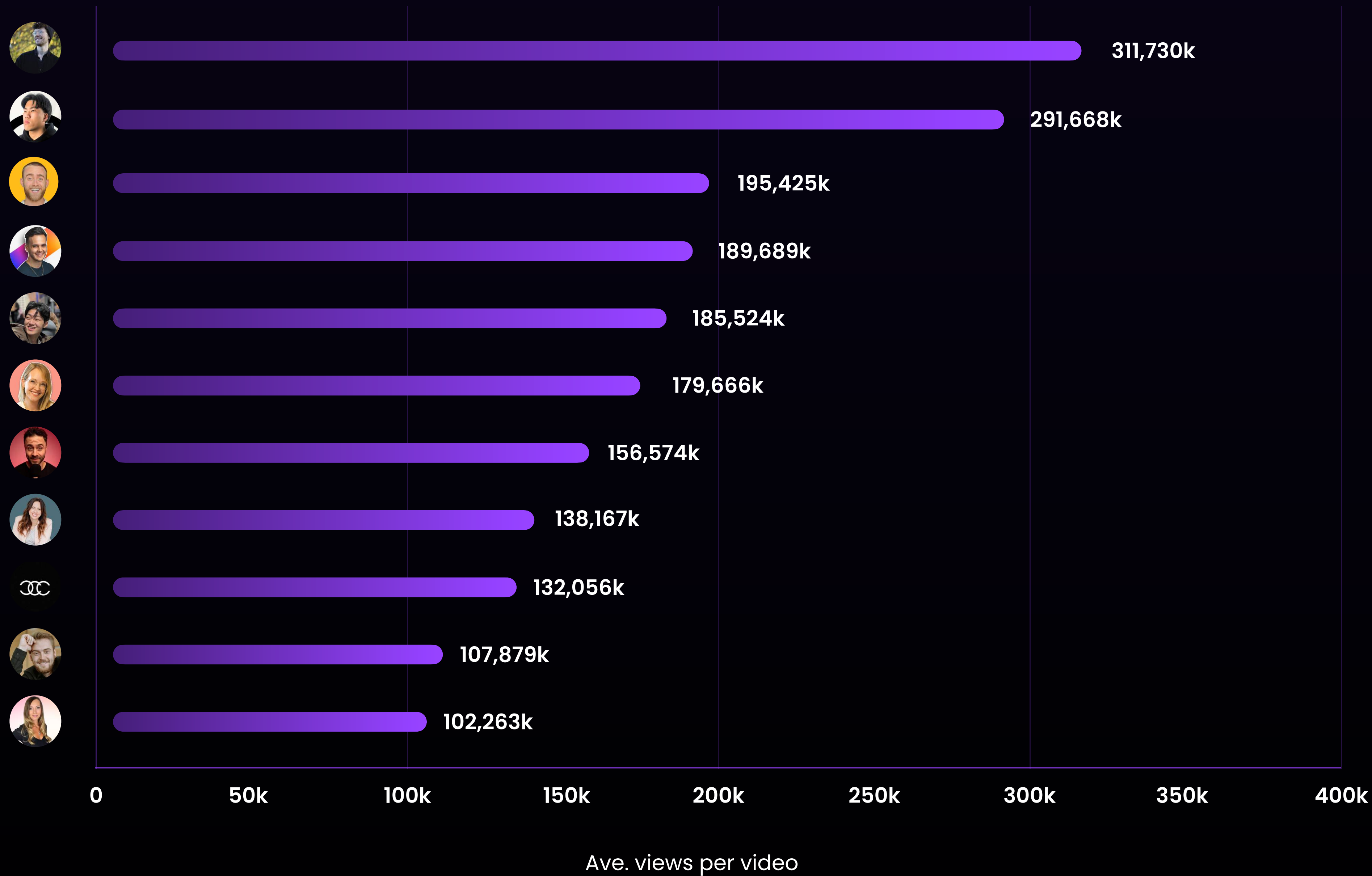
300k

350k

400k

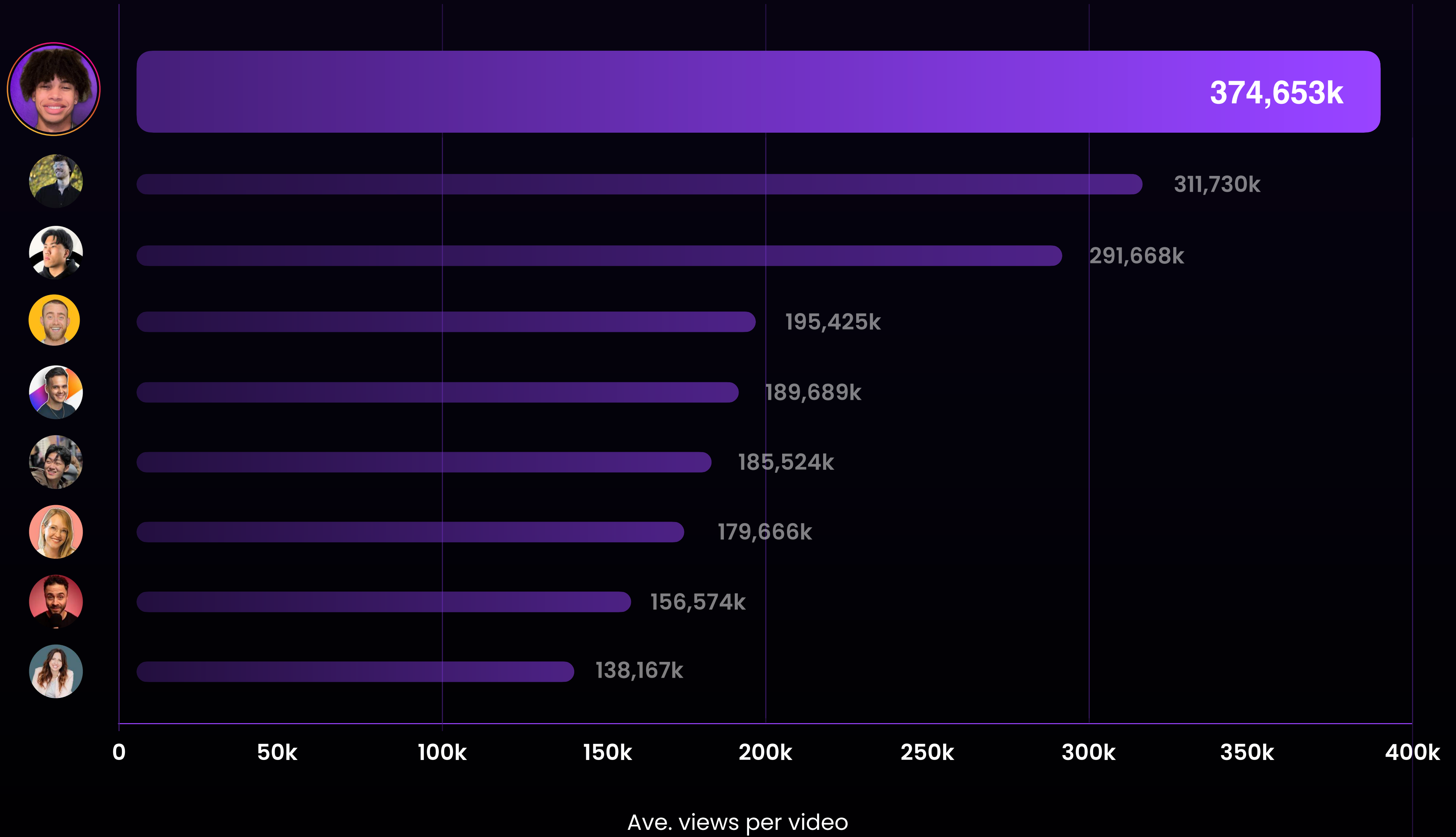
Ave. views per video

Competitors

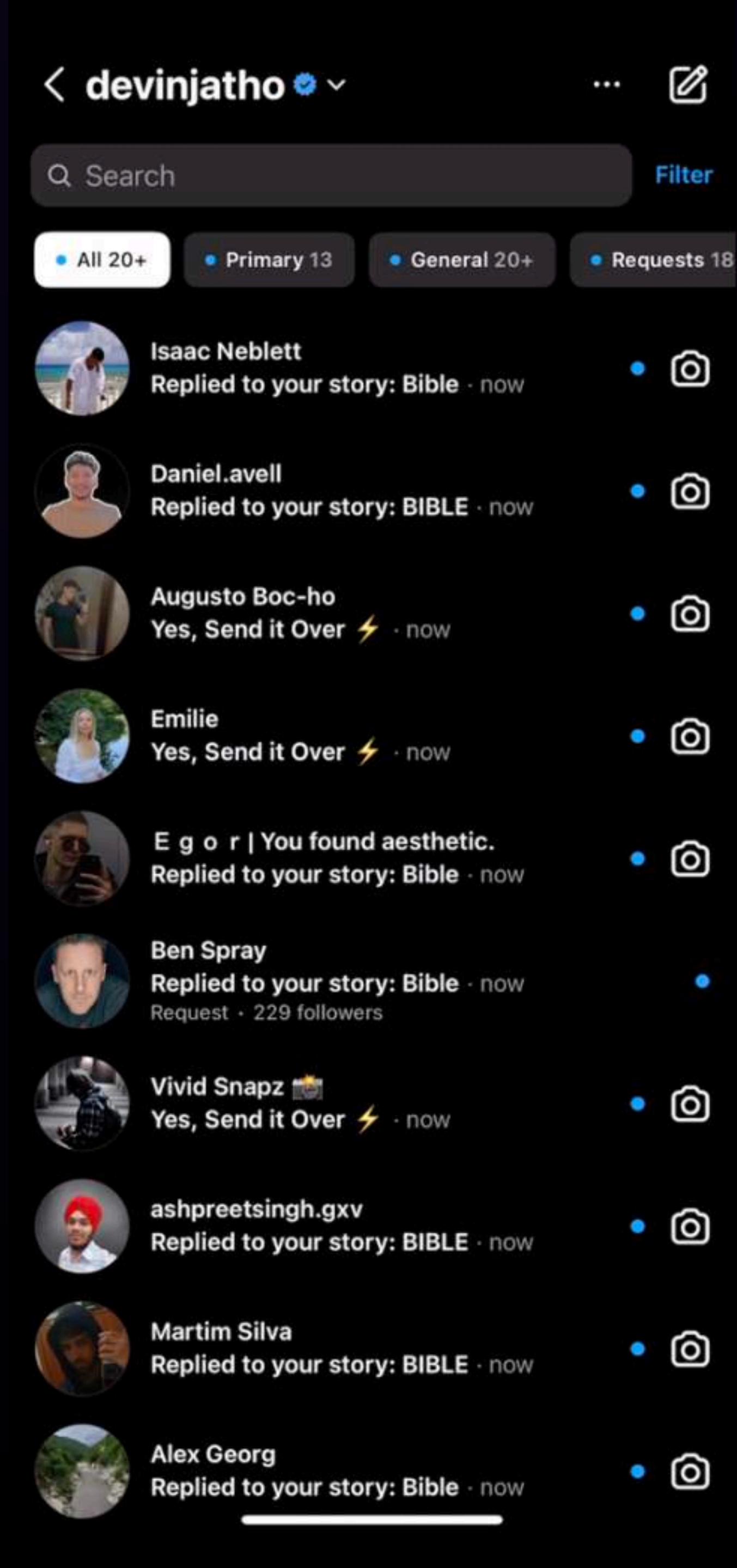




Competitors



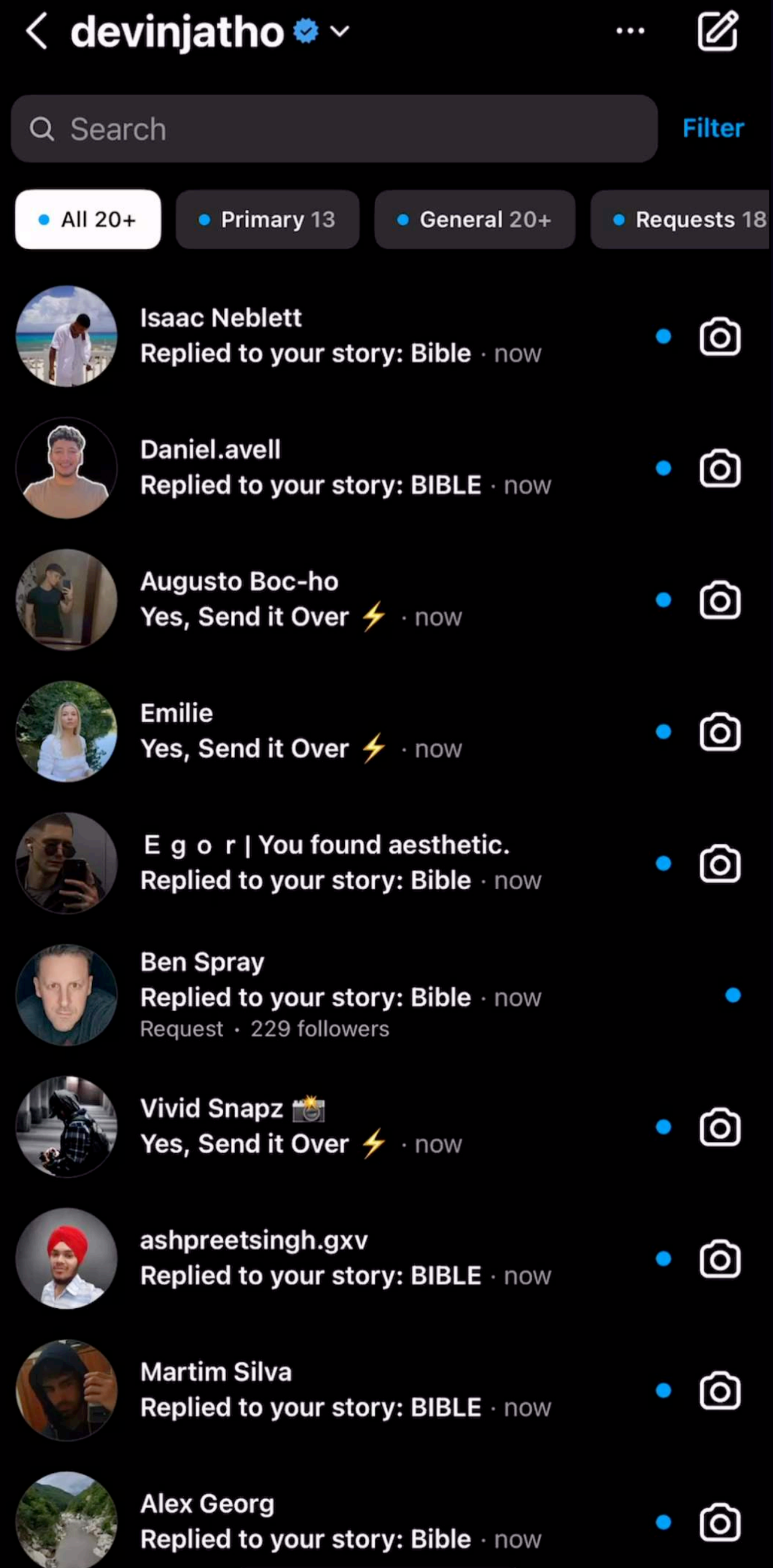
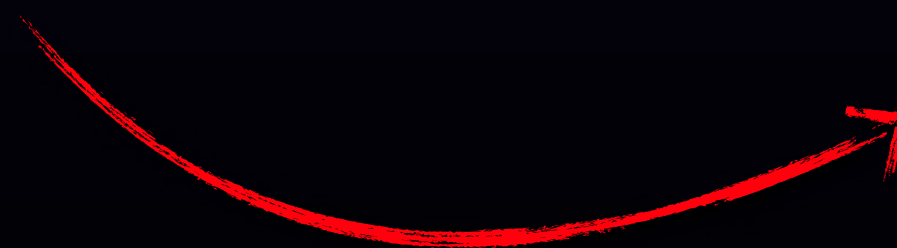
So that's pretty cool, but if that's not enough for you...



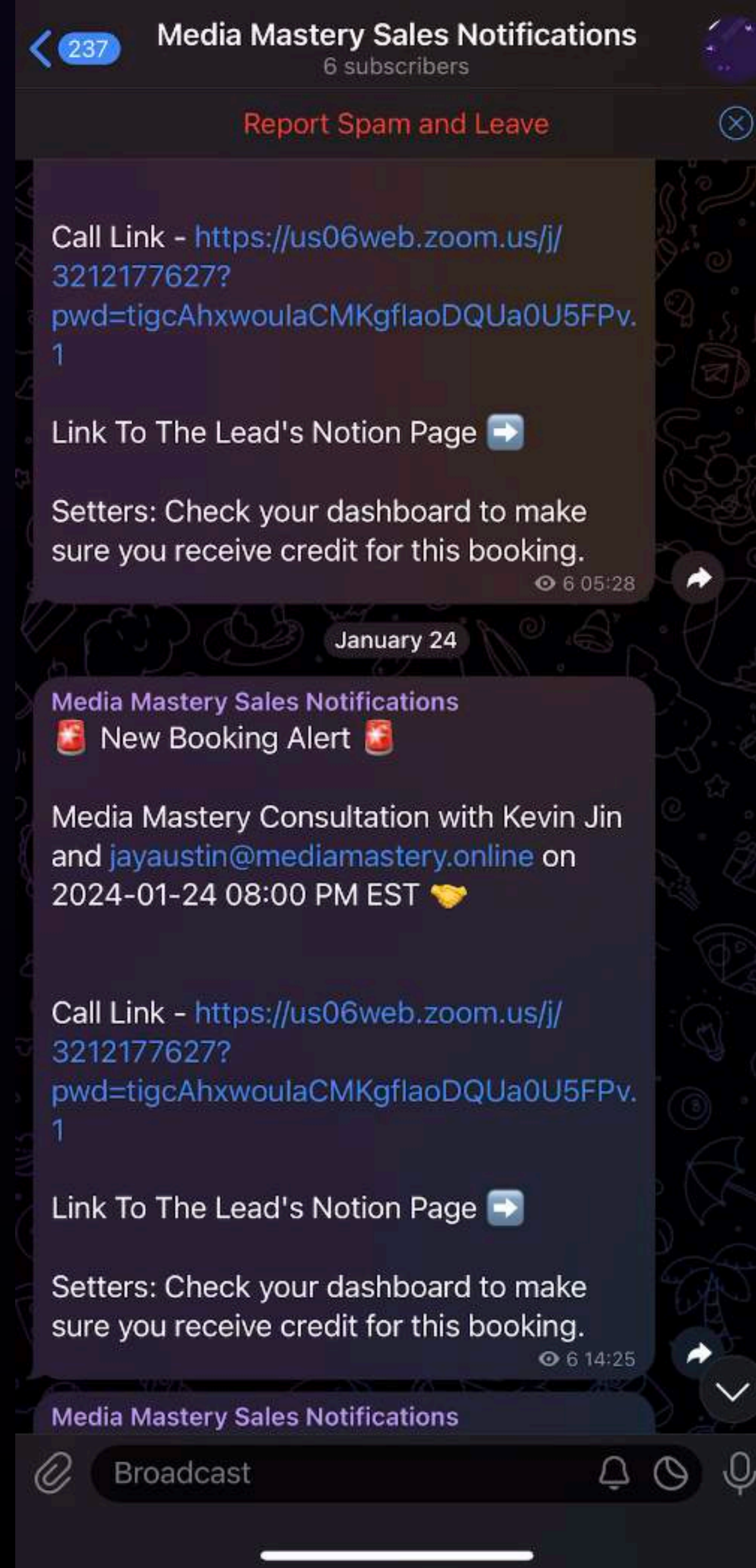


So that's pretty cool, but if that's not enough for you...

this is what my inbox looks like whenever I make a new instagram story telling my followers to reply to it



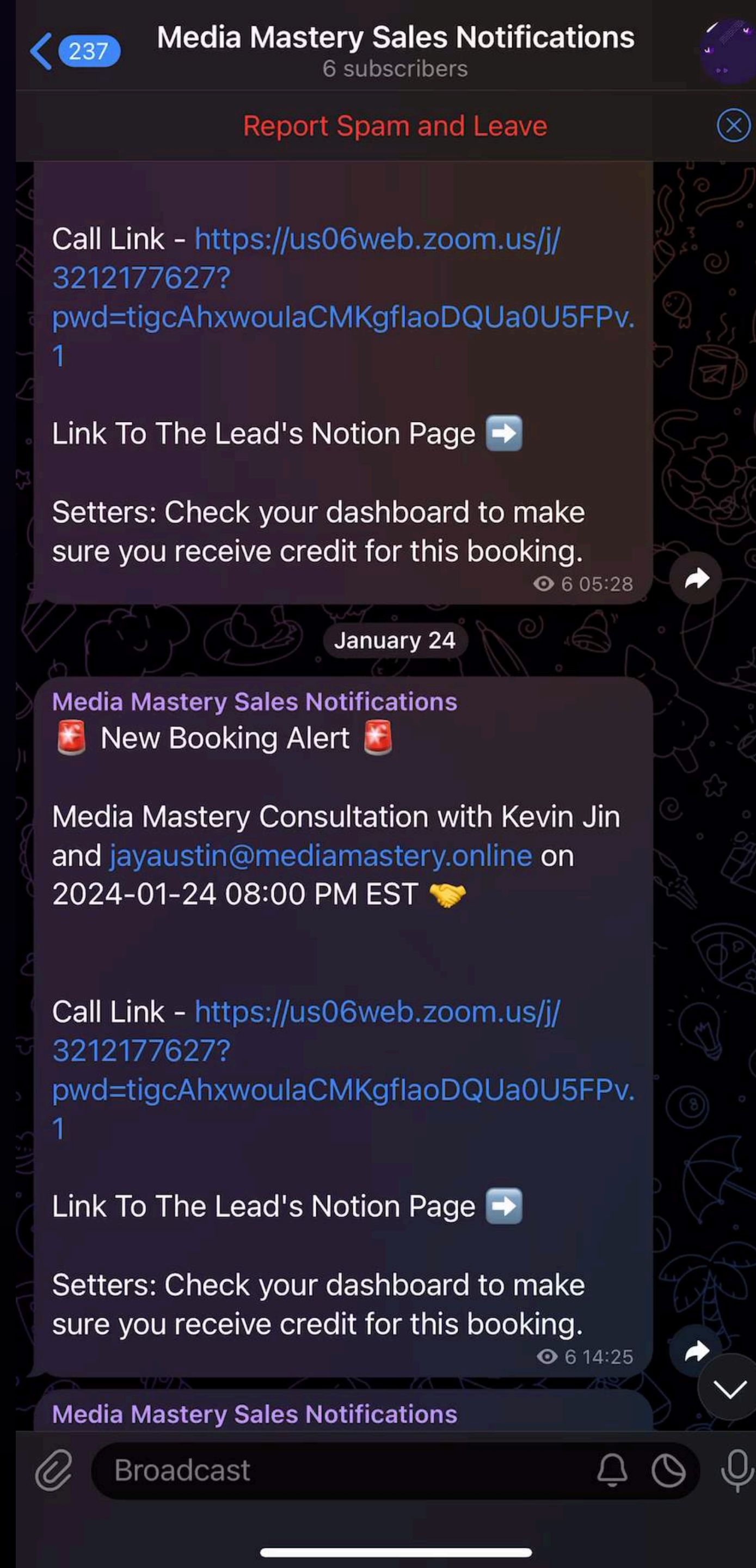
But story replies don't mean  
shit either do they?





But story replies don't mean  
shit either do they?

So how about we **look at the  
aftermath** of when I make an  
instagram story telling people  
to buy my shit.





Every single one of these bookings with my sales  
team were people who were ready to invest  
**\$2,500** at the minimum





If that's not enough,

Here's my first \$100k/month

Your overview

Payments ⓘ

Succeeded

\$147,464.30

Uncaptured

\$0.00

Refunded

\$9,142.40

Failed

\$20,578.79

View more

Updated 12:00 AM

Gross volume ⓘ

+494.0%

\$156.6K \$26,366.01 previous period

\$20,018.00

\$0.00

Nov 1, 2023

Nov 30, 2023

View more

Updated 12:14 PM

Net volume from sales ⓘ

+498.2%

\$146.8K \$24,546.70 previous period

\$19,362.75

-\$39.95

Nov 1, 2023

Nov 30, 2023

View more

Updated 12:14 PM



Alright, so now that you guys have a little bit of the back story, do I have your guy's attention?

On the topic of booking a call with a sales team,  
today, at the end of this presentation

Select a Date & Time

<

April 2024

>

MON	TUE	WED	THU	FRI	SAT	SUN
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
	28	29	30			

Time zone

🌐

Central European Time (8:11pm) ▾





On the topic of booking a call with a sales team,  
today, at the end of this presentation.

**I will not be selling** anything to any one of you.



I'm only here because I knew **Brian & Cole** would create a sick experience for everyone here and I wanted to be a part of it.



I'm only here because I knew **Brian & Cole** would create a sick experience for everyone here and I wanted to be a part of it.





I spent the past month in my room creating this presentation for you  
guys in hopes to match the value that these guys have given you

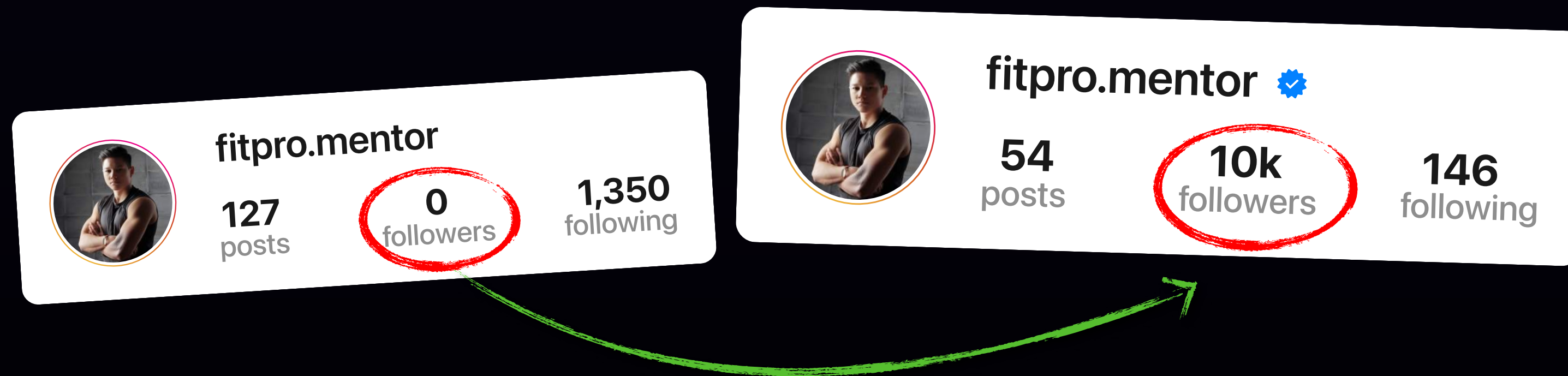


I'm lying, I'm gonna fucking smoke them





How I would go from  
**0 – 10k followers in 90 days**  
as a personal trainer if I had to start all over again.



This presentation is broken down into 4 simple but intricate steps.

PERSONAL TRAINER

# 0 – 10k followers in 90 days



01

How to Find  
an Idea



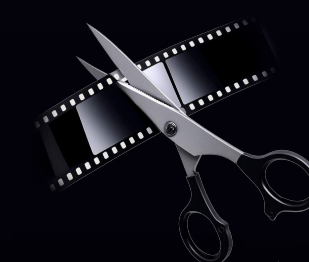
02

How to Script  
the Idea



03

How to Record  
the Script



04

How to Edit the  
Recording



PERSONAL TRAINER

# 0 – 10k followers in 90 days



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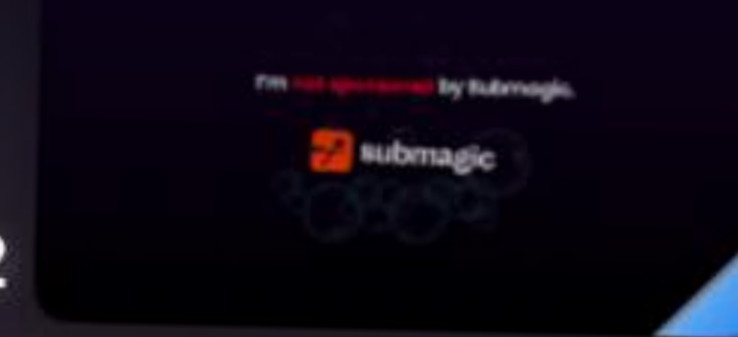


04

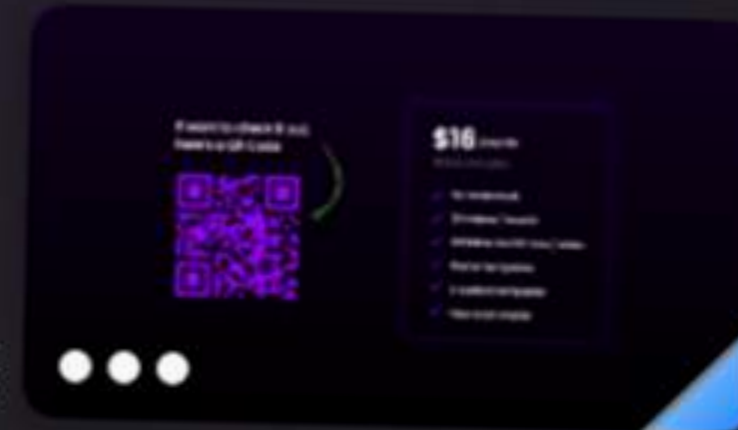
How to Edit the  
Recording

Even though that might not sound like a lot,

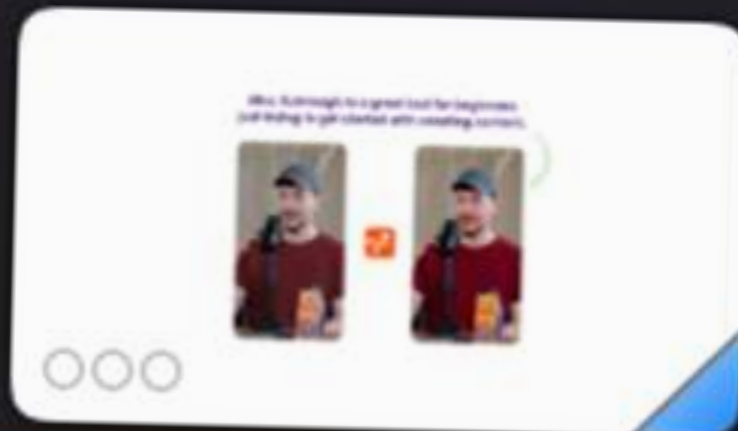
382



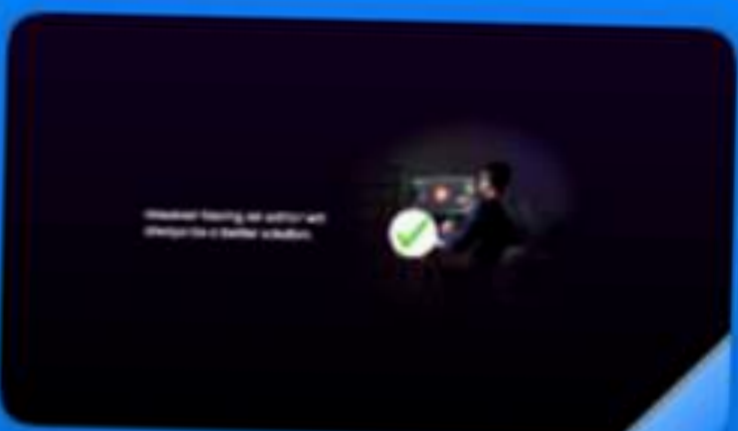
383



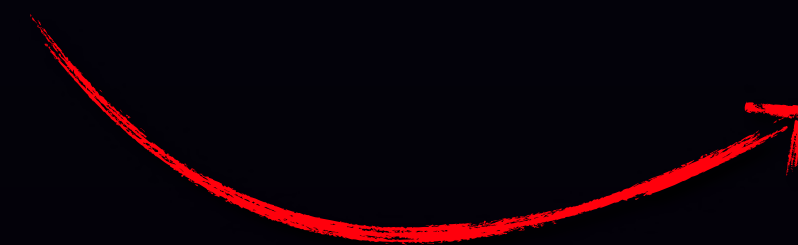
384



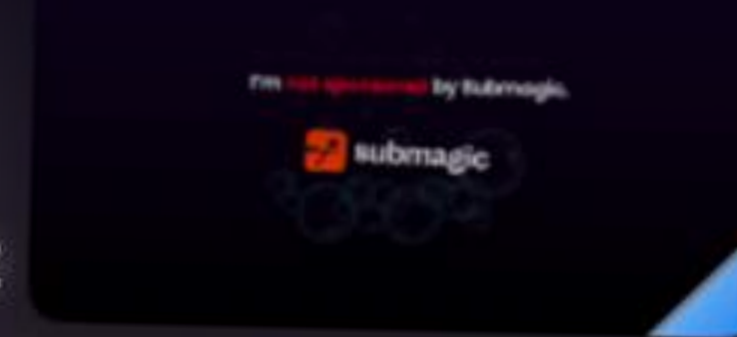
385



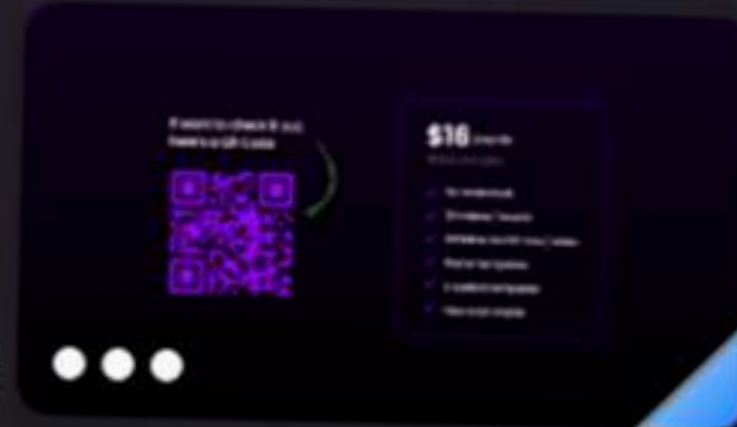
Even though that might not sound like a lot,  
this presentation is 385 slides long



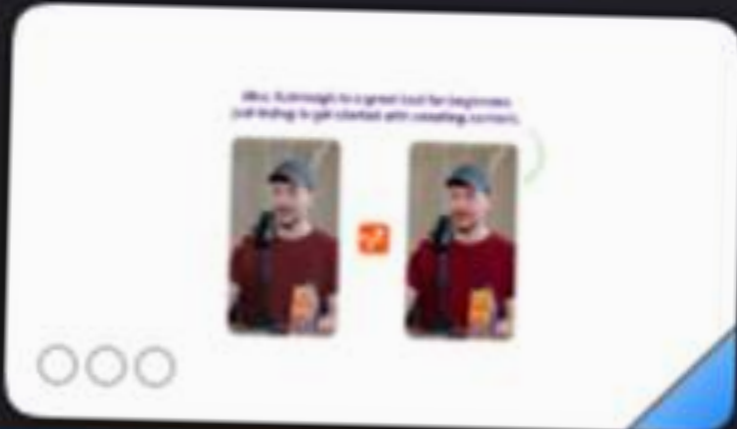
382



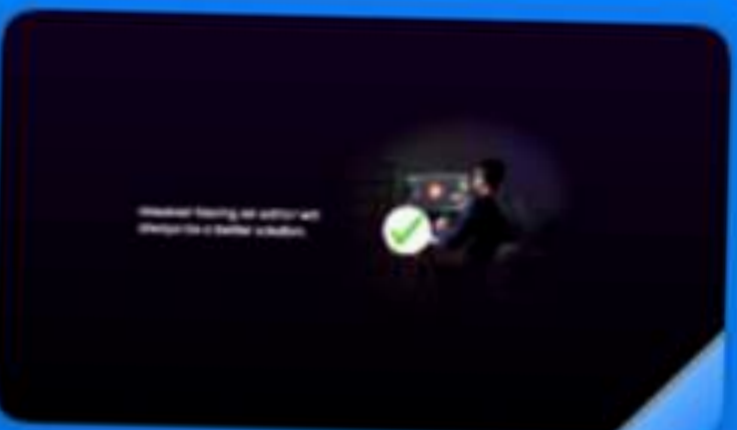
383



384



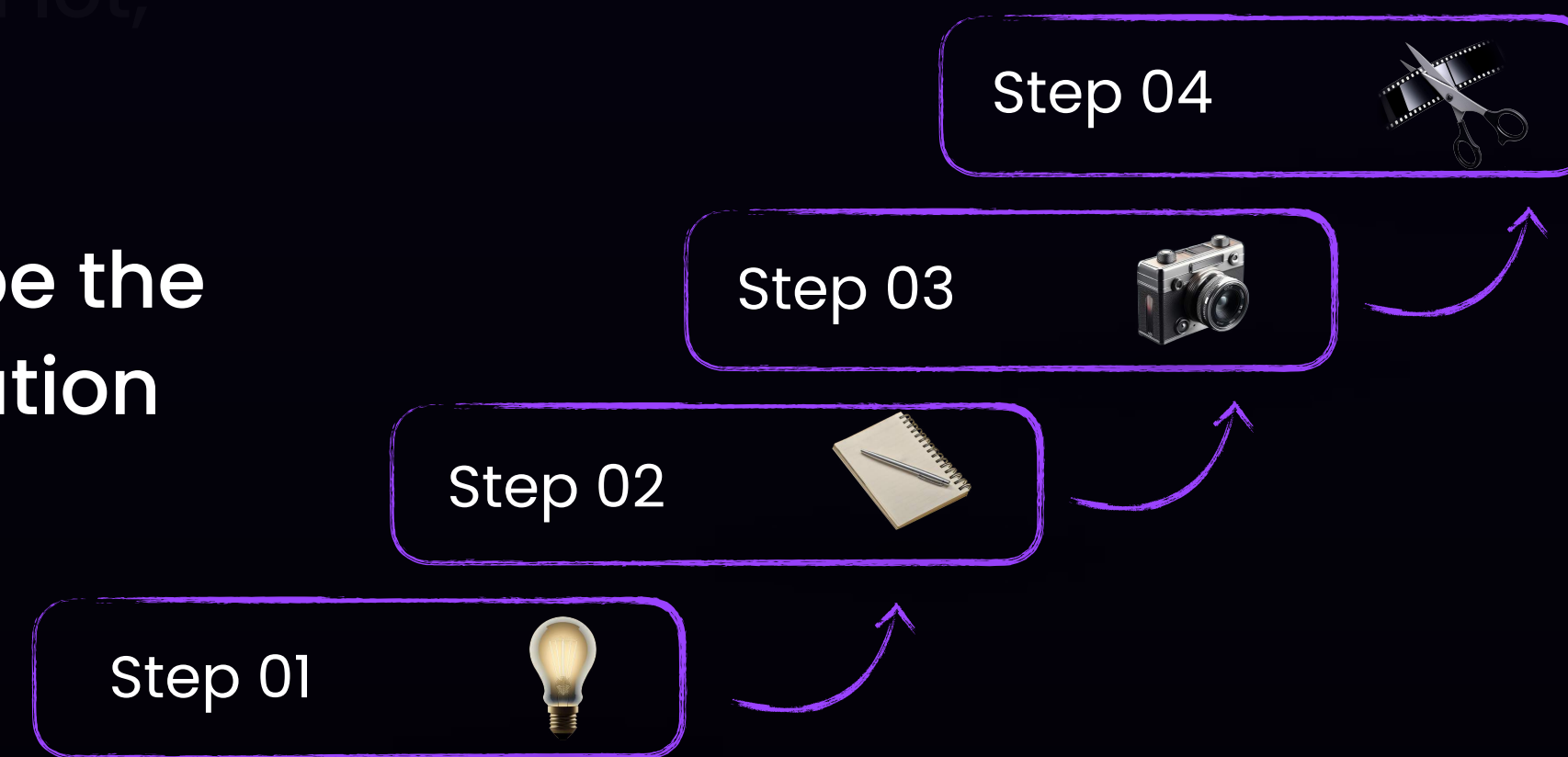
385





Even though that might not sound like a lot,  
this presentation is 385 slides long

and my promise to you is that this will be the  
**most actionable and valuable** presentation  
you're ever going to witness.



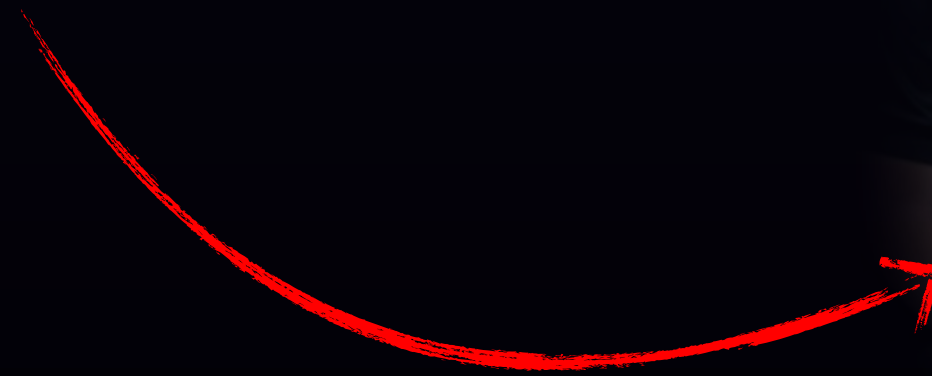
and for some reason if it's not...

I've already given Brian & Cole permission  
to supply you guys with tomatoes



**Sound Good?**

With that said, I highly recommend  
you get ready to take notes





DISCLAIMER





## DISCLAIMER

I'm going to slap you guys with a bunch of information,  
so if you feel like you missed something, or feel like you  
forgot something important, don't worry...

I will be giving you guys the presentation once we get done.



DOWNLOAD





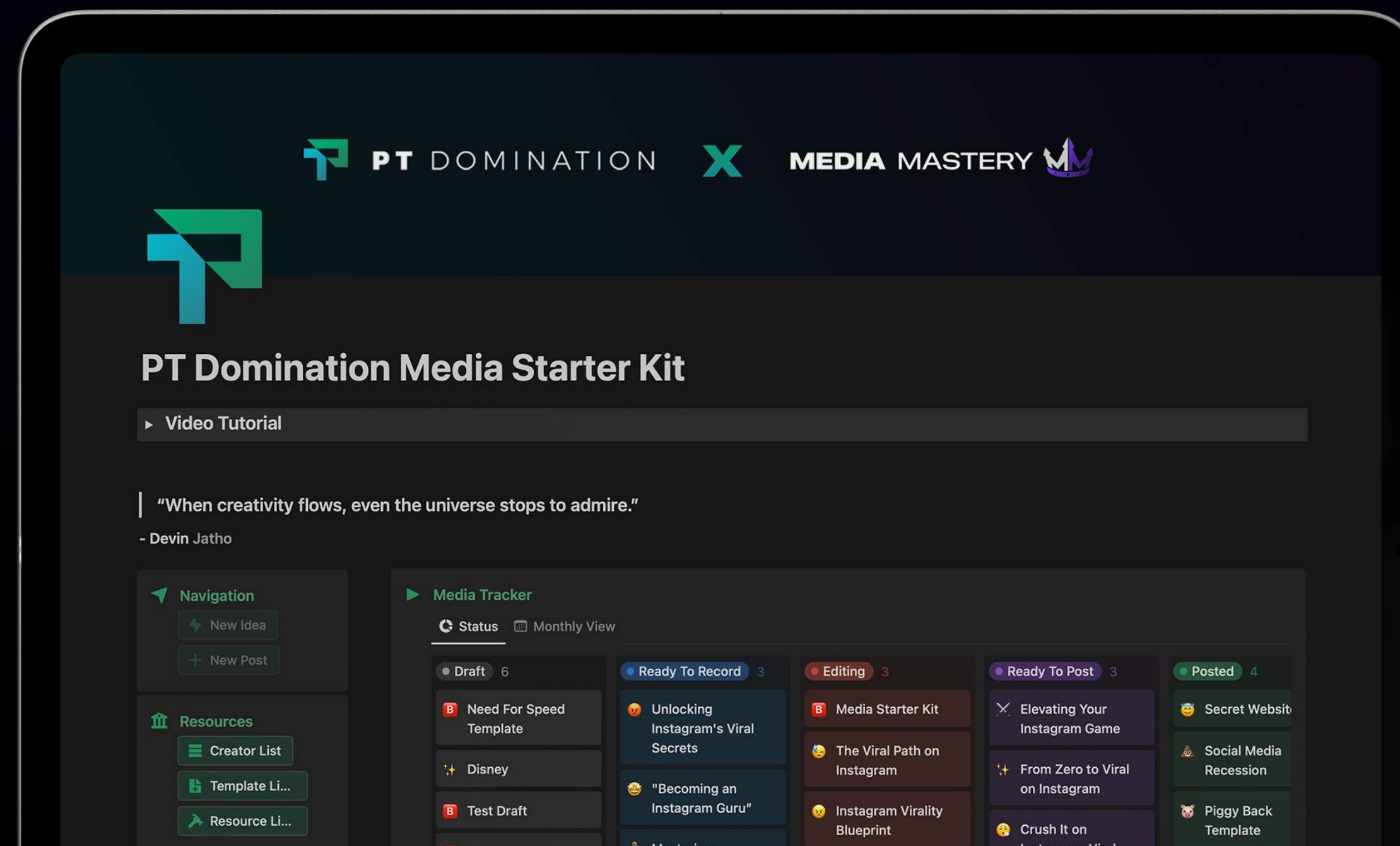
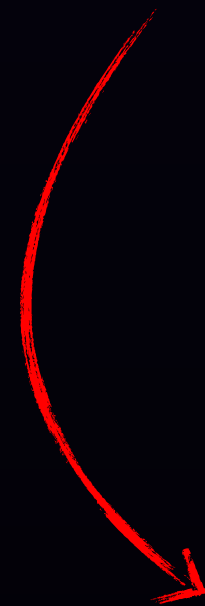
Like I said, I won't be selling anything, however I will be giving you some **cool free shit** after this presentation to help you with your content creation



After I get done going through our talk today,  
I will give you our unreleased **Media Starter Kit V2**

After I get done going through our talk today,  
I will give you our unreleased Media Starter Kit V2

The **Media Starter Kit** is going to become your all in one  
content creation hub, allowing you to implement all of  
the action steps I'm going to give you guys today.



In the Media Starter Kit **you Receive**

Media Tracker  
Content Assembly Line



Media Tracker

“When creativity flows, even the universe stops to admire.”  
- Devin Jatho

Board

Draft 6

- Need For Speed Template
- Cost Narration
- Disney
- Test Draft
- PT DOM
- Content Draft

Ready To Record 3

- "Becoming an Instagram Guru"
- Mastering Instagram for Maximum Impact
- Unlocking Instagram's Viral Secrets

Editing 3

- Instagram Virality Blueprint
- The Viral Path on Instagram
- Media Starter Kit

Ready To f

- Crush It Tactics
- From Ze
- Elevating

50 Hooks  
Plug & Play Hooks

Desirability	If I owed the cartel money and had to make a thousand dollars, faster than I've ever made before	If I owed the cartel money and had to make a thousand dollars, faster than I've ever made before, here's what I'd do	
Desirability	This as e	"Unethical Ways to Get More Views"	
Controversial	Unethical ways to ____ p2	Unethical Ways to Get More Views	
	"This is the cheatcodes of cheatcodes"	This is the cheatcodes of cheatcodes, fitness coaches are going to be mad when I show you this	
Desirability	Here's an (hack) that most people don't know about	Here's an trading hack that most people don't know about	
Desirability	Im showing you how to make 10k a month but you keep scrolling	-	



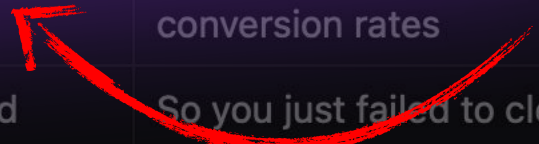
20 Visual Hooks  
Plug & Play Visual Hooks



Asset	Example	Visual Hook
Here is a deadly mistake beginners make when it comes to [niche action].	Here is a deadly mistake most beginners make when it comes to squatting.	Avoid Deadly [niche action] Mistake
How to let go of your [bad mindset/habit/process] once and for all	How to let go of your drinking addiction once and for all	Quit [bad mindset/habit/process]
[redacted]	[redacted] need to stop door	Stop [doing action]
Here are the 3 [resource/tool/asset] I couldn't live without as a [niche label]	[redacted] couldn't live with a successful entrepreneur	Top 3 [resource/tool/asset] for [niche label]
[redacted] [problem]	[redacted] finally get around low conversion rates	Easy [industry] hack to [fix problem]
So you just [performed negative action] but you don't have [a way to solve the problem caused by the action]. Here's what you're	So you just failed to close a deal but you don't have any idea what you did wrong. Here's what you're going to do	Never [perform negative action] again

“Avoid Deadly (niche action) Mistake”

“Quit (bad mindset/habit)”



30 Interest Peaks  
Plug & Play Interest Peaks





10 Regular CTAs  
Plug & Play Call to Actions

CTAs

“Check out link in my bio”

“Feel free to drop a Follow”

“Follow for more Value”

## 10 Manychat CTAs

### Manychat Call to Actions

**Manychat  
CTAs**

**Comment the Word  
"Racket" and I'll send  
it over.**

**Comment "PTDom"  
and I'll DM it to you.**



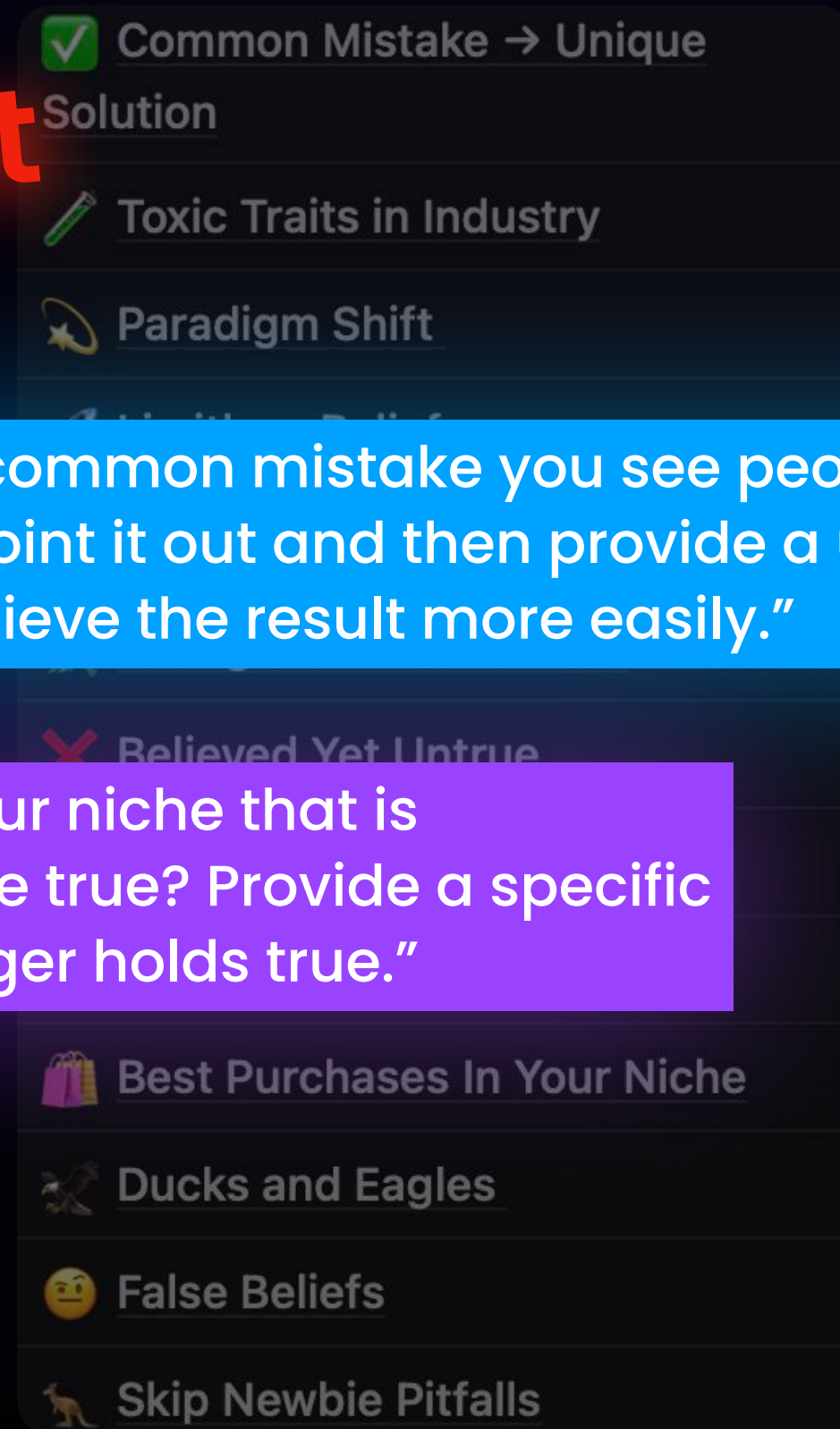
## 18 Content Prompts

Questions geared towards extracting your expertise in the form of a content idea

## 18 Content Prompts

“What's a common mistake you see people making? Point it out and then provide a unique way to achieve the result more easily.”

“What's something in your niche that is commonly believed to be true? Provide a specific example where it no longer holds true.”



## 2 Video Templates

Templated Out Scripts Allowing You to Plug & Play Your Expertise

Create a Viral and Valuable  
Script in 10 Minutes

### DISNEY TEMPLATE FILL IN THE BLANKS

Common Villain:

Hero's Mistake:

Hero's Guide:

Hero's Plan:

Happy Ending:

## 2 Video Templates

### Templated Out Scripts Allowing You to Plug & Play Your Expertise

Create a Viral and Valuable  
Script in 10 Minutes

#### DISNEY TEMPLATE

##### FILL IN THE BLANKS

Common Villain:

If your videos are stuck in 200 views jail, it's not your hashtags, your music, or what time you posted.

Hero's Mistake:

It's because, your hooks just fucking suck.

Hero's Guide:

But don't worryyy, Ima put you guys on game. Here 2 viral hook types you can use in your next video

Hero's Plan:

Number one, the information gap at the start of your videos make it seem like, you know, something that they don't, something like here's the secret to losing all of your belly fat...

Happy Ending:

Use one of these 2 hooks in your next video and I guarantee you'll get more views.

**No Tomatoes = Media Starter Kit**





**Sound Good?**

Now that the edging is over...

You guys ready to **hop in?**

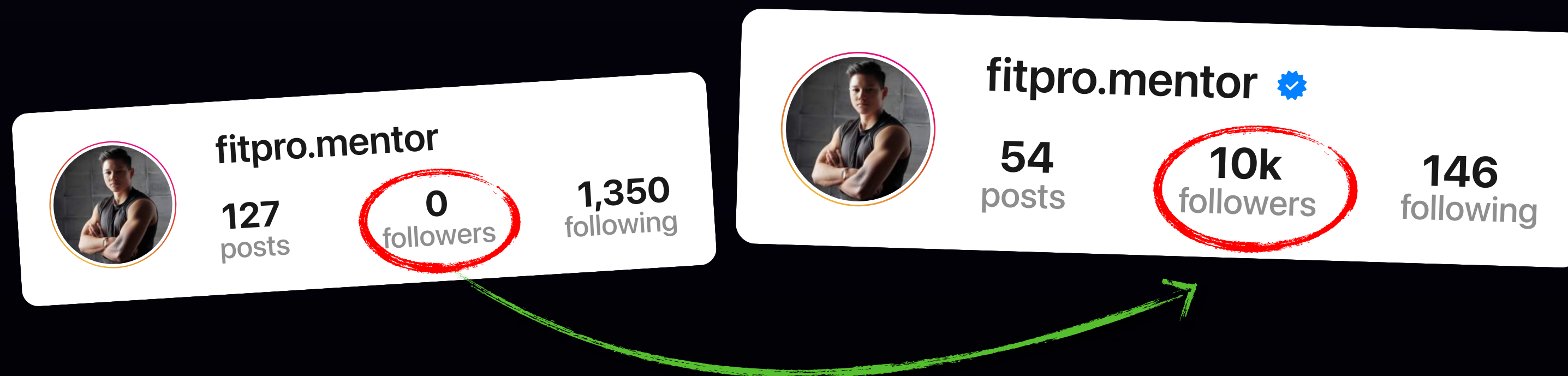


Great, then let's get into what I've prepared for you all





How I would go from  
**0 – 10k followers in 90 days**  
as a personal trainer if I had to start all over again.



# Table of Contents



01

How to Find  
Content Ideas



02

How to Script  
Content Idea



03

How to Record  
Those Scripts



04

How to Edit Those  
Recordings

# Table of Contents



01

How to Find  
Content Ideas



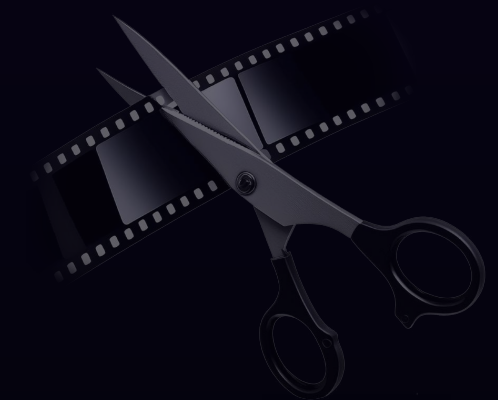
02

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## How to Find Content Ideas



**Finding idea's** are the easiest part of all of this assuming you are experts within your niche



Now there's 2 different ways you can get idea's

?

?

Now there's 2 different ways you can get idea's

Active Ideation 

The process of searching  
for an idea

?

Now there's 2 different ways you can get idea's

Active Ideation 

The process of searching  
for an idea

Passive Ideation 

The process of naturally stumbling  
across an idea



## Active Ideation

The process of searching  
for an idea

When I first started creating content, there we're **2 core places** that  
I found most of my idea's

When I first started creating content, there we're **2 core places** that  
I found most of my idea's



**Instagram**



**TikTok**

Nothing sexy, but more than efficient



Instagram



TikTok

Where you're going to get most of your idea's to start with  
To Get Idea's From These Platforms it's very simple, **you only need 2 things**





Instagram



TikTok

Where you're going to get most of your idea's to start with  
To Get Idea's From These Platforms it's very simple, **you only need 2 things**

1. List of Competitors



Instagram



TikTok

Where you're going to get most of your idea's to start with  
To Get Idea's From These Platforms it's very simple, **you only need 2 things**

1. List of Competitors

2. Video View Sorter

## 1. List of Competitors

The **first step** to finding a viral content idea, is to find a creator with viral content idea's

To do this, you need to create a mental list of the low hanging fruit creators that you guys **already know or follow**



AthleanX

👤 2.3M



Christian Guzman  
Fitness

👤 1.1M



More Plates  
More Dates

👤 900k

Create a **list of 5 creators** you already know and love

**1:00**



Once you have your list of your low hanging fruit creators  
You're going to take them into number 2.

2. Video View Sorter

Now I've done a bunch of research to find **THE BEST** video sorter that will make researching your competitors best performing content as frictionless as possible and this one blows all of the other tools out of the water in my opinion.

1

**ViralFindr**

2

Viralspy

3

Feedspy

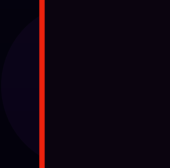
4

Flexoffers


Now I've done a bunch of research to find **THE BEST** video sorter that will make researching your competitors best performing content **SO MUCH EASIER** and this one blows all of the other tools out of the water in my opinion.



ViralFindr



**Sort TikTok**





Feedspy



Flexoffers



Best Content Researching Tool for 2 Reasons

## Sort TikTok

Best Content Researching Tool for 2 Reasons

1 – You can Sort any Account's Videos from **Most Viewed** to **Least Viewed**



## Sort TikTok

Best Content Researching Tool for 2 Reasons

1 – You can Sort any Account's Videos from **Most Viewed** to **Least Viewed**

2 – **Only software** I found that is compatible with both TikTok & Instagram



Best Content Reser

## 1. Go over how it works

1 - You can Sort any Account's Videos from **Most Viewed** to **Least Viewed**

2 - **Only software** I found that is compatible with both TikTok & Instagram



Best Content Reser

1 - You can Sort an

2 - Only software

**1. Go over how it works**


**2. Go over how you can get it**

to **Least Viewed**

TikTok & Instagram

# Here's How it Works

Look up anyone's account on TikTok or Instagram



jeffnippard

Following Message + ...

2,341 posts 1.3M followers 643 following

Jeff Nippard

@jeffnippard

Athlete


Science-Based Bodybuilding

Owner @macrofactorapp


Training & Nutrition Programs

bit.ly/jeffmacrofactor + 1


Followed by dr.benpetersen, sergiobegueria, davis.diley + 13 more




2024 Training




My Diet App




PURE BODY...




ORIR Challe...



Injury Recov...


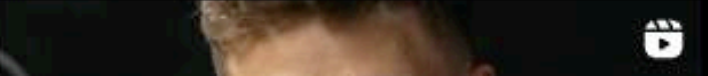






Transformat...



Powerbuilding

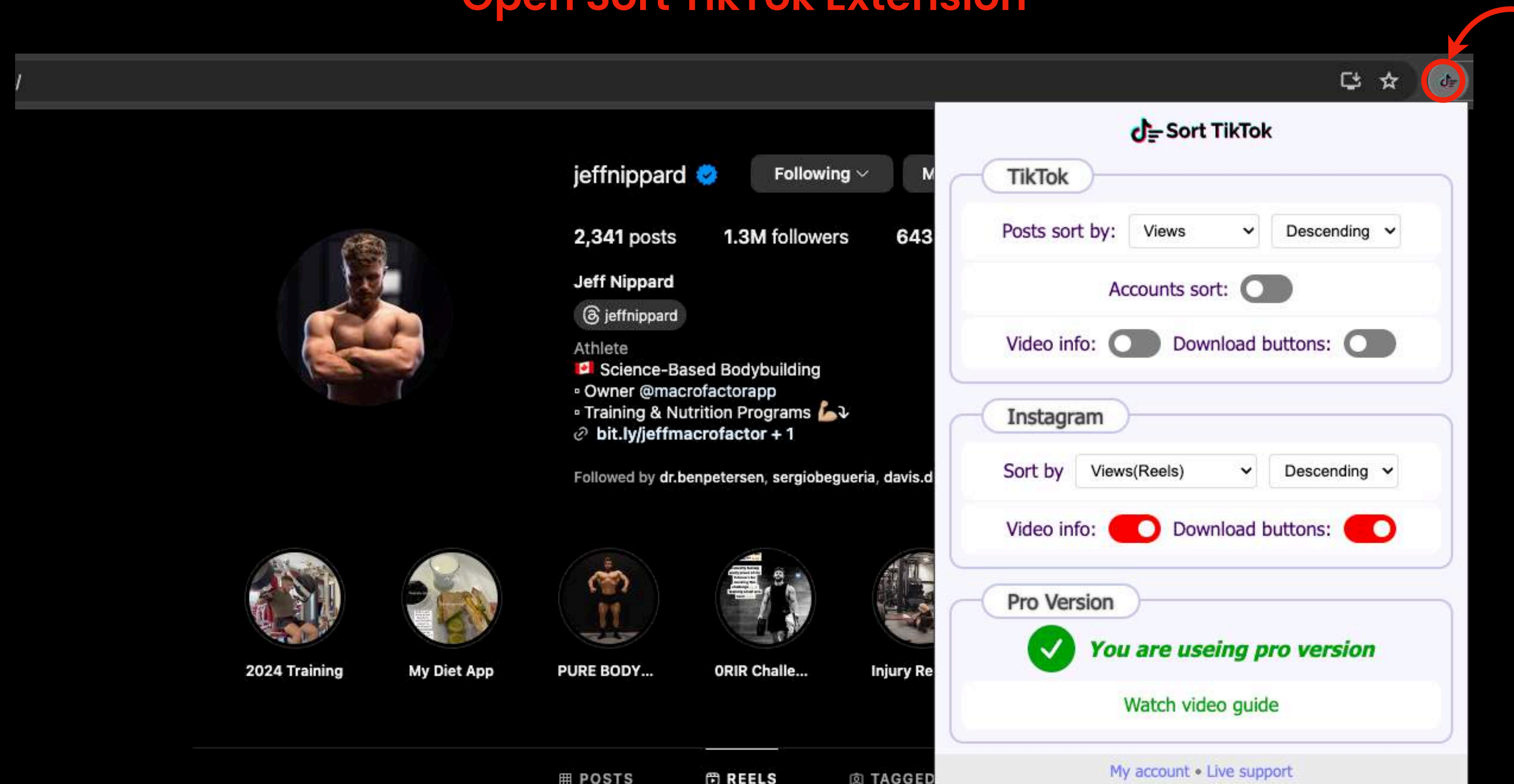
POSTS REELS TAGGED





# Here's How it Works

## Open Sort TikTok Extension



The image shows a web browser window with a TikTok profile page for 'jeffnippard'. The profile includes a profile picture, bio, and a grid of posts. A red arrow points to the 'Sort TikTok' extension icon in the browser's top right corner. The extension interface is open, showing settings for TikTok and Instagram. The TikTok section has 'Posts sort by' set to 'Views' and 'Descending', 'Accounts sort' disabled, 'Video info' disabled, and 'Download buttons' disabled. The Instagram section has 'Sort by' set to 'Views(Reels)' and 'Descending', 'Video info' enabled, and 'Download buttons' enabled. The 'Pro Version' section shows a green checkmark and the text 'You are using pro version' with a 'Watch video guide' link. At the bottom of the extension interface, there are links for 'My account' and 'Live support'.

jeffnippard

2,341 posts 1.3M followers 643

Jeff Nippard

Athlete

Science-Based Bodybuilding

Owner @macrofactorapp

Training & Nutrition Programs

bit.ly/jeffmacrofactor + 1

Followed by dr.benpetersen, sergiobegueria, davis.d

2024 Training My Diet App PURE BODY... ORIR Challe... Injury Re

Sort TikTok

TikTok

Posts sort by: Views Descending

Accounts sort: ☐

Video info: ☐ Download buttons: ☐

Instagram

Sort by: Views(Reels) Descending

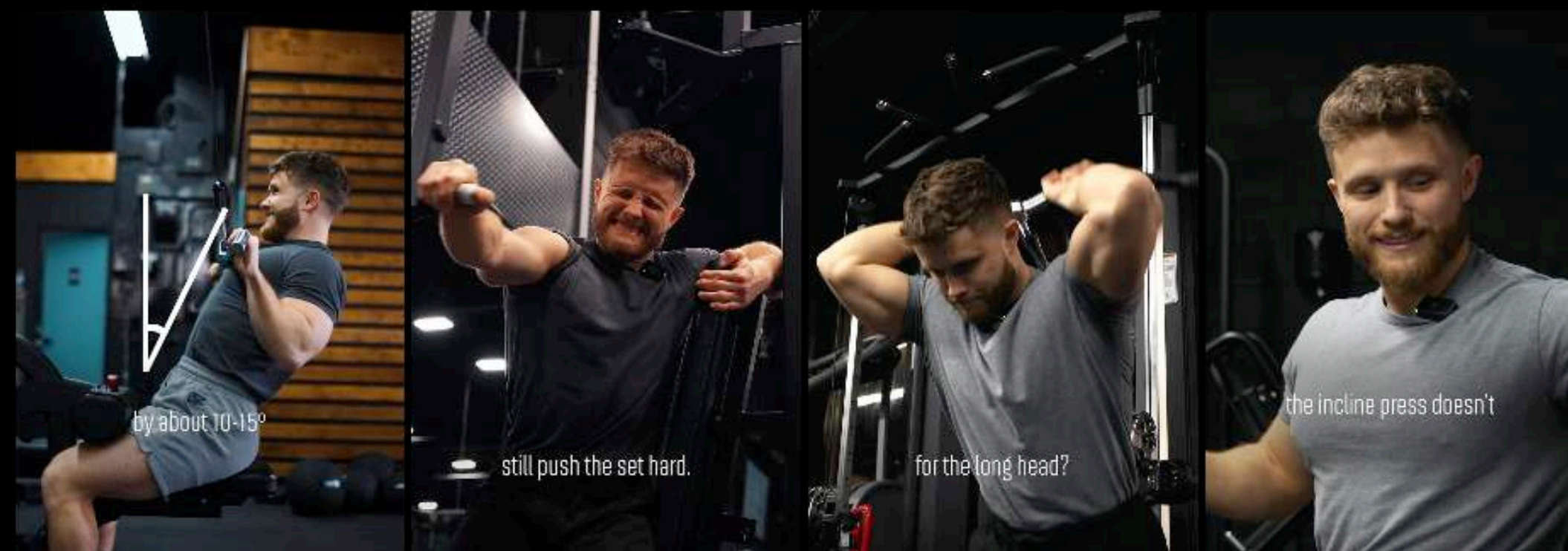
Video info: ☒ Download buttons: ☒

Pro Version

✓ You are using pro version

Watch video guide

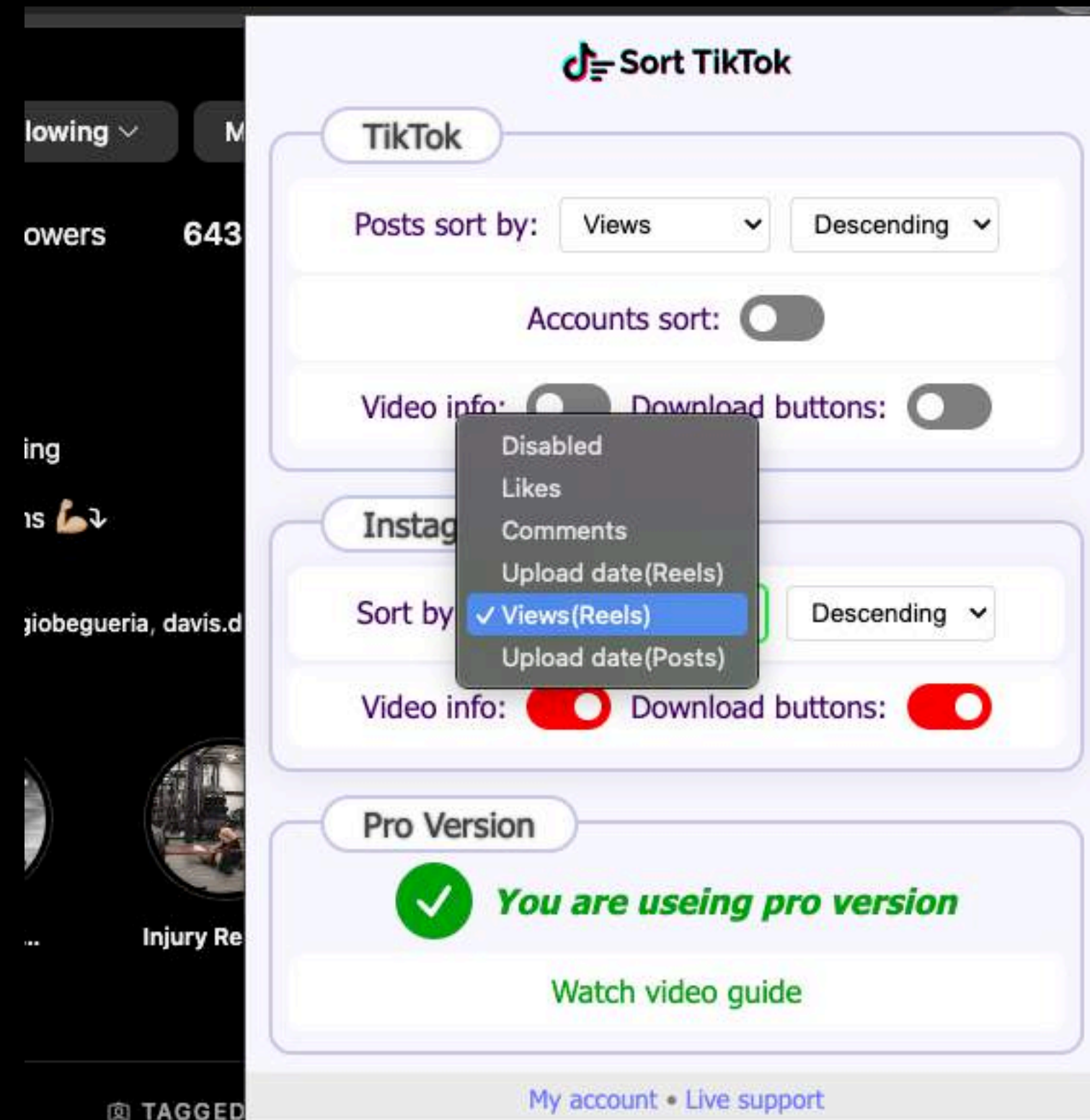
My account • Live support





## Here's How it Works

### Choose What You Want to Sort By






jeffnippard

Following

Message



2,341 posts

1.3M followers

643 following

Jeff Nippard

jeffnippard

Athlete


Science-Based Bodybuilding


Owner @macrofactorapp


Training & Nutrition Programs

bit.ly/jeffmacrofactor + 1


Followed by dr.benpetersen, sergiobegueria, davis.diley + 13 more


2024 Training


My Diet App

PURE BODY...

ORIR Challe...

Injury Recov...

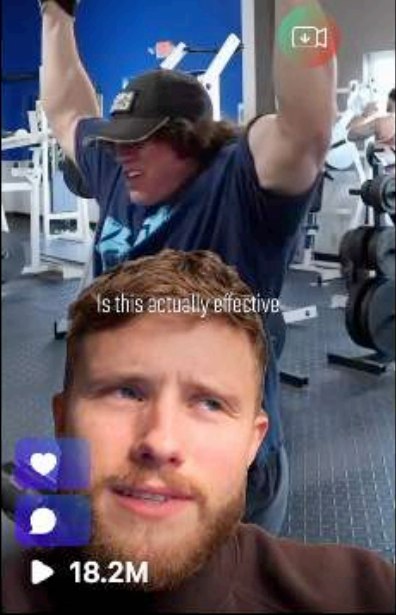
Transformat...

Powerbuilding

POSTS

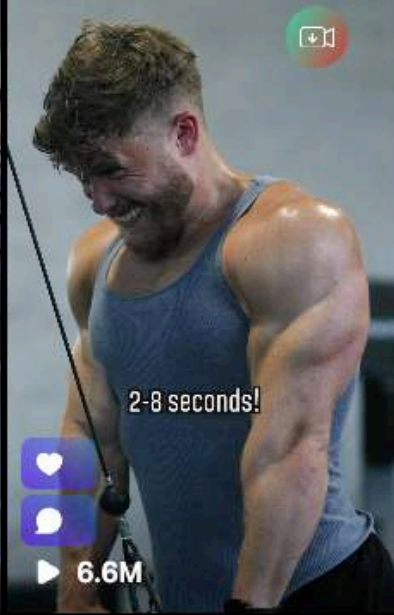
REELS

TAGGED



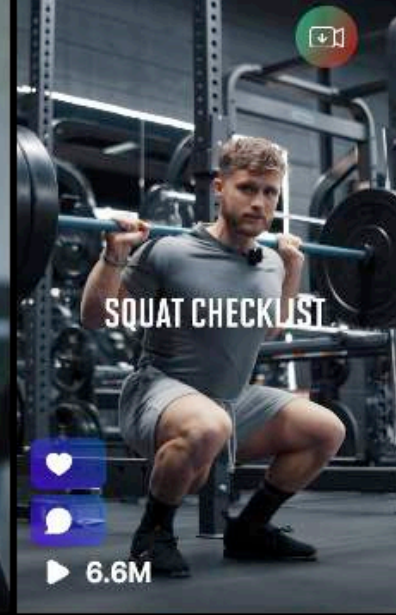
Is this actually effective

18.2M



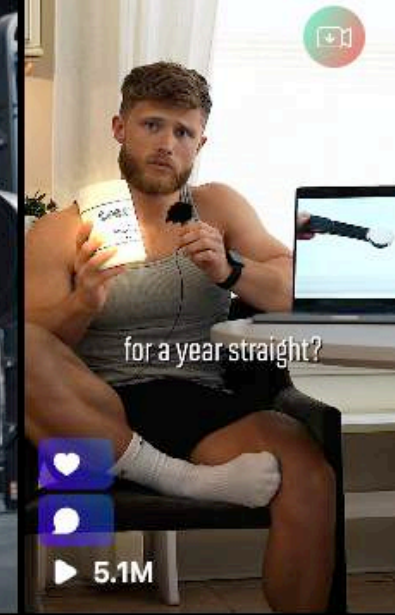
2-8 seconds!

6.6M



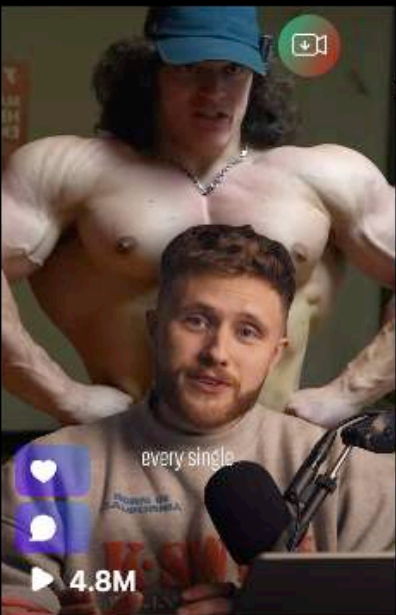
SQUAT CHECKLIST

6.6M



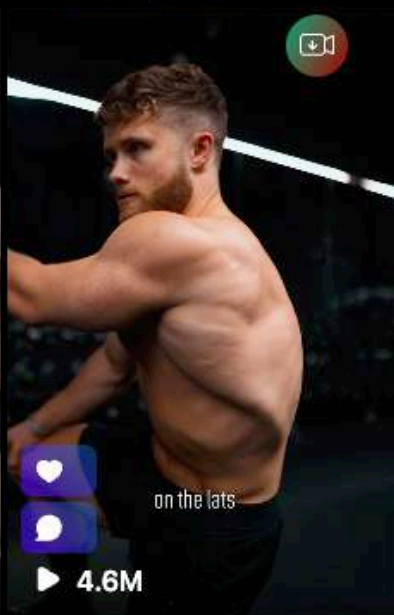
for a year straight?

5.1M




every single

4.8M



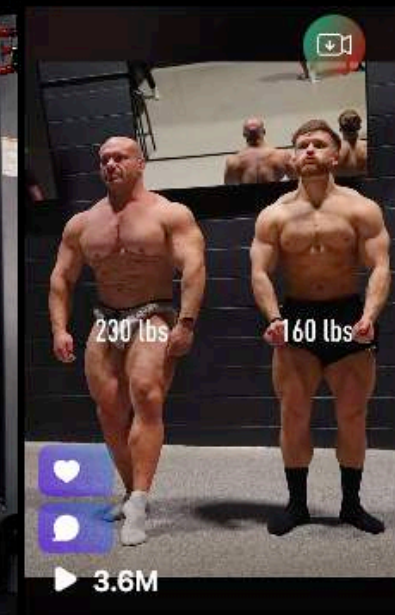
on the lats

4.6M



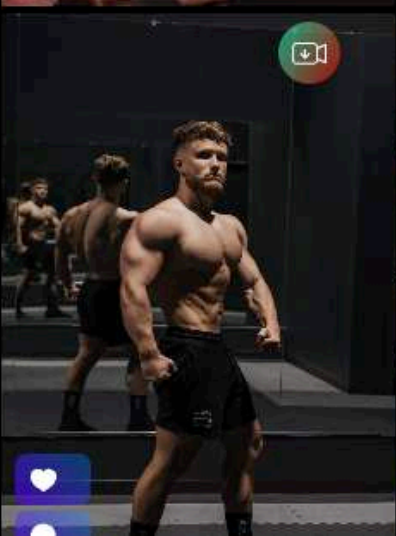
max rep test

3.8M

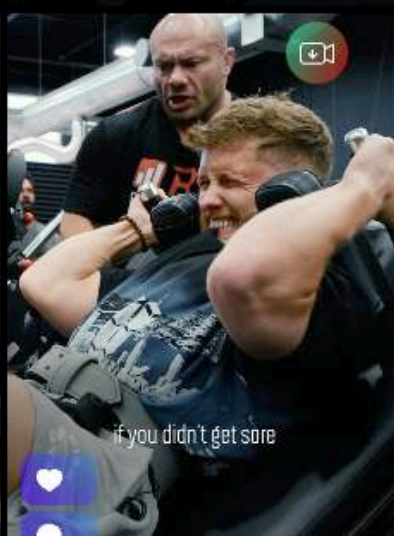


230 lbs 160 lbs

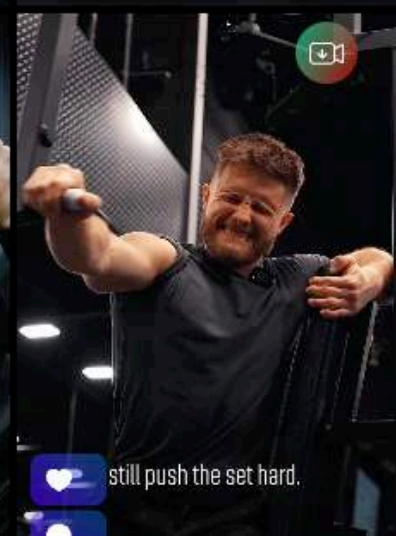
3.6M




if you didn't get sore



still push the set hard.



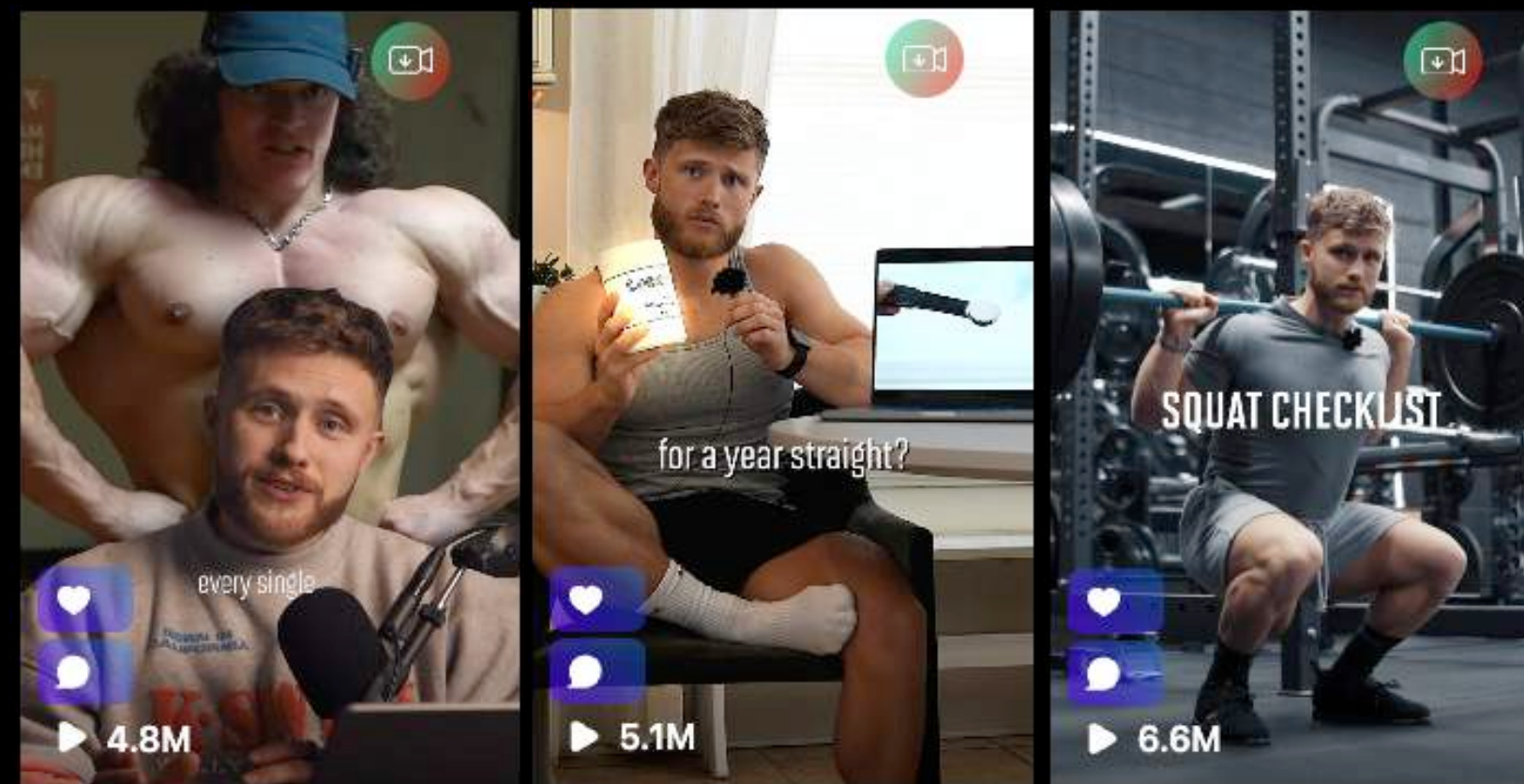


## Here's How it Works

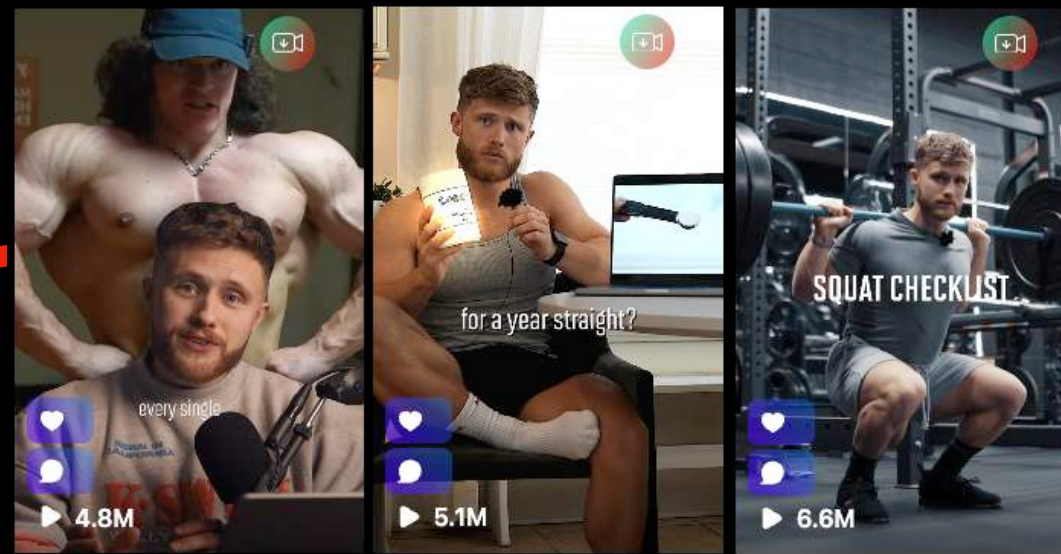
Now the video's will be sorted from the most viewed videos to the least viewed videos



This allows you to easily find and inspire from the top performing content from all of **your favorite creators.**



This way can base your own content idea's on **what actually is working right now in your niche.**



How to Squat



Creatine Study



Squat Checklist

Once you do this for one account



jeffnippard

Following Message + ...

2,341 posts 1.3M followers 643 following

Jeff Nippard

jeffnippard

Athlete

Science-Based Bodybuilding

Owner @macrofactorapp

Training & Nutrition Programs

bit.ly/jeffmacrofactor + 1

Followed by dr.benpetersen, sergiobegueria, davis.diley + 13 more



every single

4.8M



for a year straight?

5.1M



SQUAT CHECKLIST

6.6M



How much protein

848K



BENCH CHECKLIST

1.3M



on the lats

4.6M

 Sulek Reaction

 Creatine Study


 How to Squat

 Protein Study

 BP Checklist



Rinse and repeat this process with the list of creators in your niche that you know and love and you will easily end up with 20 content idea's to get started



davis.diley

735 posts 1M followers 300 following

DAVIS DILEY

Coach | Former HW Pro Strongman | Natural




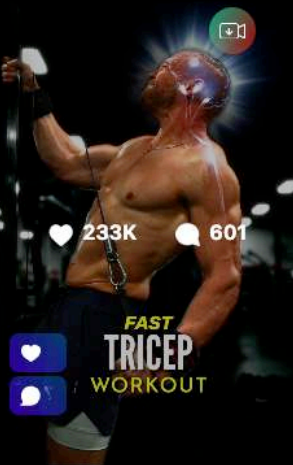


@asrv Athlete


@ryse\_supps "Davis"

TRAIN WITH ME \$8.99 ▼ FREE 7-DAYS @mylift.app

www.myliftfitness.com/training-app

Followed by dr.benpetersen, nonabayat, evanmerger + 2 more





heydrob

1,199 posts 765K followers 1,612 following

Dr. Rob Jones





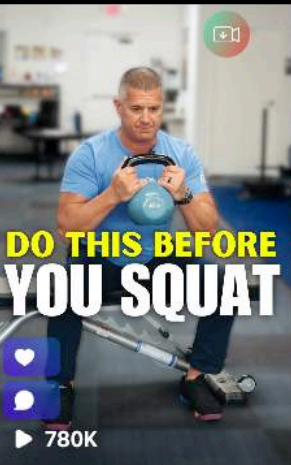

24 Years of Clinical Practice @sarasotaspineandsports

I help people age with less limitations #gbno

Checkout my links!

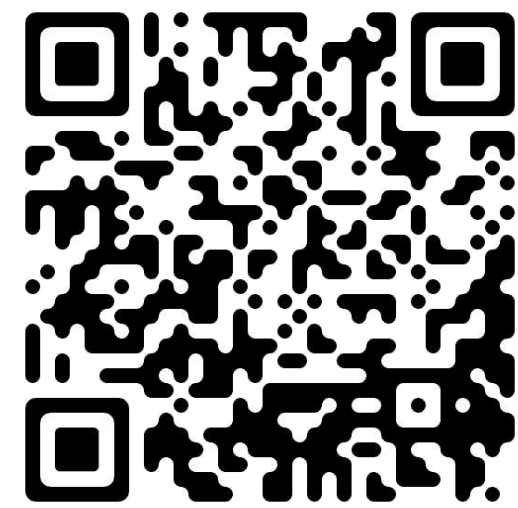
www.heydrob.com + 2

Followed by alex\_lueth





And again... Here's the tool



**Sort TikTok**



ovszon.com



Featured

4.5



(40 ratings)

Now the **hard part** is when use up all of those 20 content idea's  
and can't think of any more creators to do this to.


When you inevitably run into the wall of not being able to find more creators, there's **2 things** you can do to find more creators that way you can inspire from their top performing videos



When you inevitably run into the wall of not being able to find more creators, there's **2 things** you can do to find more creators that way you can inspire from their top performing videos

## Using Platforms's Search Engine



< 🔍  Search

🔍 Search Cancel

When you inevitably run into the wall of not being able to find more creators, there's **2 things** you can do to find more creators that way you can inspire from their top performing videos

### Using Platforms's Search Engine



< 🔍  Search

🔍 Search Cancel

### Using Creator's Following List



@jeffnippard



@davis.disley

Using Platforms's Search Engine




Cancel

Instagram's Search Engine



<



Search

TikTok's Search Engine



## Instagram's Search Engine

Q how to gain muscle X Cancel



**cute\_puppies\_991**

puppies/dogs pics&videos



**cute\_\_\_\_puppies**

CUTE PUPPIES



**cute.dogs.pic**

PUPPIES & DOGS



**cutepuppies.in**

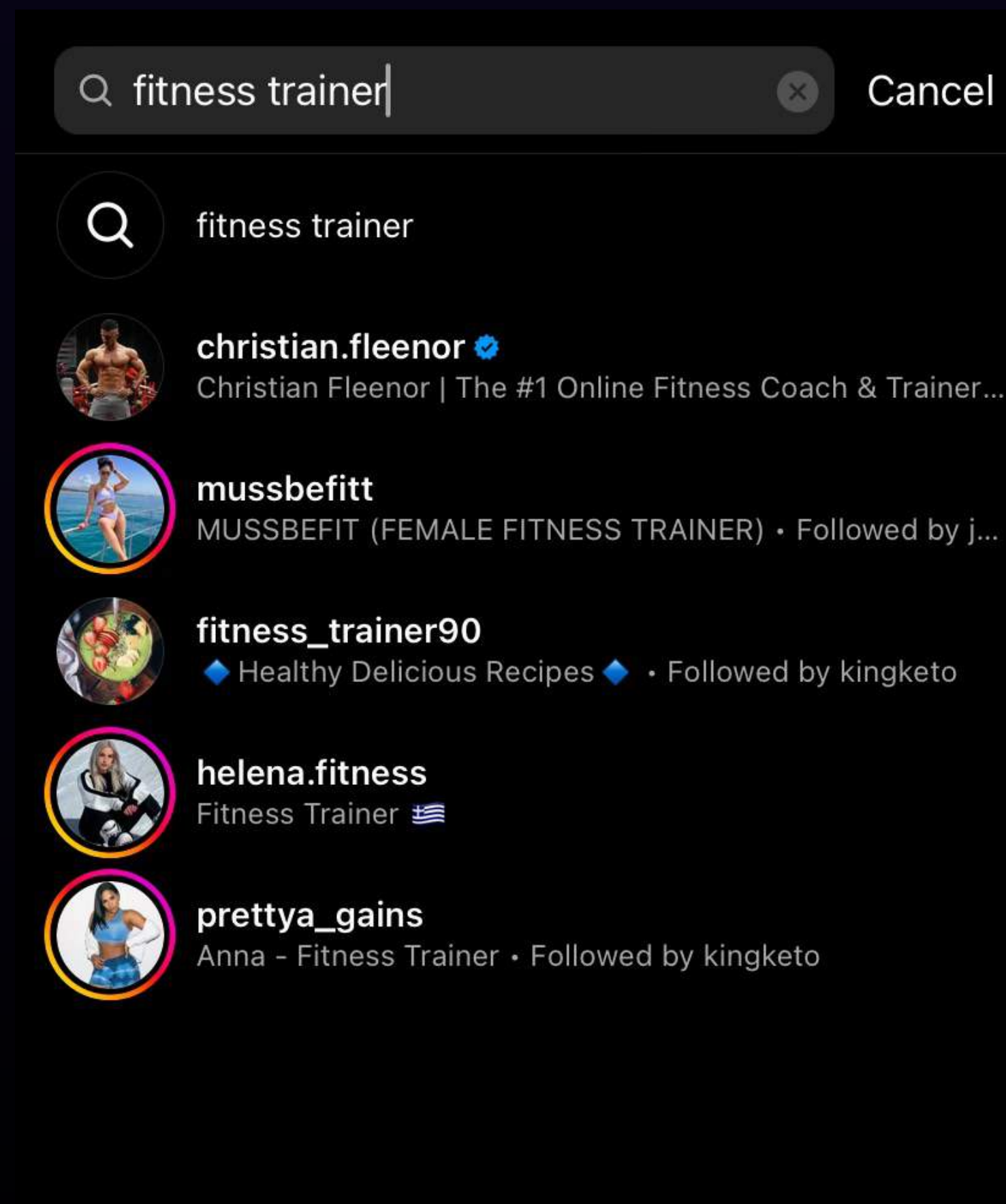
Cute puppies | Dogs



**cute\_puppies\_25**

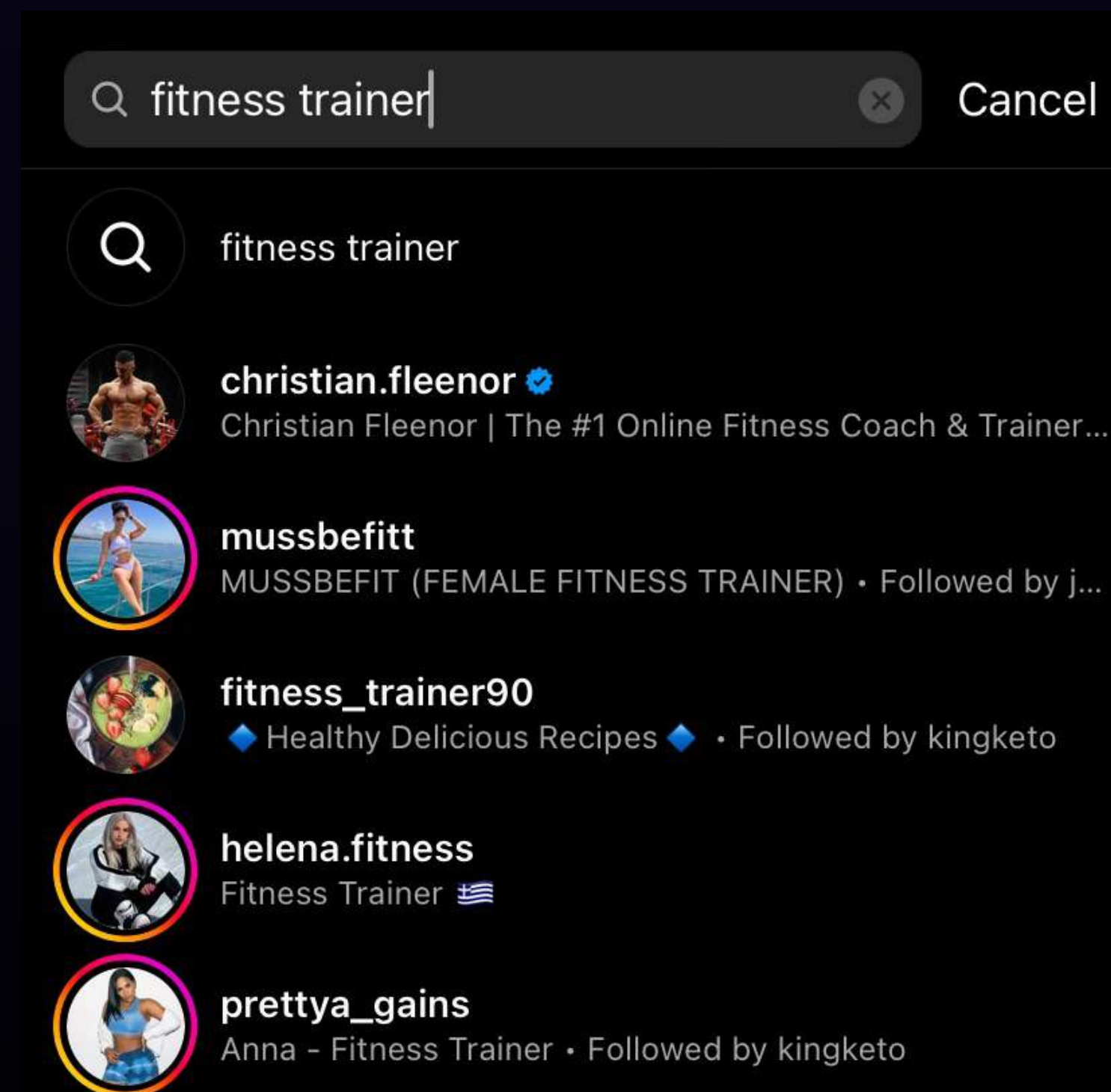
Cute puppies

Best thing you can do is search for you're competitors display names





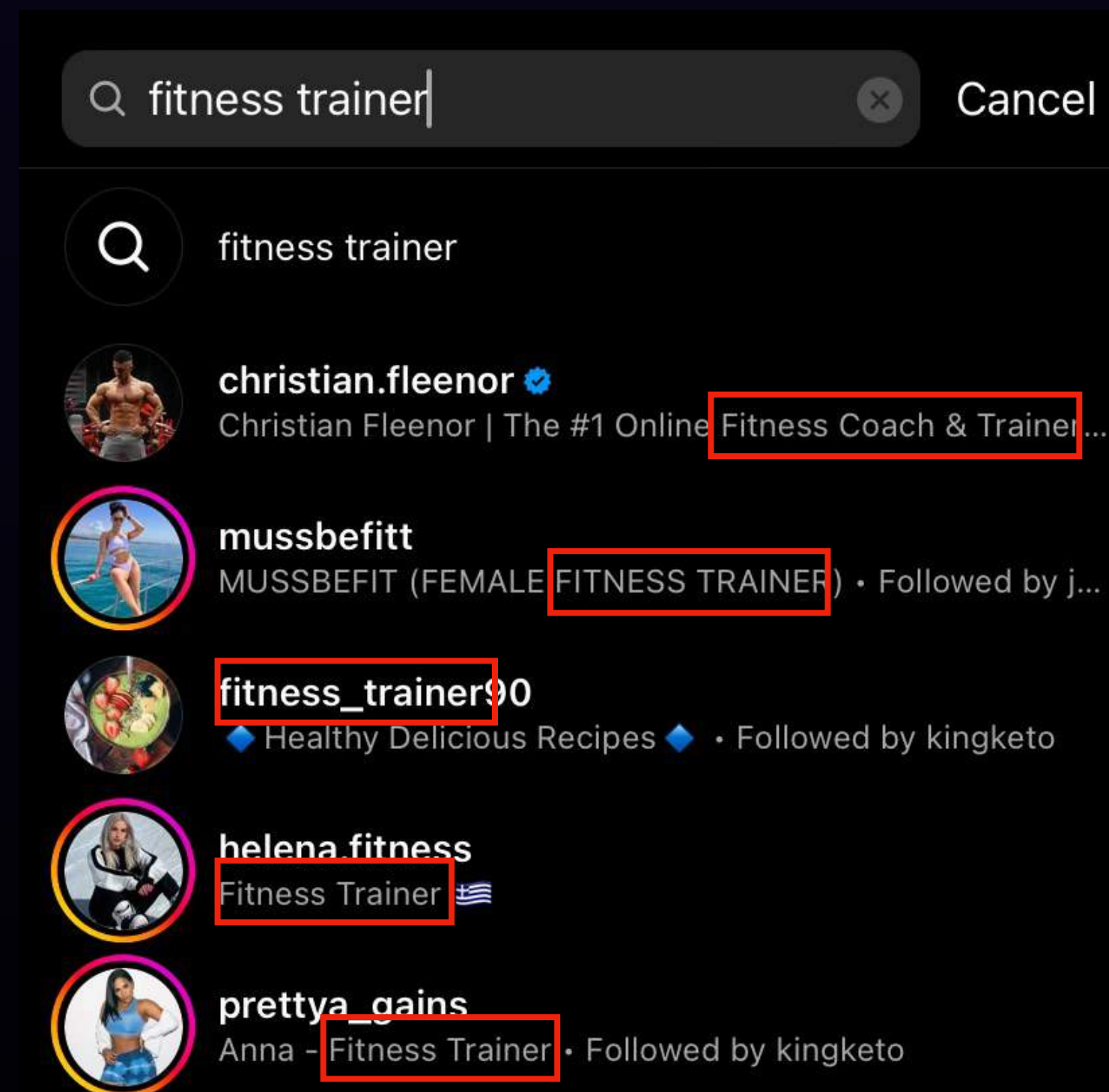
Best thing you can do is search for you're competitors display names



### Search for Personal Trainers Keywords

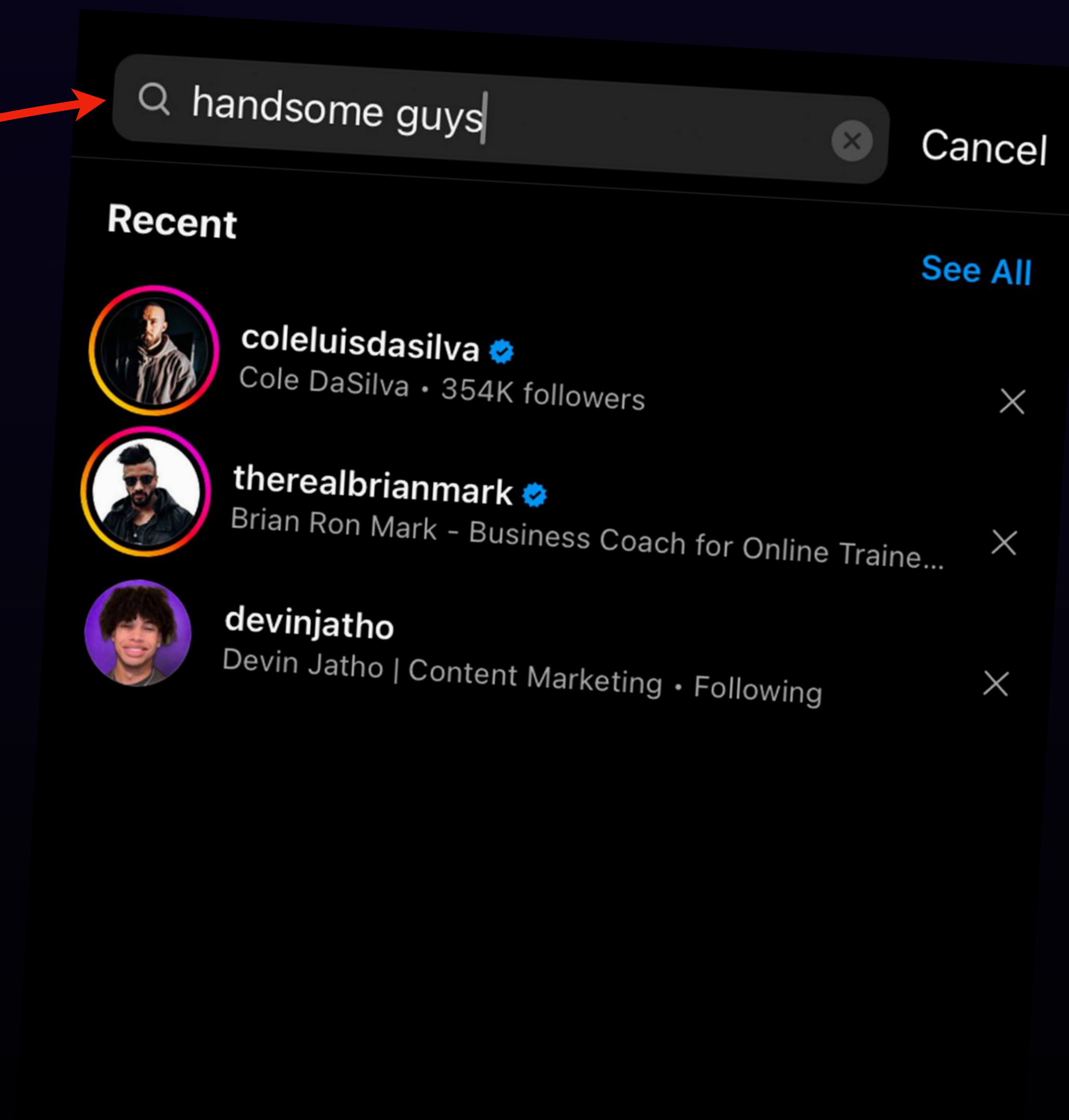
- Fitness Coach
- Personal Trainer
- Fitness Trainer
- Online PT
- etc.

This will show you **a list of the top creators within that keyword**, allowing you to continue looking for more content idea's

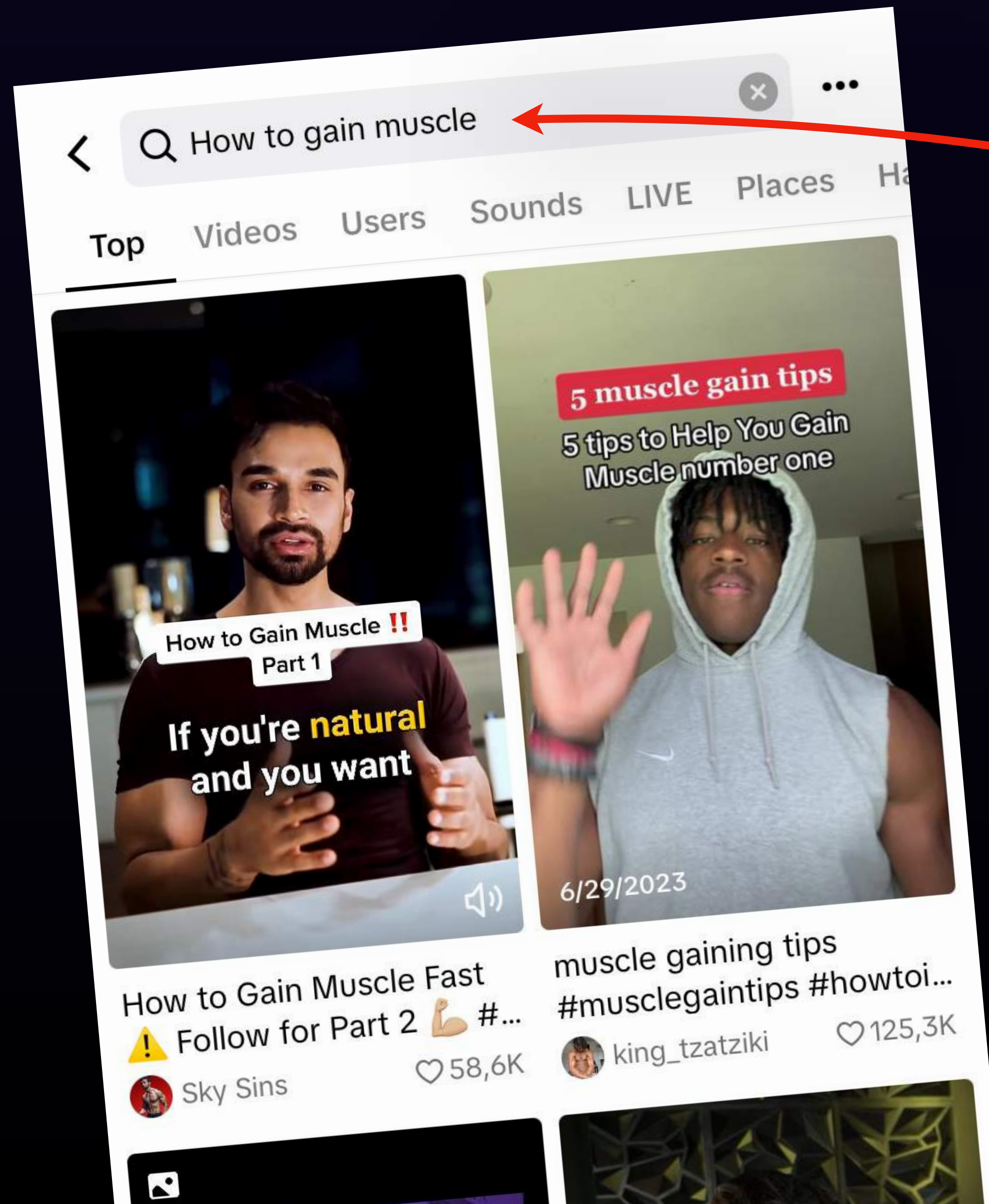




# Instagram's Search Engine







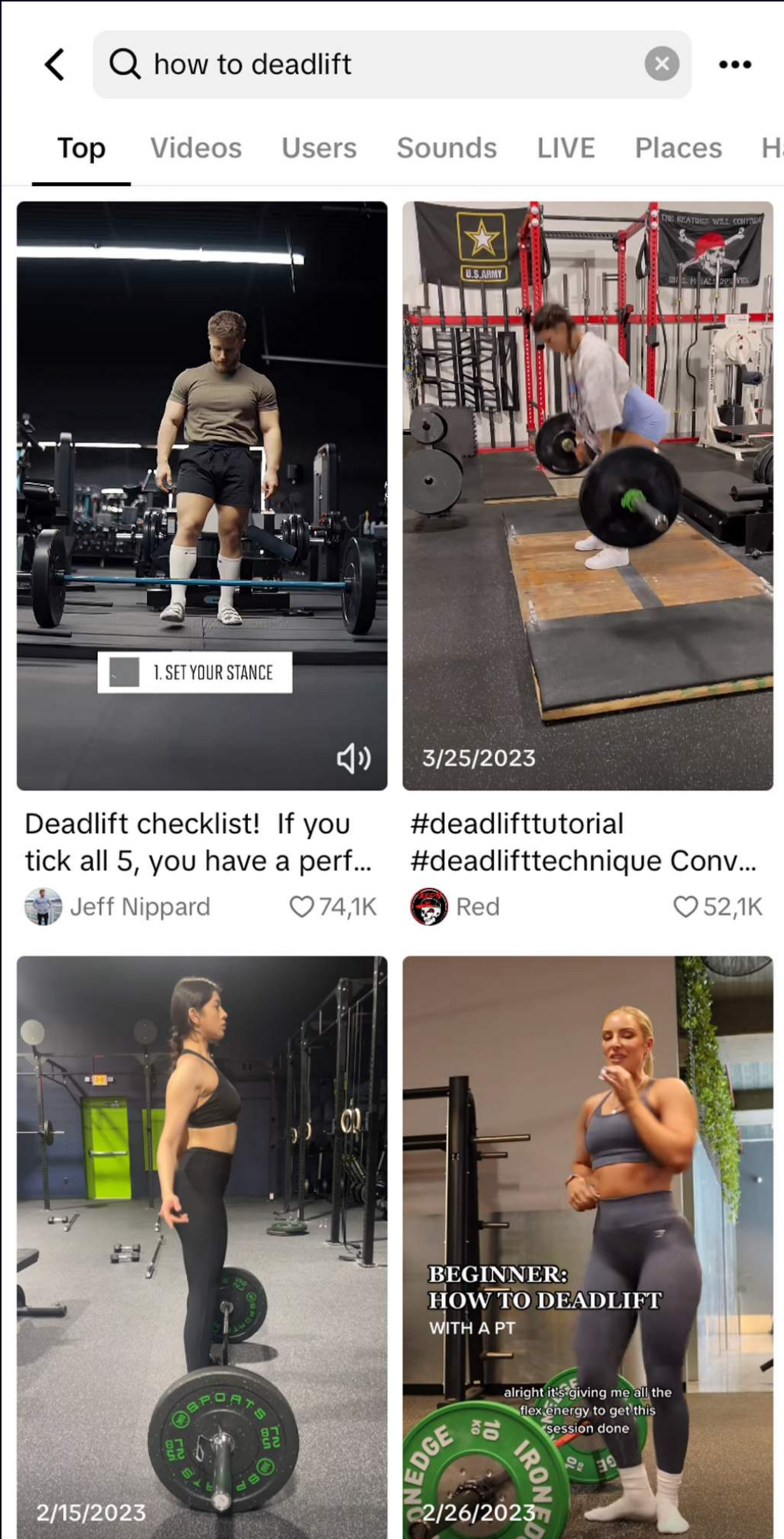
## TikTok's Search Engine





# Search Broad Content Idea's

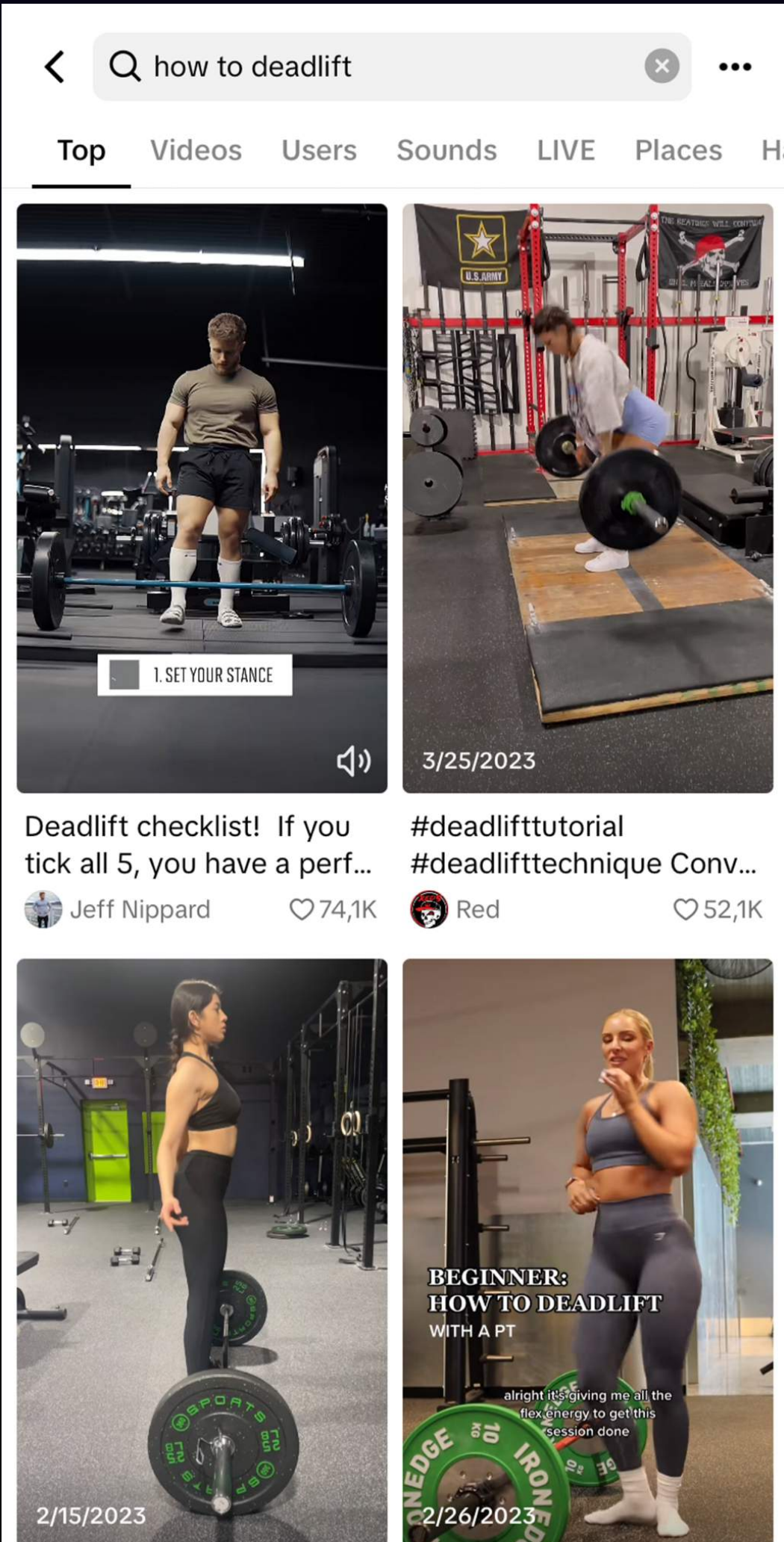
## How to Deadlift



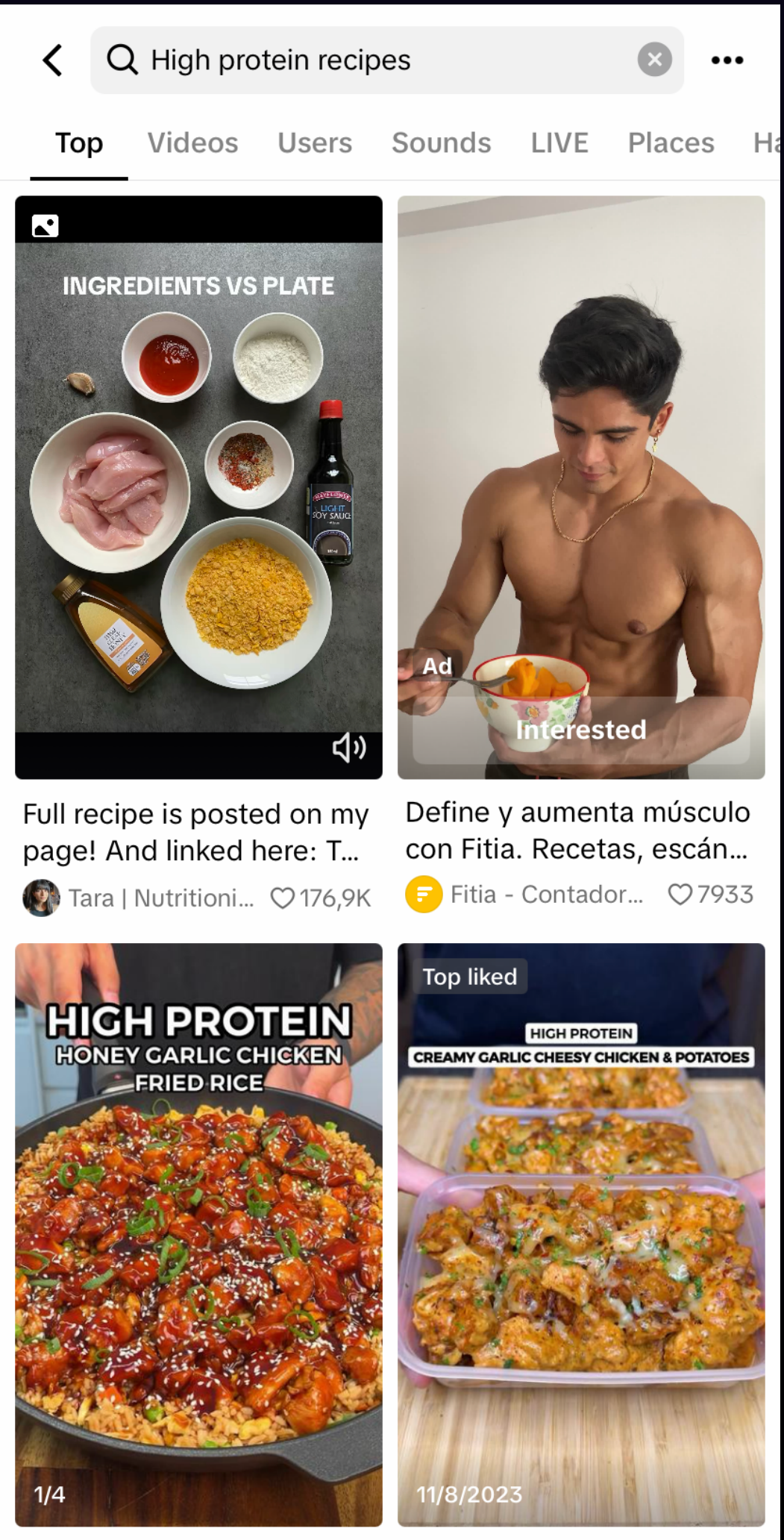


# Search Broad Content Idea's

## How to Deadlift



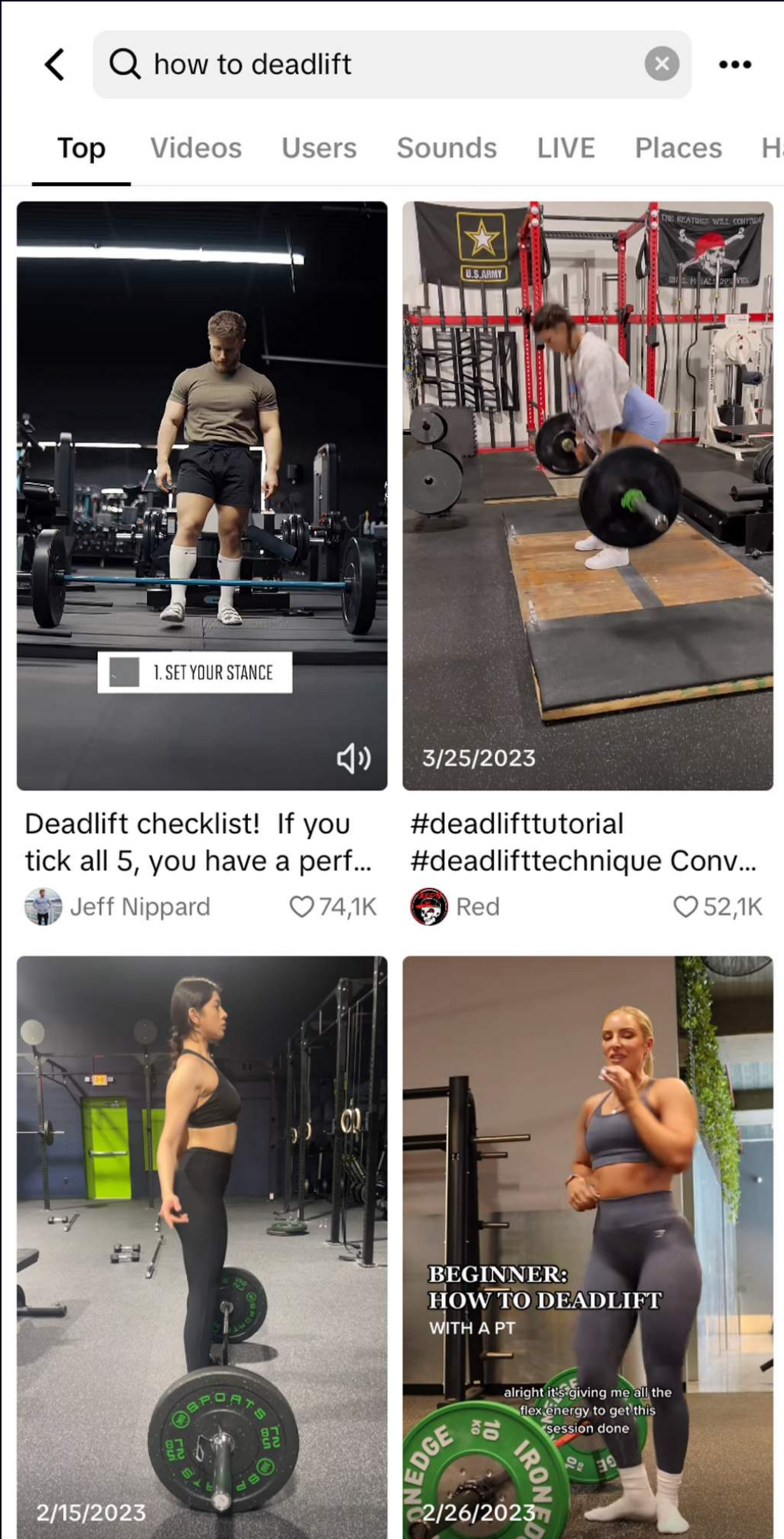
## High Protein Recipes



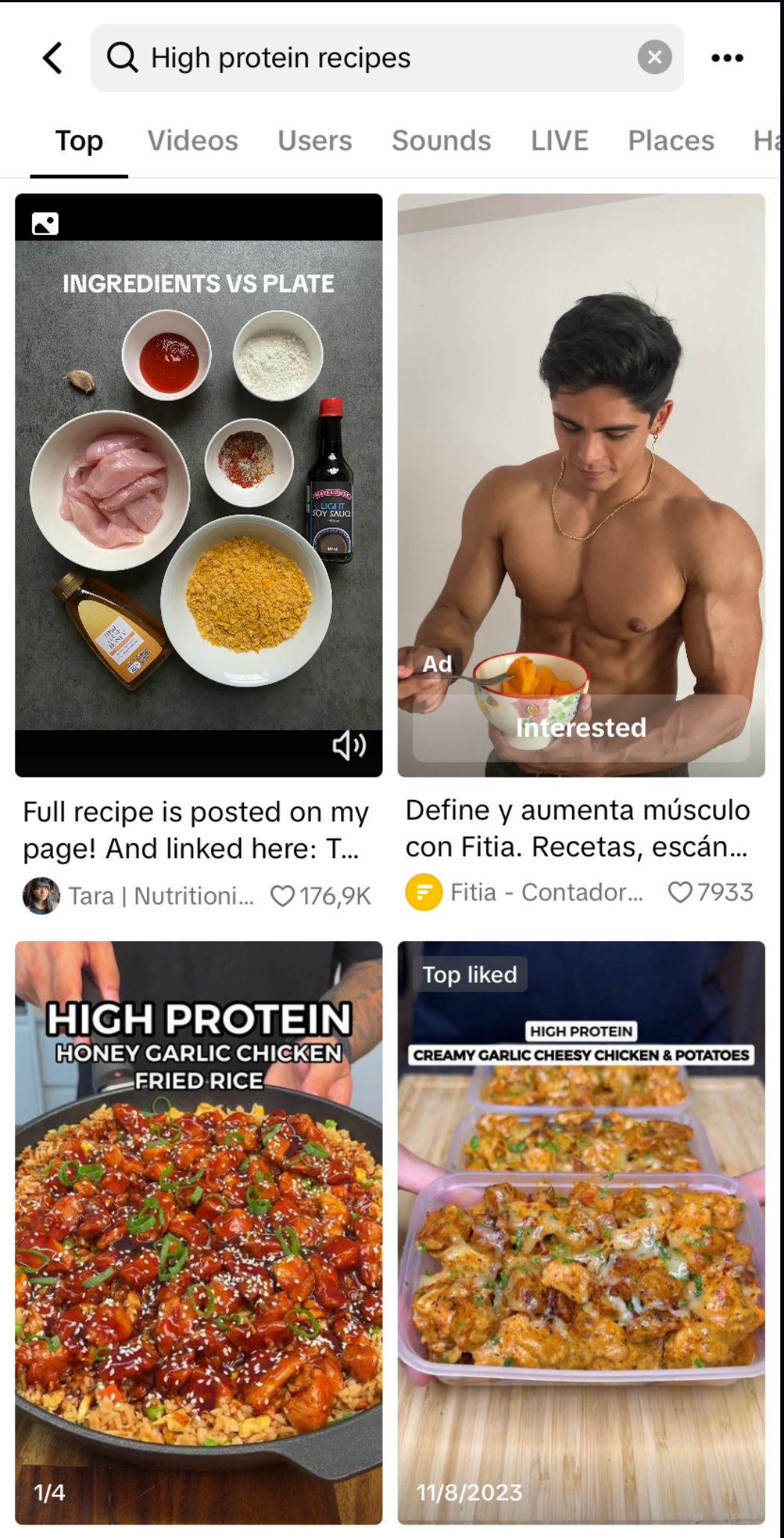


# Search Broad Content Idea's

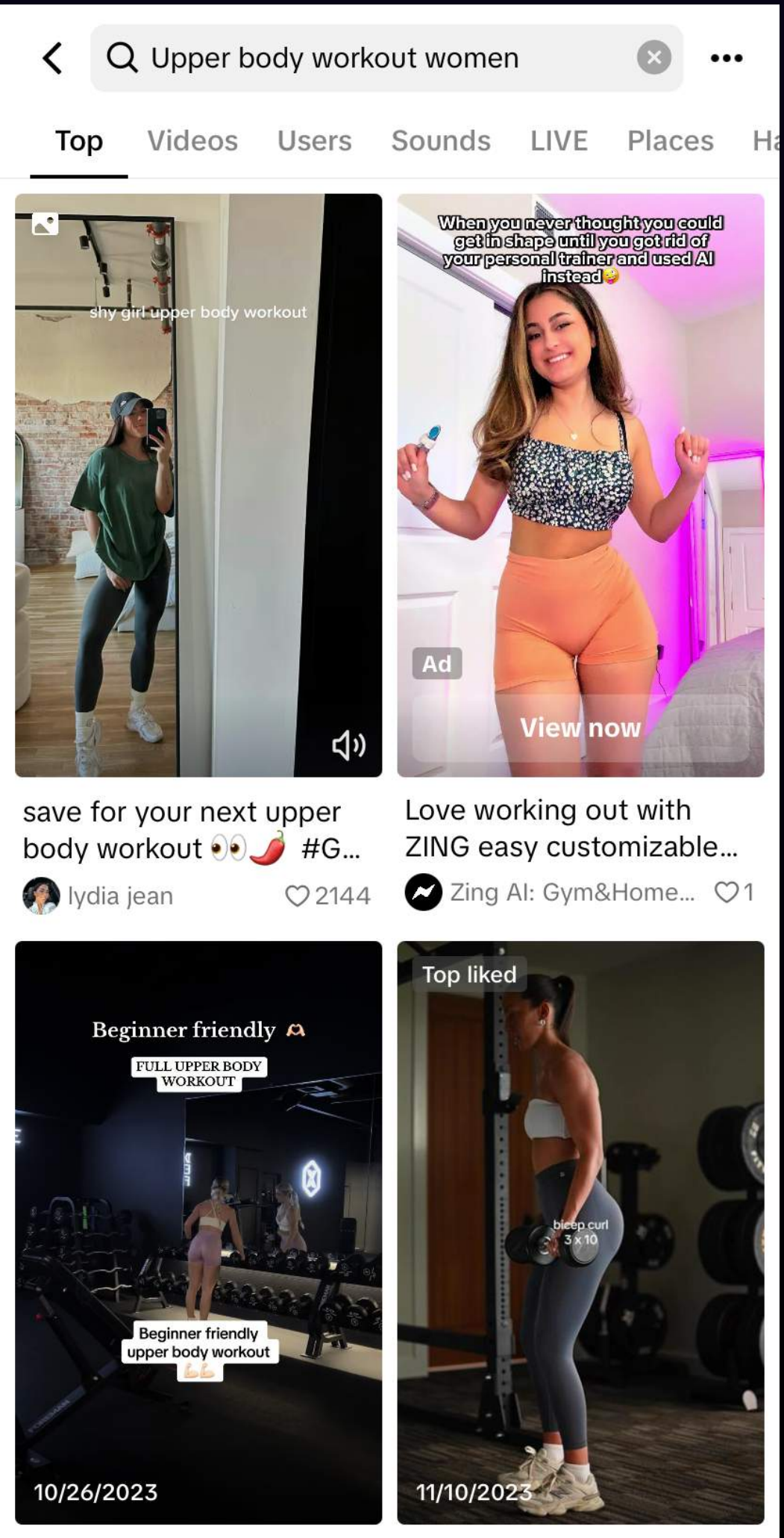
## How to Deadlift



## High Protein Recipes



## Upper Body Workout Women





Q

how to deadlift

×

⋮

Top

Videos

Users

Sounds

LIVE

Places

Hashtags

1. SET YOUR STANCE

3/25/2023

Deadlift checklist! If you tick all 5, you have a perf...

Jeff Nippard

♡

74,1K

#deadlifttutorial

#deadlifttechnique

Conv...

Red

♡

52,1K

BEGINNER:  
HOW TO DEADLIFT  
WITH A PT

alright it's giving me all the  
flex energy to get this  
session done

This will show you all of the relevant video's to your **search prompt**, but it doesn't end there.





Deadlifts are fun when u do them right :p also pls...



11,8K



Beginner gym girl guide on how to deadlift! #howto...



fitne... 4948

### Others searched for

how to deadlift beginners

deadlift workout plan

deadlift for beginners

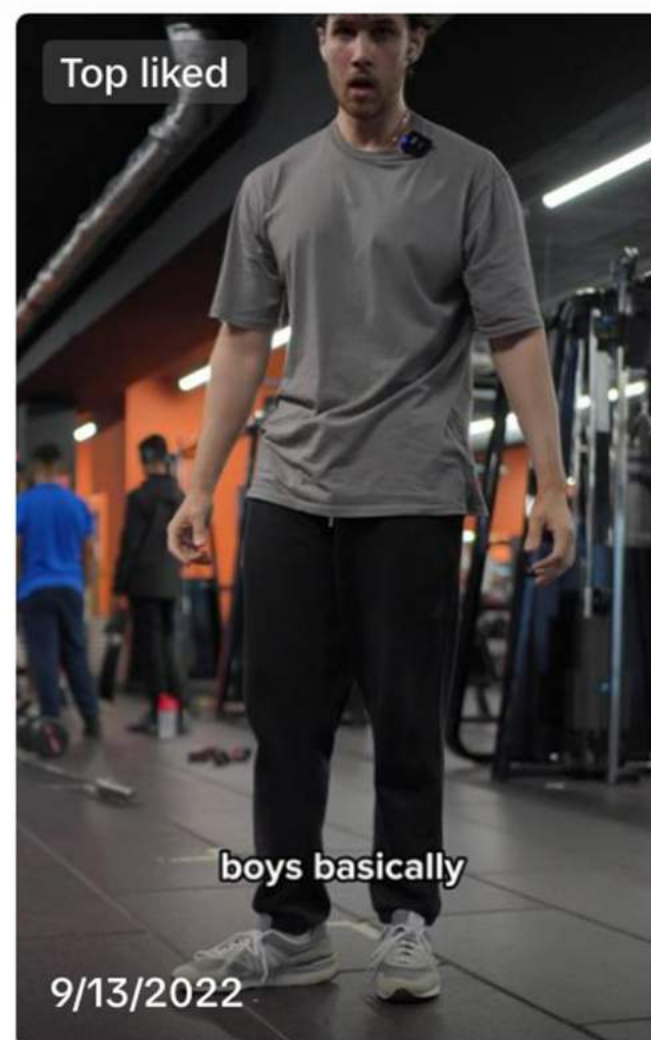
how to deadlift for reps

how to deadlift heavy

deadlift vs rdl

how to improve deadlift

deadlift women



Hope this deadlift tutorial

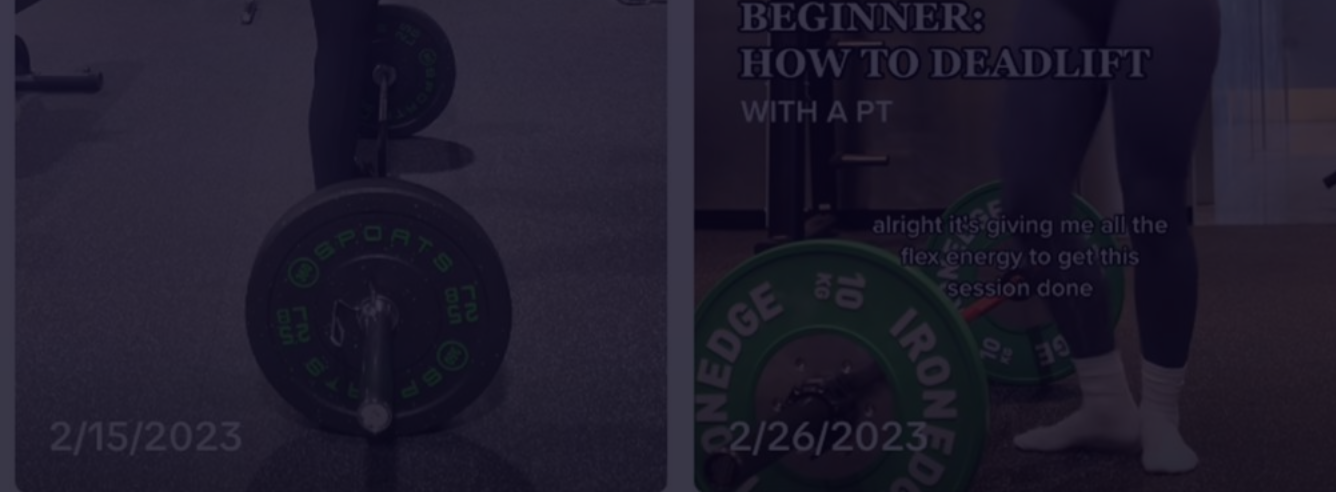


How to deadlift with

This will show you all of the relevant video's to your **search prompt**, but it doesn't end there.

If you **scroll down** a little if you're on mobile, It will also show you what other people are searching within the search you just made.





Deadlifts are fun when u do them right :p also pls...

V 11,8K

Beginner gym girl guide on how to deadlift! #howto...

Soph fitne... 4948

### Others searched for

how to deadlift beginners

deadlift workout plan

deadlift for beginners

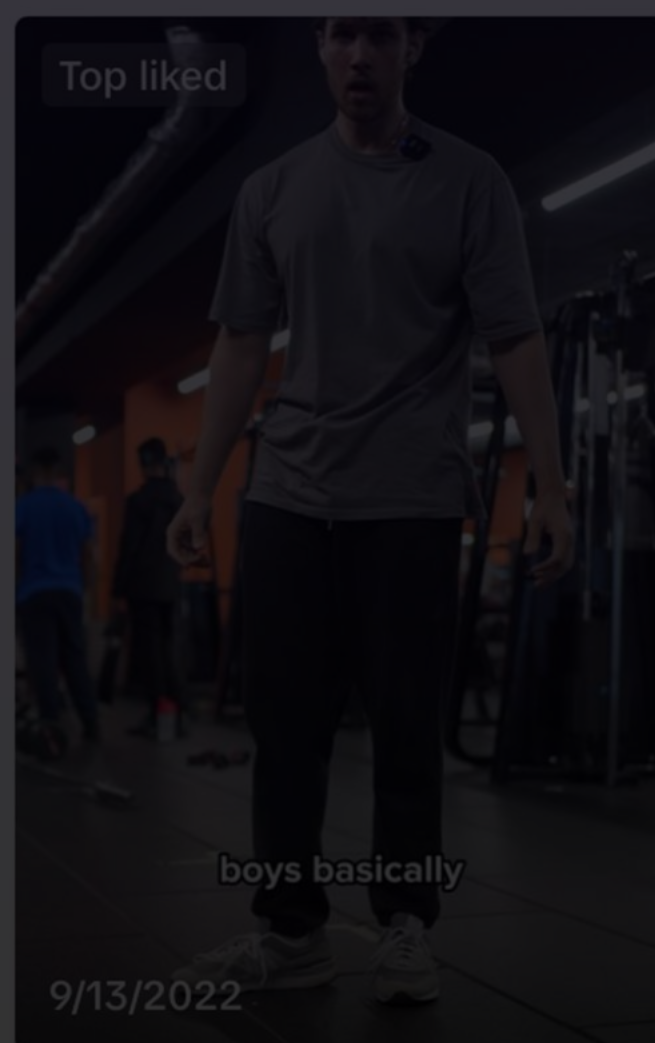
how to deadlift for reps

how to deadlift heavy

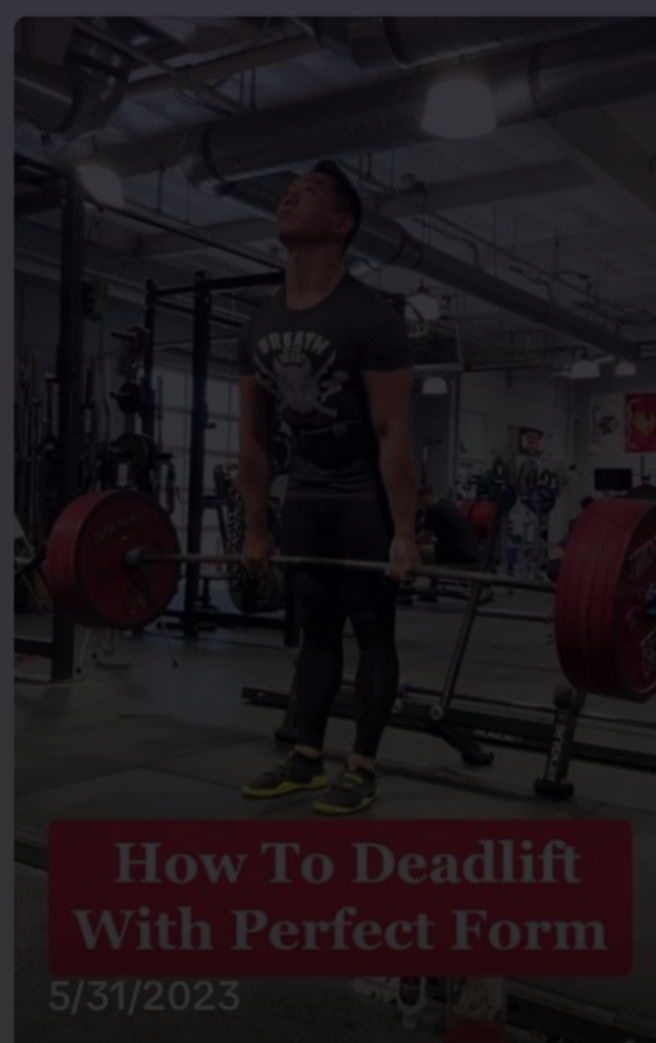
deadlift vs rdl

how to improve deadlift

deadlift women



Hope this deadlift tutorial

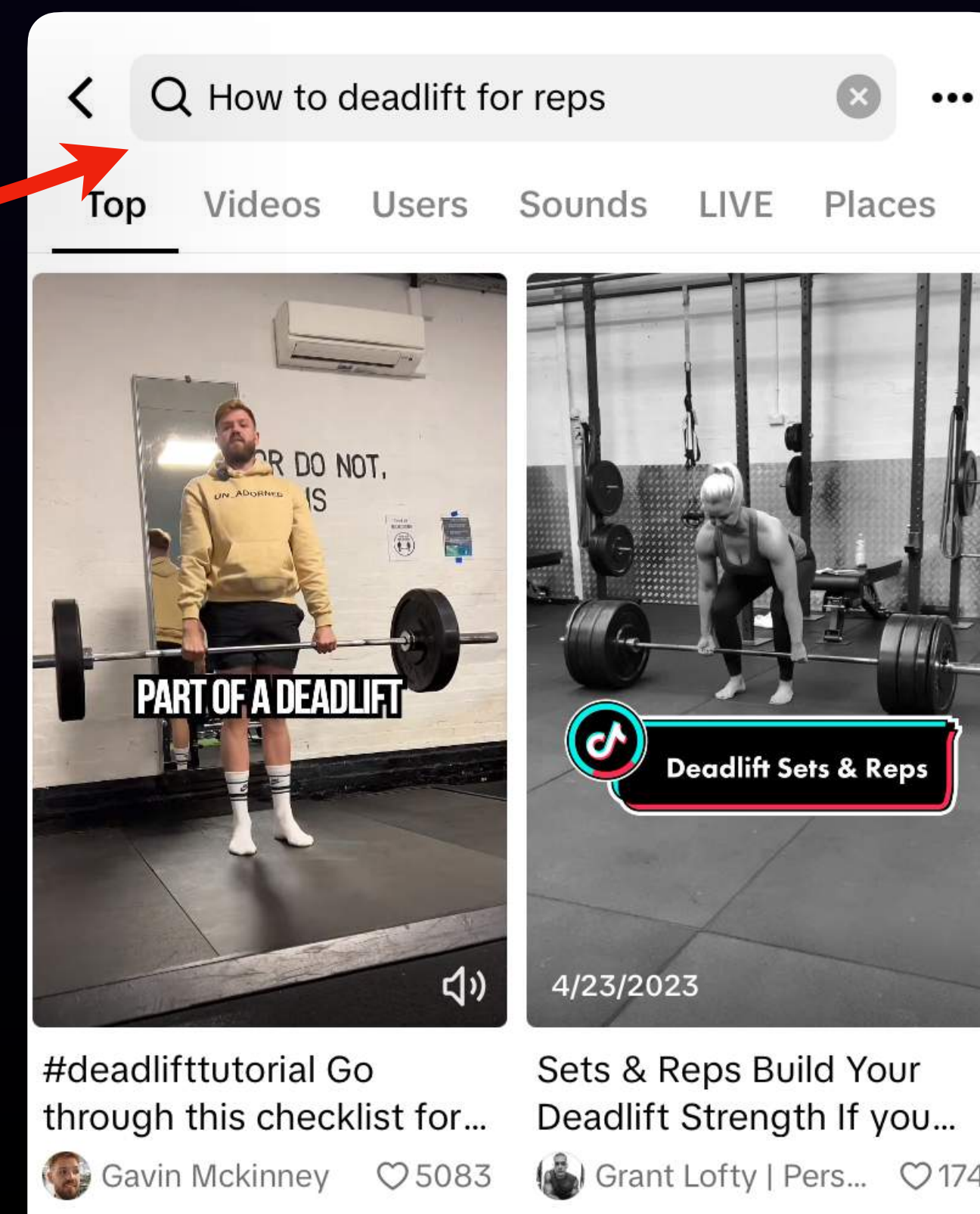


How to deadlift with

relevant video's to your **search prompt**, but it doesn't end there.

If you **scroll down** a little if you're on mobile, It will also show you what other people are searching within the search you just made.

So then you can use this list as a rabbit hole to keep going deeper and deeper into different search prompts that your ideal clients & viewers are searching for.

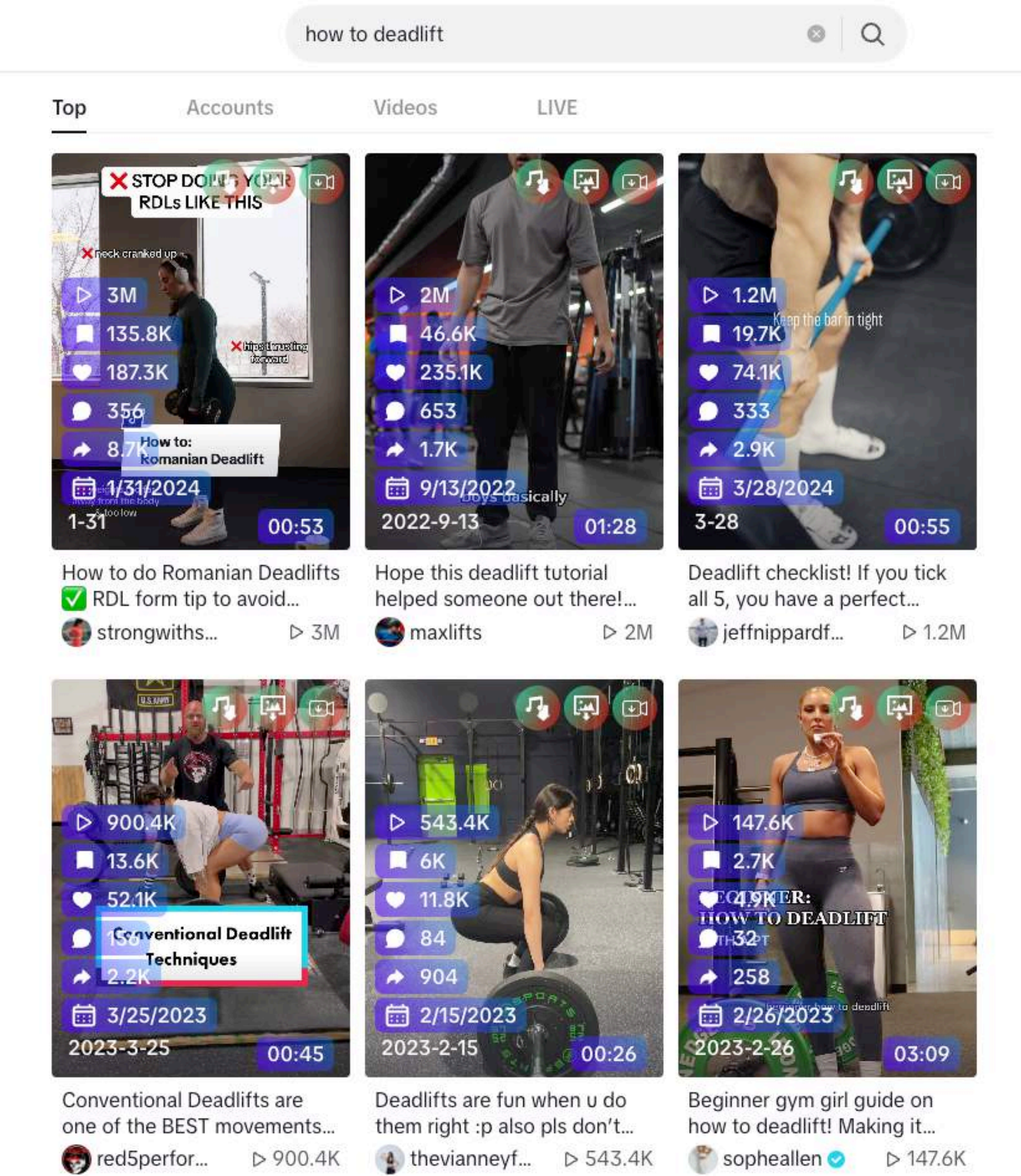






The coolest part is that you can also use **Sort Tiktok** to sort your searches by most viewed to least viewed within the search.

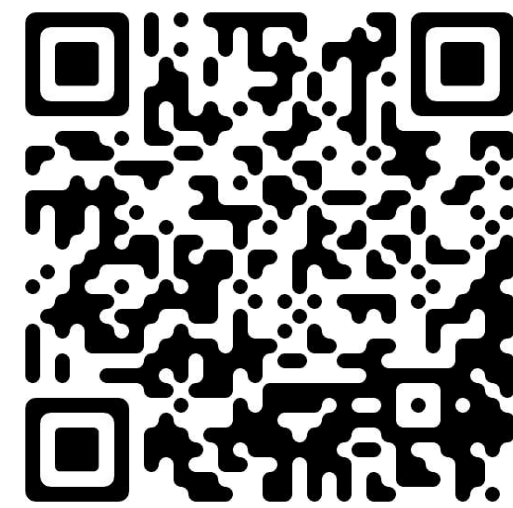
Automatically showing you the best performing content within any topic



So... Here is how you can get it



So Again, The Tool is Called **Sort TikTok**



Sort TikTok



ovszon.com



Featured

4.5



(40 ratings)



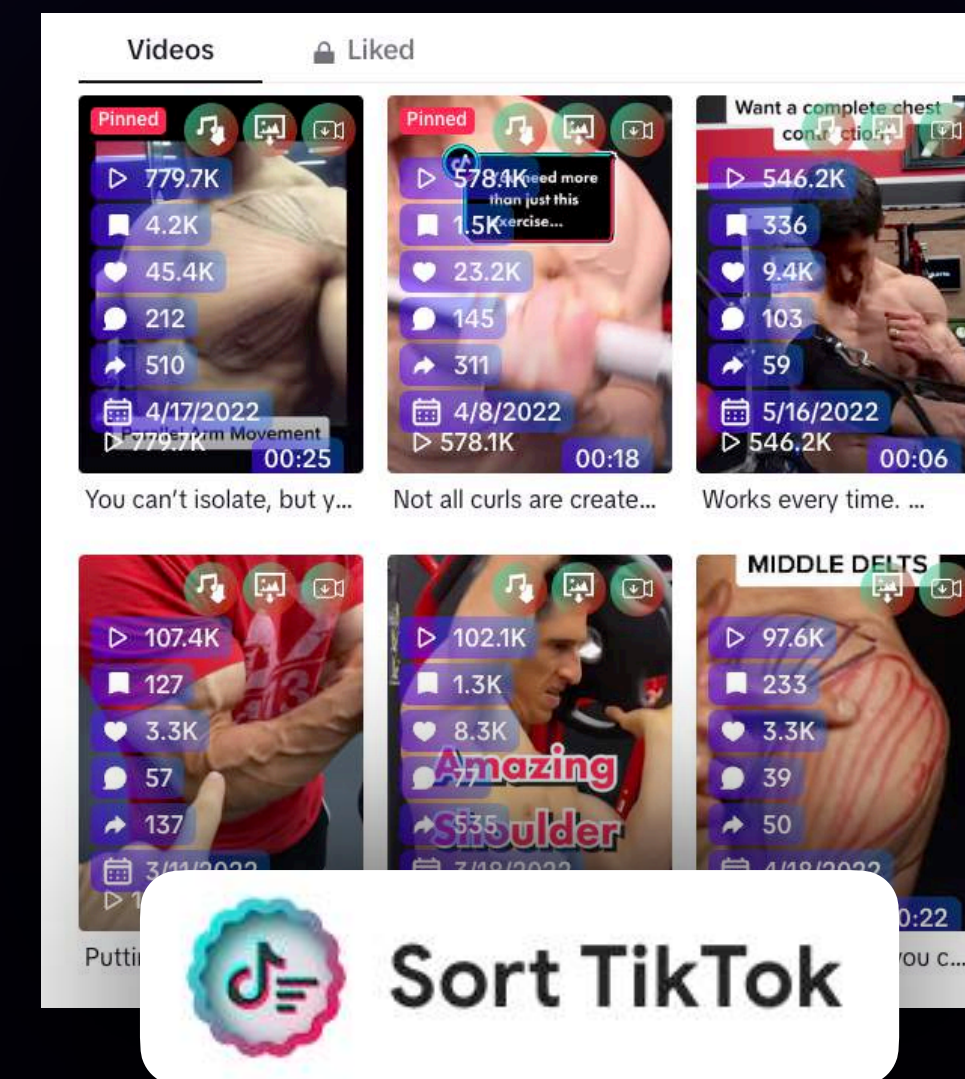
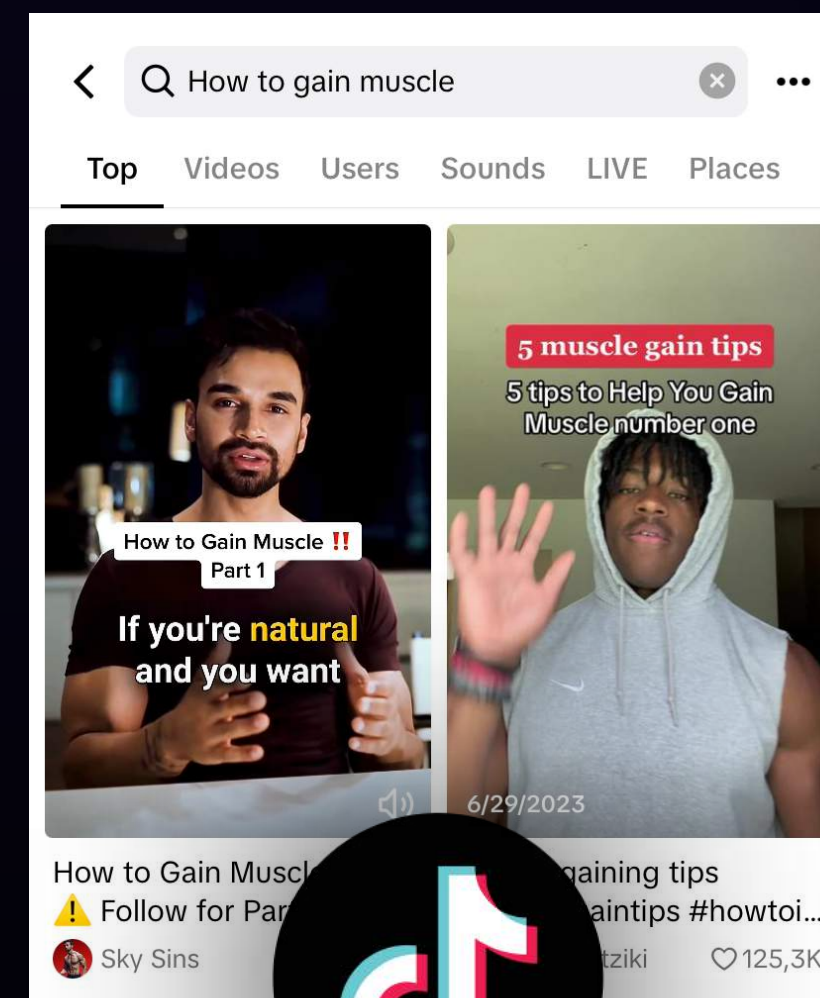
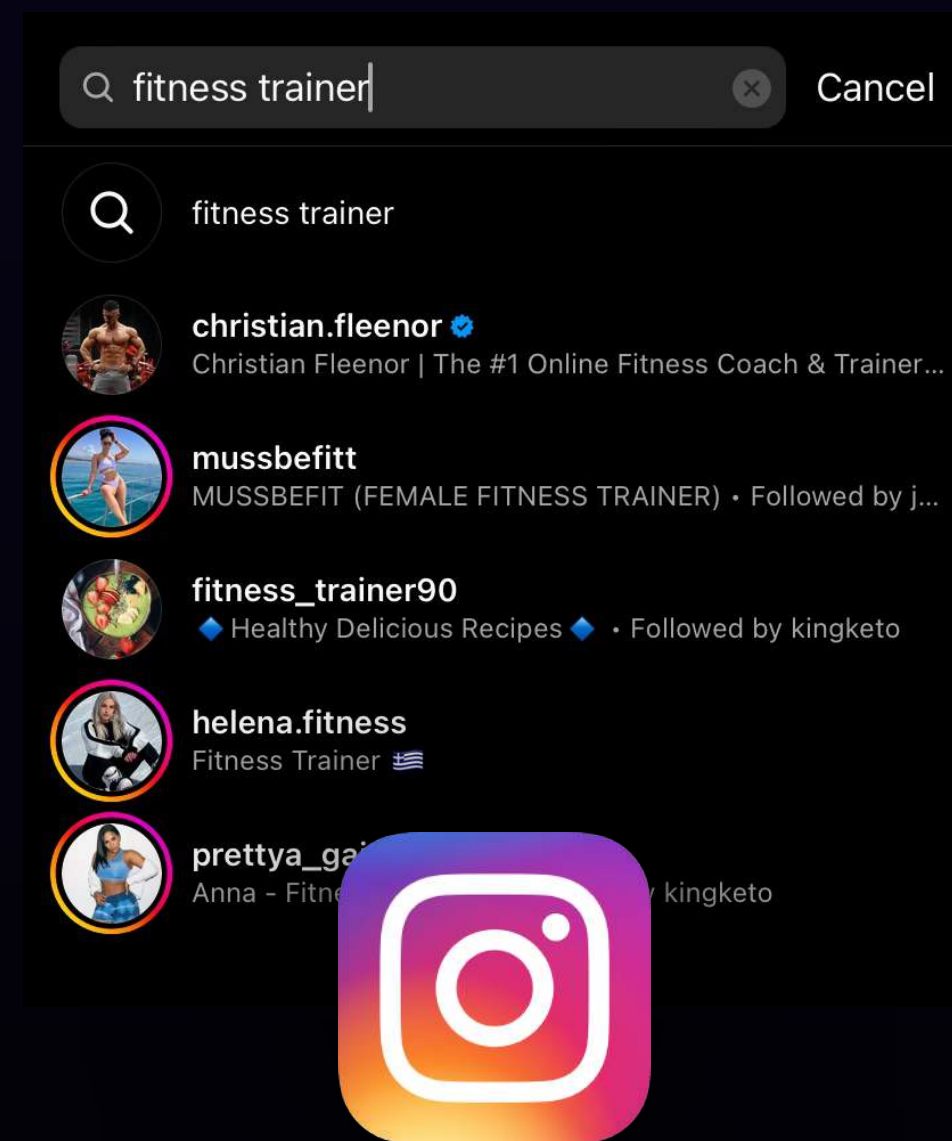


TikTok Sorting	Free
Instagram Sorting	\$6 Per Month
<hr/>	
Software	\$6 Per Month

VS

Viral Findr	\$15 Per Month
-------------	----------------

# Active Ideation



Active Ideation is **a great place to start**, however it's not where you want to stay

Active Ideation is **a great place to start**, however it's not where you want to stay

Eventually you will wish the well dry and have to spend more and more time actively looking for content idea's and you will begin to get **diminishing results**





This is where **Passive Ideation** comes in

## Active Ideation

The process of searching  
for an idea

## Passive Ideation

The process of naturally stumbling  
across an idea



Active ideation is **hunting**  
your content idea





Active ideation is **hunting**  
your content idea



Passive Ideation is optimizing your life  
for content idea's **to come to you**







## 3 Passive Ideation Life Optimizations



Instagram Favorites

### 3 Passive Ideation Life Optimizations



Instagram Favorites



Instagram Collections

### 3 Passive Ideation Life Optimizations



Instagram Favorites



Instagram Collections



Capture During Habits



### 3 Passive Ideation Life Optimizations



Instagram Favorites



Instagram Collections



Capture During Habits

## ★ Instagram Favorites

Just so I can gauge where we're at, do any of you  
use the favorites feature on Instagram?

Yes

No

I didn't know IG had a favorites feature

## ★ Instagram Favorites

Just so I can gauge where we're at, do any of you  
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Yes

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## ★ Instagram Favorites

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## ★ Instagram Favorites

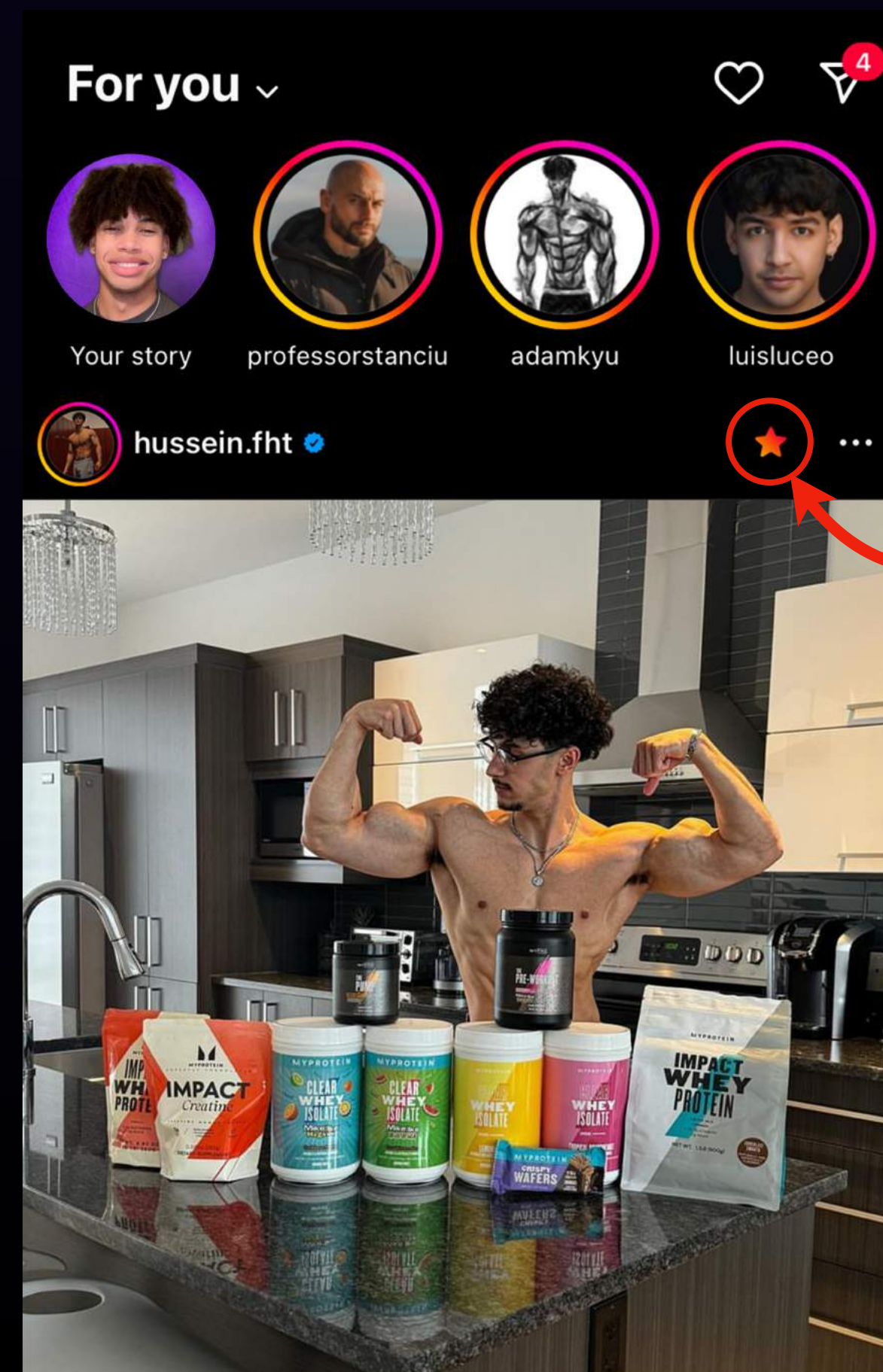
Just so I can gauge where we're at, do any of you  
use the favorites feature on Instagram?

Yes

No

I didn't know IG had a favorites feature

On instagram you can mark your creators as “favorites”.



“Favorite Creator” Indicator



When you mark a creator as one of your **“Favorite Accounts”** instagram will prioritize showing you that creators content at the top of your feed.

Before




After




This way you never miss a post from that creator.


Favourites

Remove All




jeffnippard 


Remove




JASONSPHYSIQ...  
jasonsphysique

Remove




hussein.fht 



Remove



Joshua Oguntuase  
joshuaoguntuase\_

Remove



 DAVIS DILEY 

davis.diley

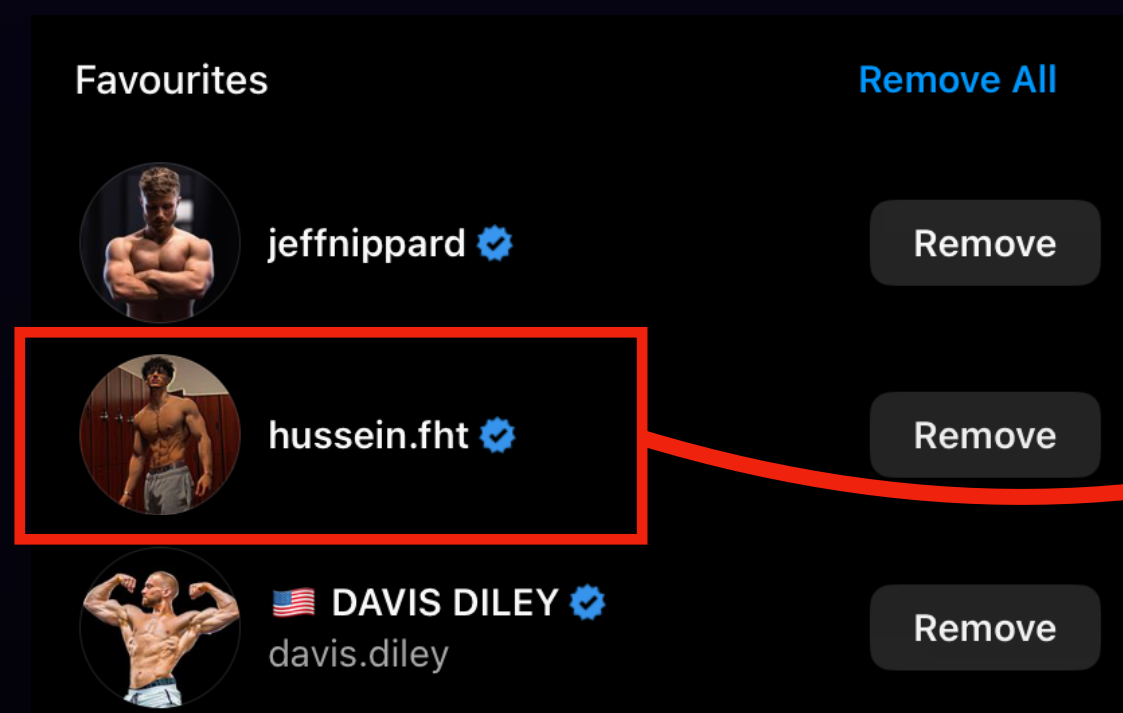
Remove



Now this is extremely useful for **organic content research**

Now this is extremely useful for **organic content research**

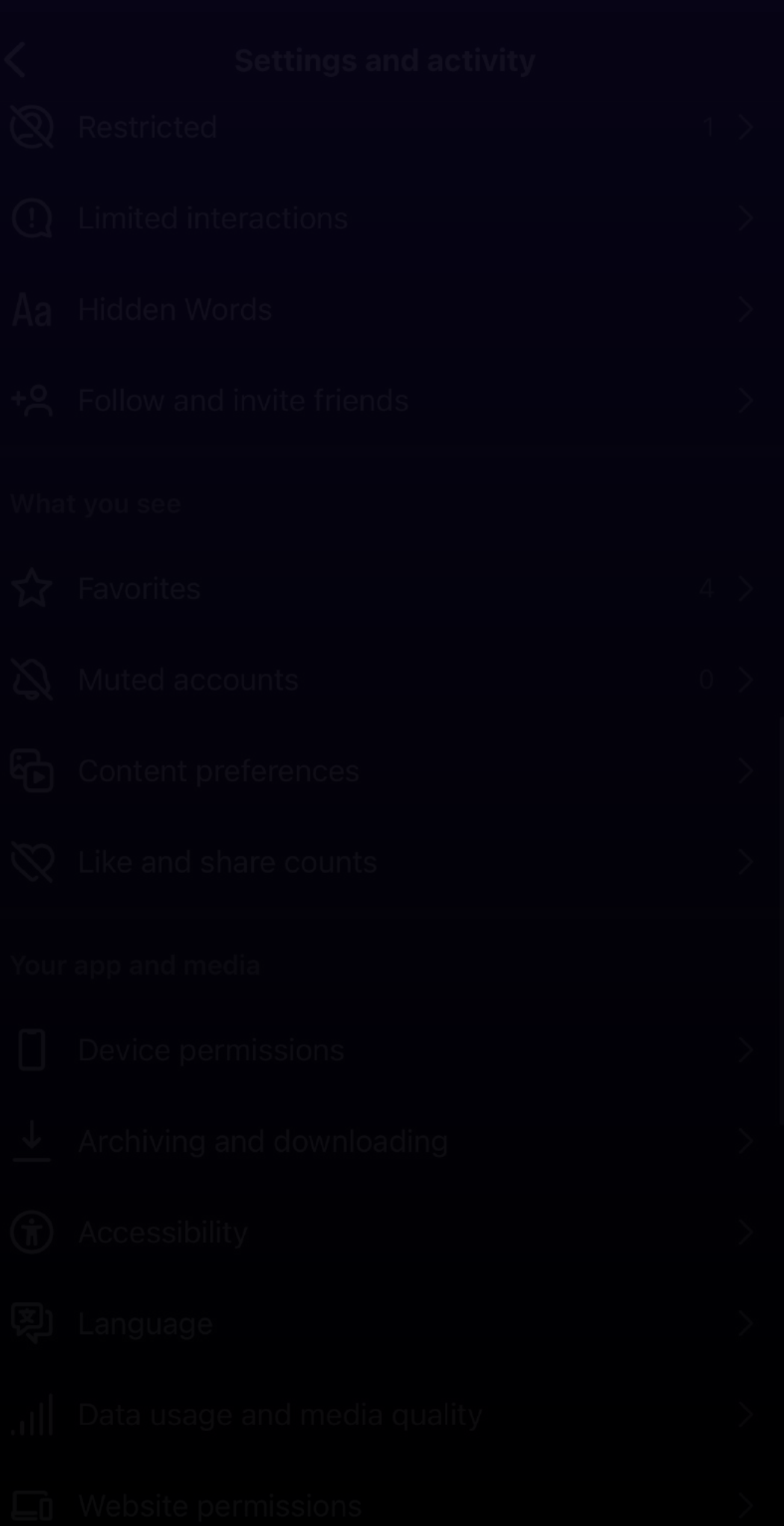
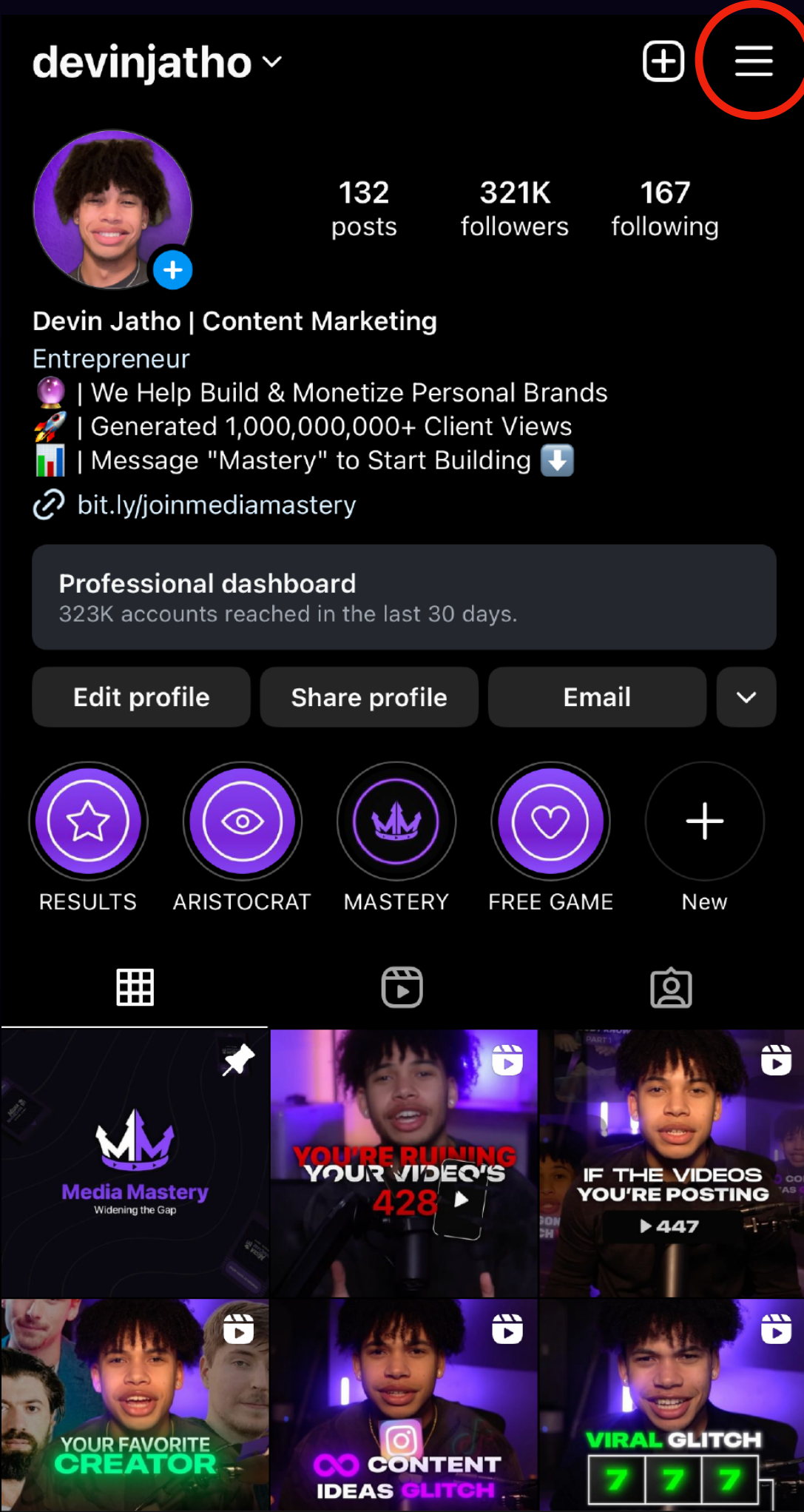
By finding the top creators within your niche and favoriting their account, you effectively get content idea's placed on your feed daily if you set it up right.



**Pull Out Your Phone & Open Instagram**

Here's how to set it up

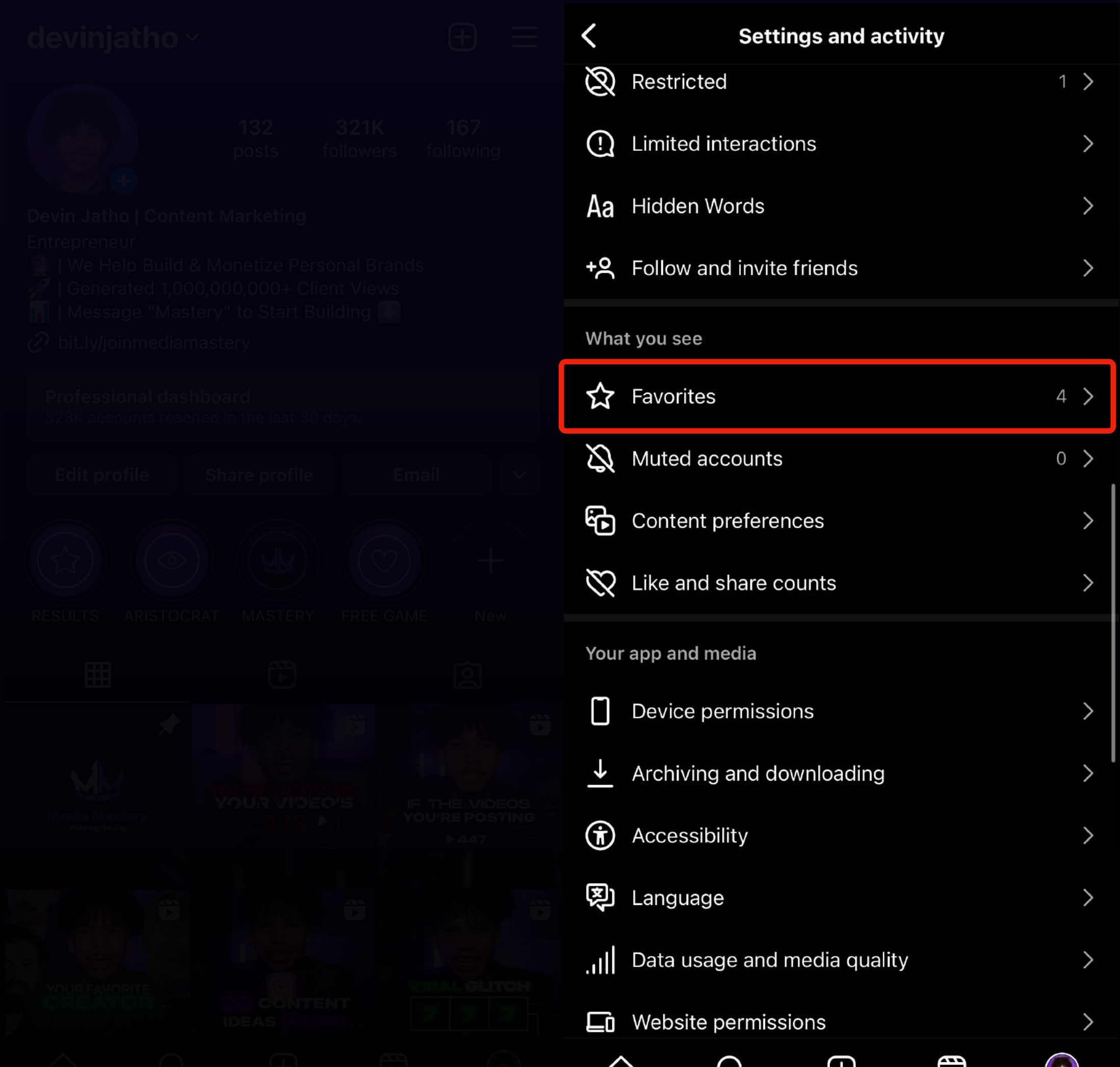
Click on the "Burger" button





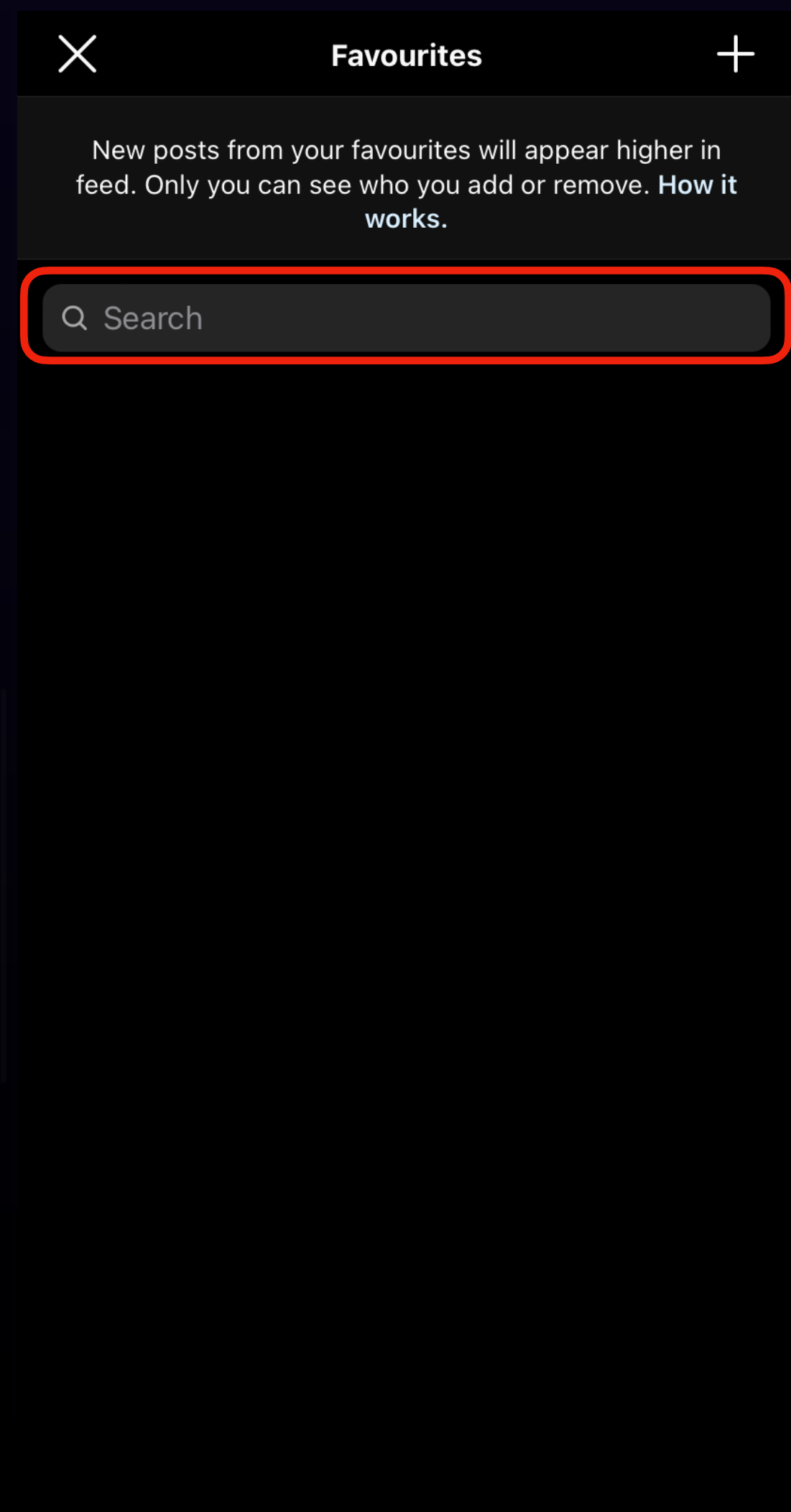
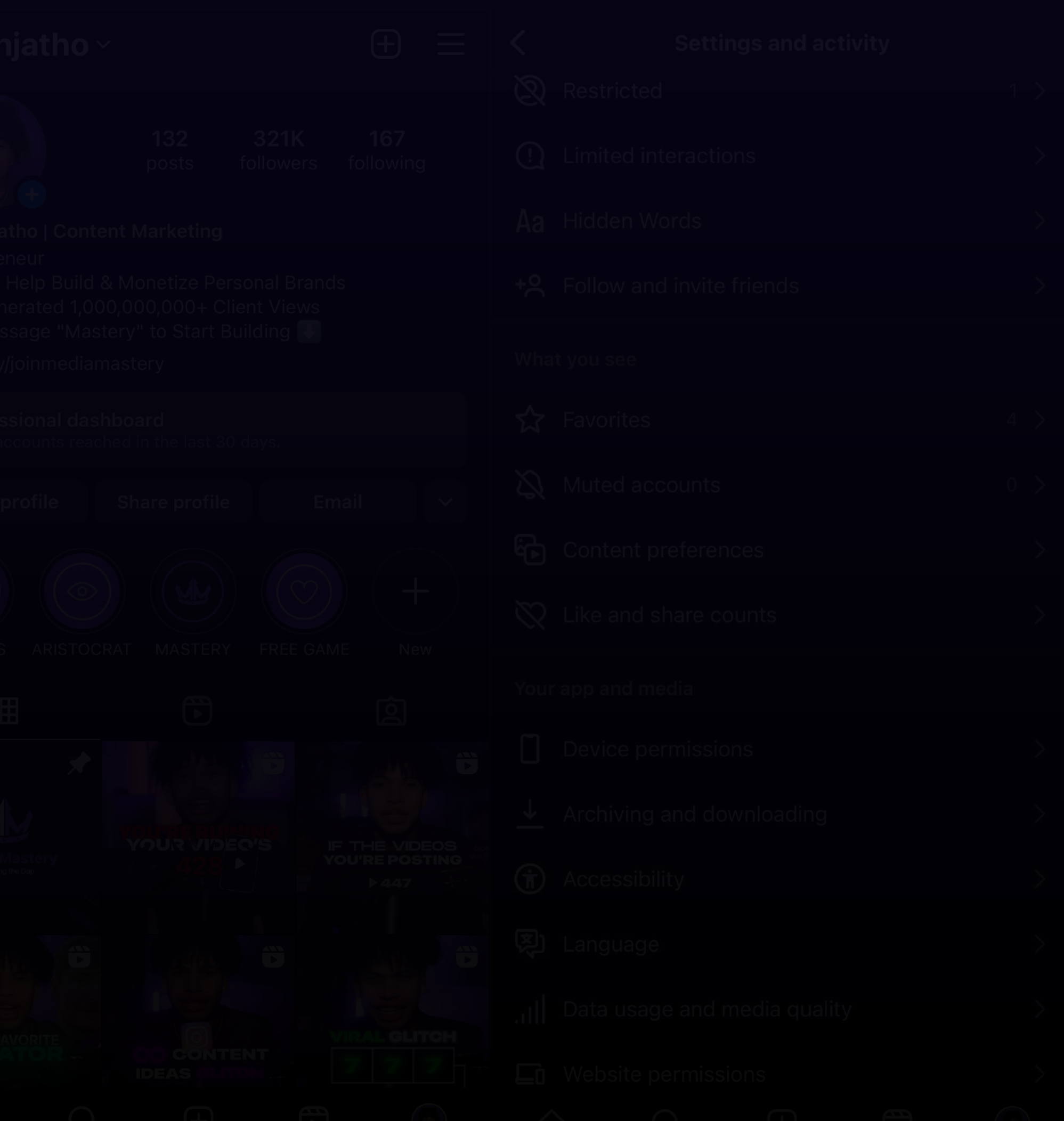
Here's how to set it up

**Click on "Favorites"**



Here's how to set it up

**Add the creators of your choice**



Go ahead and take the time to favorite  
the creators we listed out earlier

**1:00**

I'm gonna give you **3 of the best fitness creators** in my opinion right  
now that I want you to favorite



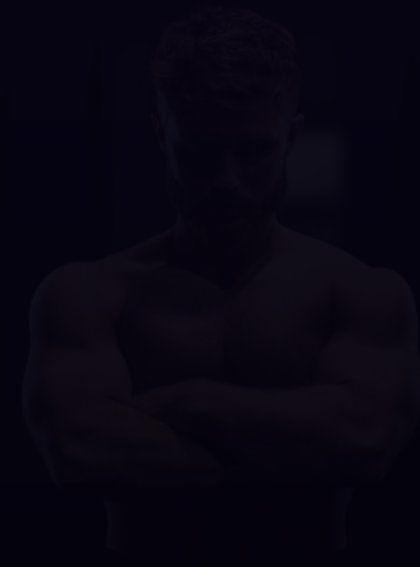
Number 1



@ jeffnippard

 1.3M

Number 2



@ jeffnippard

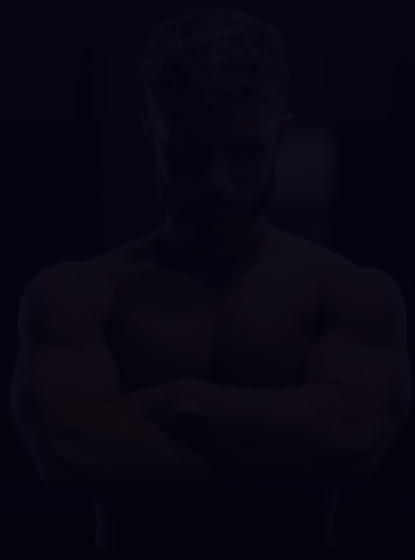
👤 1.3M



@ davis.diley

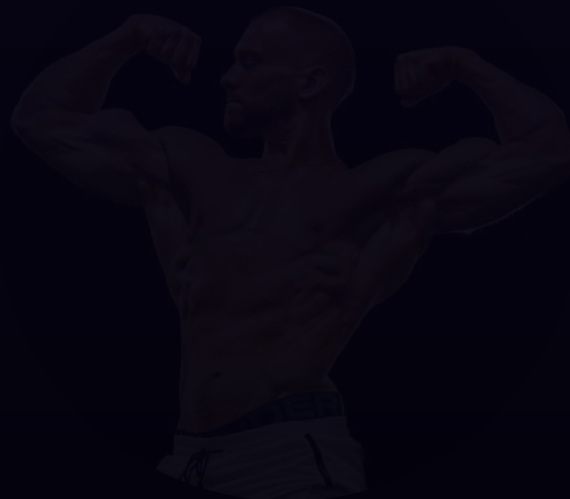
👤 1M

Number 3



@ jeffnippard

👤 1.3M



@ davis.diley

👤 1M



@ heydrrob

👤 765k



@ jeffnippard

👤 1.3M



@ davis.diley

👤 1M

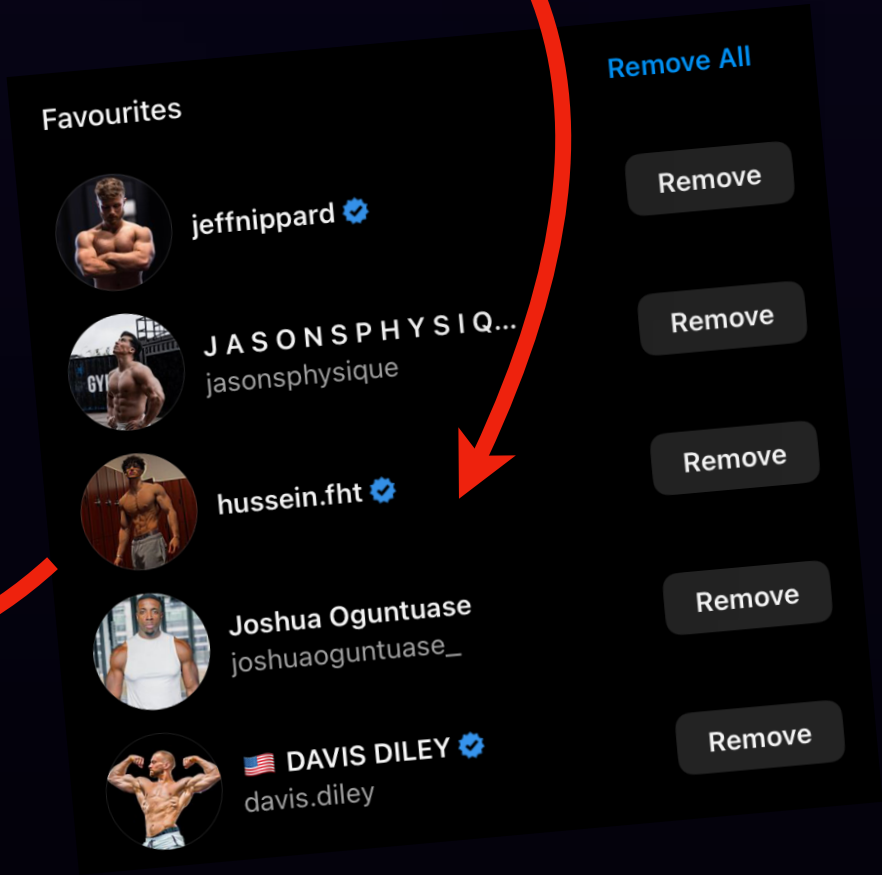
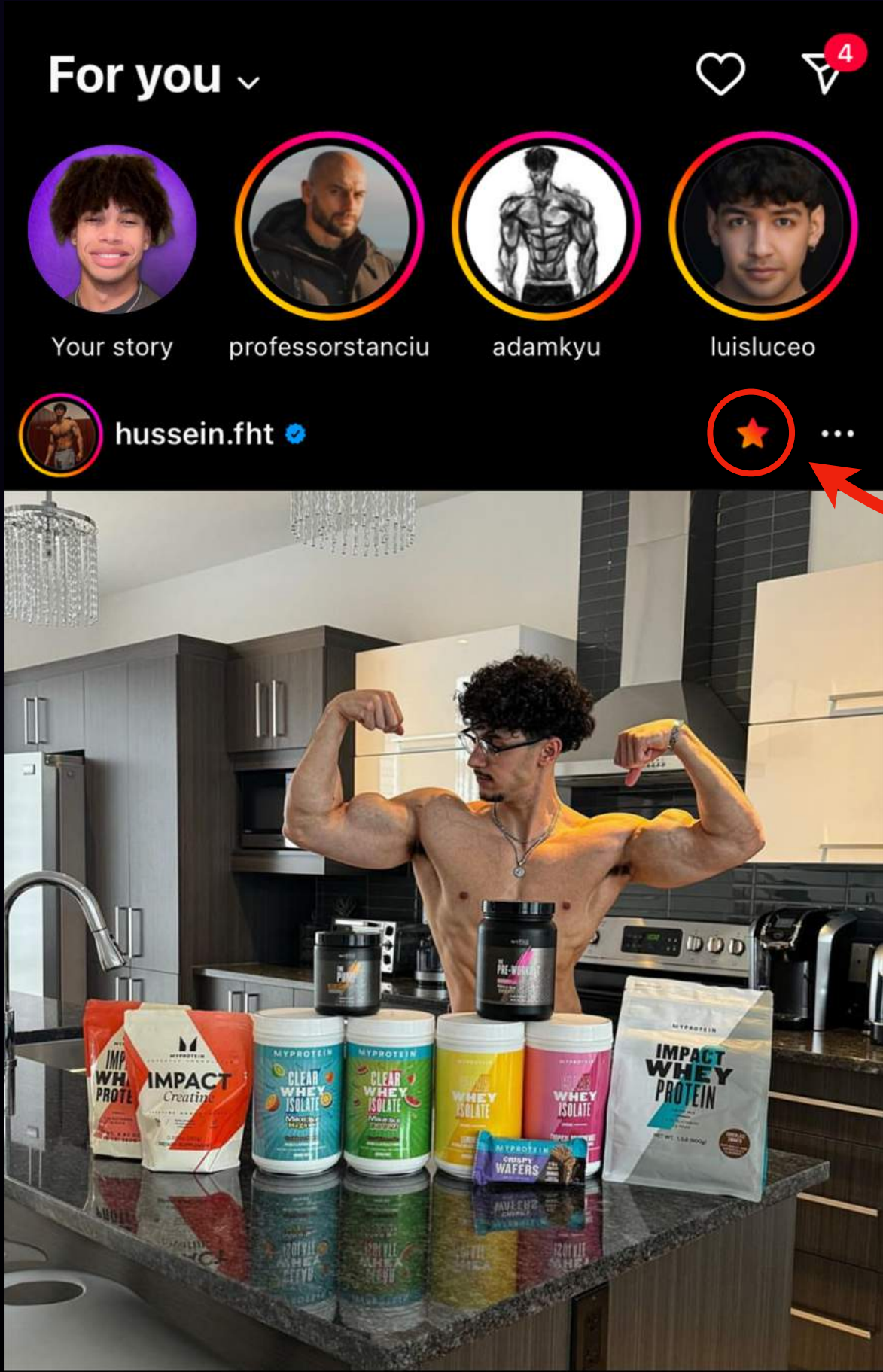


@ heydrrob

👤 765k



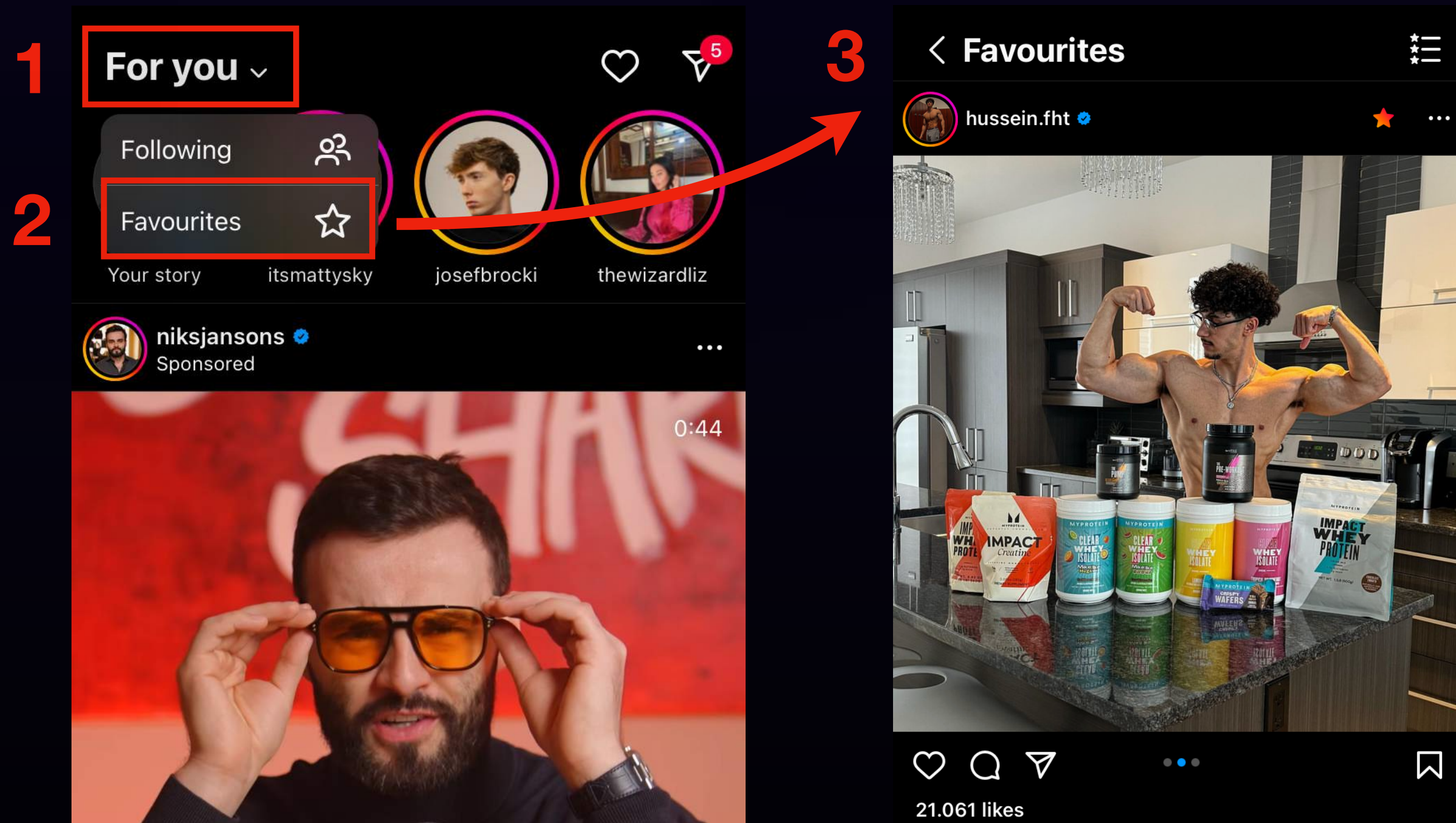
# Favorite Creators



Plus some of you will have the feature where you can select your **“favorites feed”**  
This way if you’d like to only see content of your feed from your favorites, you can have that



Plus some of you will have the feature where you can select your “favorites feed”  
This way if you’d like to only see content of your feed from your favorites, you can have that



(Not everyone has this feature for some reason, including me)



Instagram Favorites



Instagram Collections



Capture During Habits





Instagram Favorites



Instagram Collections



Capture During Habits



## Instagram Collections

Just so I can gauge where we're at, do any of you  
use the favorites feature on Instagram?

Yes

No

I didn't know IG had a favorites feature



## Instagram Collections

Just so I can gauge where we're at, do any of you  
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## Instagram Collections

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## Instagram Collections

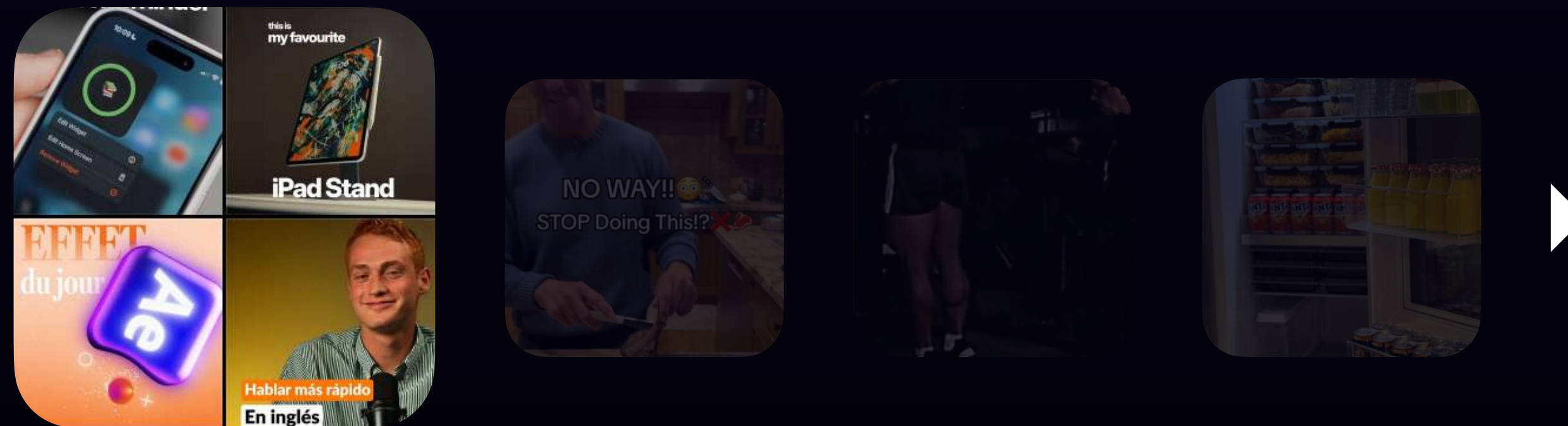
Just so I can gauge where we're at, do any of you  
use the favorites feature on Instagram?

Yes

No

I didn't know IG had a favorites feature

On instagram you can create “**collections**” to categorize your saved post. These collections can be used as your database for all of the content idea’s you found on while your naturally scrolling on Instagram.



All Posts

So for example if your a fitness coach, you would create collections based upon your **“Content Pillars”** which is exactly what we’re about to do

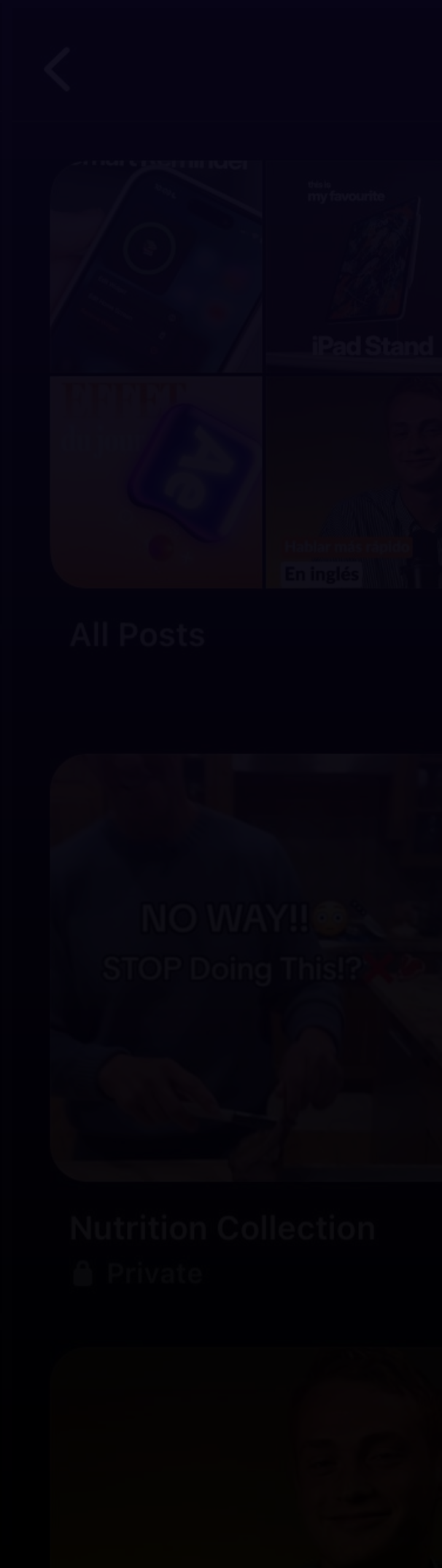
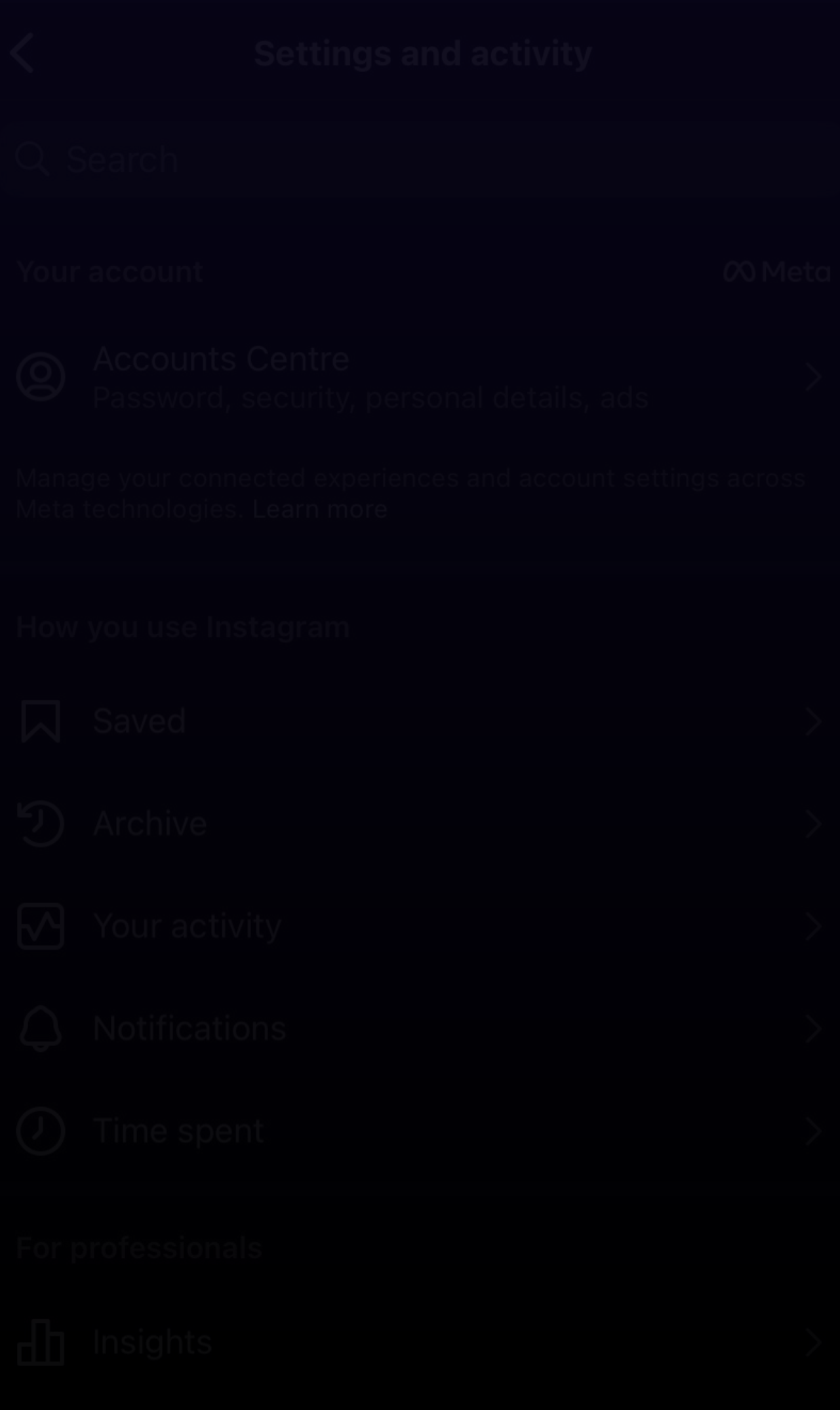
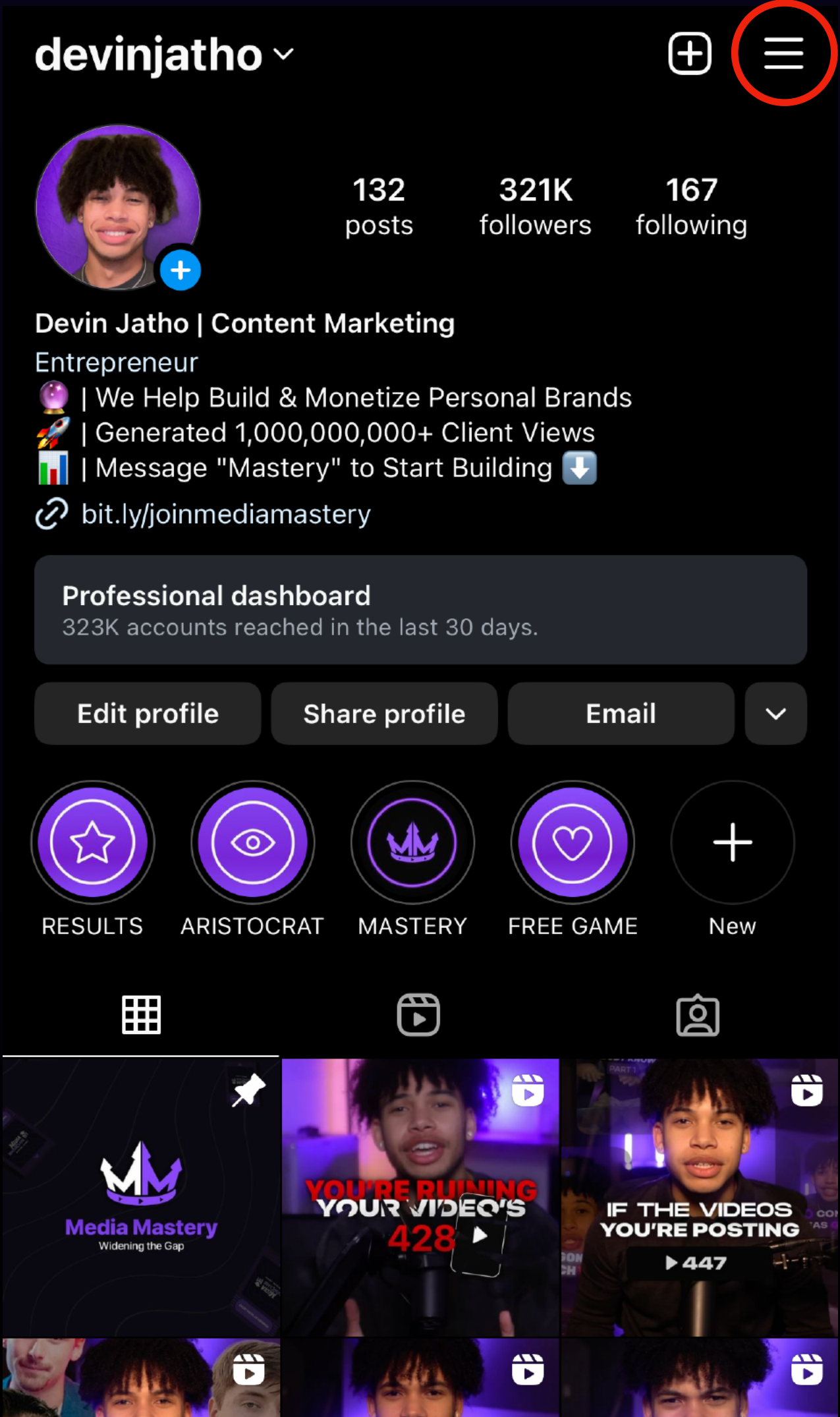


Pull out your phones again and open back up Instagram



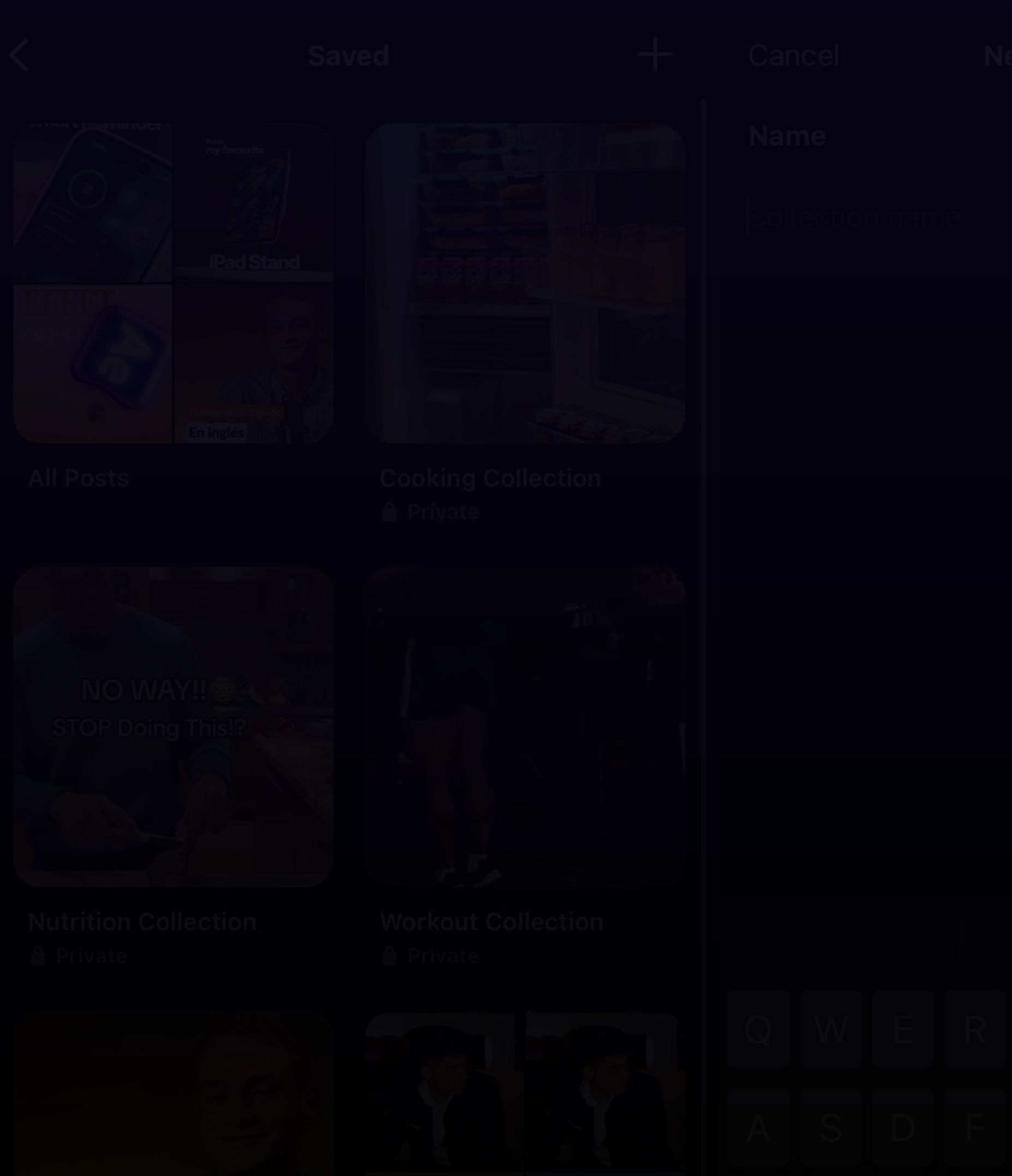
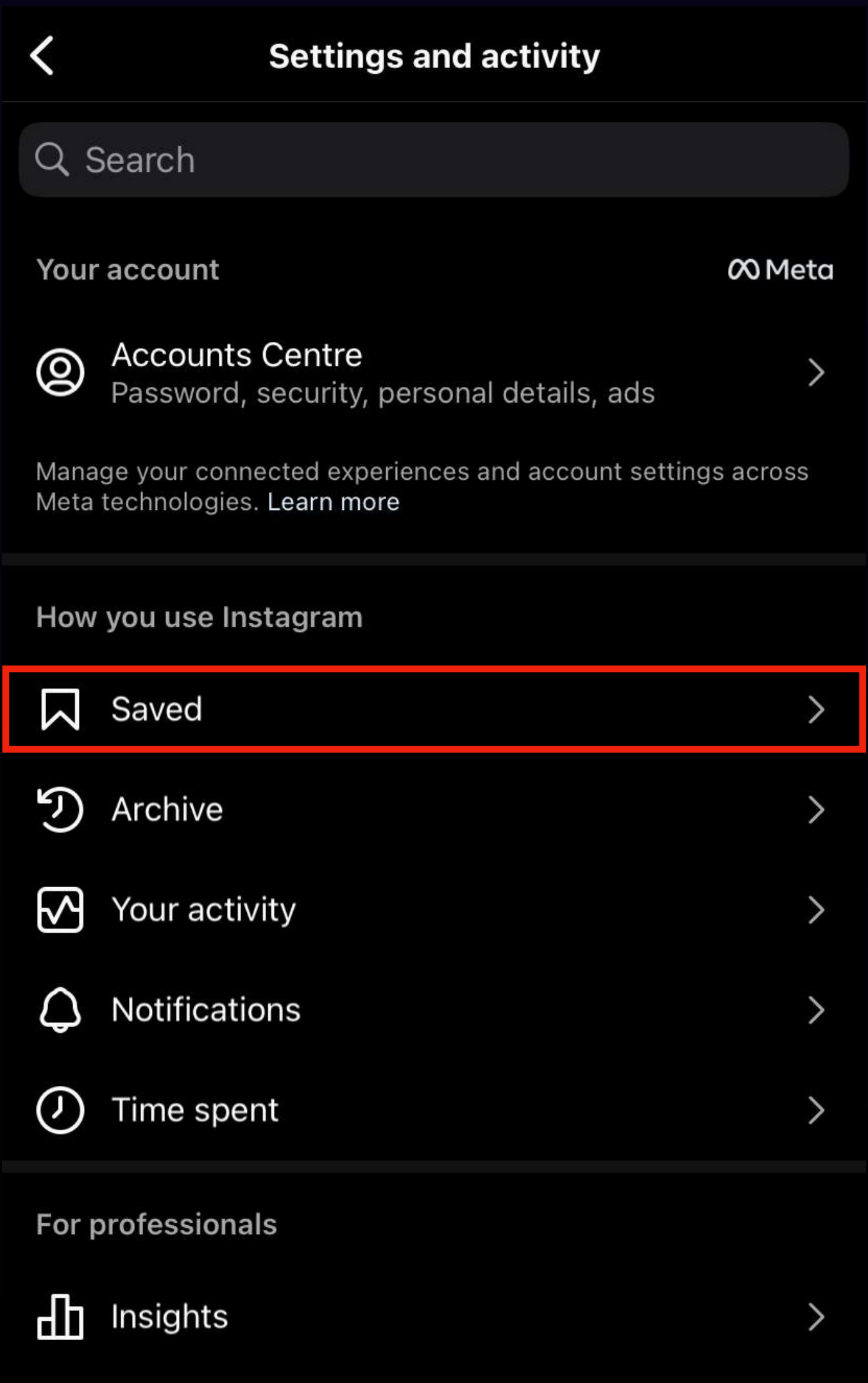
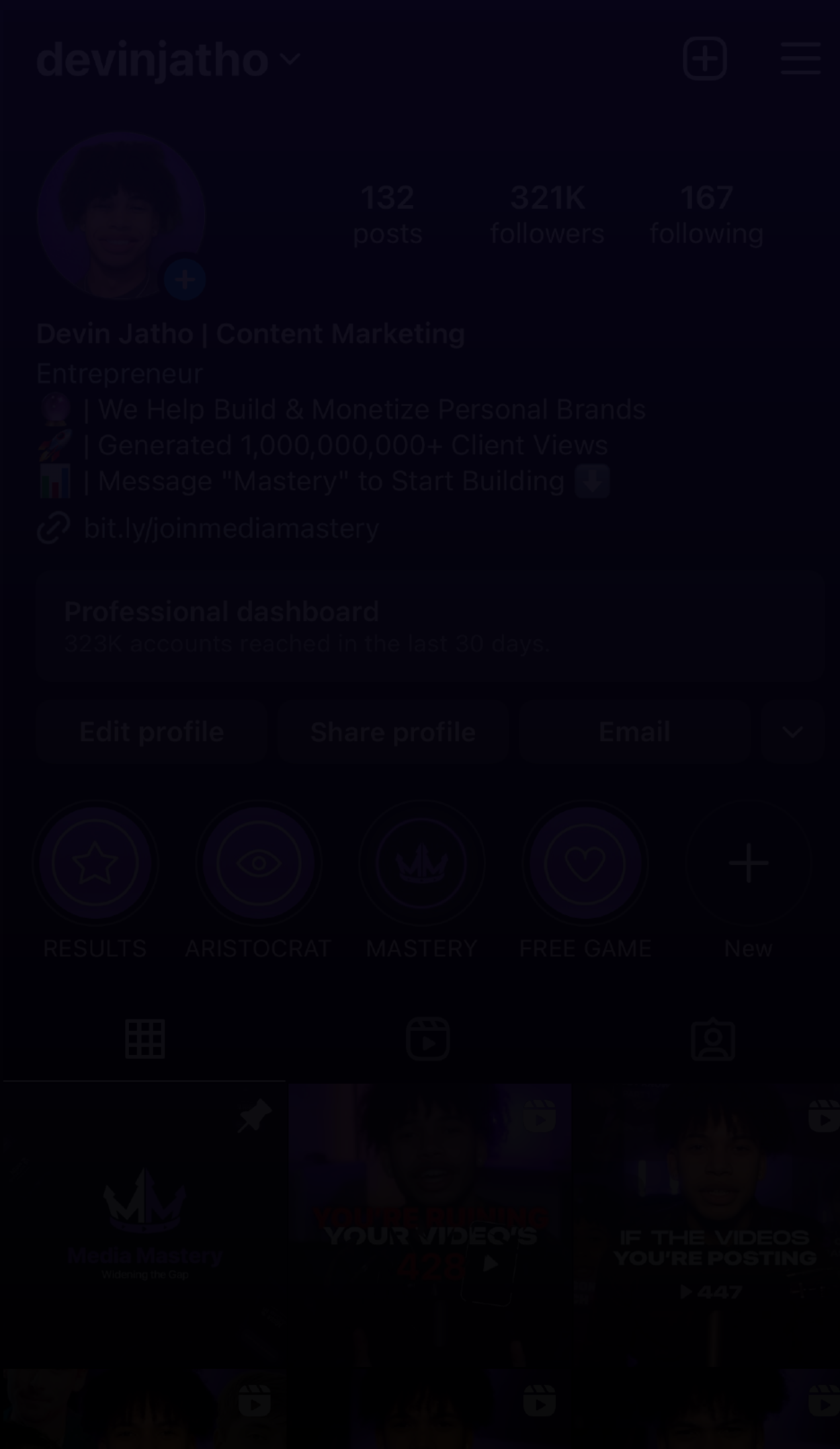
Here's how to set it up

Click on the "Burger" button again



Here's how to set it up

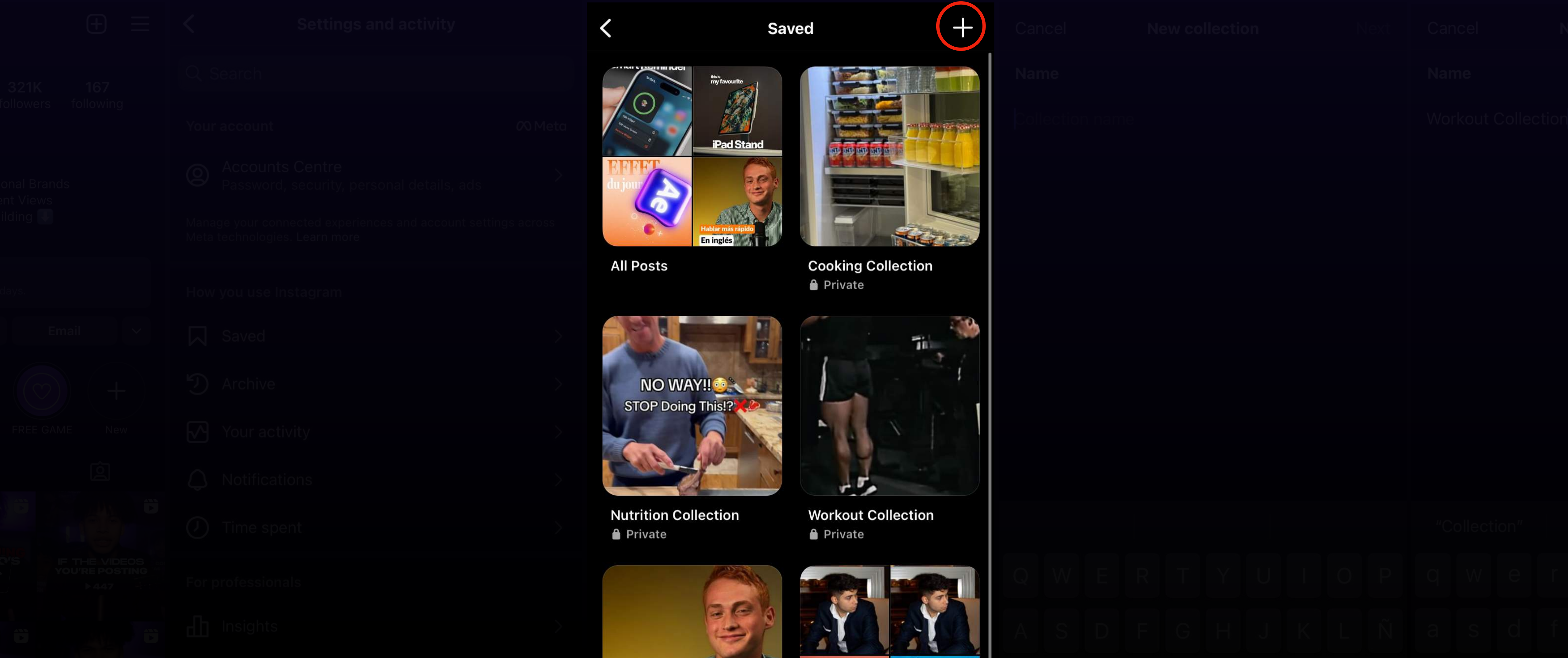
Click on "Saved"





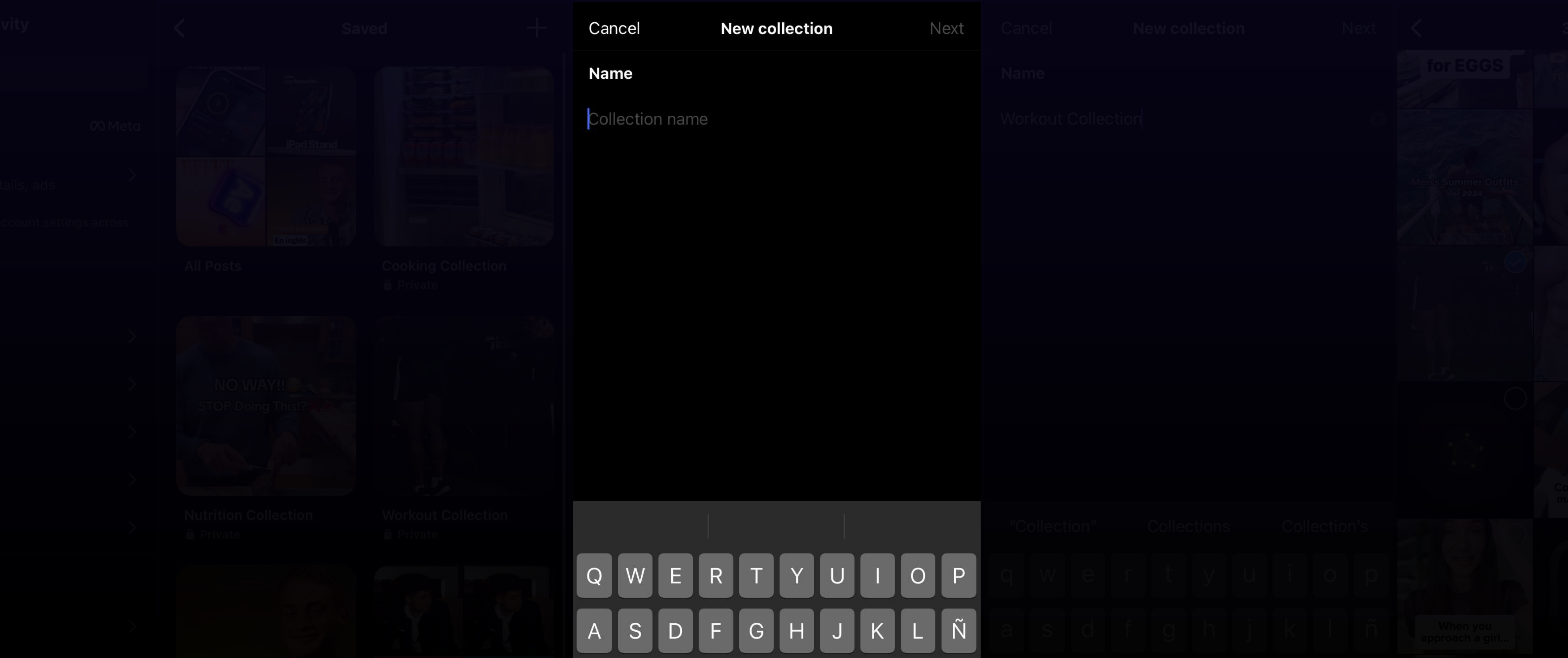
Here's how to set it up

Click on “+”



Here's how to set it up

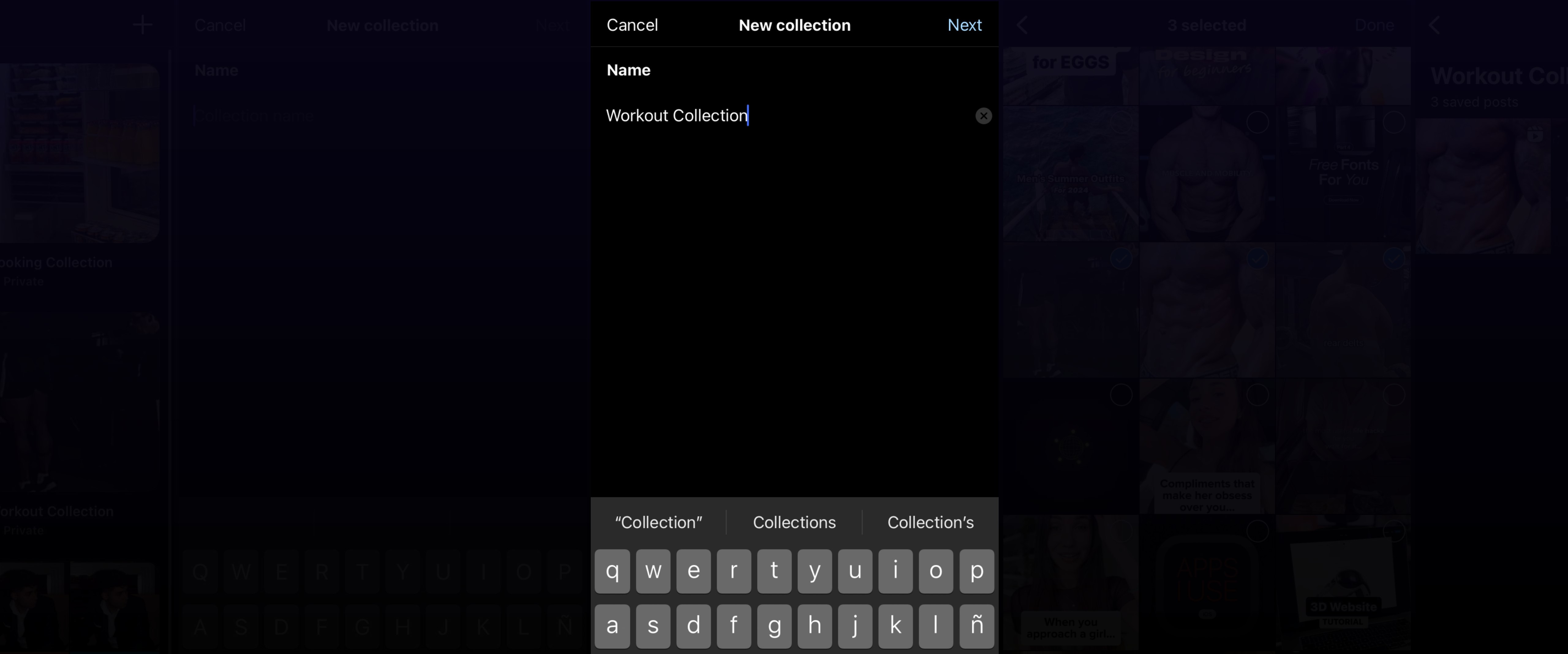
**Name your collection**





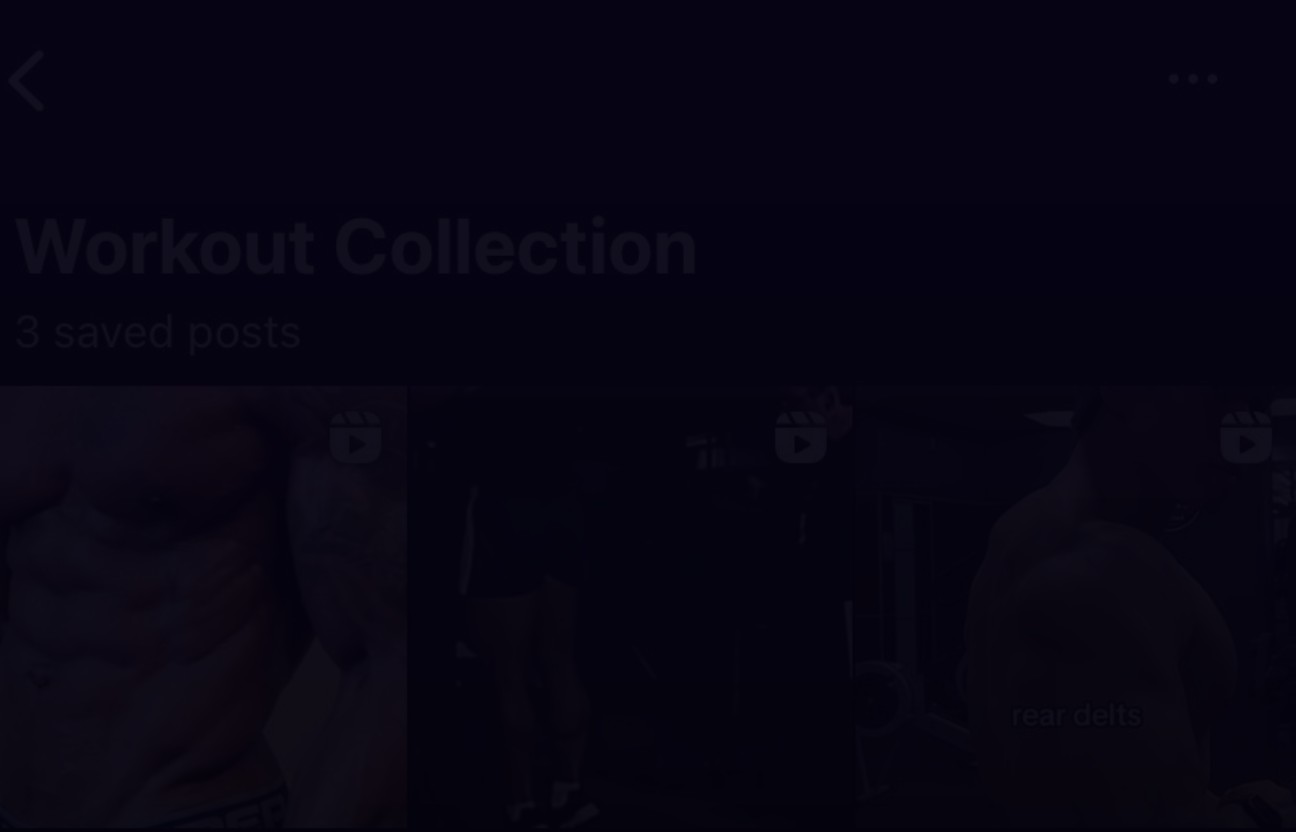
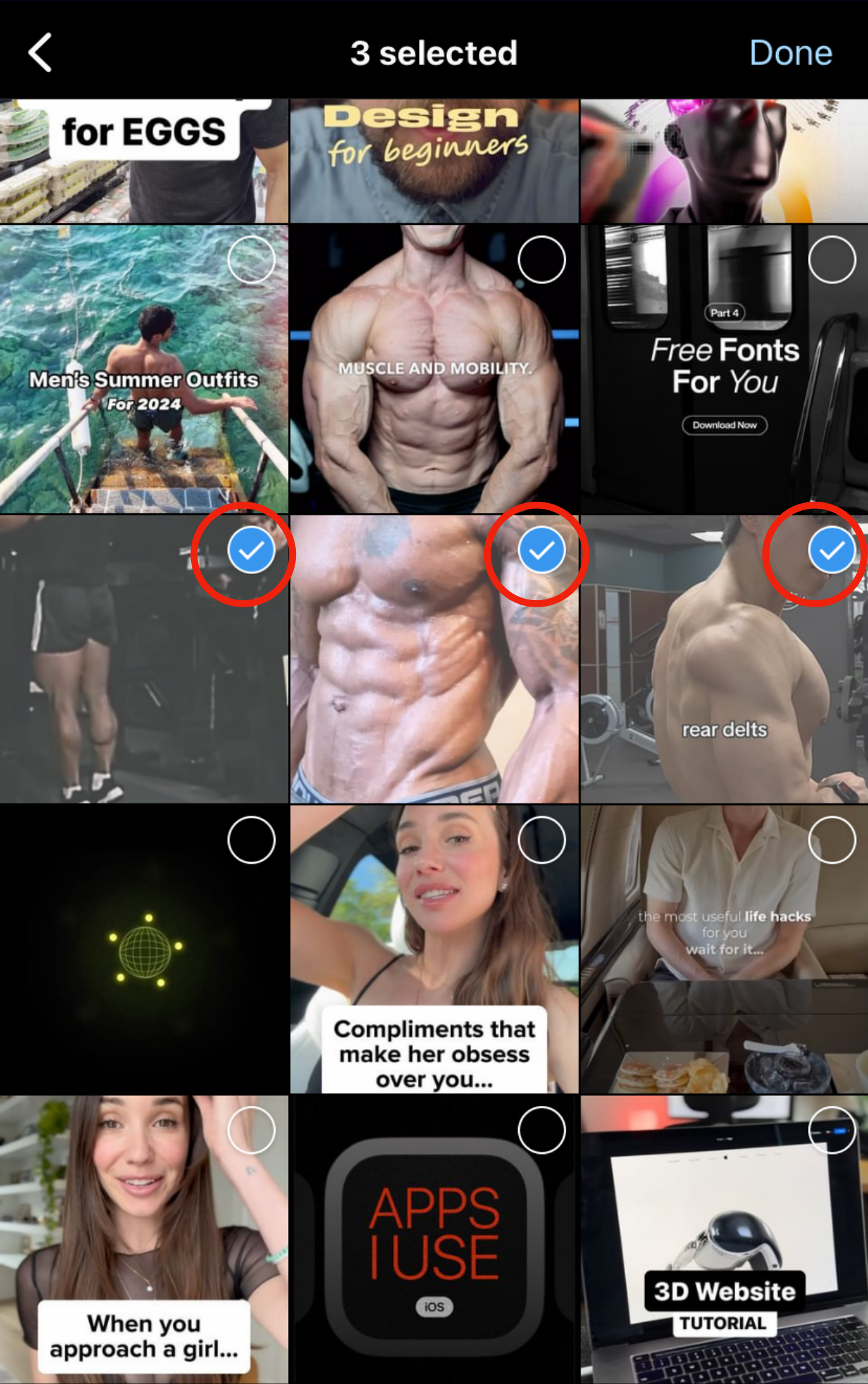
Here's how to set it up

**Name your collection**



Here's how to set it up

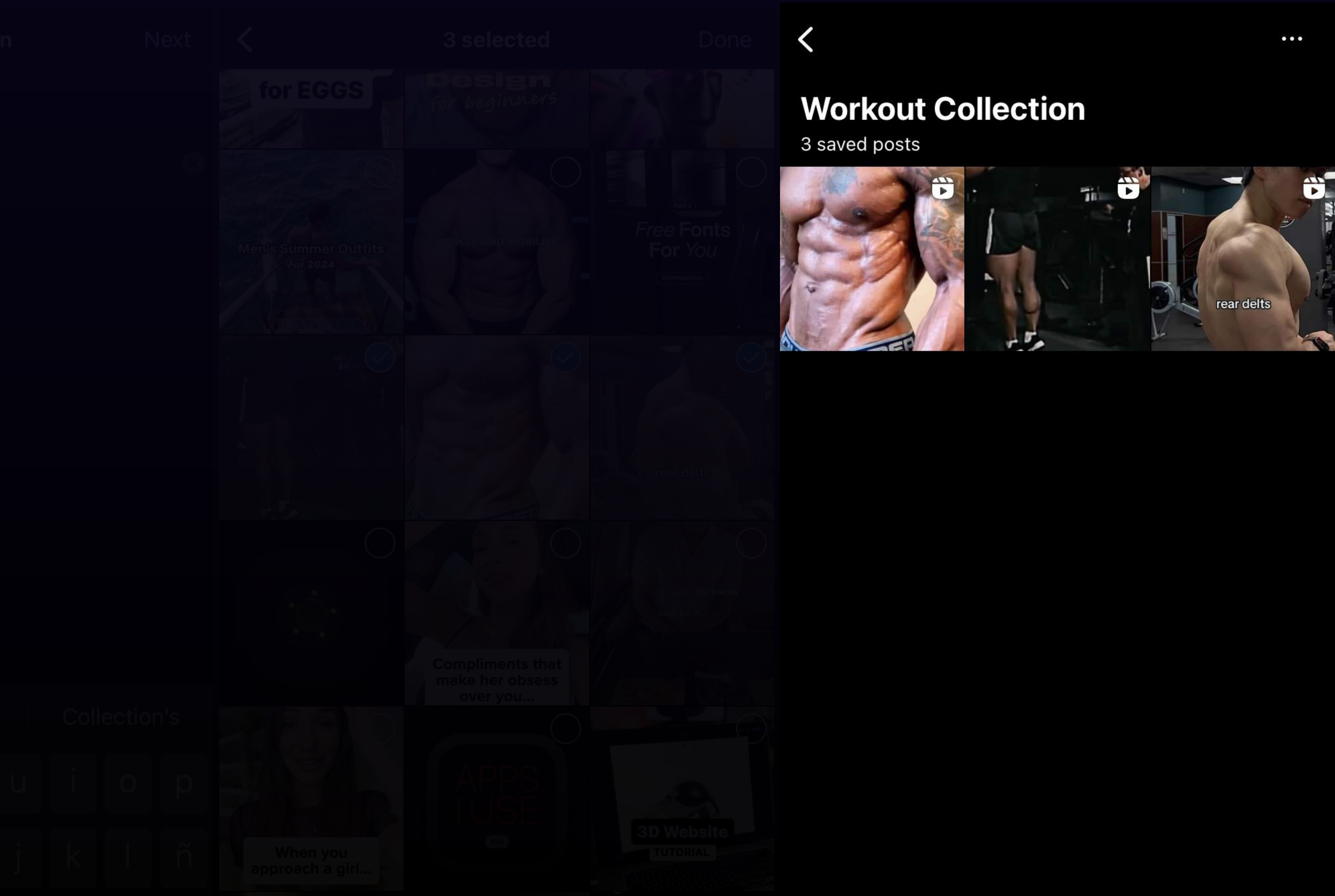
Select the posts that you want to add to your collection





Here's how to set it up

Done!



We're gonna create 3 collections to get you guys started



Cooking Collection



Workout Collection



Nutrition Collection

1:00



Now, come up with 5 different collections  
for your ideation database

**2:00**

**Show me your collections**

Here's how to save a video to your brand new collections

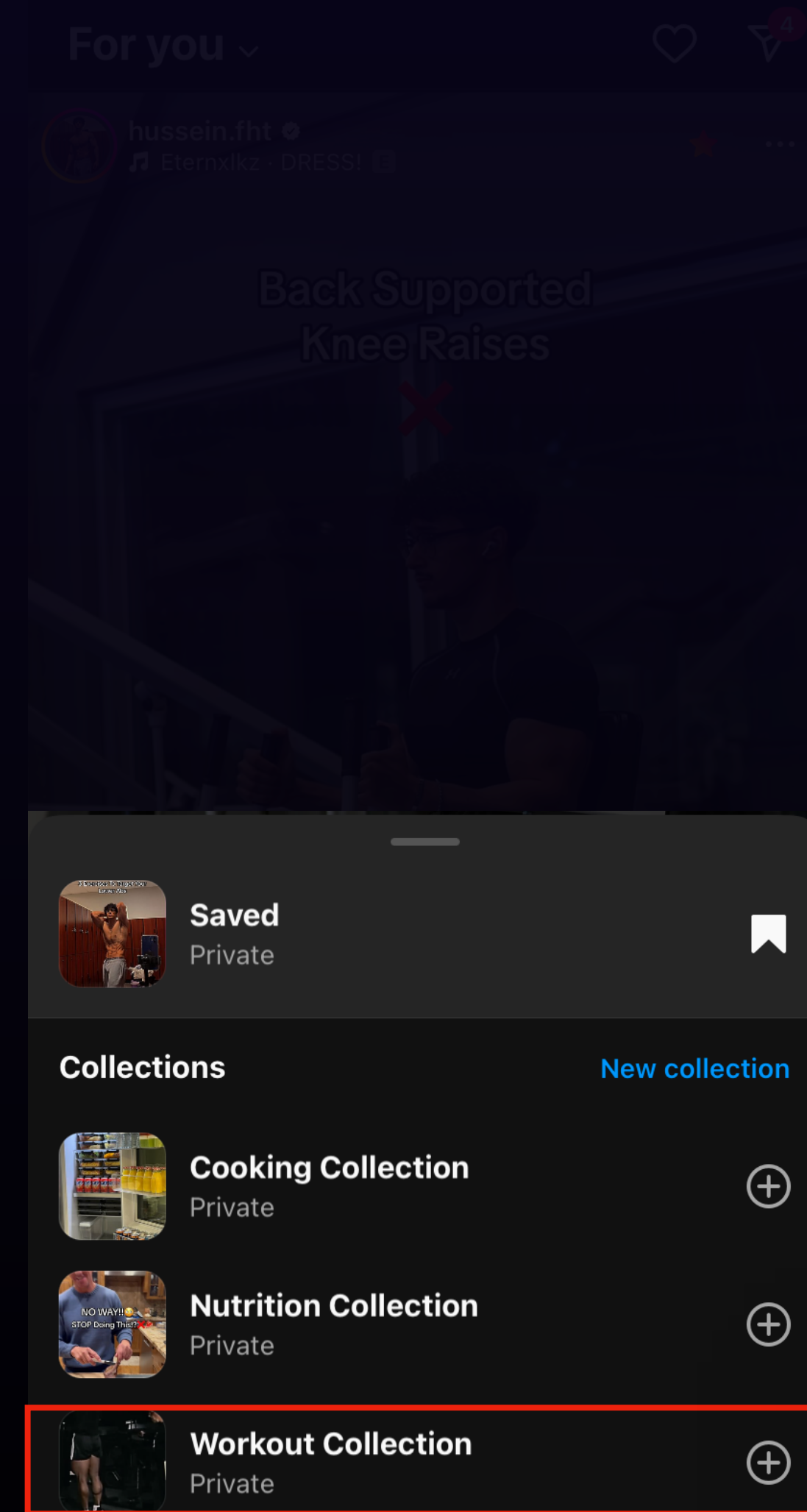
First, click on the “Save”





First, click on the “Save”

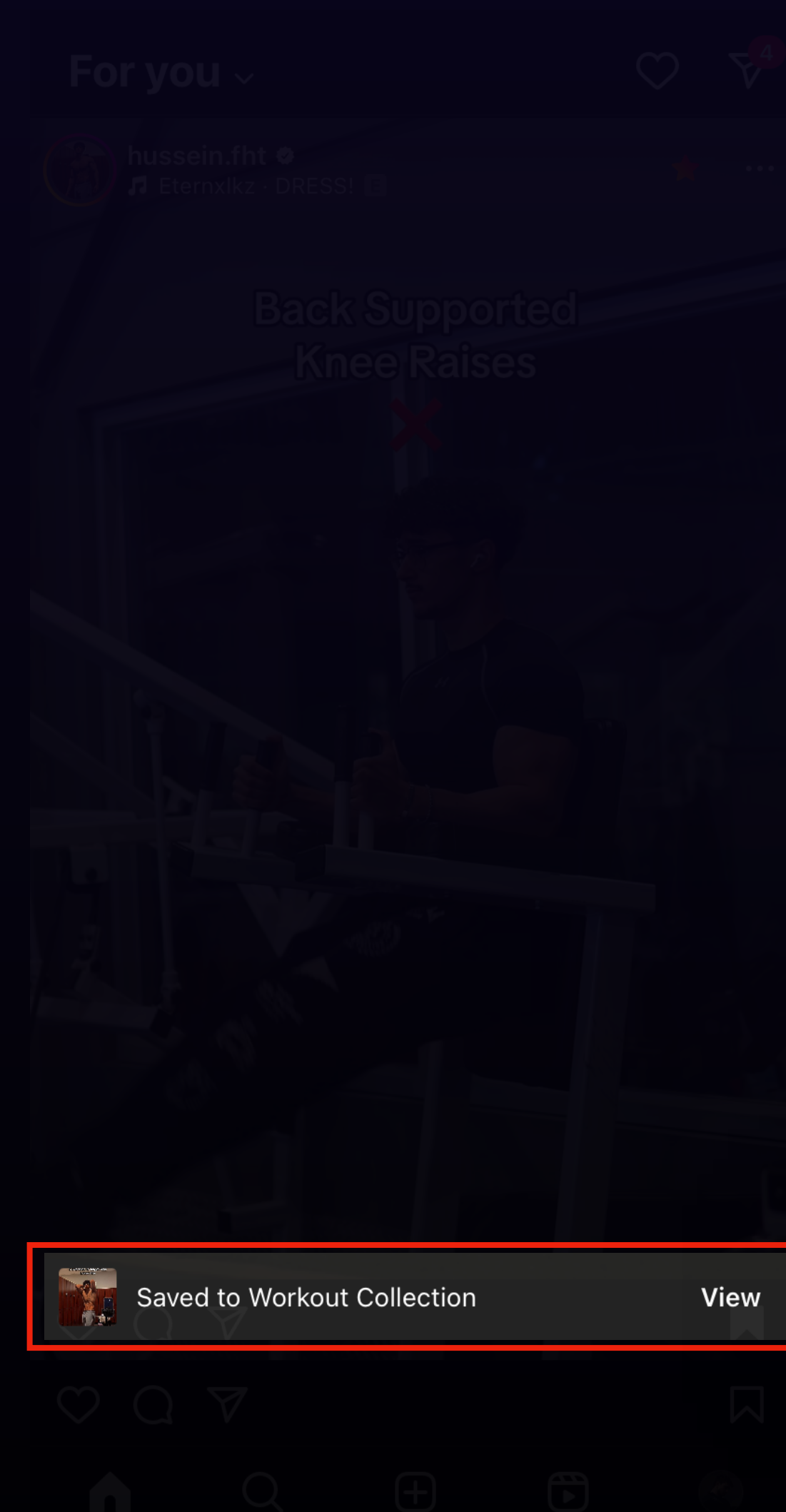
Then, select the collection that  
you want to add the video to



First, click on the “Save”

Then, select the collection that  
you want to add the video to

Finally, you’ve successfully  
added the video to your  
collection!





Instagram Favorites



Instagram Collections



Capture During Habits



Instagram Favorites



Instagram Collections



Capture During Habits



This is the most sustainable and in my opinion the best but least sexy way to get idea's for your content

## Capturing During Habits



My best idea's **NEVER** come from sitting down and busting a forehead vein trying to brain dump content idea's that I think other people will like



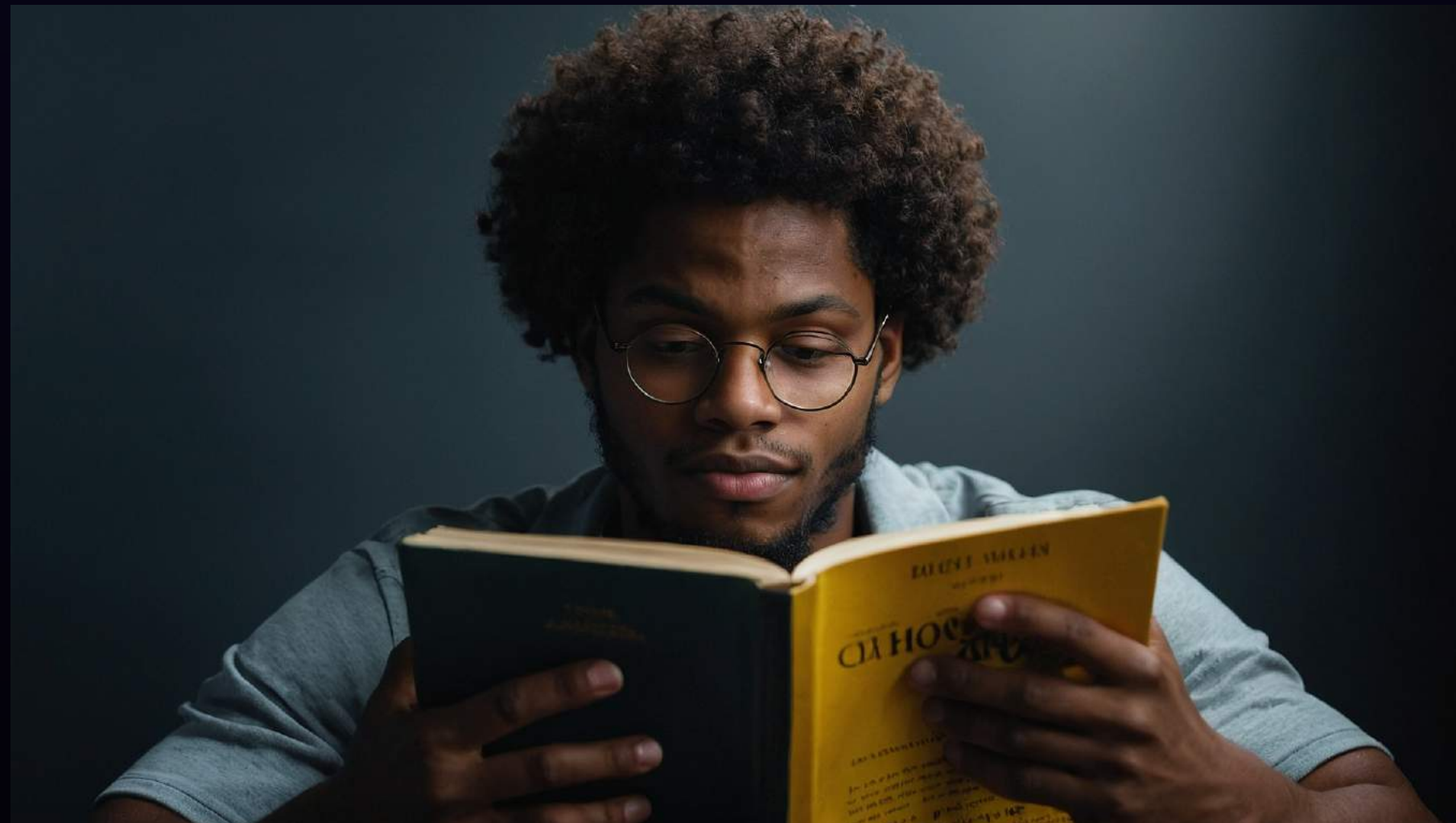
**My best content idea's** come from when I'm at the gym, in the shower, & long walks.



Yes, This is Devin.

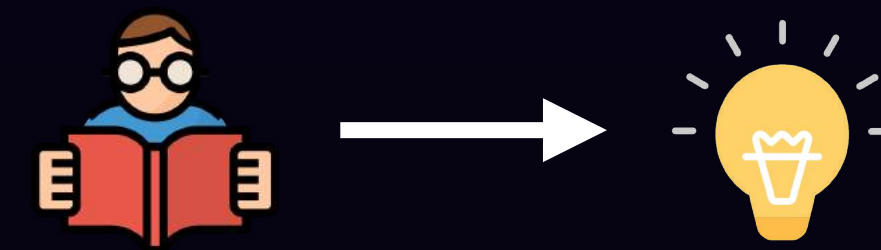


**My best content idea's** come from when I'm reading a book, listening to a podcast, watching a course



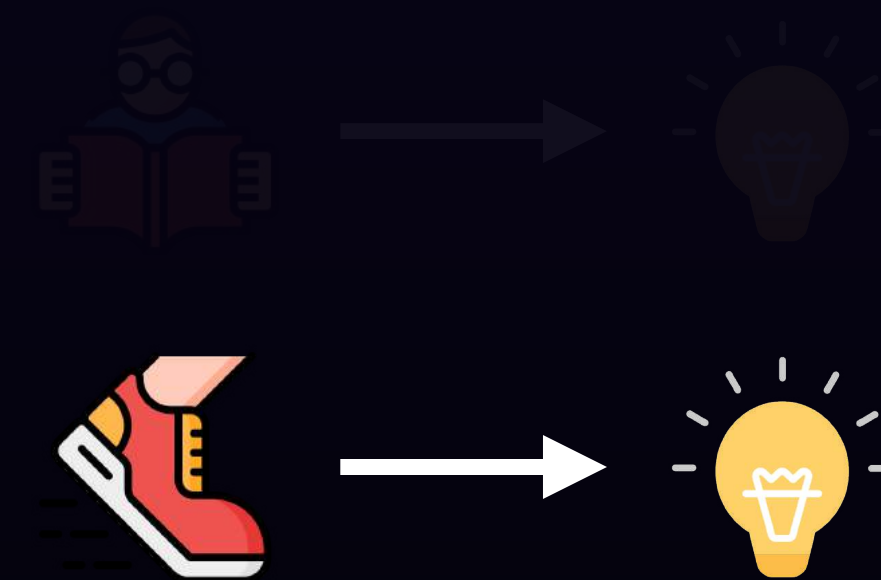


**My best content idea's** come from when I seek knowledge



My best content idea's come from when I seek knowledge

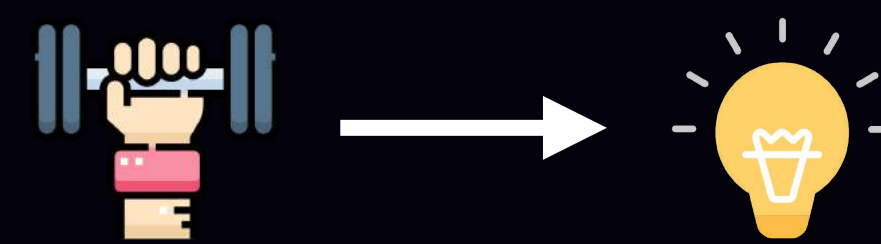
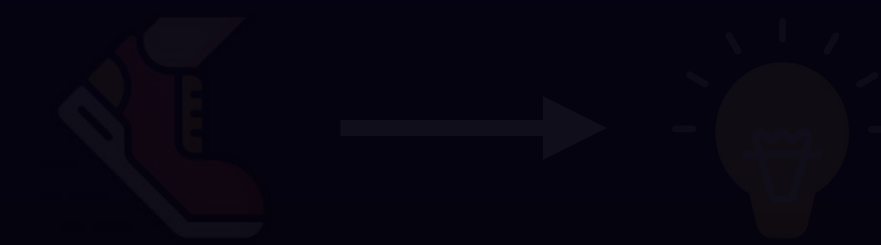
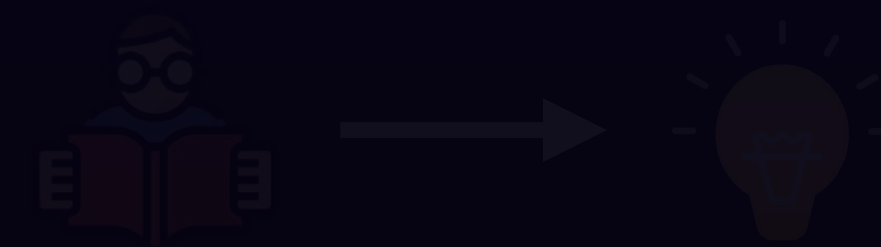
When you aim just to seek knowledge in your day to day life, you will quickly notice that you have more knowledge to give



**My best content idea's** come from when I seek knowledge

When you aim just to seek knowledge in your day to day life, you will quickly notice that you have more knowledge to give

**Which is the ultimate content ideation strategy**



So don't get to caught up and in your head about the new  
"content idea strategy" or chatgpt this or chatgpt that...





So don't get too caught up and in your head about the new  
"content idea strategy" or chatgpt this or chatgpt that...

My best advice when it comes to getting content idea's for your  
content is just **to seek more knowledge in your day to day** life and you  
will quickly notice that you have more knowledge to give

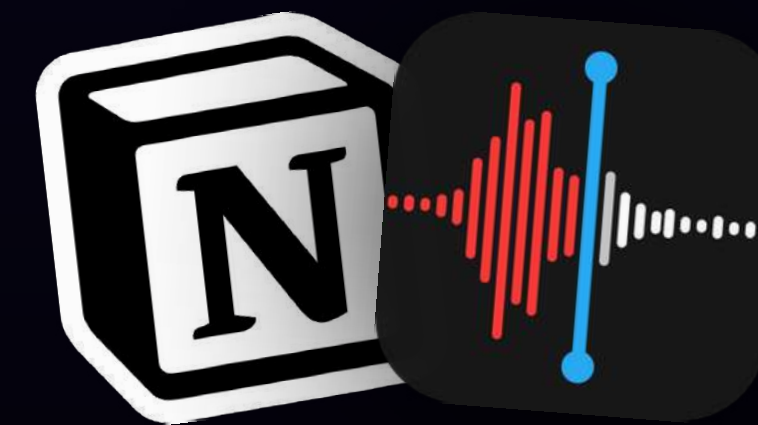


But when you get that idea, it's crucially important to capture that idea and **save it for later.**



There's a couple of tools I'm going to give you today to help with that

There's a couple of tools I'm going to give you today to help with that





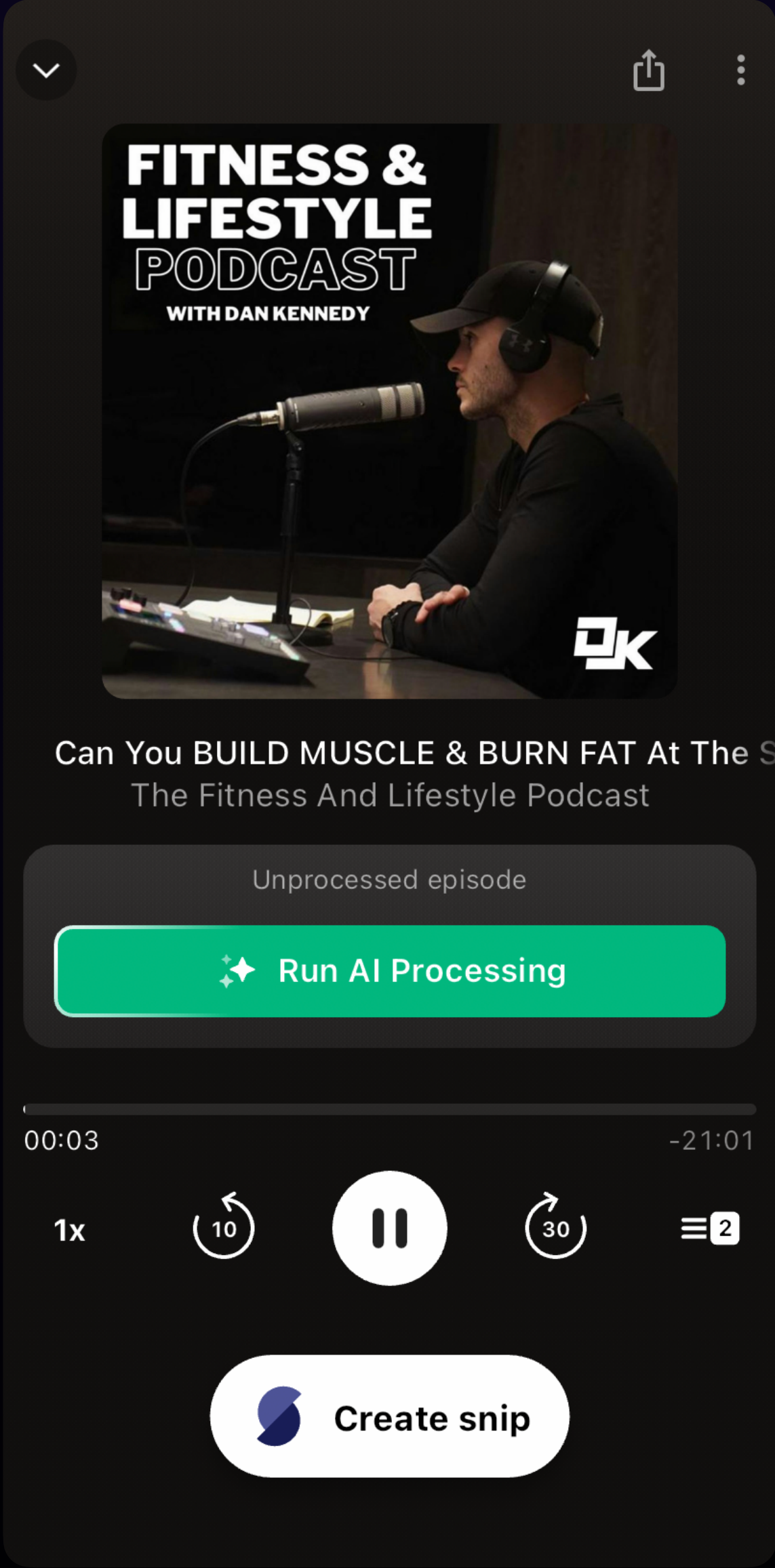
There's a couple of tools I'm going to give you today to help with that



Snipd

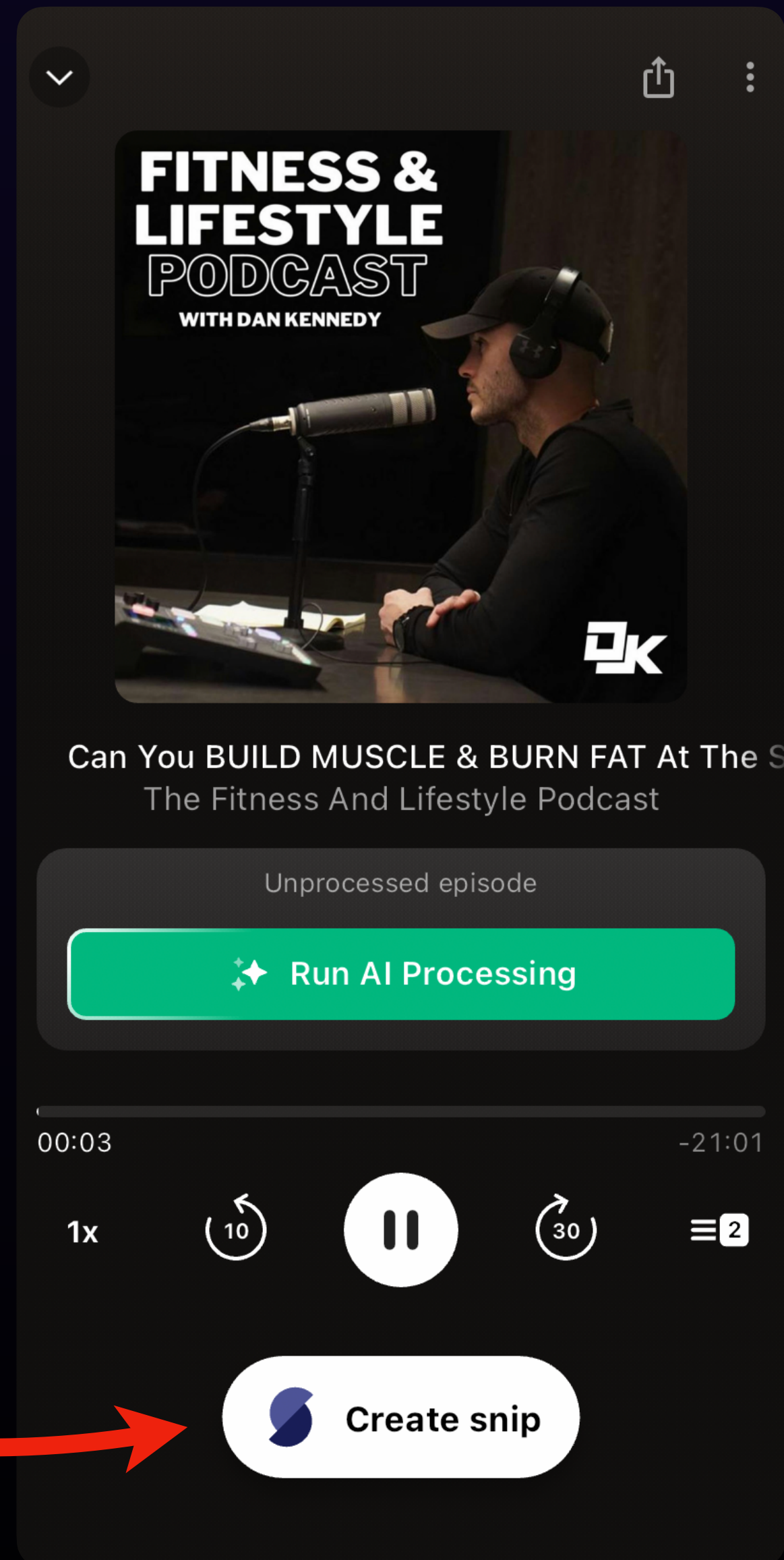


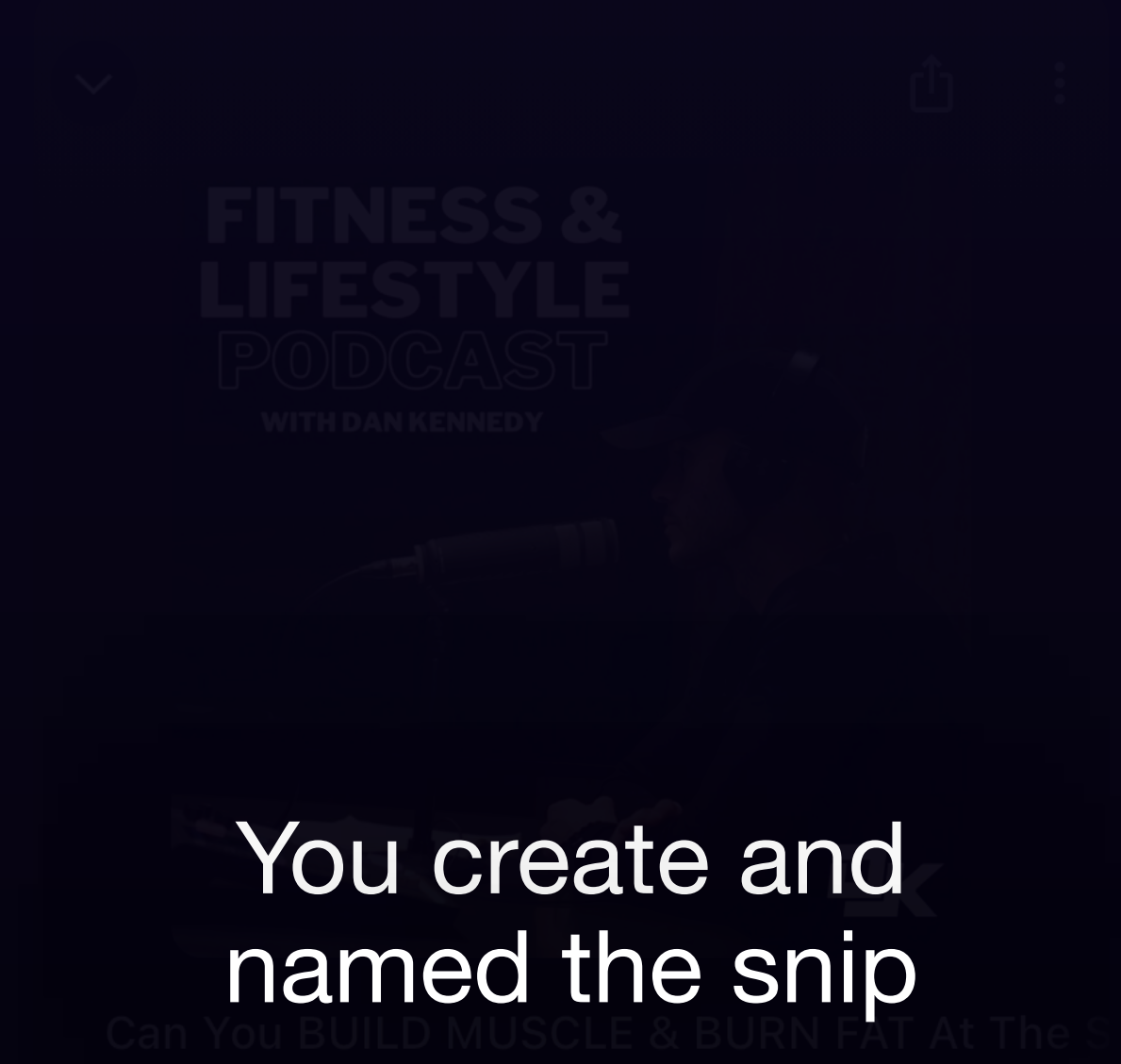
Imagine you're listening  
to a podcast and you  
hear a good content  
idea!



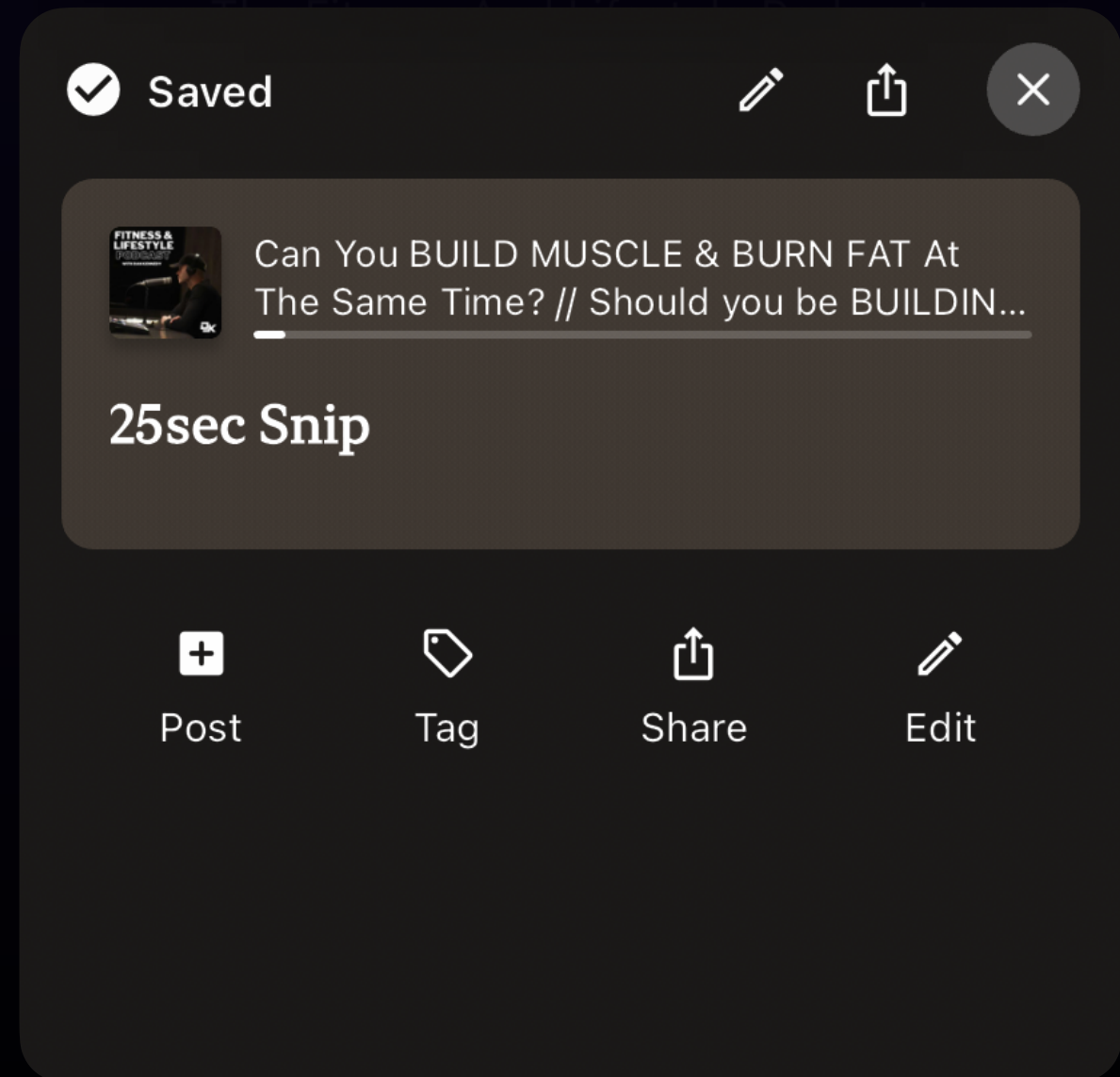
You're listening to a podcast and you hear a good content idea!

Then, click on the "Create snip" button

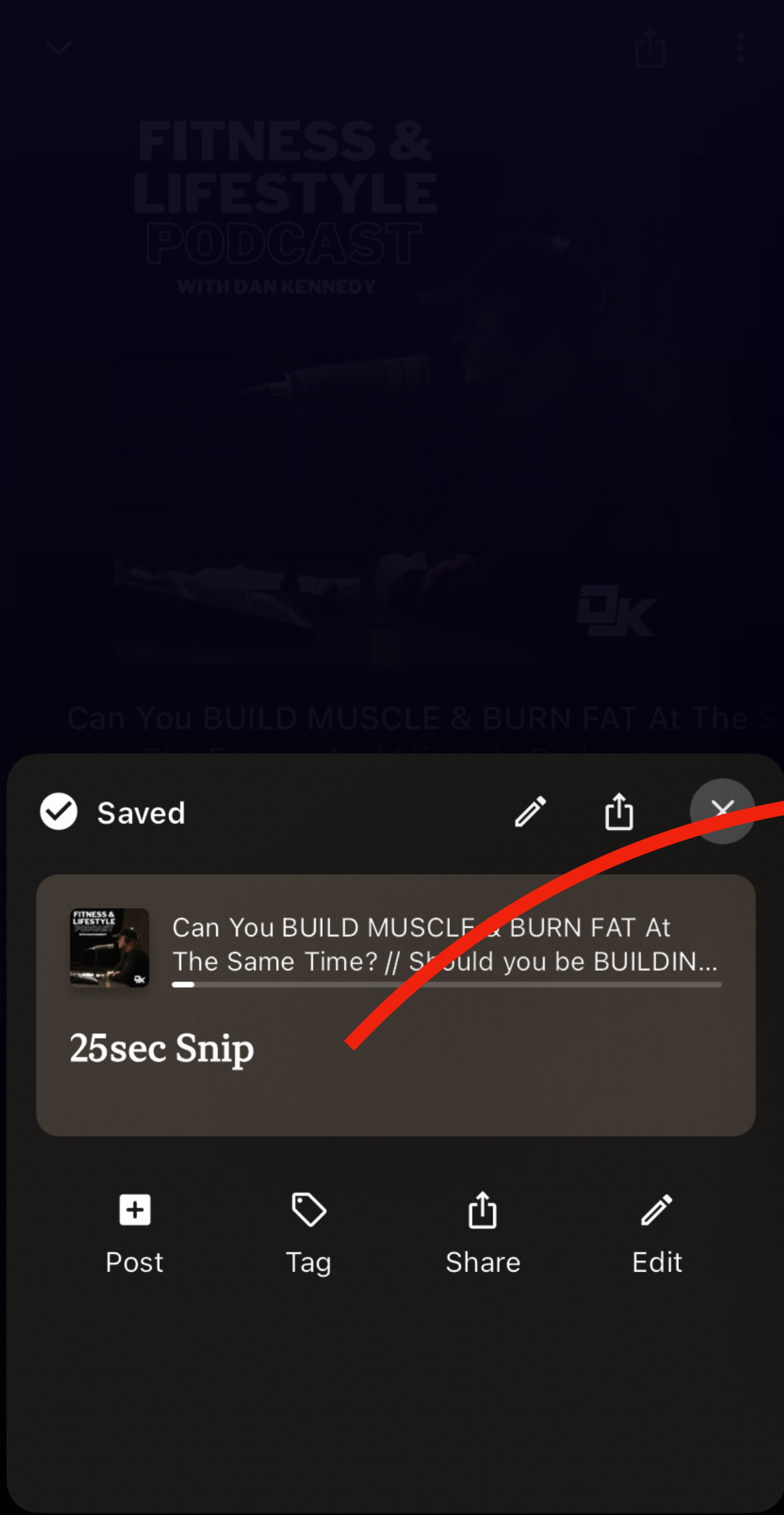




You create and  
named the snip








You'll have all the content ideas that you saved with a snip

### Recent snips



Can You BUILD MUSCLE & BURN FAT At The Same Time? // Should you be BUILDING or...

The Fitness And Lifestyle Podcast

#### Burn Fat + Grow Muscle same time

00:00 • Edited ✓

#### Burn fat tips

08:55 • Edited ✓

#### How to recover better during sleep

15:42 • Edited ✓

# Snipd – Free Podcast App

Capture clips with a click!



Snipd | AI  
Podcast Player

Snipd


Open

There's a couple of tools I'm going to give you today to help with that



**Shower Notes**






# Shower Notes




Roll over image to zoom in

HealPT Waterproof Shower Notepad with Pencil - Shower Notebook with Waterproof Paper

Brand: HealPT

4.1      501 ratings | [Search this page](#)

100+ bought in past month

Price: **\$11.97**  One-Day


[FREE Returns](#)

Thank you for being a Prime member. Get \$100 off: Pay **\$0.00** ~~\$11.97~~ upon approval for Prime Visa.

Brand	HealPT
Theme	Book
Ruling Type	Plain
Special Feature	Waterproof
Product Dimensions	5.75"L x 4"W x 0.25"Th
Number of Items	1
Binding	Unknown Binding

**About this item**

- Waterproof notepad with 40 perforated sheets to tear off and take with you
- Fun and easy way to organize to-do lists for the day while in the shower
- Comes with suction cups to easily mount the notepad and pencil in the shower so it's ready when needed
- Write down creative ideas, notes, lists, quotes, and sketches before your thoughts escape you! #ShowerThoughts
- Jot down a quick love note or inspirational quote for your partner or kids

 [Report an issue with this product or seller](#)





There's a couple of tools I'm going to give you today to help with that



**Digital Note Tracker**

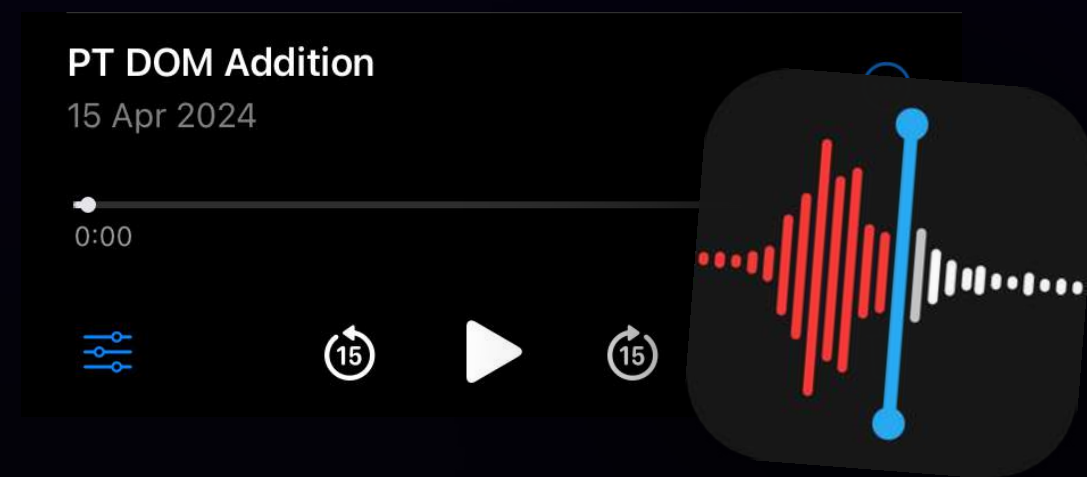
# Digital Note Taker

When you are at the gym, when you are taking a walk, when you are reading a book, and that content idea hits you, you need a digital way to capture that

# Digital Note Taker

When you are at the gym, when you are taking a walk, when you are reading a book, and that content idea hits you, you need a digital way to capture that

There's 2 Ways I capture it



Voice Memos



Notion



More specific is The **Media Starter Kit**



## PT Domination Media Starter Kit

► Video Tutorial

“When creativity flows, even the universe stops to admire.”

- Devin Jatho

### Navigation

⚡ New Idea

+ New Post

### Resources

📋 Creator List

📁 Template Library

### Media Tracker

🕒 Status 📅 Monthly View

• Draft 6

📺 Need For Speed Template

🌟 Disney

• Ready To ... 3

🔓 Unlocking Instagram's Viral Secrets

👤 "Becoming an

• Editing 3

📺 Media Starter Kit

📺 The Viral Path on Instagram

• Ready To ... 3

🔓 Elevating Your Instagram Game

🌟 From Zero to Viral on Instagram

• Posted 4

🔓 Secret Website

🔓 Social Media Recession

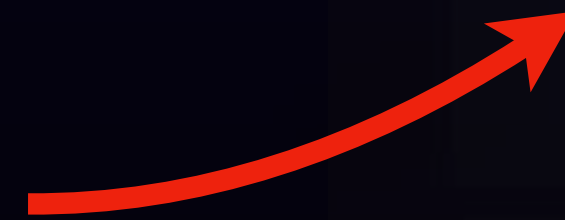




Notion

More specific is The **Media Starter Kit**

Capture all the ideas that you have in your **Media Starter Kit** Dashboard



# PT Domination Media Starter Kit

► Video Tutorial

“When creativity flows, even the universe stops to admire.”

- Devin Jatho

Navigation

🔗 New Idea

+ New Post

Resources

📋 Creator List

📁 Template Library

📁 Resource Library

Media Mastery

⬆️ Ascend

► Media Tracker

🔄 Status Monthly View

• Draft 6

📌 Need For Speed Template

🌟 Disney

📌 Test Draft

📌 Content Draft

📌 PT DOM

📈 Cost Narration

+ New

# PT Domination Media Starter Kit

▶ Video Tutorial

A “New Idea” page will pop up to start brain-dumping **your next viral content piece!**

“When creativity flows, even the universe stops to admire.”



Notion

More specific is

Capture all  
have in your  
Dashboard

## New Idea

- 👤 Creator Empty
- 📷 Creator's Instragr... Empty
- ★ Favorite ☐
- 🔗 Link To Inspiration Empty
- 📝 Topic Empty
- 📌 Used For Empty
- + Add a property

👤 Add a comment...

Press "/" for commands...

Media Tracker

🔄 Status 📅 Monthly View

📌 Draft 6

📌 Ready

📌 Need For Speed  
Template

📌 Unlo  
Insta  
Secr

📌 Disney

📌 Test Draft

📌 "Beo  
Ince

📌 Content Draft

📌 Mas  
Insta  
Max

📌 PT DOM

📌 Cost Narration

📌 New

📌 New

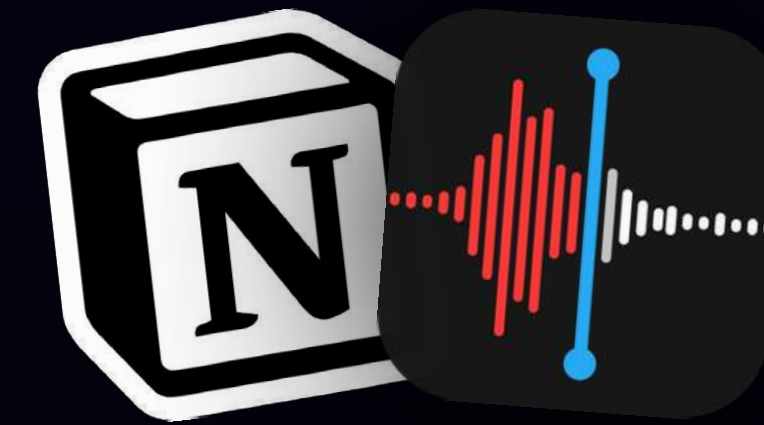
There's a couple of tools I'm going to give you today to help with that



**Snipd**



**Shower Notes**



**Digital Note Tracker**

At this point you should have more idea's than you know what to do with



Now we have content ideas. Can someone tell me what we need to do next?

# Table of Contents



01

How to Find  
Content Ideas



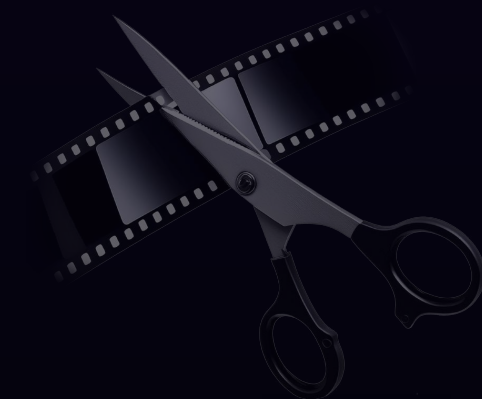
02

How to Script  
Content Idea



03

How to Record  
Those Scripts



04

How to Edit Those  
Recordings

## How to Script a Content Idea

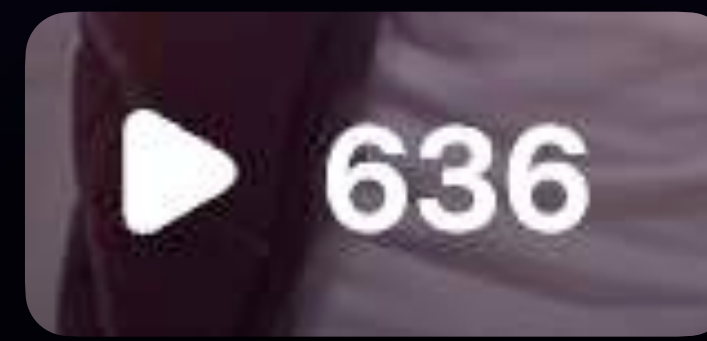
How to Script, I went through 19 scripting principles, techniques, hacks and I distilled that list of 19 into **the 3 foundational scripting principles** that will always stand the test of time.

Scripter's Enviroment	Niche Power Words	Rule of 3's
Cost Narration	You-Form	Hook Expansion
Editing In Mind	Power of Extremism	Analogy
Narrative Structure	The Art of Ending Your Video's	Elipsis
Breaking The 4th Wall	Turning Shit Into Gold	Positive & Negative Labeling

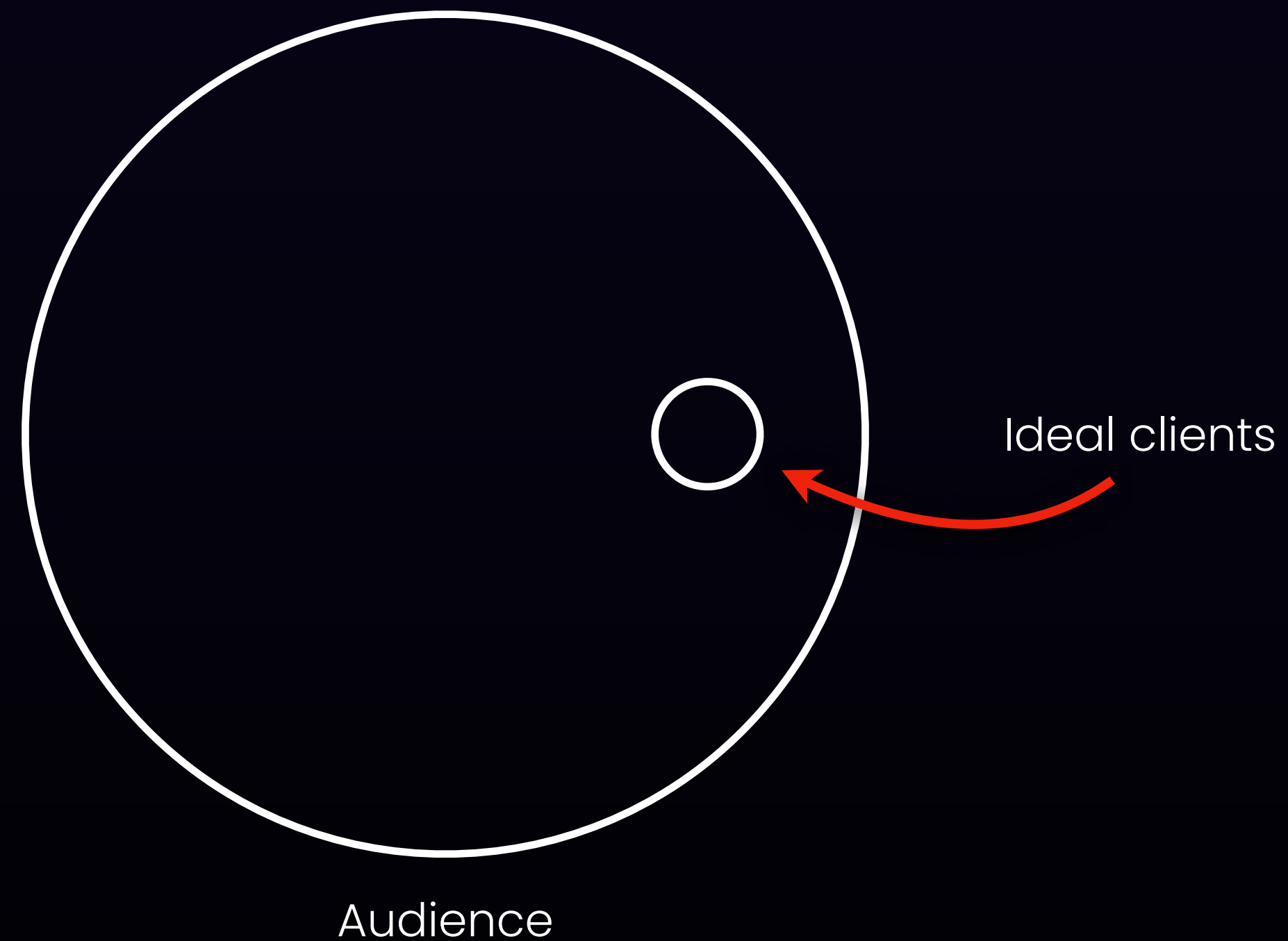


**These 3 principles** can be and should be applied into every single video you create from today forward

So to start this list, we're gonna break a misbelief that has chained you down into **having shitty views.**



Many of the content coaches attach an anchor on your video's by telling you that you need to **"Niche Down"** in your hook. Targeting exactly who you want to watch your video (Ideal Clients)



# Scripting Foundation Number 1

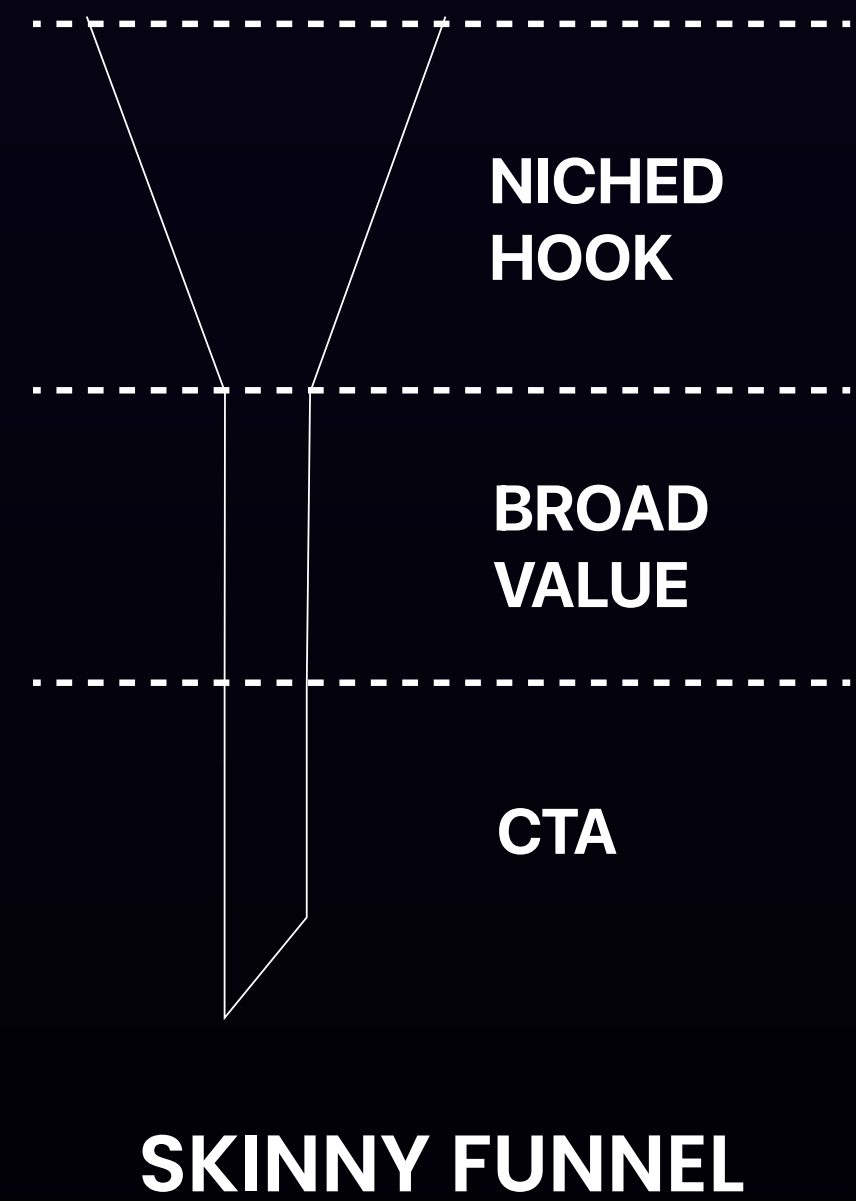
Scripting Foundation Number 1

## Hook Expansion

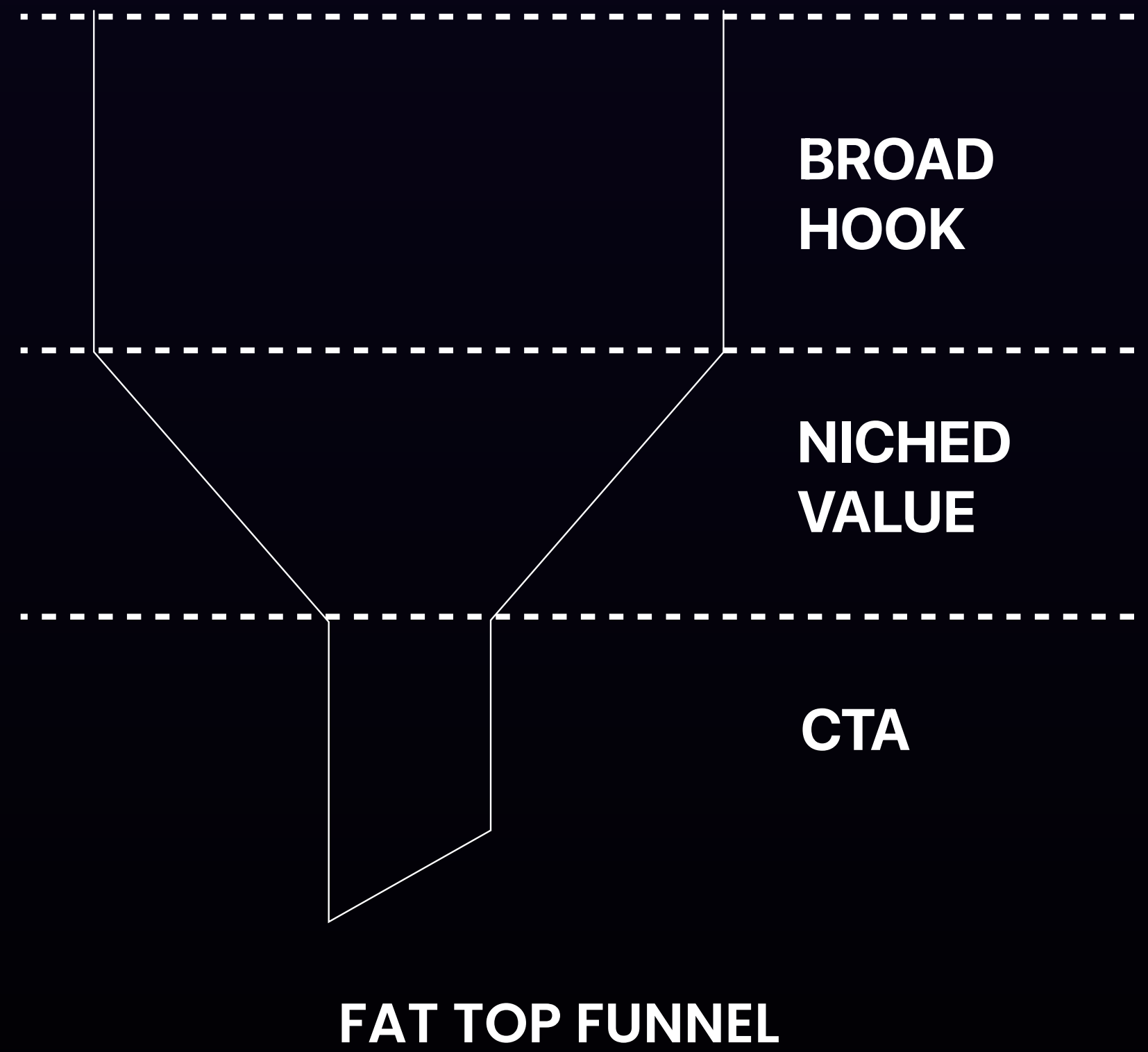
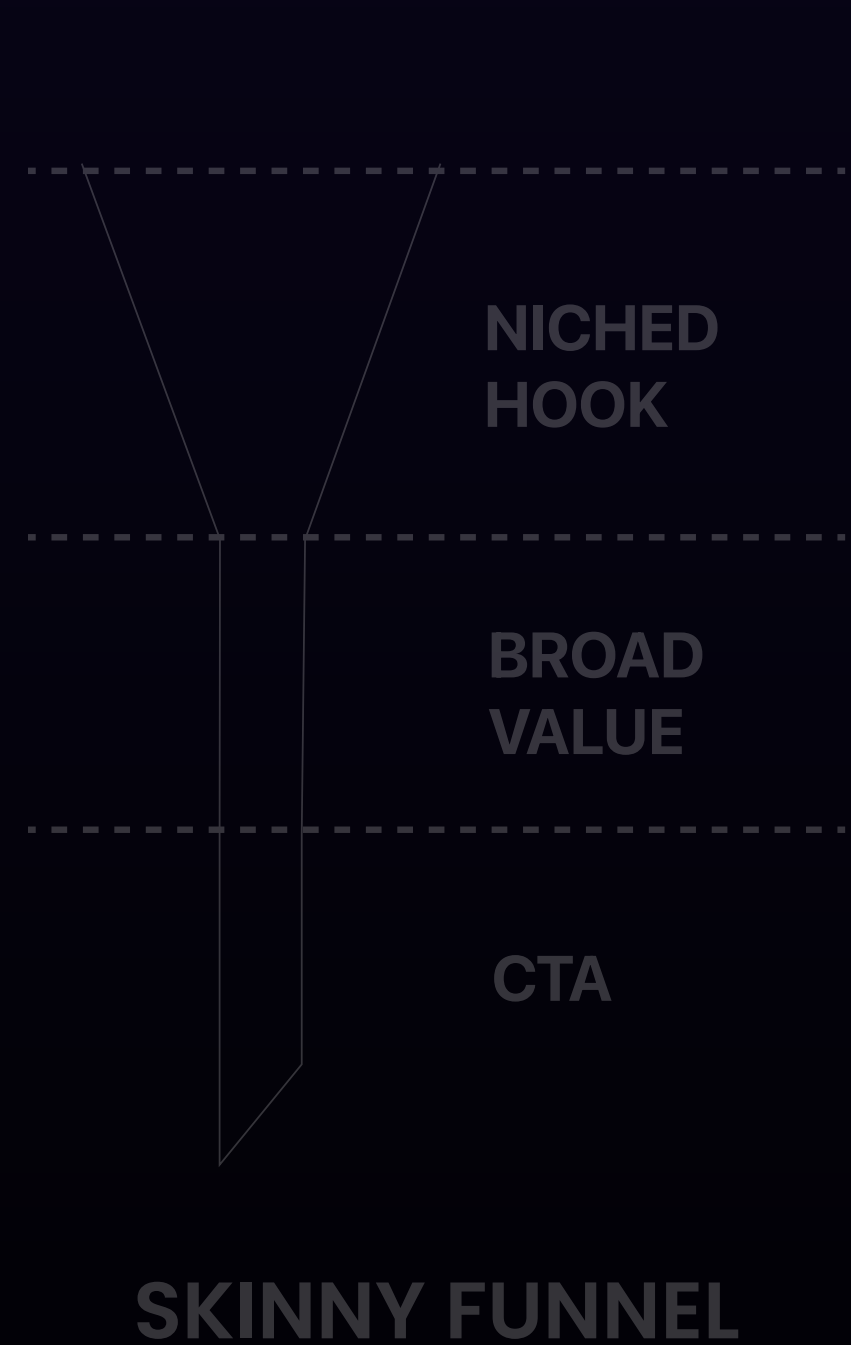


A **hook expansion** is when you take an originally niched hook and expand it to be as broad humanly as possible and THEN niching down throughout your video

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A **hook expansion** is when you take an originally niched hook and expand it to be as broad humanly as possible and THEN niching down throughout your video





I can show you better than I can tell you



So we're gonna take a look at a live example from the man himself



In this video I want to you **to focus on 2 things**

In this video I want to you **to focus on 2 things**

How broad his hook is

**01**

In this video I want to you **to focus on 2 things**

How broad his hook is

01

How he filters down to his niche of helping  
personal trainers throughout the video

02

A man in a grey t-shirt and a grey baseball cap is looking down at a man in a dark suit and white shirt. The man in the suit is covering his face with his hand, appearing embarrassed or ashamed. The background is blurred, suggesting an indoor setting with other people.

**WHEN SOMEONE SAYS**  
**"YOU'RE TOO EXPENSIVE"**



Brian's Hook:

?

Brian's Hook:

**"When someone says you're too expensive, here's what you say"**

This is relevant to literally anyone **who sells anything**

Brian's Hook:

*"When someone says you're too expensive, here's what you say"*

This is relevant to literally anyone **who sells anything**

Brian's Hook:

*"When someone says you're too expensive, here's what you say"*

This hook **is not** just **geared towards "fitness coaches"**, it's geared towards everyone that can relate to this problem

BUT, I you to notice the way that he gave the value and solution





BUT, I want you to notice the way that he gave the value and solution

Brian tailored the value in a way that made it for his **target audience**, aka you guys



Listen



## Broadened Out Hook

**“When someone says you’re too expensive, here’s what you say”**

## Broadened Out Hook

“When someone says you’re too expensive, here’s what you say”

## Niched Value

Exactly, so if you want to look like you have a McDonalds Personal Trainer, I can refer you to somebody cheaper. BUT if you want a Program with guaranteed results and elite level service, then this is the program for you. So what do you say, do you want McDougle or do you want the best?



## Broadened Out Hook

**“When someone says you’re too expensive, here’s what you say”**

## Niched Value

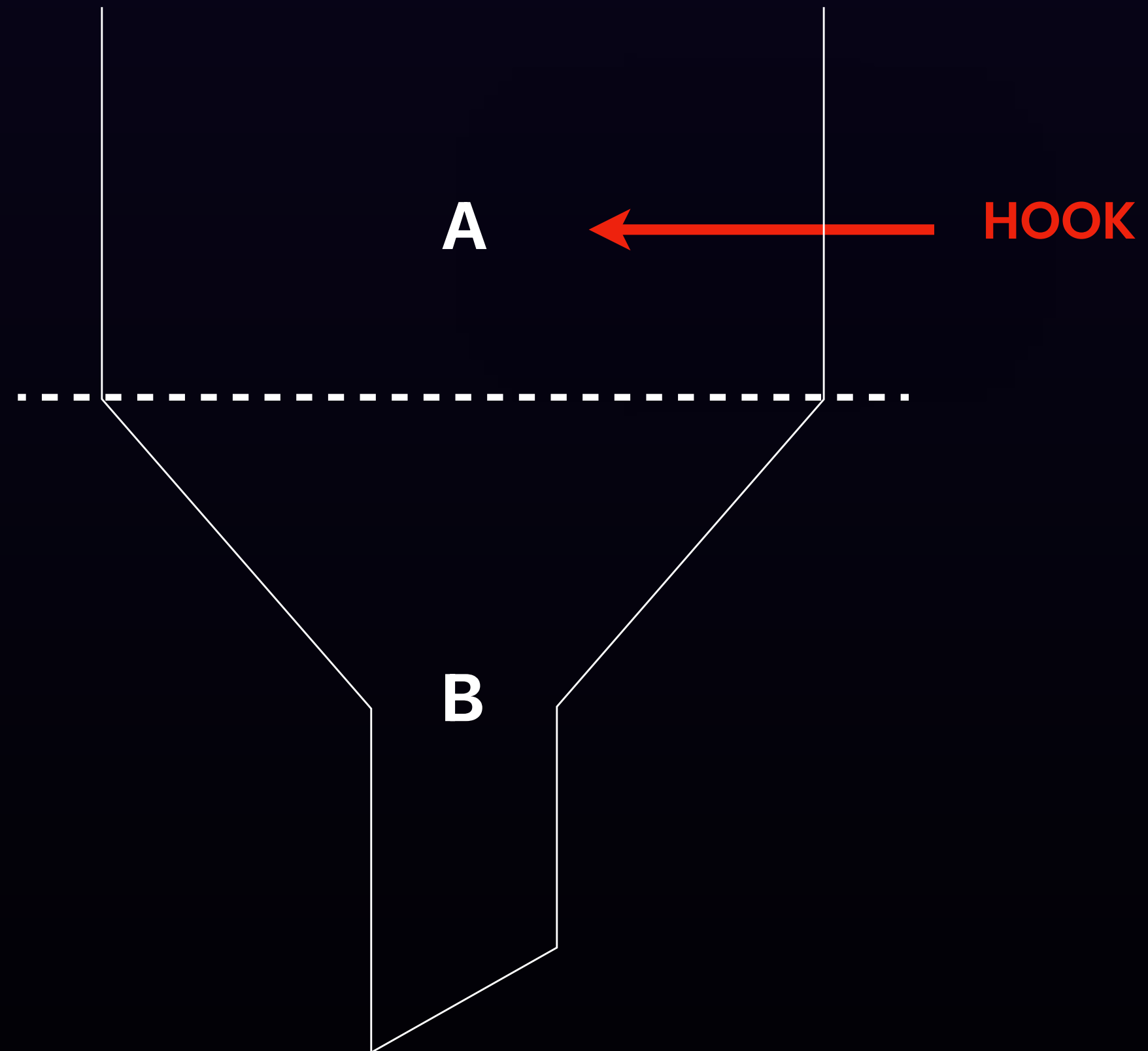
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**Hook Expansion**

## Hook Expansion

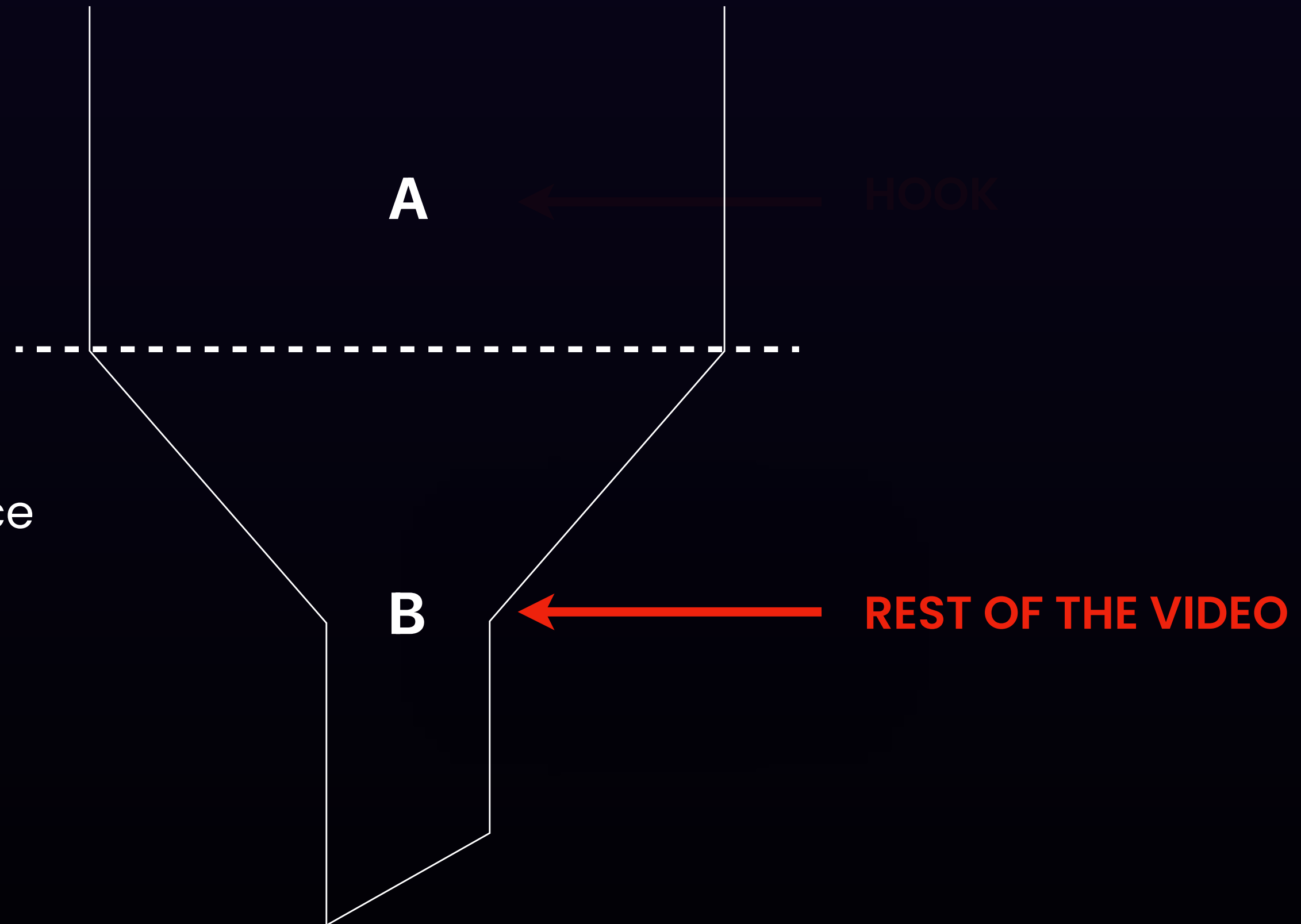
A. Brian Broadened Out His Hook



## Hook Expansion

A. Brian Broadened Out His Hook

B. Niche Down to His Target Audience  
Throughout His Video



If you guys didn't know, this is Brian's most viewed video of all time with a combination of **3.9M VIEWS** & **116,953 LIKES**

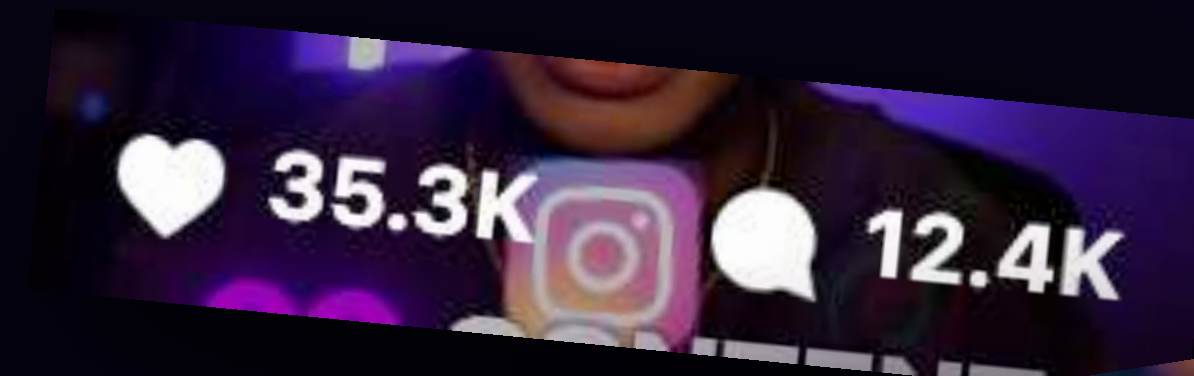


55,457 likes

61,495 likes

## Hook Expansion:

This is one of the best and easiest strategies that you can use to immediately **increase the engagement** to any of your post



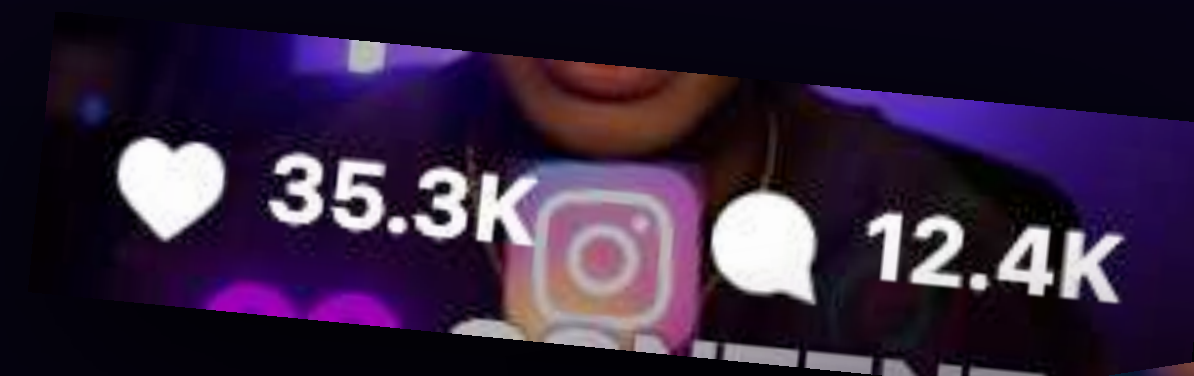


## Hook Expansion:

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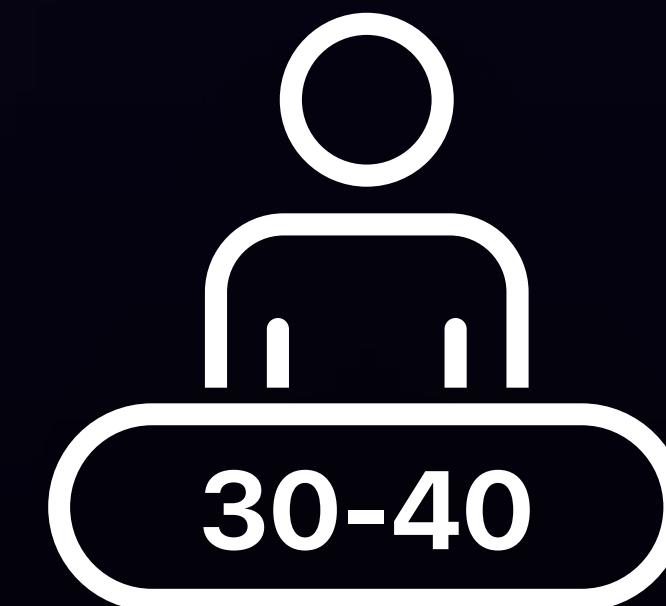
Now of course, some of you might be thinking...

**"I only want my target clients to watch my videos, I want to make money"**



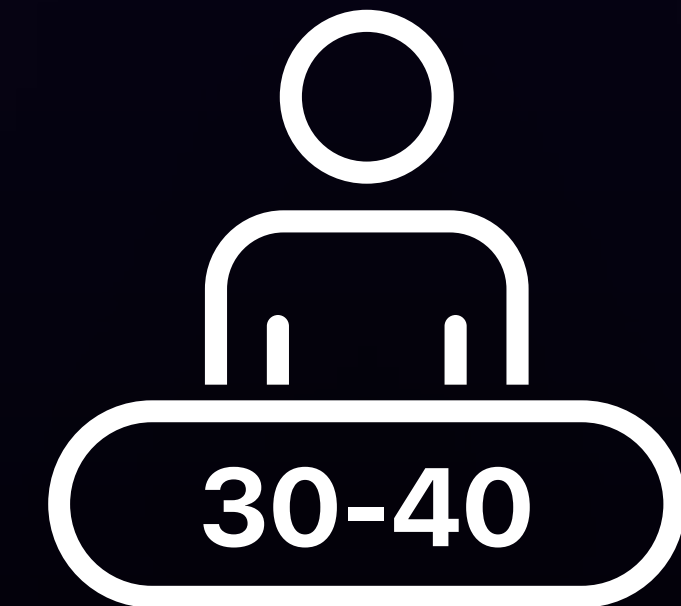
That's an **obsolete** way of thinking and I'll tell you why

Let's say your **ideal clientele** are business men between the ages of 30-40 that used to be jocks in high school but overtime let themselves go



Let's say your **ideal clientele** are business men between the ages of 30-40 that used to be jocks in high school but overtime let themselves go

So because that's your target client, you make a hook **targeting that demographic**



Let's look at a hook targeting **that ideal client**



## Targeted Hook

“If your a dad that used to be fit back in your high school days and now you just can’t even seem to fit into your pants anymore, here’s how your gonna lose that beer gut.”


The issue with targeting your hook towards your ideal client like this is that anyone who

“If your a dad that used to be fit back in your high school days and now you just can’t even seem to fit into your pants anymore, here’s how your gonna lose that beer gut.”

- ☐ Isn't A Dad
- ☐ Wasn't a Jock in Highschool
- ☐ Doesn't Have a Problem Fitting Into Their Pants
- ☐ Doesn't Drink Beer
- ☐ Doesn't Have a Lot of Belly Fat

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- ☒ Doesn't Have a Problem Fitting Into Their Pants **■**
- ☒ Doesn't Drink Beer **■**
- ☒ Doesn't Have a Lot of Belly Fat **■**

Is not going to watch this video, you made it abundantly  
clear **it wasn't made for them**

☒ Isn't A Dad 

☒ Wasn't a Jock in Highschool 

☒ Doesn't Have a Problem Fitting Into Their Pants 

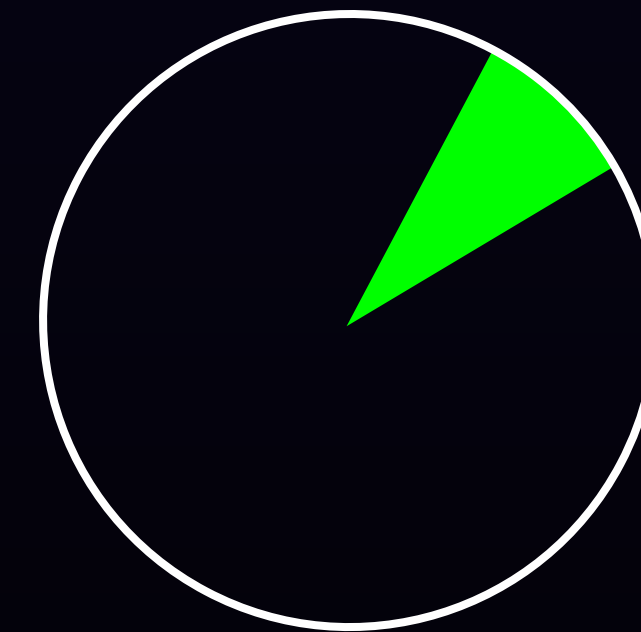
☒ Doesn't Drink Beer 


☒ Doesn't Have a Lot of Belly Fat 

Anyone who doesn't fall under this criteria you just set in your hook is just going to **scroll past your video** once they hear that this video isn't for them

Anyone who doesn't fall under this criteria you just set in your hook is just going to **scroll past your video** once they hear that this video isn't for them

So immediately, only a small percentage of the viewers that scrolled onto your video are even going to be open **to giving it a chance**



  
**90%**  
**Scrolled**

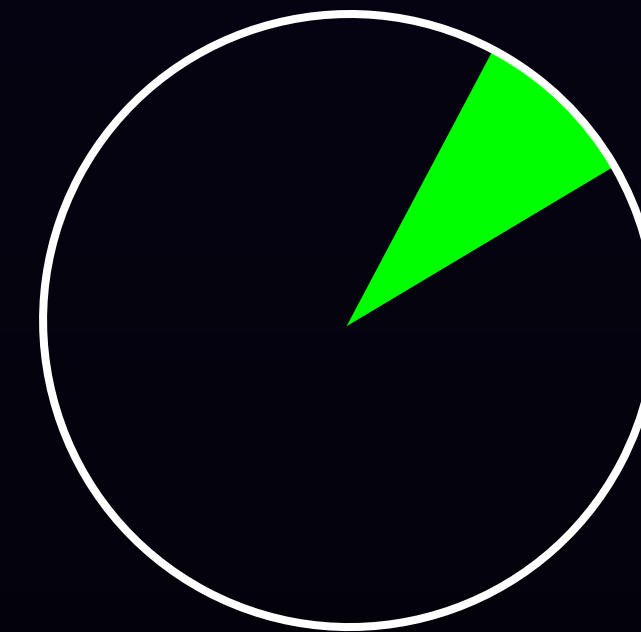
  
**10%**  
**Give it  
a chance**



Anyone who doesn't fall under this criteria you just set in your hook is just going to **scroll past your video** once they hear that this video isn't for them

So immediately, only a small percentage of the viewers that scrolled onto your video are even going to be open **to giving it a chance**

But a large percentage of viewers that got shown your video are going to **instantly scroll** because it's not mean for them



  
**90%**  
**Scrolled**

  
**10%**  
**Give it  
a chance**

What do you think that tells the Instagram? Or whatever platform you might be posting on?

What do you think that tells the Instagram? Or whatever platform you might be posting on?

Do you think **they will want to show your video to more people?**



What do you think that tells the Instagram? Or whatever platform you might be posting on?

Do you think **they will want to show your video to more people?**



So, naturally **when you niche down your hook** like that, it's by definition **going relate to less people**.



So, naturally *when you niche down your hook* like that, it's by definition *going relate to less people*.

So hypothetically, let's say you made a video targeting your target audience with that hook, and let's say **that video got 5,000 views.**

So, naturally **when you niche down your hook** like that, it's by definition **going relate to less people.**

So hypothetically, let's say you made a video targeting your target audience with that hook, and let's say **that video got 5,000 views.**

And if we're being generous, let's say out of that 5,000 views **1,000 of them are your ideal clients.**

That means **20% of your viewers** we're potential customers, which sounds like a good thing

But now we're gonna flip it and this time, say **your hook is extremely broad** and it can relate to a lot more people.

But now we're gonna flip it and this time, say **your hook is extremely broad** and it can relate to a lot more people.

Instead of...

"If your a dad that used to be fit back in your high school days and now you just can't even seem to to fit into your pants anymore, here's how to lose that beer gut."

**NICHED  
HOOK**



But now we're gonna flip it and this time, say **your hook is extremely broad** and it can relate to a lot more people.

Instead of...

"If your a dad that used to be fit back in your high school days and now you just can't even seem to fit into your pants anymore, here's how to lose that beer gut."

**NICHED  
HOOK**

We expand the hook to...

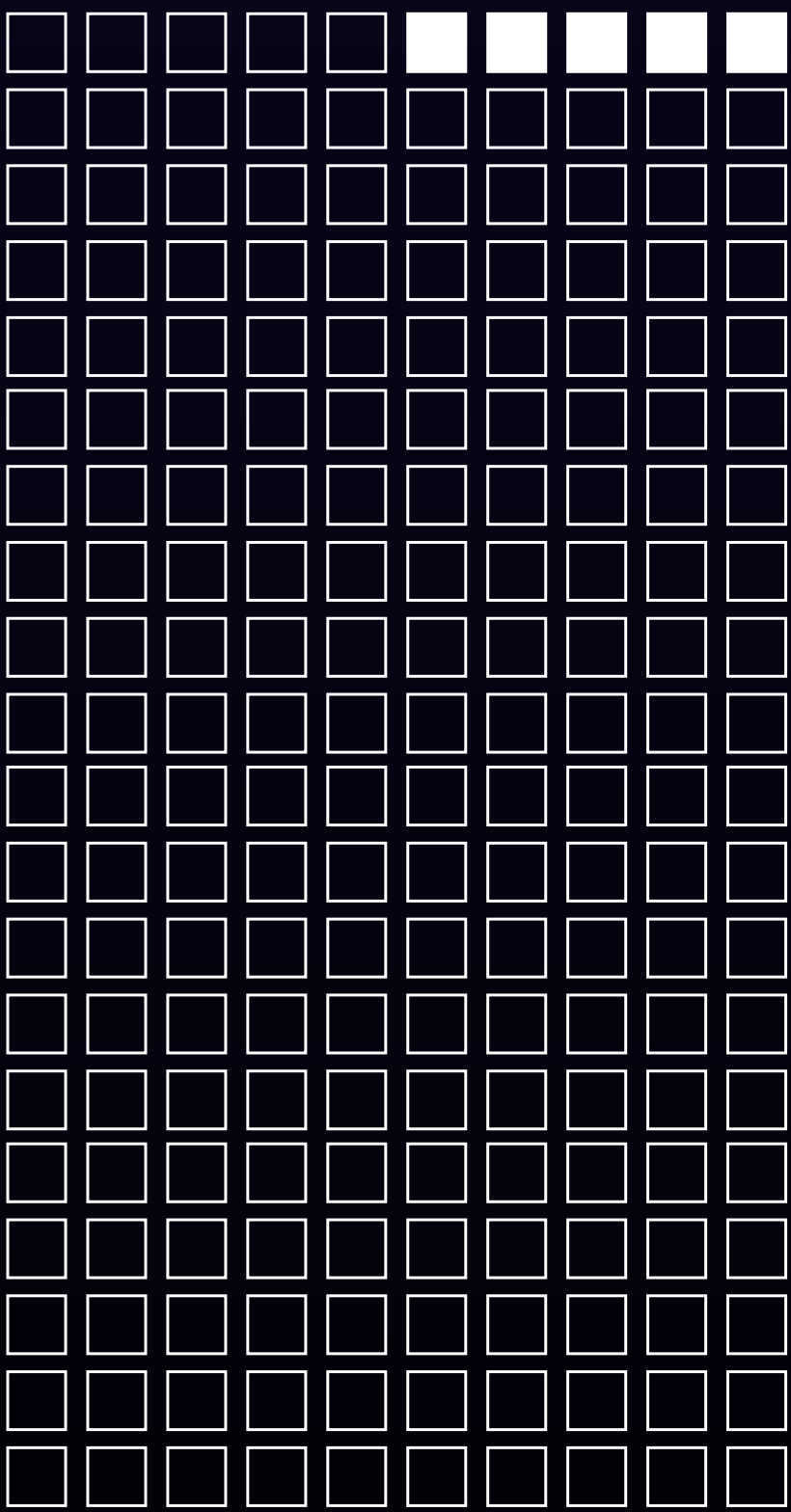
"We're already a month into the new year, if you're still struggling with stubborn belly fat and you want to shave it off quick, here's what your going to do"

**BROADED  
HOOK**

Anyone who... ☒ Has Belly Fat

Can relate to your video. **Which is a hell of a lot more people.**

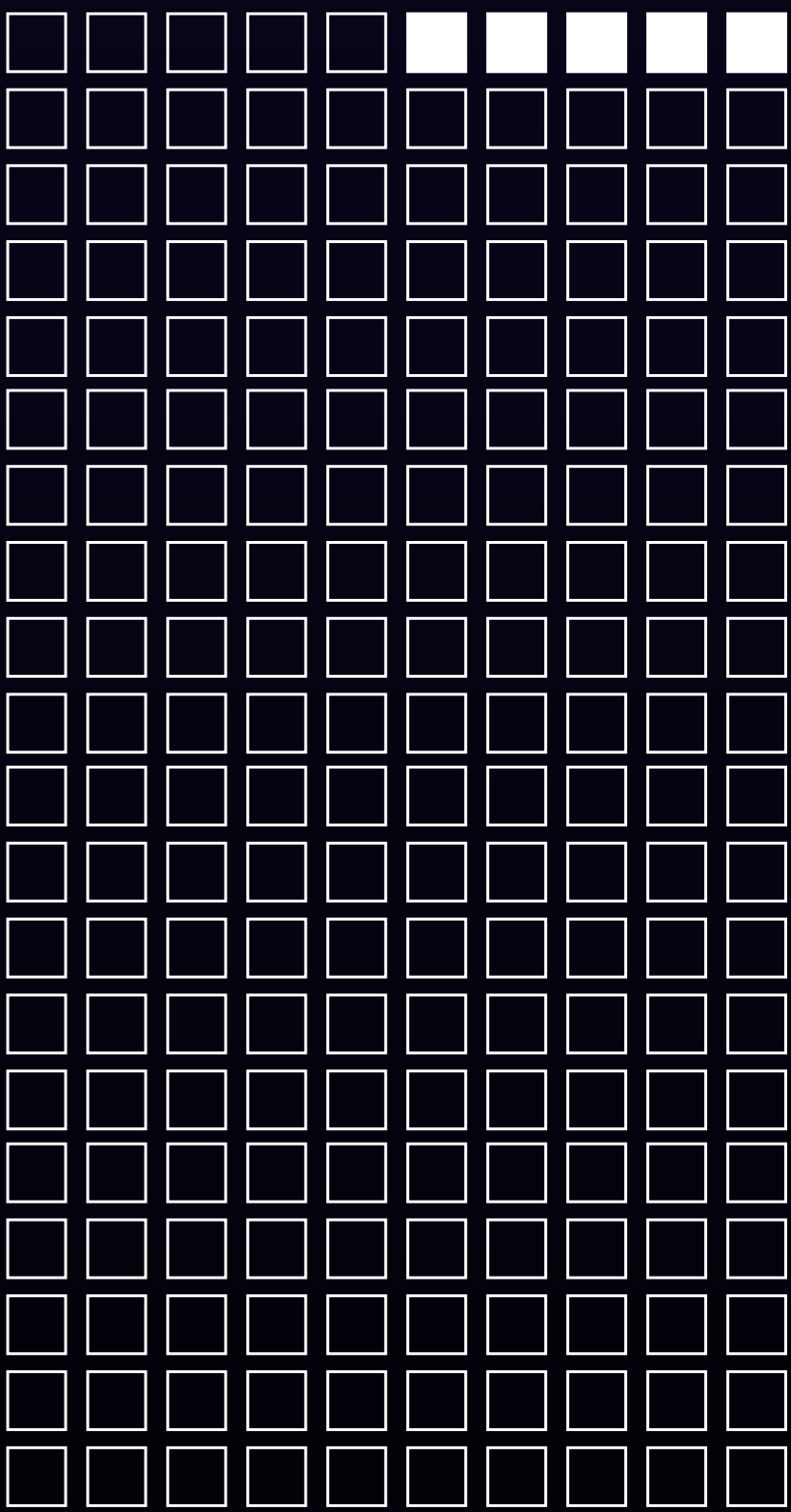
So after you expanded your book, let's say because it can relate to so many more people, **your video reached 200,000 people.**



□ = 1,000 views

So after you expanded your book, let's say because it can relate to so many more people, **your video reached 200,000 people.**

**BUT**



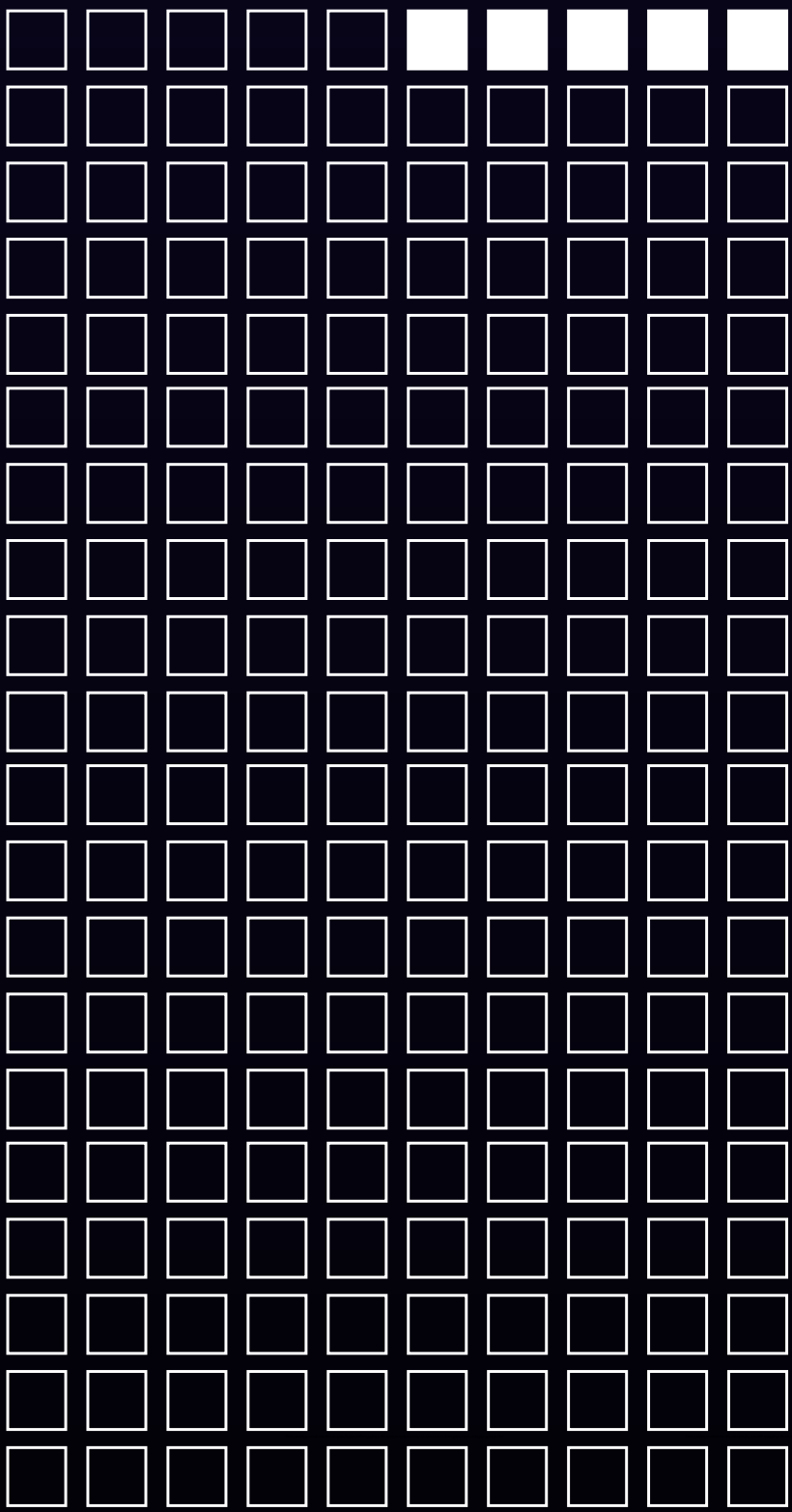
□ = 1,000 views

So after you expanded your book, let's say because it can relate to so many more people, **your video reached 200,000 people.**

**BUT**

Only 5,000 of those people we're ideal clients.

**That mean's only 5% of your viewers are potential customers**



□ = 1,000 views      ■ = 1,000 Ideal clients



## Niched Hook

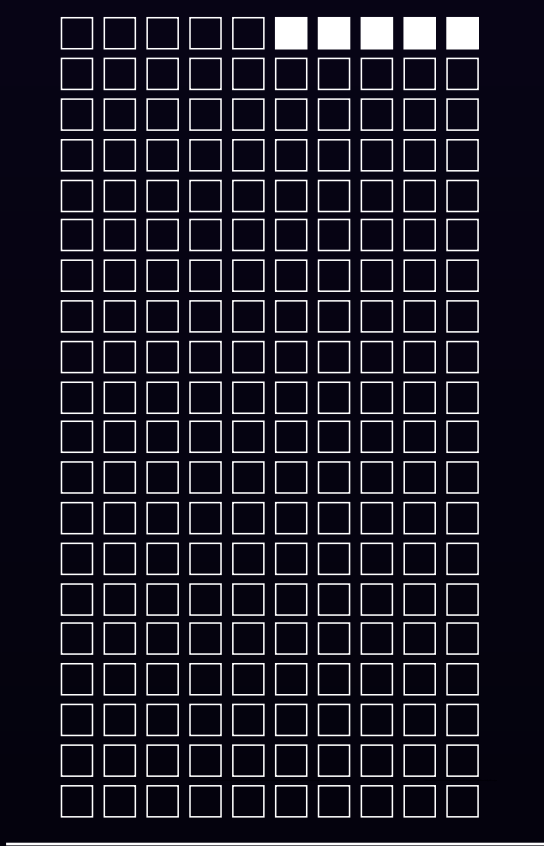
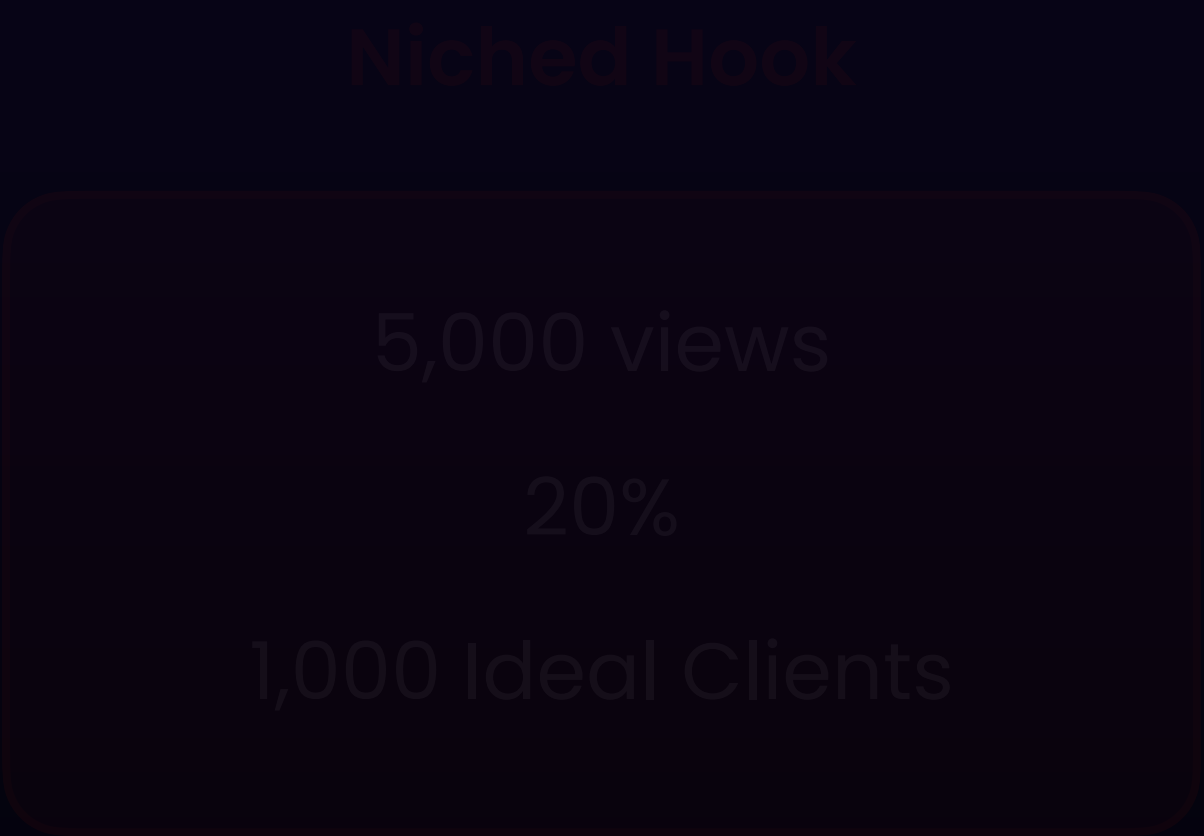
5,000 views

20%

1,000 Ideal Clients

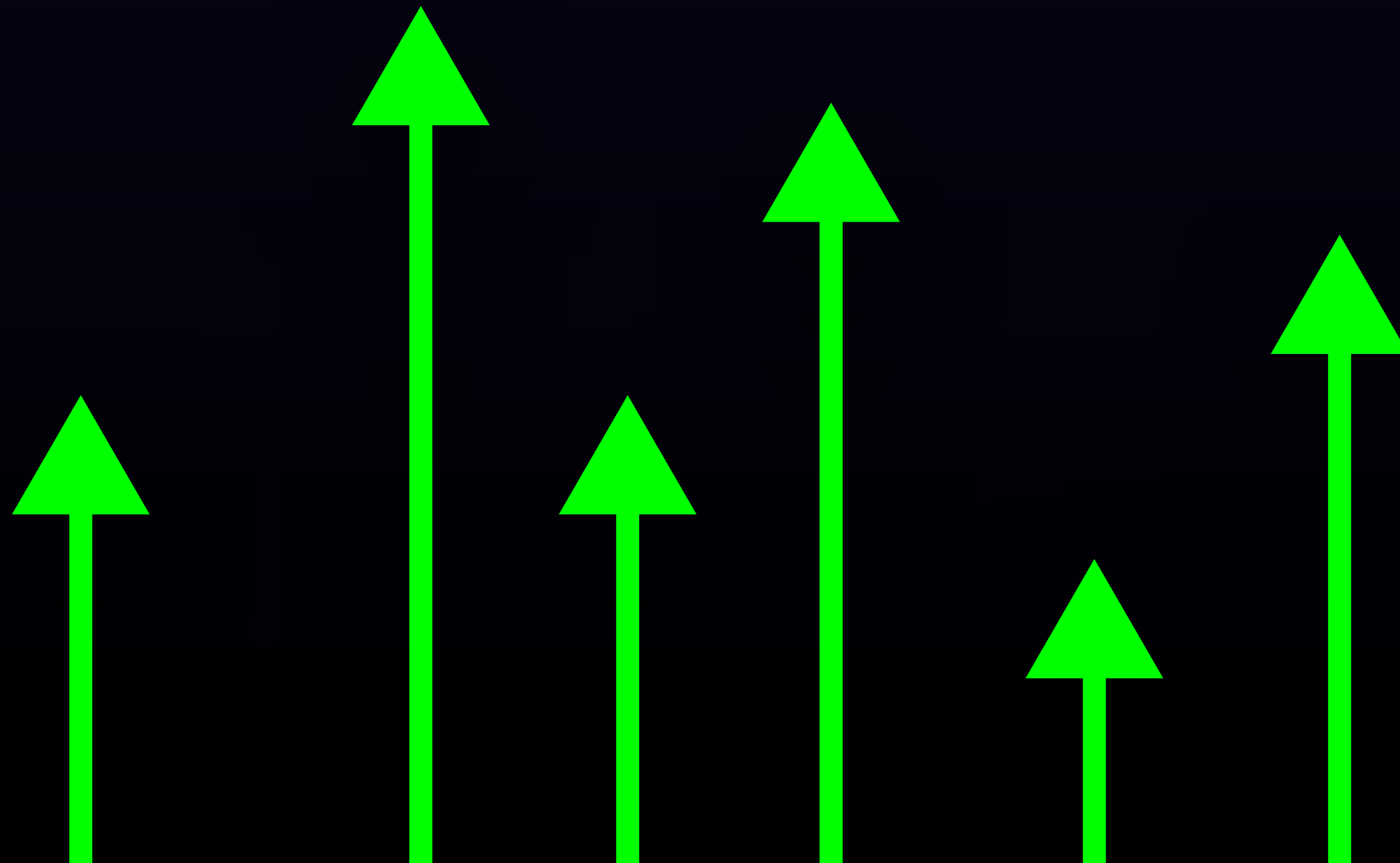


□ = 1,000 views    ■ = 1,000 Ideal clients



□ = 1,000 views    ■ = 1,000 Ideal clients

Now the obvious explanation on why that's better is because the amount of ideal clients you would reach **is increased by %500.**



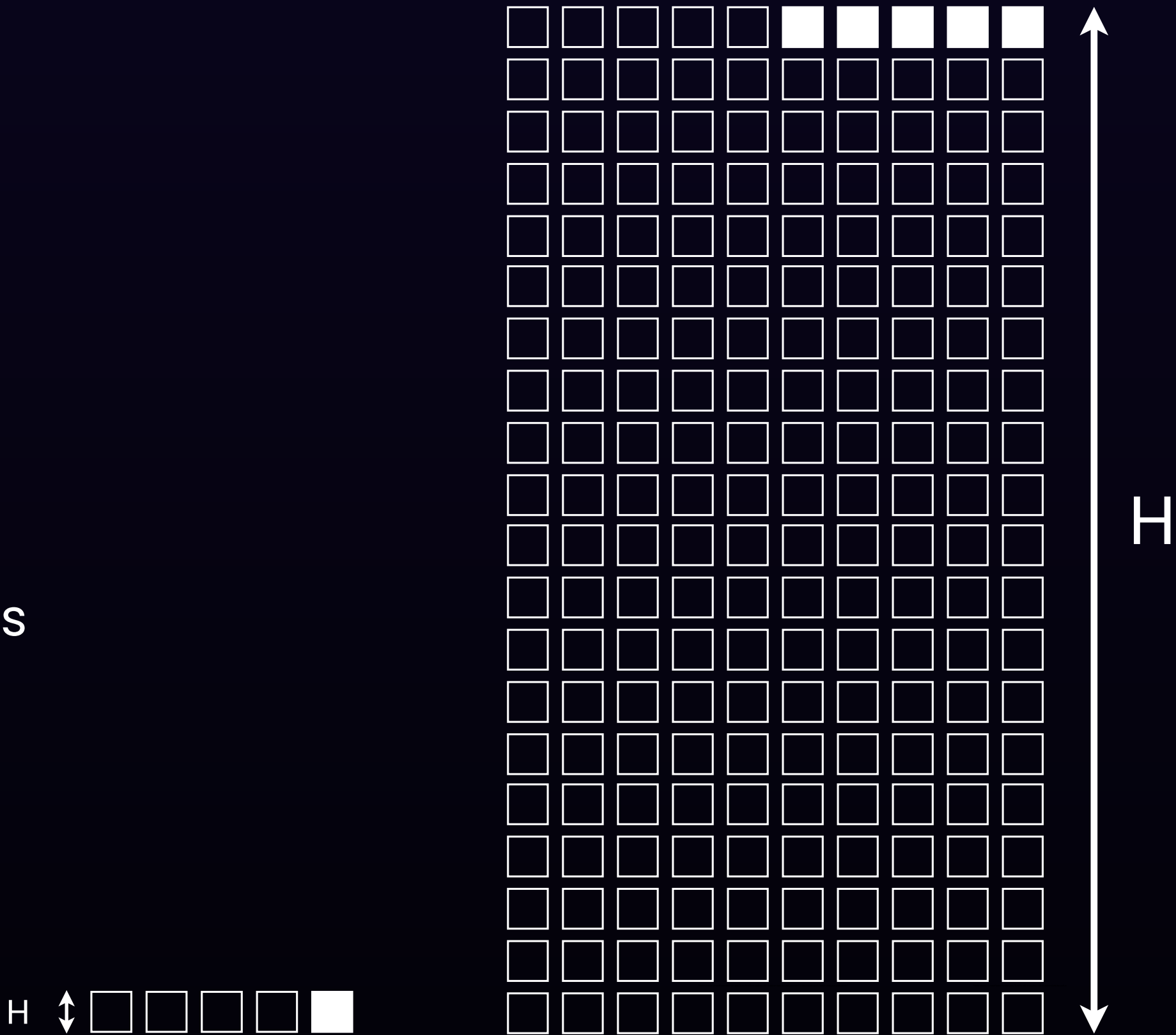
Of course, that's a huge reason on why having a broad hook is better, but I like to take it **a step further.**

Something that I took from Hormozi that I tell my clients every day is this



Something that I took from Hormozi that I tell my clients every day is this

99% of people will never buy from you, but they are the ones who **create** or **destroy** your reputation.



- = 1,000 views
- = 1,000 Ideal clients
- H = Reputation

Something that I took from Hormozi that I tell my clients every day is this

99% of people will never buy from you, but they are the ones who **create** or **destroy** your reputation.

**So Even if 99% of people never buy**, if done right, those people **will lead you to making more money in the long run.**



So when you broaden out your hook to get more attention, that increase in reach does two things.

So when you broaden out your hook to get more attention, that increase in reach does two things.

1. It will lead to a larger amount of consumption meaning if the consumption was positive, you're reputation strengthens and that strong reputation by association will carry over to what you're selling. **(More people buy your shit)**

So when you broaden out your hook to get more attention, that increase in reach does two things.

1. It will lead to a larger amount of consumption meaning if the consumption was positive, you're reputation strengthens and that strong reputation by association will carry over to what your selling. **(More people buy your shit)**

2. It will increase the amount of ideal clients your able to reach overtime. If an individual does is not quality for your fitness program but instead becomes a fan of your content. Their consumption will lead to more consumption. The more people watch & engage with your content, the more it will be distributed. Increasing the chance of your video being shown to an ideal client **(More people buy your shit)**



Plus by you niching down throughout your video, **you're still getting more attention** while letting the quality attention know that the video is for them

Plus by you niching down throughout your video, **you're still getting more attention** while letting the quality attention know that the video is for them

## Old Hook

If your a dad that used to be fit back in your  
highschool days and now you just can't even  
seem to fit into your pants anymore, here's how  
to lose that beer gut

Plus by y **niching down throughout your video** you're still getting more attention while letting the quality attention know that the video is for them

## Old Hook

If your a dad that used to be fit back in your highschool days and now you just can't even seem to fit into your pants anymore, here's how to lose that beer gut

## New Hook

We're already a month into new year, if you're still struggling with stubborn belly fat and you want to shave it off quick, here's what your going to do

Scripting Foundation Number 1

## **Hook Expansion**

Niche Down Throughout Your Video

Scripting Foundation Number 2

**Speak in You-Format**



**The lowest hanging fruit** when it comes to making a better script is utilizing “you-format” anytime you can within your script.



**Speaking in You-Form** in your content does one thing. It creates the perception of personalization.

**PERSONALIZATION**  **ATTENTION**

The diagram illustrates a causal relationship between personalization and attention. The word 'PERSONALIZATION' is written in white, bold, uppercase letters. A white arrow points from it to the word 'ATTENTION', which is written in red, bold, uppercase letters. Above the arrow, the word 'WARRANTS' is written in red, bold, uppercase letters.

Speaking in **You-Form** is the difference between me asking all of you

Speaking in **You-Form** is the difference between me asking all of you

“What does everyone think about this presentation”

**vs**

Speaking in **You-Form** is the difference between me asking all of you

“What does everyone think about this presentation”

**vs**

“What do you think about this presentation”



There are **6 Different Types** of you's that you can utilize within your script  
so you can speak in You-Format

There are **6 Different Types** of you's that you can utilize within your script  
so you can speak in You-Format

You

There are **6 Different Types** of you's that you can utilize within your script  
so you can speak in You-Format

You    Your

There are **6 Different Types** of you's that you can utilize within your script  
so you can speak in You-Format

You    Your    Yourself

There are **6 Different Types** of you's that you can utilize within your script  
so you can speak in You-Format

You    Your    Yourself    You're



There are **6 Different Types** of you's that you can utilize within your script  
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You    Your    Yourself    You're    You'll

There are **6 Different Types** of you's that you can utilize within your script  
so you can speak in You-Format

You    Your    Yourself    You're    You'll    You'd

Contractions

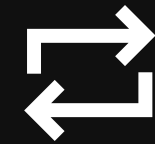
There's 2 instances you can utilize you-format in your script

Replace The Plural

Or

Give The Ownership

Replace The Plural



The most common way to speak in you-form is to **Replace The Plural**



The most common way to speak in you-form is to **Replace The Plural**  
Replacing anything that is plural within your script with the word **“you”**

The most common way to speak in you-form is to **Replace The Plural**  
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Yall = **You**

The most common way to speak in you-form is to **Replace The Plural**  
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Yall = **You**

You Guys = **You**

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Everyone = **You**

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The most common way to speak in you-form is to **Replace The Plural**  
Replacing anything that is plural within your script with the word “you”

Yall = **You**

You Guys = **You**

Everyone = **You**

People = **You**

Anyone = **You**

Who's a Fucking Genius = **You**

## Replace The Plural Examples

**Plural:** Before every gym session, everyone should always do some sort of dynamic warmup before the workout

## Replace The Plural Examples

**Plural:** Before every gym session, everyone should always do some sort of dynamic warmup before the workout

## Replace The Plural Examples

**Plural:** Before every gym session, everyone should always do some sort of dynamic warmup before the workout

**You Format:** Before every single one of your gym sessions, you should always do some sort of dynamic warmup before the workout

## Replace The Plural Examples

**Plural:** Before every gym session, everyone should always do some sort of dynamic warmup before the workout

**You Format:** Before every single one of your gym sessions, you should always do some sort of dynamic warmup before the workout



## Replace The Plural Examples

**Plural:** Runners should always replace their running shoes about every 300 to 500 miles.

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**You Format:** You should replace your running shoes about every 300 to 500 miles.

Replace The Plural Examples 

**Plural:** Heavy lifters should always wear a lifting belt anytime they attempt a new PR

Replace The Plural Examples ↺

**Plural:** Heavy lifters should always wear a lifting belt anytime they attempt a new PR



## Replace The Plural Examples

**Plural:** Heavy lifters should always wear a lifting belt anytime they attempt a new PR

**You Format:** You should always wear a lifting belt when attempting a PR.

## Replace The Plural Examples

**Plural:** Heavy lifters should always wear a lifting belt anytime they attempt a new PR

**You Format:** You should always wear a lifting belt when attempting a PR.

# PTDOM QUIZ

**Transform to You-Format:**

**Plural:** The biggest mistake people make when running a marathon is that they don't drink enough water

# PTDOM QUIZ

## Transform to You-Format:

**Plural:** The biggest mistake people make when running a marathon is that they don't drink enough water

# PTDOM QUIZ

## Transform to You-Format:

**Plural:** The biggest mistake people make when running a marathon is that they don't drink enough water

**You-Format:** The biggest mistake you'll ever make when running a marathon is if you don't drink enough water

# PTDOM QUIZ

## Transform to You-Format:

**Plural:** The biggest mistake people make when running a marathon is that they don't drink enough water

**You-Format:** The biggest mistake you'll ever make when running a marathon is if you don't drink enough water



# PTDOM QUIZ

## Transform to You-Format:

**Plural:** Beginner lifters often struggle with getting a mind muscle connection in their back when they do lat pulldowns, here's how to fix it

# PTDOM QUIZ

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**Plural:** Beginner lifters often struggle with getting a mind muscle connection in their back when they do lat pulldowns, here's how to fix it

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## Transform to You-Format:

**Plural:** Beginner lifters often struggle with getting a mind muscle connection in their back when they do lat pulldowns, here's how to fix it

**You-Format:** If you just started working out and you're struggling with that mind muscle connection while doing lat pulldowns, here's how you're going to fix it

# PTDOM QUIZ

## Transform to You-Format:

**Plural:** Beginner lifters often struggle with getting a mind muscle connection in their back when they do lat pulldowns, here's how to fix it

**You-Format:** If you just started working out and you're struggling with that mind muscle connection while doing lat pulldowns, here's how you're going to fix it

# PTDOM QUIZ

## Transform to You-Format:

**Plural:** People in the gym community tend to underestimate the importance of cool-down exercises after their workout

# PTDOM QUIZ

## Transform to You-Format:

**Plural:** People in the gym community tend to underestimate the importance of cool-down exercises after their workout



# PTDOM QUIZ

## Transform to You-Format:

**Plural:** People in the gym community tend to underestimate the importance of cool-down exercises after their workout

**You-Format:** If you go to the gym, chances are you underestimate the importance of cool-down exercises after your workout

# PTDOM QUIZ

## Transform to You-Format:

**Plural:** People in the gym community tend to underestimate the importance of cool-down exercises after their workout

**You-Format:** If you go to the gym, chances are you underestimate the importance of cool-down exercises after your workout

Replace The Plural

**"YOU"**  
PLURAL



Replace The Plural 

This is the first way you can utilize **“you-form”** in your content, however most of you probably intuitively knew that and just need a reminder to utilize it

Replace The Plural



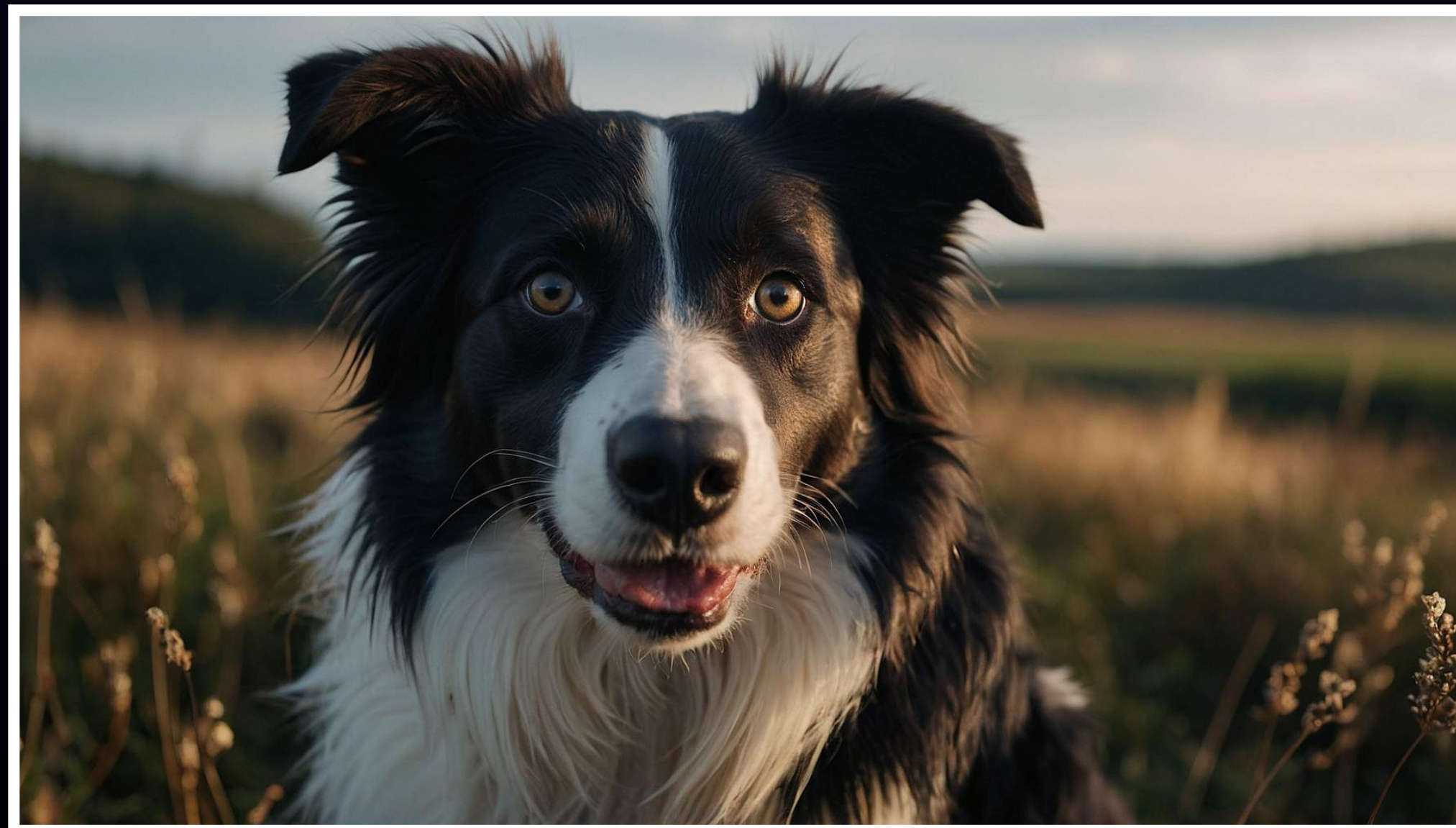
Give The Ownership



However something I bet all of your scripts are missing when it comes to utilizing **“you-format”** in your content is You-Form Instance Number 2, Give The Ownership.

For example

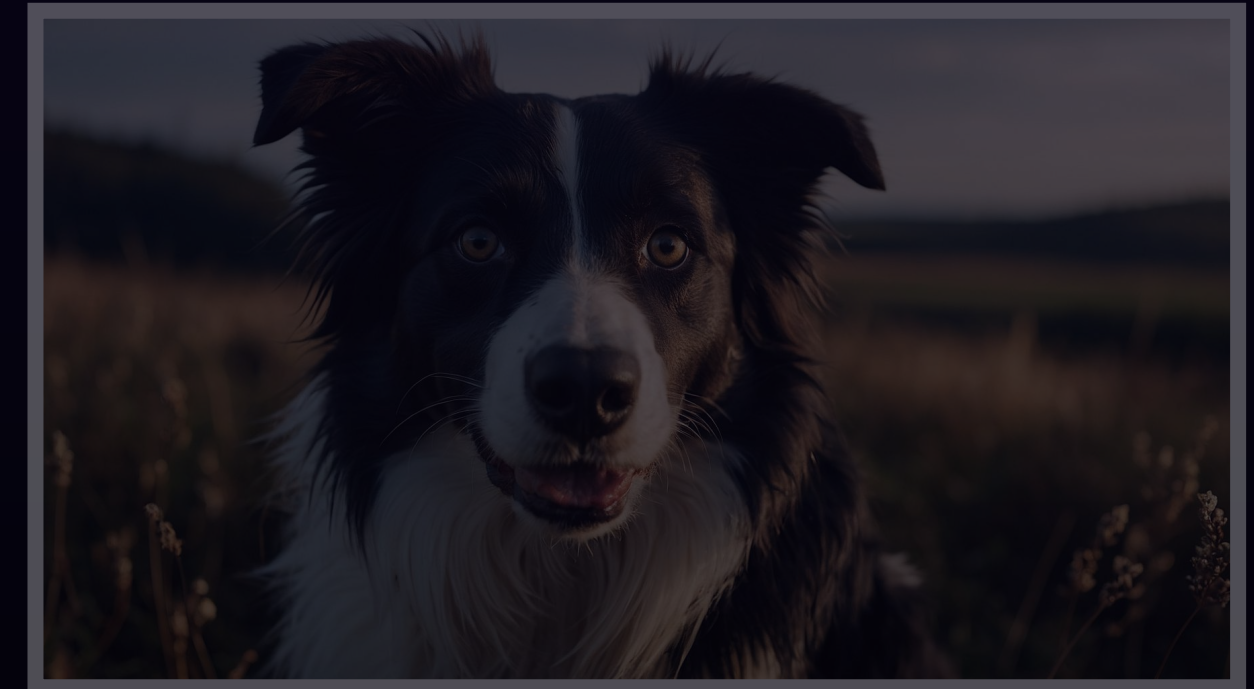
Do you like the dog    vs    **Do you like your dog**





## “A” dog

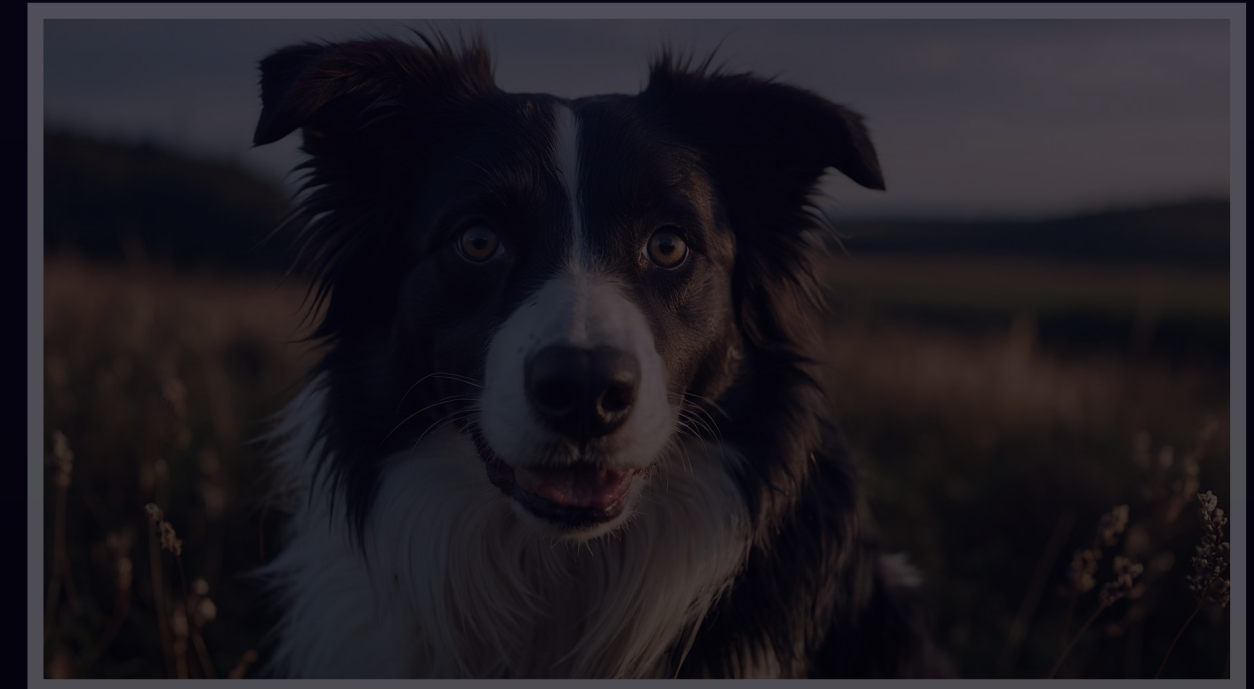
Even though I used the word “**You**” in the sentence of “**do you like the dog**”, the sentence still wasn’t personalized because you had no ownership within the scenario.



## “A” dog

Even though I used the word “You” in the sentence of “do you like the dog”, the sentence still wasn’t personalized because you had no ownership within the scenario.

But when I mention “**your**” it adds ownership of the viewer into the scenario



When you **“Give the Ownership”** you don’t replace any words with **“you”**, what you do is add one of the **“you”** into your sentence to hand the ownership over something to the viewer.

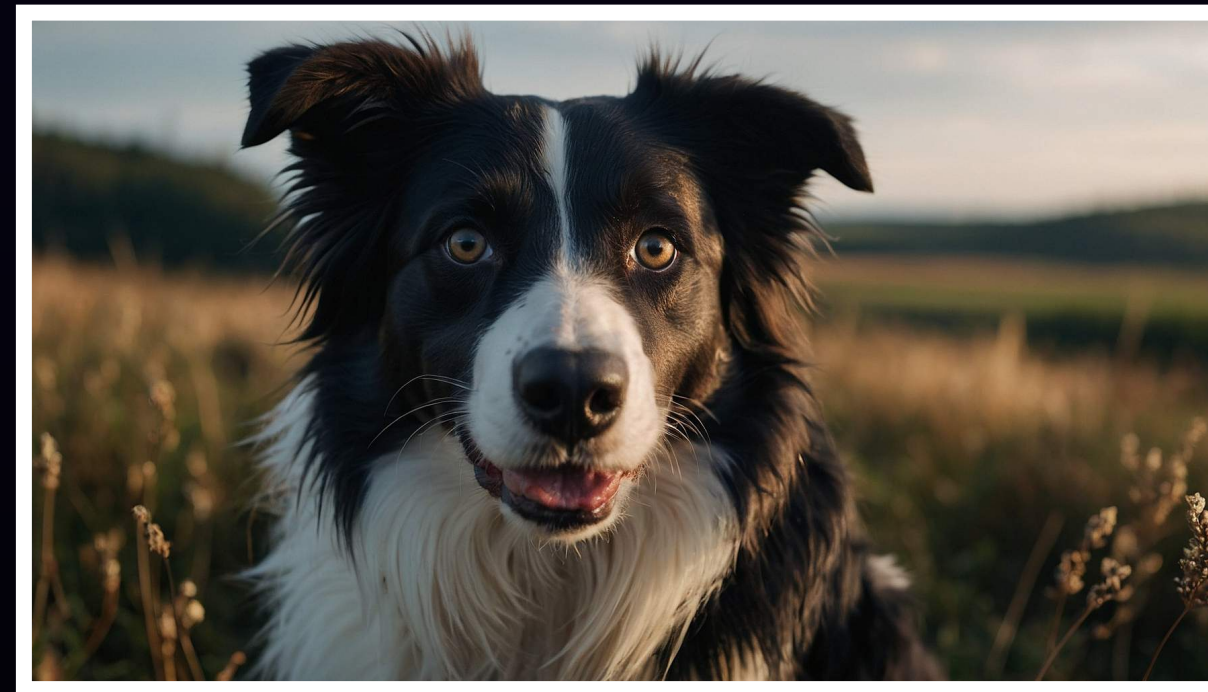
When you **“Give the Ownership”** you don’t replace any words with **“you”**, what you do is add one of the **“you”** into your sentence to hand the ownership over something to the viewer.

**“A” dog**



**VS**

**“YOUR” dog**



Here's an Example of **"Give The Ownership"** Being  
Put To Use In Brian's Script

**No Ownership:** If the prospect rates the program as a 9 or higher, go into the pitch and present the price

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Put To Use In Brian's Script

**No Ownership:** If the prospect rates the program as a 9 or higher, go into the pitch and present the price

**Ownership:** If your prospect gives your program a 9 or higher, go into your pitch and present your price

Here's an Example of **"Give The Ownership"** Being  
Put To Use In Brian's Script

**No Ownership:** If the prospect rates the program as a 9 or higher, go into the pitch and present the price

**Ownership:** If your prospect gives your program a 9 or higher, go into your pitch and present your price

Here are some more examples

**No Ownership:** "Understanding the concept of “you-format” is crucial for video performance

Here are some more examples

**No Ownership:** "Understanding the concept of “you-format” is crucial for video performance

Here are some more examples

**No Ownership:** "Understanding the concept of “you-format” is crucial for video performance

**Ownership:** "Your understanding of this concept “you-format” is crucial for the performance of your content."

Here are some more examples

**No Ownership:** "Understanding the concept of “you-format” is crucial for video performance

**Ownership:** "Your understanding of this concept “you-format” is crucial for the performance of your content."



Here are some more examples

**No Ownership:** Eating in a caloric deficit is essential for weight loss.

Here are some more examples

**No Ownership:** Eating in a caloric deficit is essential for weight loss.

Here are some more examples

**No Ownership:** Eating in a caloric deficit is essential for weight loss.

**Ownership:** Eating in a caloric deficit is essential for your weight loss journey.

Here are some more examples

**No Ownership:** Eating in a caloric deficit is essential for weight loss.

**Ownership:** Eating in a caloric deficit is essential for your weight loss journey.

It doesn't always have the word **"your"** to add ownership, you can utilize any of the you form words

**No Ownership:** Getting adequate sleep is crucial for good health and energy levels.

It doesn't always have the word **"your"** to add ownership, you can utilize any of the you form words

**No Ownership:** Getting adequate sleep is crucial for good health and energy levels.



It doesn't always have the word **"your"** to add ownership, you can utilize any of the you form words

**No Ownership:** Getting adequate sleep is crucial for good health and energy levels.

**Ownership:** You will notice huge improvements in your health and energy levels if you ensure you get adequate sleep.

It doesn't always have the word **"your"** to add ownership, you can utilize any of the you form words

**No Ownership:** Getting adequate sleep is crucial for good health and energy levels.

**Ownership:** You will notice huge improvements in your health and energy levels if you ensure you get adequate sleep.

# PTDOM QUIZ

## Transform to You-Format:

It is so easy to see the benefits of working out if it's into made into a habit.

# PTDOM QUIZ

## Transform to You-Format:

It is so easy to see the benefits of working out if it's into made into a habit.

# PTDOM QUIZ

## Transform to You-Format:

It is so easy to see the benefits of working out if it's into made into a habit.

You will easily see the benefits of working out IF you make it apart of your routine.

# PTDOM QUIZ

## Transform to You-Format:

It is so easy to see the benefits of working out if it's into made into a habit.

You will easily see the benefits of working out IF you make it apart of your routine.



# PTDOM QUIZ

## Transform to You-Format:

Losing 30 pounds requires a lot of work and discipline, but I promise it's worth it

# PTDOM QUIZ

## Transform to You-Format:

Losing 30 pounds requires a lot of work and discipline, but I promise it's worth it

# PTDOM QUIZ

## Transform to You-Format:

Losing 30 pounds requires a lot of work and discipline, but I promise it's worth it

You'll need to put in a lot of effort to lose 30 pounds, but I promise you it's worth it

# PTDOM QUIZ

## Transform to You-Format:

Losing 30 pounds requires a lot of work and discipline, but I promise it's worth it

You'll need to put in a lot of effort to lose 30 pounds, but I promise you it's worth it

# PTDOM QUIZ

**Transform to You-Format:**

Ignoring this advice will lead to injury in the gym.

# PTDOM QUIZ

**Transform to You-Format:**

Ignoring this advice will lead to injury in the gym.



# PTDOM QUIZ

**Transform to You-Format:**

Ignoring this advice will lead to injury in the gym.

If you ignore this advice, you will injure yourself in the gym.

# PTDOM QUIZ

## Transform to You-Format:

Ignoring this advice will lead to injury in the gym.

If you ignore this advice, you will injure yourself in the gym.

Give The Ownership

**VIEWERS**  
**POSSESSION**



## Utilize “You-Form” In Your Content



Losing 30 pounds requires a lot of work and discipline, but I promise it's worth it

▶ 1,873

You'll need to put in a lot of effort to lose 30 pounds, but I promise you it's worth it

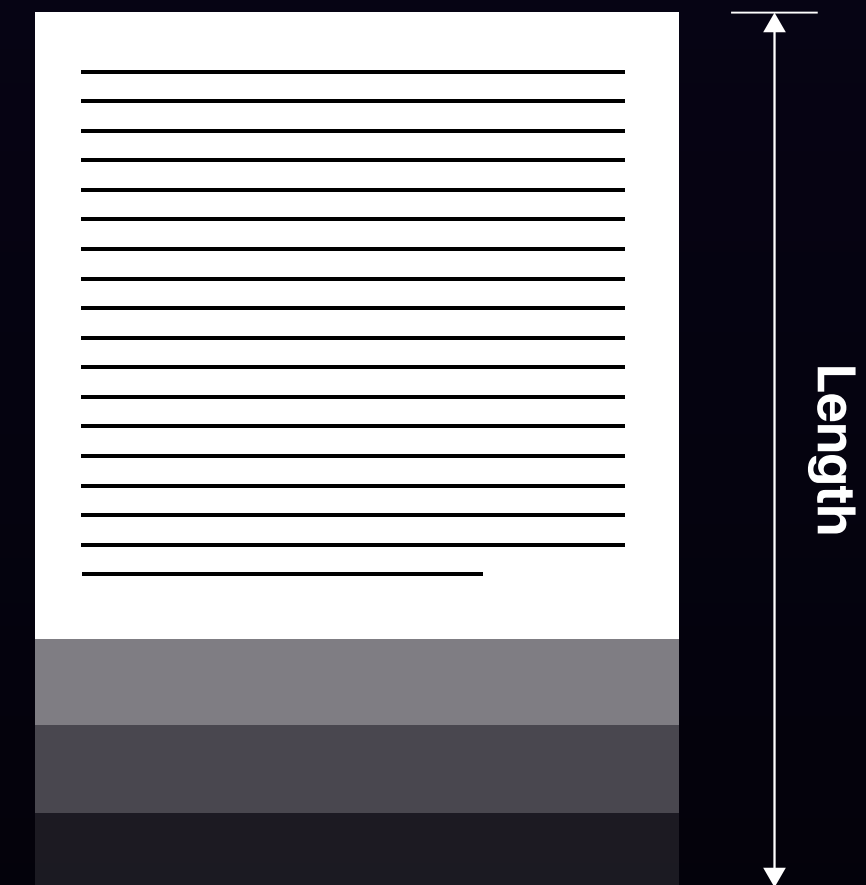
▶ 107K

Scripting Foundation Number 3

**Short As Possible**

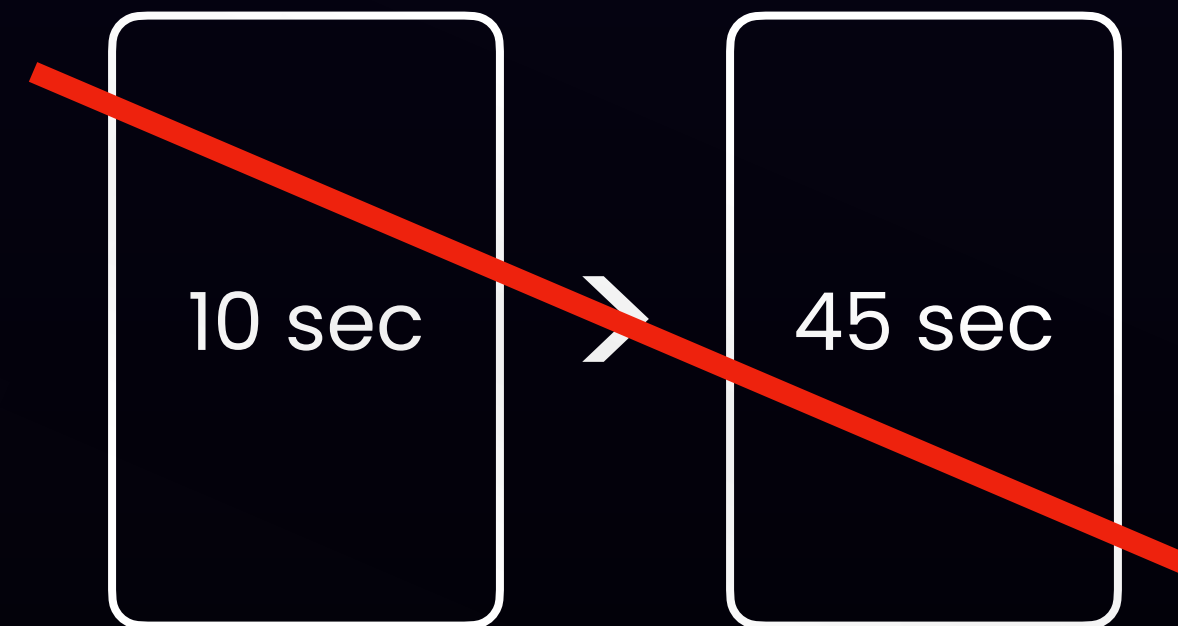
## There is no optimal video length

When your scripting, your goal should always be to make your video as short as possible

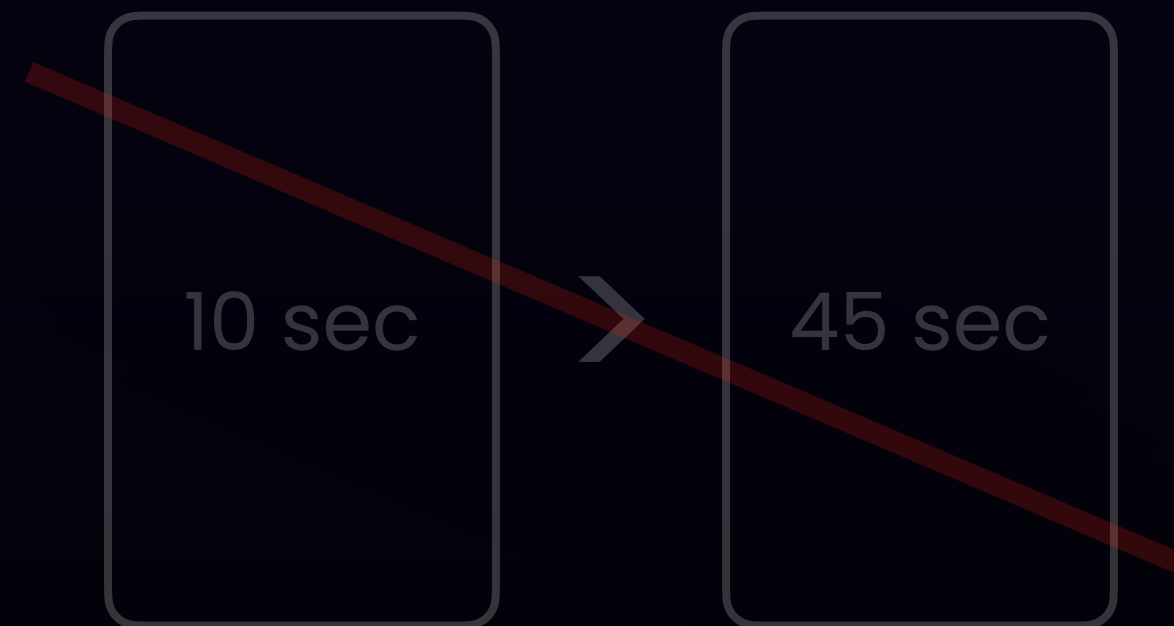




When I say this, I by no means mean that making a 10 second video is better **than a 45 second video.**



What I am saying is that **your goal** when your scripting should always be to make your video as short as possible **while still getting your whole point across**



It does not matter if your video is 10 seconds long or 1 minute long, **that shouldn't be a factor** in your mind when your scripting

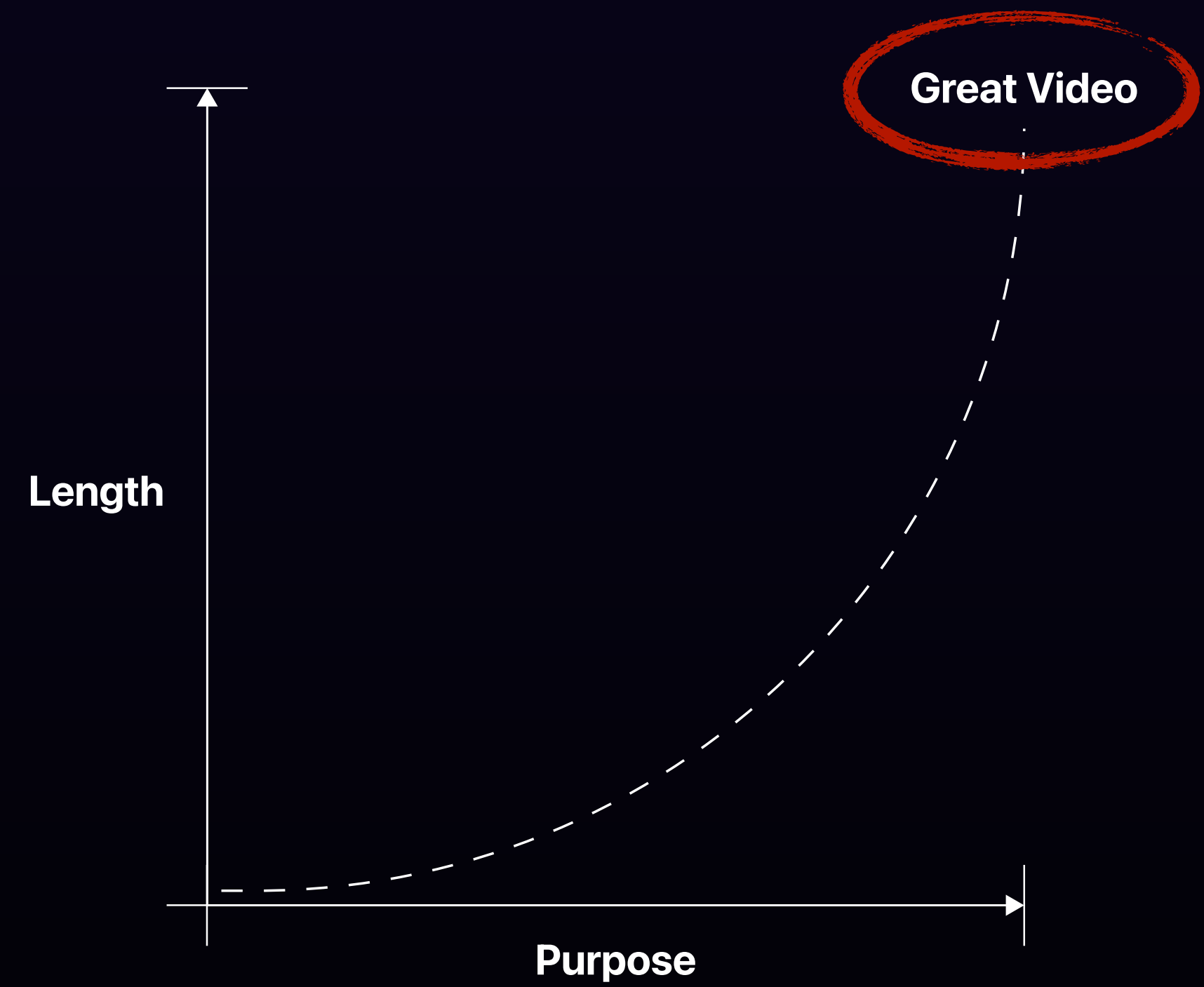


It does not matter if your video is 10 seconds long or 1 minute long, **that shouldn't be a factor** in your mind when your scripting

A 10 second video is not better or more optimal than a 60 second video



**The better video** between the two is the video that is only as long as it needs to be while getting across the videos core idea and solves the viewers problem





### **DISCLAIMER**

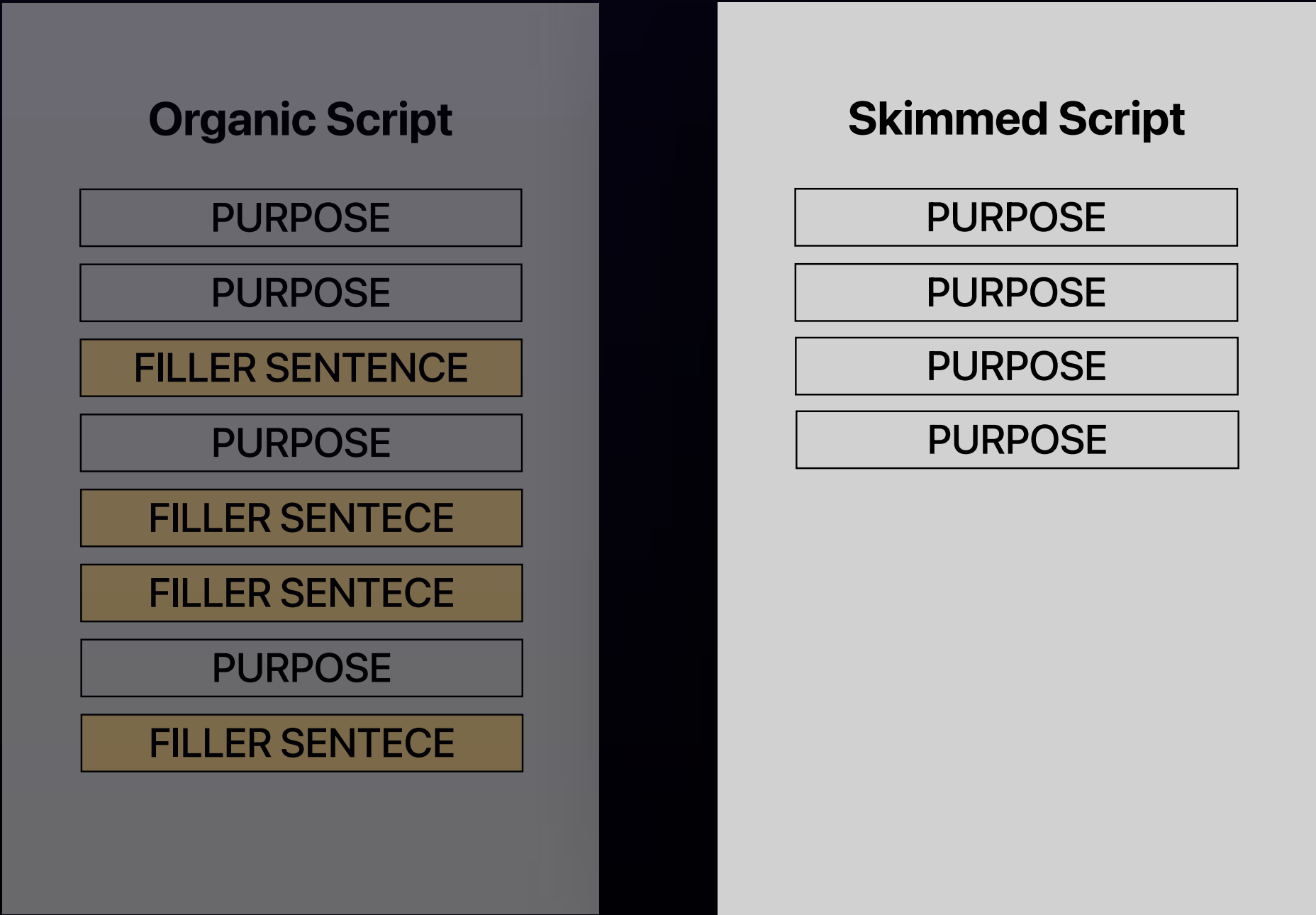
You can only upload 90 second reels on  
Instagram at max

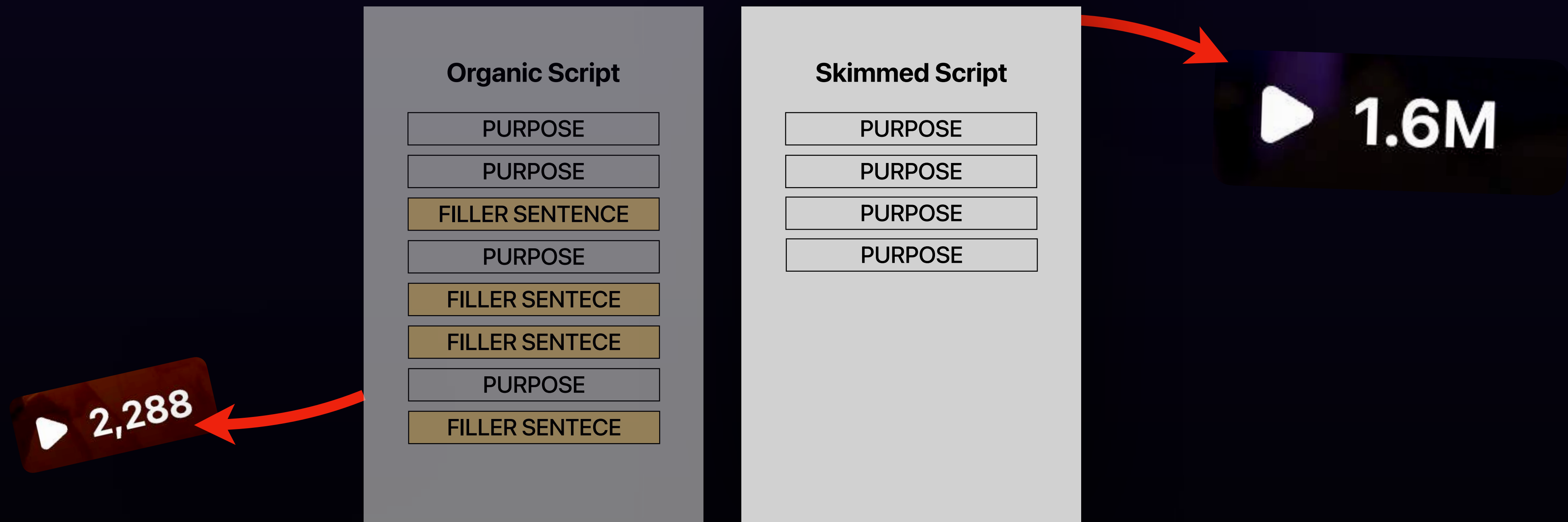


Video Length Doesn't Matter, **The ability to be concise** does  
within your video's problem solving **does**

Video Length Doesn't Matter, The ability to be concise does  
within your video's problem solving does

If script a sentence or two that doesn't contribute or have  
purpose to the overall goal of the video, then always **cut the fat**





Need an example to throw in

FAT LOSS TIPS

FAT LOSS TIP 1

FAT LOSS TIP 2

FOOD RECIPE

FAT LOSS TIP 3

FOOD RECIPE

FOOD RECIPE

FAT LOSS TIP 4

FOOD RECIPE

Skimmed Script

FAT LOSS TIPS

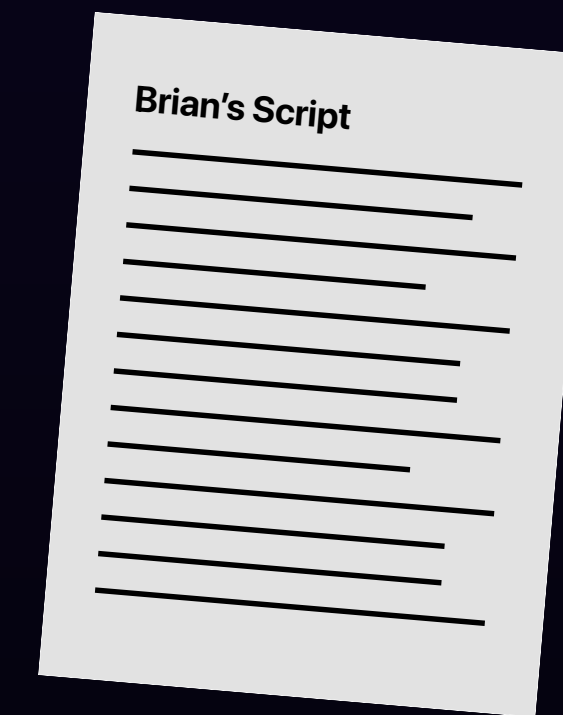
FAT LOSS TIP 1

FAT LOSS TIP 2

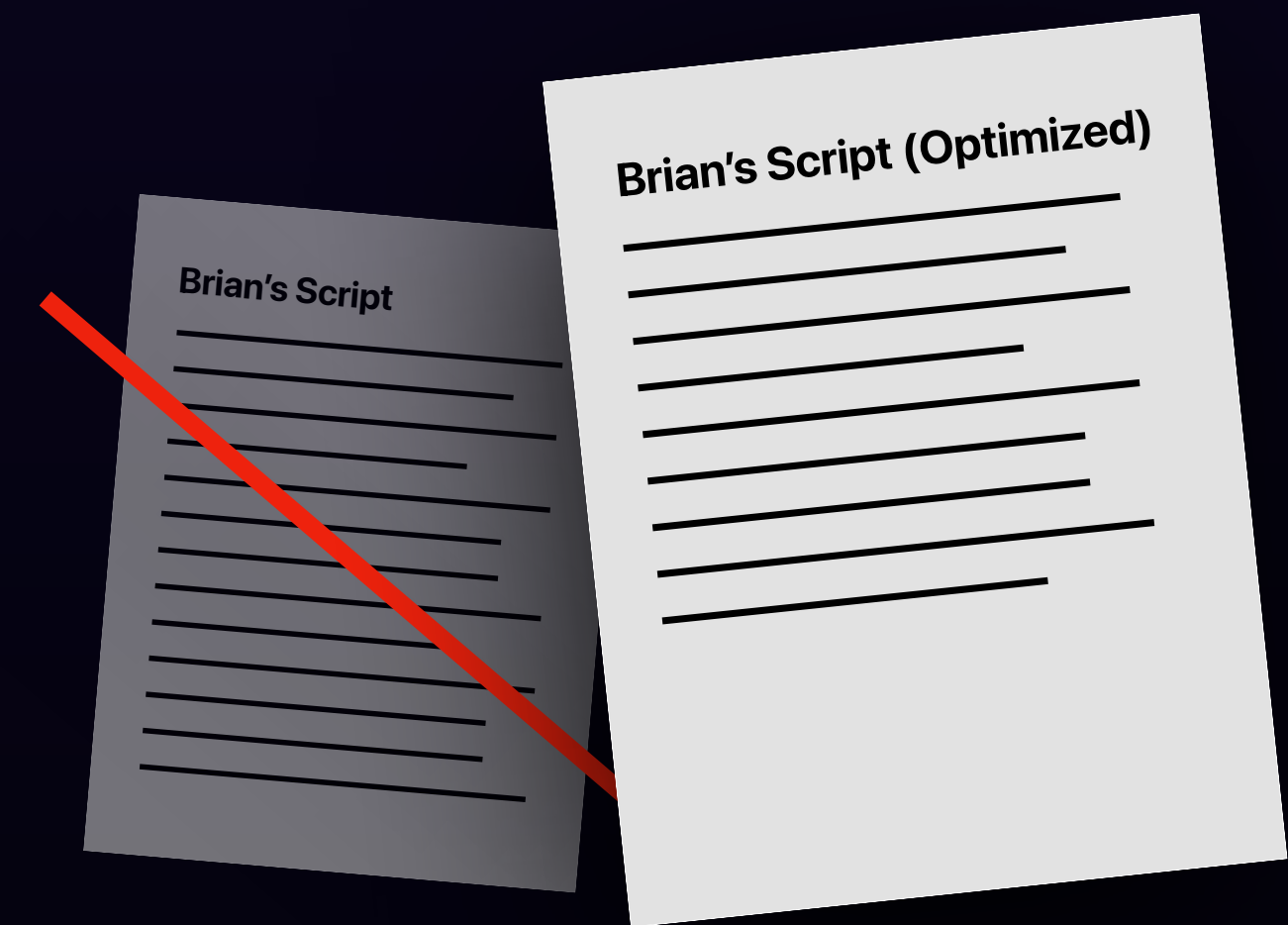
FAT LOSS TIP 3

FAT LOSS TIP 4

When I was reviewing and revising scripts for Brian, **I never made huge changes** to what he said or how he said something. Brian's video's we're always mostly Brian's words and Brian's personality.

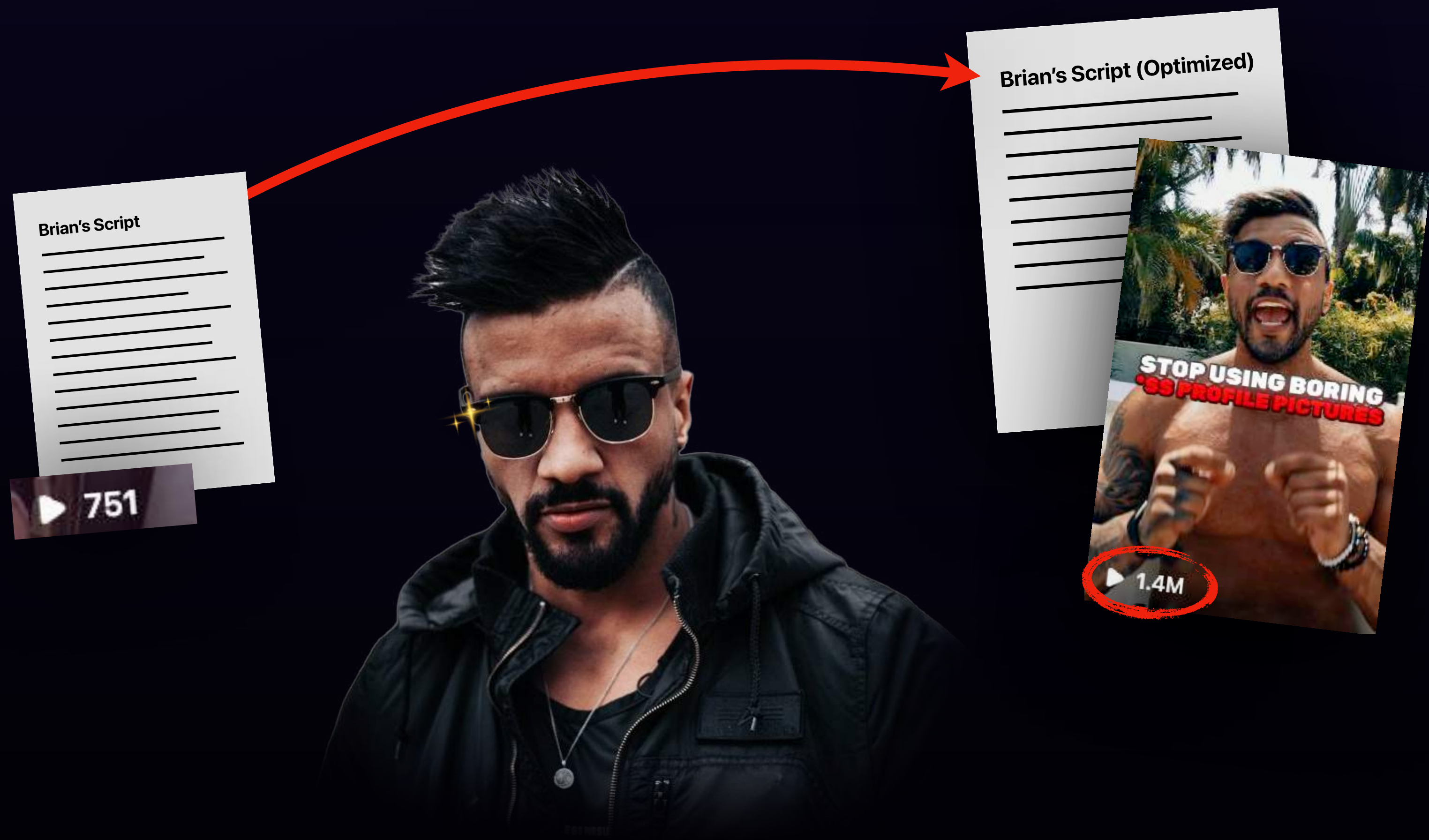


When I was reviewing and revising scripts for Brian, **I never made huge changes** to what he said or how he said something. Brian's video's we're always mostly Brian's words and Brian's personality.



The main thing I did outside of a couple tweaks within the script here and there, and the thing that changed the directory of Brian's content the most was the fact that I was able to look at his video and realize that he says a whole lot of shit that didn't need to be said, so **I cut the fat.**





Speaking of me Reviewing Brian's Scripts, that ties us to our last scripting topic.

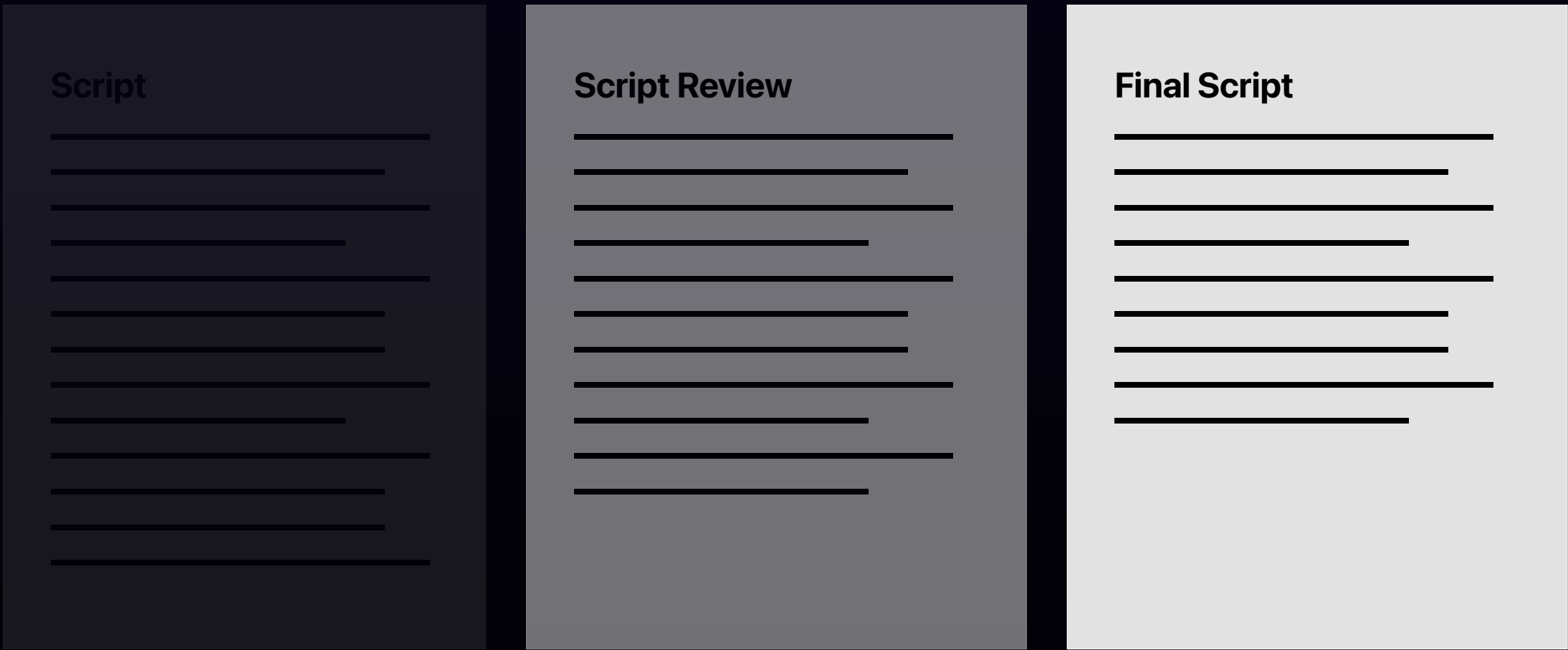
## Script Reviews



For every single script I create, no matter how perfect and how delusional I am  
in the fact that I think that I always write perfect scripts the first time around.

For every single script I create, no matter how perfect and how delusional I am in the fact that I think that I always write perfect scripts the first time around.

After I get done with the script, I always **NO MATTER WHAT** do a script review.



Every single time I go through my script review process, without fail I find at the very least **5 mistakes that I made** that I need to change and fix.



And being able to recognize these mistakes within my scripts and fix them has lead me to not posting a video that has gotten **under 100,000 views** since Tuesday, May 23, 2023





So, how do you perform a **script review**?

Performing a script review requires all of what we went over today

Performing a script review requires all of what we went over today

### Reviewing to ensure your video



**Hook Expansion:** Your Hook Is As Broad As Possible & Niches Down Throughout Your Video

Performing a script review requires all of what we went over today

### Reviewing to ensure your video



**Hook Expansion:** Your Hook Is As Broad As Possible & Niches Down Throughout Your Video



**You-Form:** You've Replaced The Plurals & Given The Ownership

Performing a script review requires all of what we went over today

### Reviewing to ensure your video

- ☒ **Hook Expansion:** Your Hook Is As Broad As Possible & Niches Down Throughout Your Video
- ☒ **You-Form:** You've Replaced The Plurals & Given The Ownership
- ☒ **Short as Possible:** You've Cut All of The Fat



So when you finish **your** script

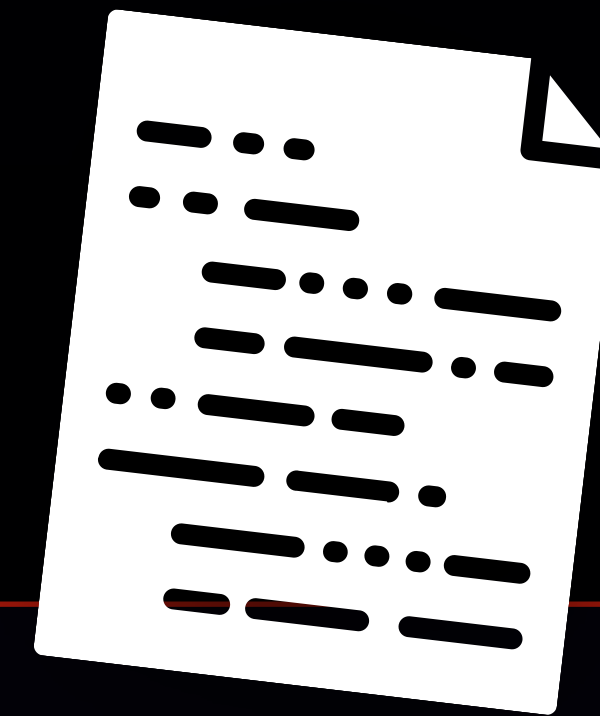
Sit down and read your script out loud as if you  
we're actually recording the video

**(VERY IMPORTANT)**

Once you readout your script out loud and complete your script review going over the 3 things we talked about today, I promise you that you will find the mistakes made and be able to fix them now that you know 3 scripting foundations

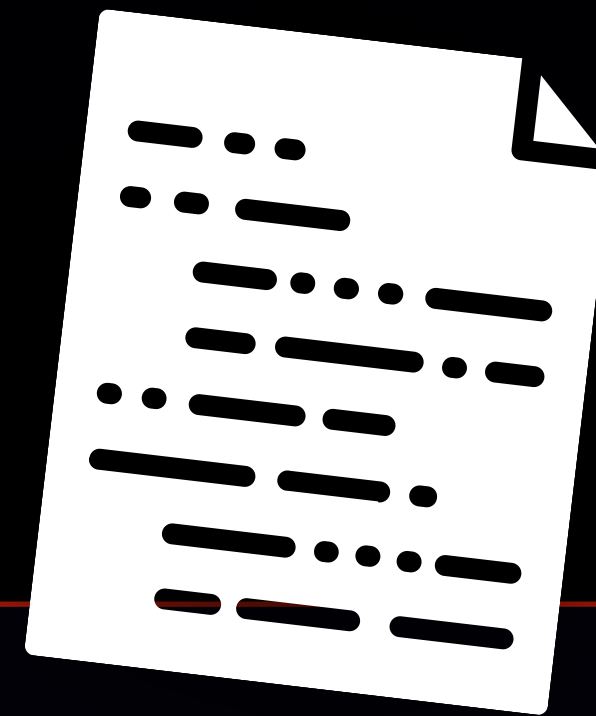


# Scripting Foundations



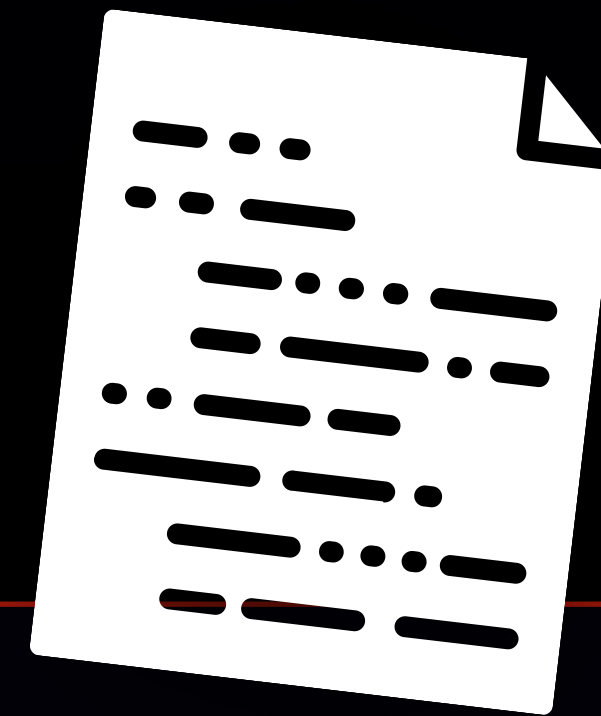
# Scripting Foundations

## 1. Hook Expansion



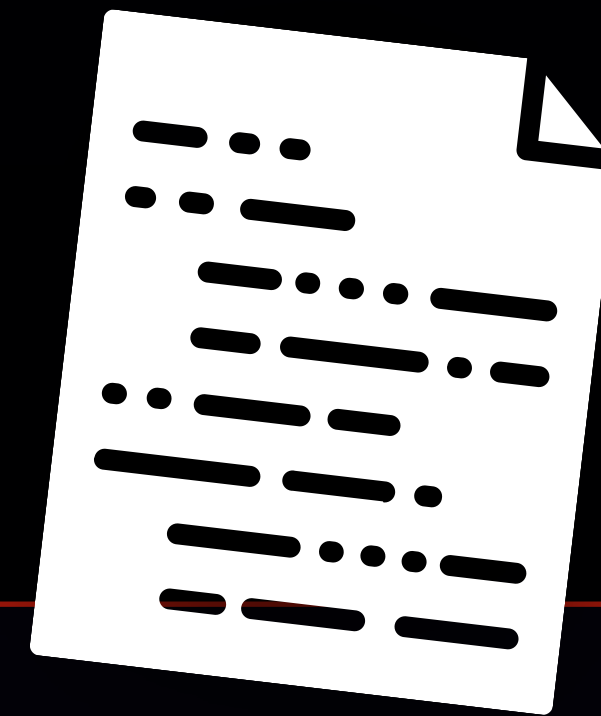
# Scripting Foundations

1. Hook Expansion
2. You-Format



# Scripting Foundations

1. Hook Expansion
2. You-Format
3. Short As Possible



# Table of Contents



01

How to Find  
Content Ideas



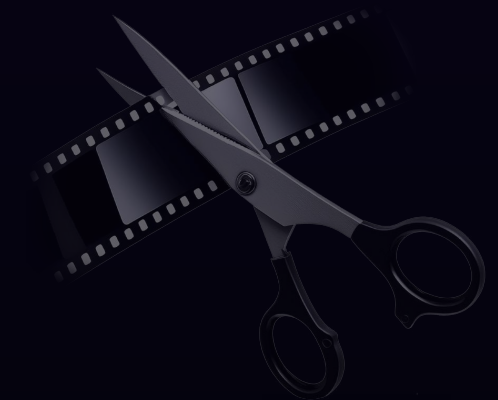
02

How to Script  
Content Idea



03

How to Record  
Those Scripts



04

How to Edit Those  
Recordings

## How to Record Those Scripts

1. What Equipment You Need

2. General Rules of Recording



1. What Equipment You Need

2. General Rules of Recording

What you **NEED** is a phone and a decent mic. That's it.



You don't need a fancy camera like Brian or a fancy cameraman like Nick.

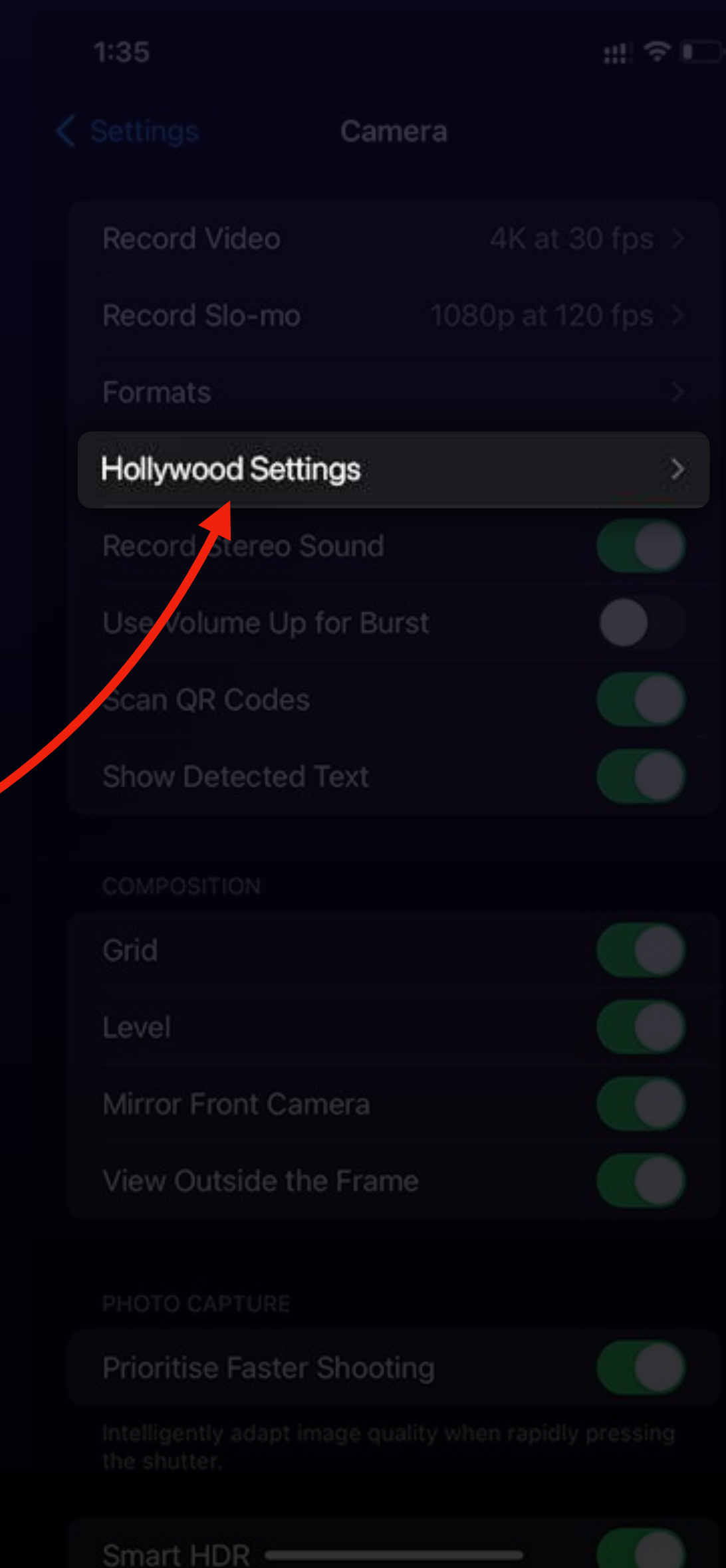


You don't need a fancy camera like Brian or a fancy cameraman like Nick.

Assuming you don't have an iPhone 4, all you need right now is your phone.



But, that is only if your phone has the correct recording settings that I'm about to give you and a decent mic.





So if you have an iPhone, I'm gonna walk you through the settings live



But if for some odd reason you have an android, that fucking sucks because I'm not gonna go through it live.





But if for some odd reason you have an android, that fucking sucks because I'm not gonna go through it live.

BUT, here's a QR Code that you can scan that will give you the best settings for whatever phone might you have



Alright so if you have an iPhone pull it out and go ahead and head to your settings app



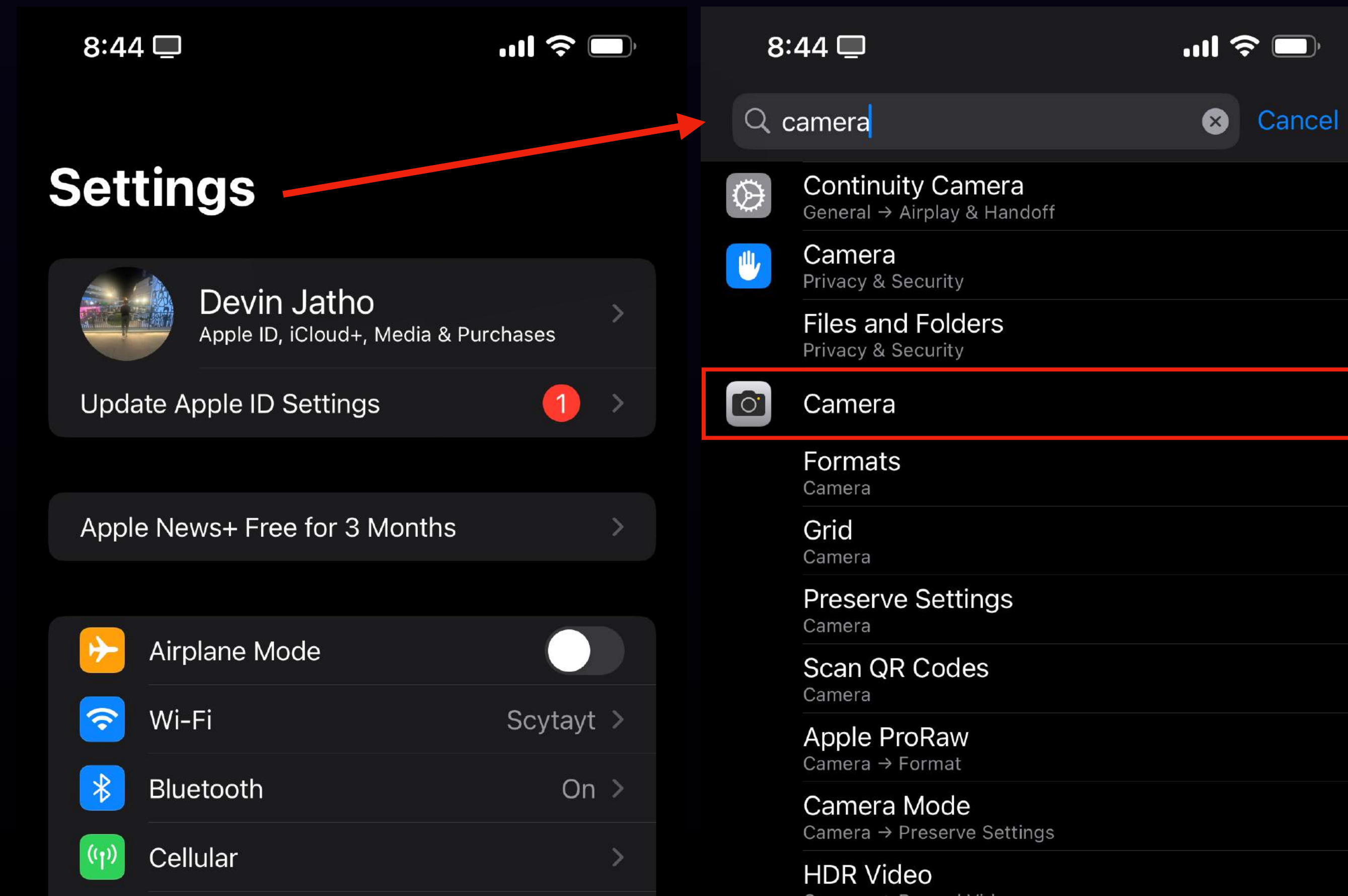
If you have a Samsung or Google Pixel, pull out your camera app and scan this QR code



## iPhone Best Settings

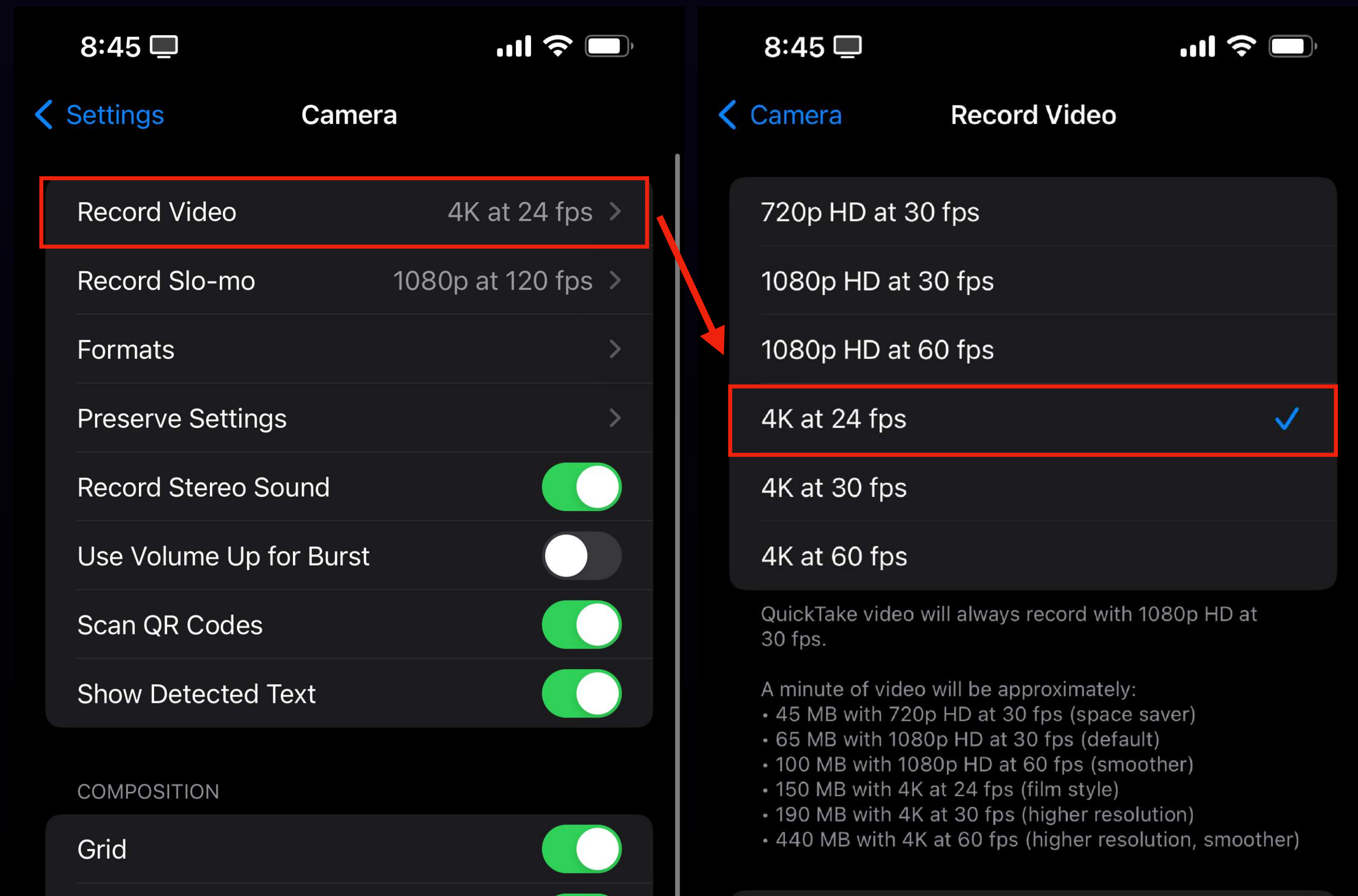
# How to get to camera app

Search "camera" in your iPhone Settings



## iPhone Best Settings

# Change to 4k 24 fps

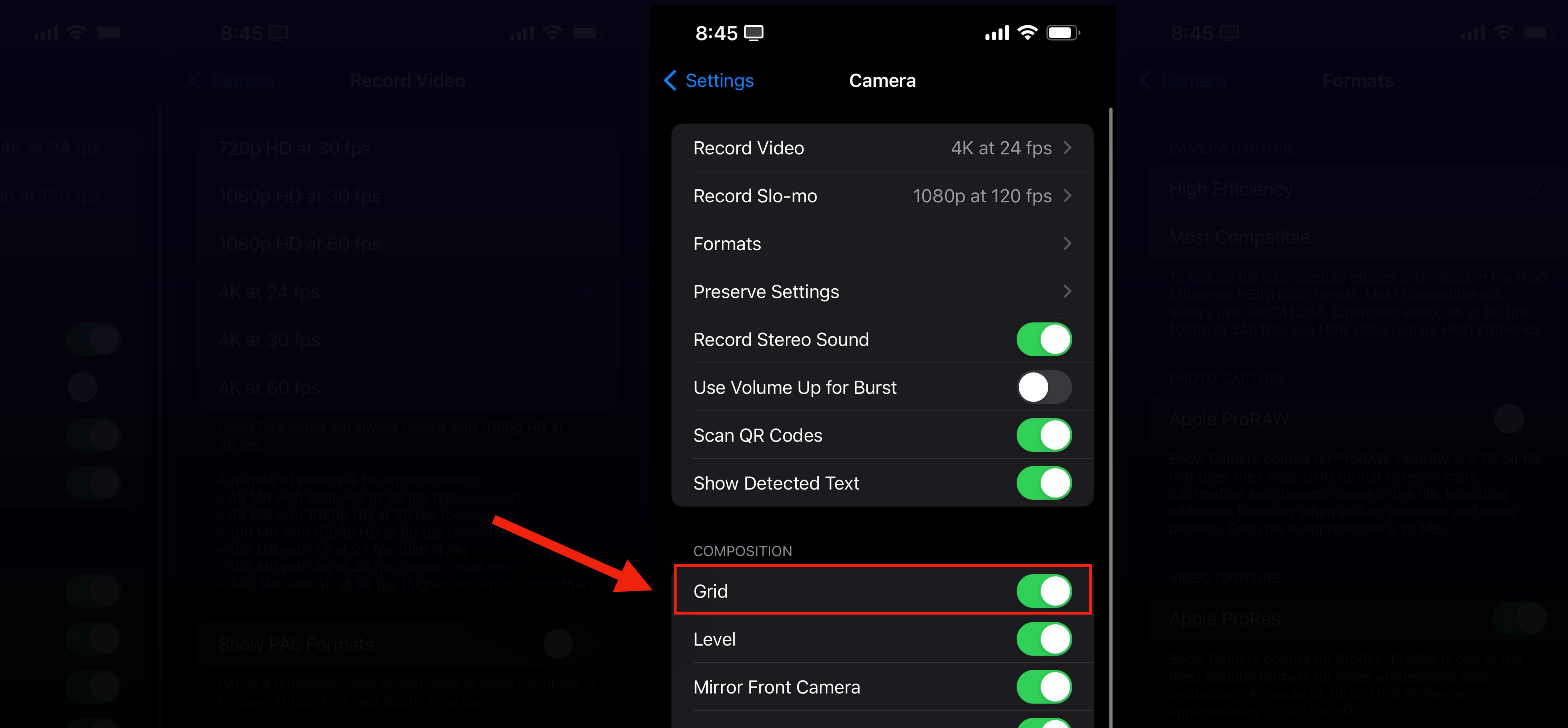




## iPhone Best Settings

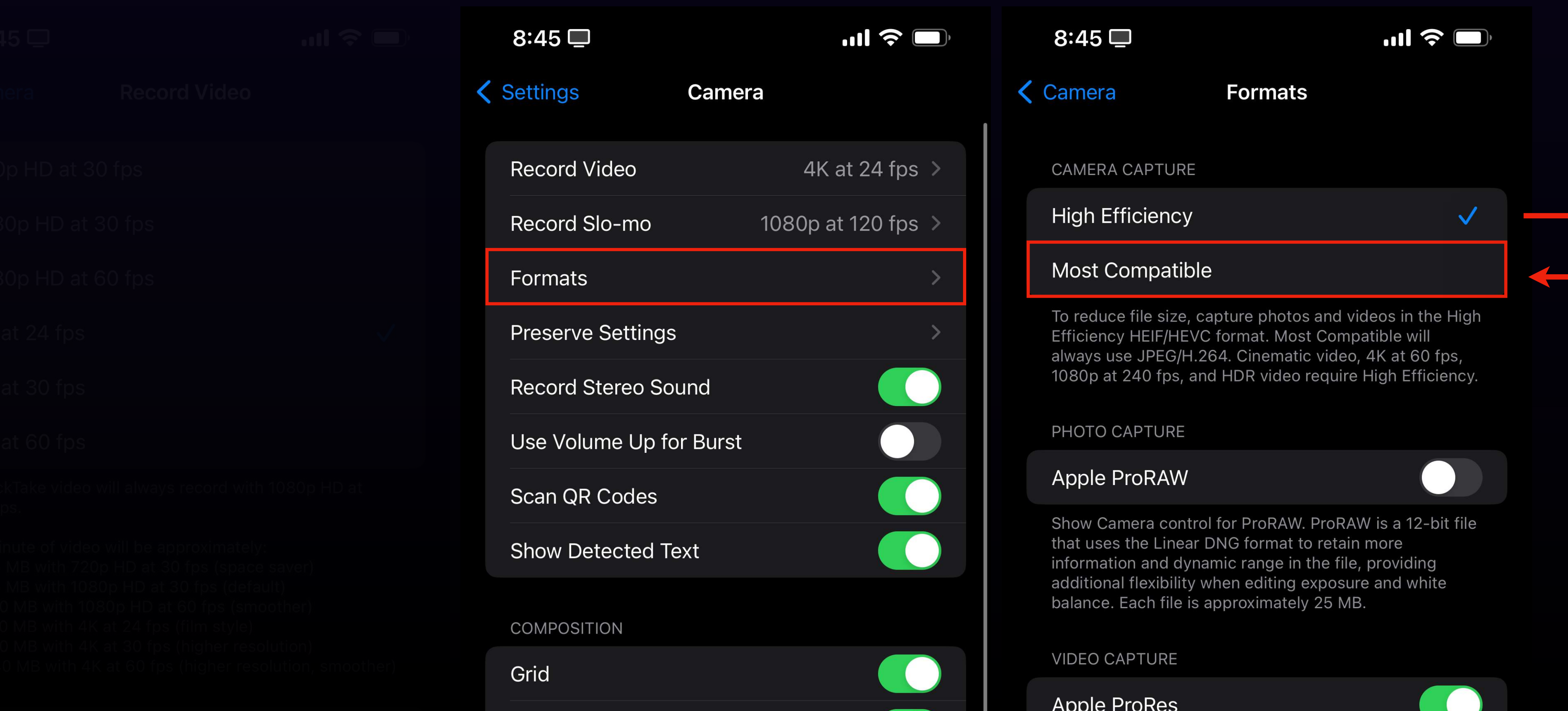
# Turn on Grid

(We'll Use This Later)



## iPhone Best Settings

# Change Formats From High Efficiency to Most Compatible



CAMERA CAPTURE

High Efficiency 

Most Compatible

To reduce file size, capture photos and videos in the High Efficiency HEIF/HEVC format. Most Compatible will always use JPEG/H.264. Cinematic video, 4K at 60 fps, 1080p at 240 fps, and HDR video require High Efficiency.

PHOTO CAPTURE

Apple ProRAW 

Show Camera control for ProRAW. ProRAW is a 12-bit file that uses the Linear DNG format to retain more information and dynamic range in the file, providing additional flexibility when editing exposure and white balance. Each file is approximately 25 MB.

VIDEO CAPTURE

Apple ProRes 

Show Camera control for ProRes. ProRes is one of the most popular formats for video professional post-production. A minute of 10-bit HDR ProRes is approximately 1.7 GB for HD.

ProRes capture is supported for up to 30 fps at 1080p.

## iPhone Best Settings

# Apple ProRes

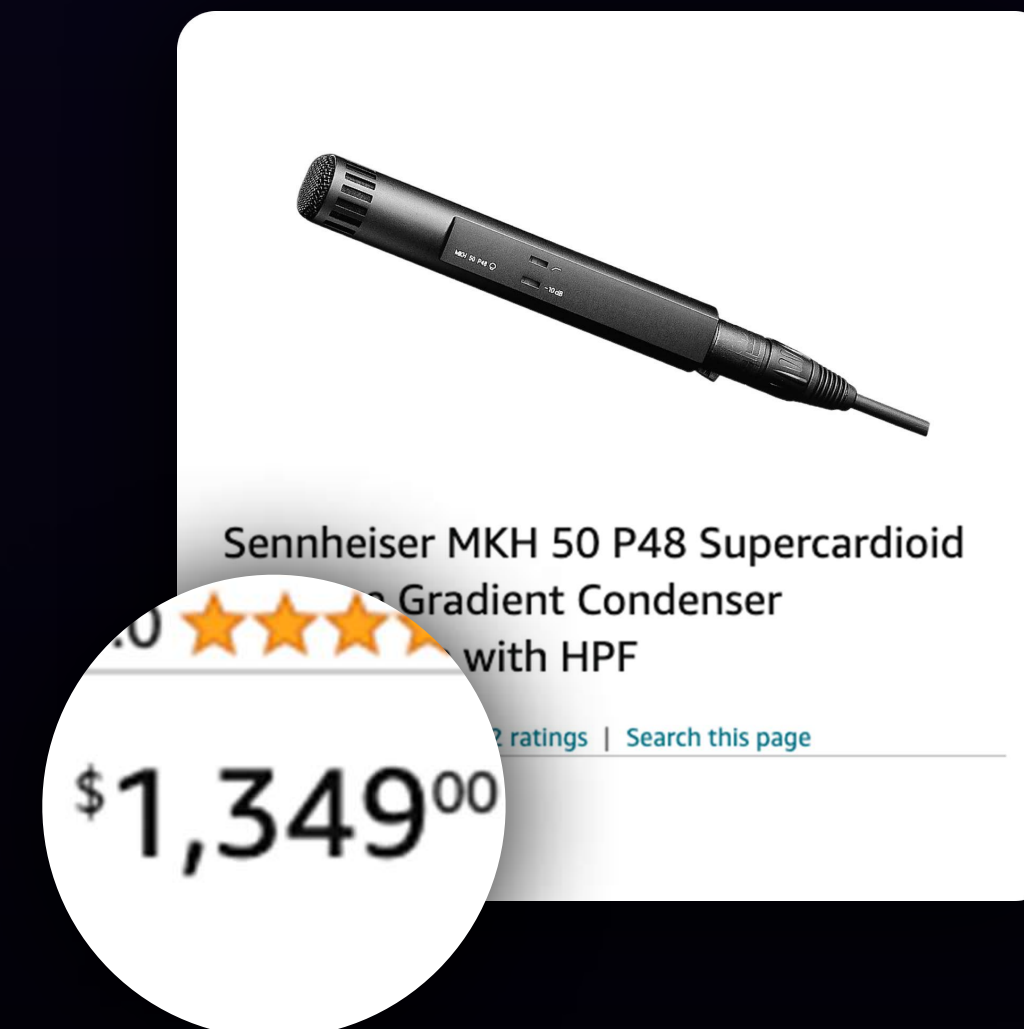
(Only use this setting if you are fine with sacrificing a lot of storage for a minimal quality increase)





Now for a “**decent mic**” you don’t have to spend too much money however obviously you get what you pay for

This is the Mic **I use for my non-talking head videos** but if you don't want to give up an arm and a leg and you don't wanna carry a boom arm where ever you go



The best value for money microphone for all use cases in my opinion would be the **Rode Wireless Go II**.



## RØDE Wireless Go II Dual Channel Wireless System

[Visit the Rode Store](#)

4.5 ★★★★★

[4,580 ratings](#) | [Search this page](#)

Amazon's **Choice**

900+ bought in past month

**-5%** \$284<sup>89</sup>

List Price: \$299.00 ⓘ

This is something that I would invest if you're planning on recording in the gym, kitchen, or just anywhere that isn't at your desk.





No matter, your phone audio will not cut it,  
you need to bite the bullet for a decent mic.



## RØDE Wireless Go II Dual Channel Wireless System

[Visit the Rode Store](#)

4.5 ★★★★★ 4,580 ratings | [Search this page](#)

Amazon's **Choice**

900+ bought in past month

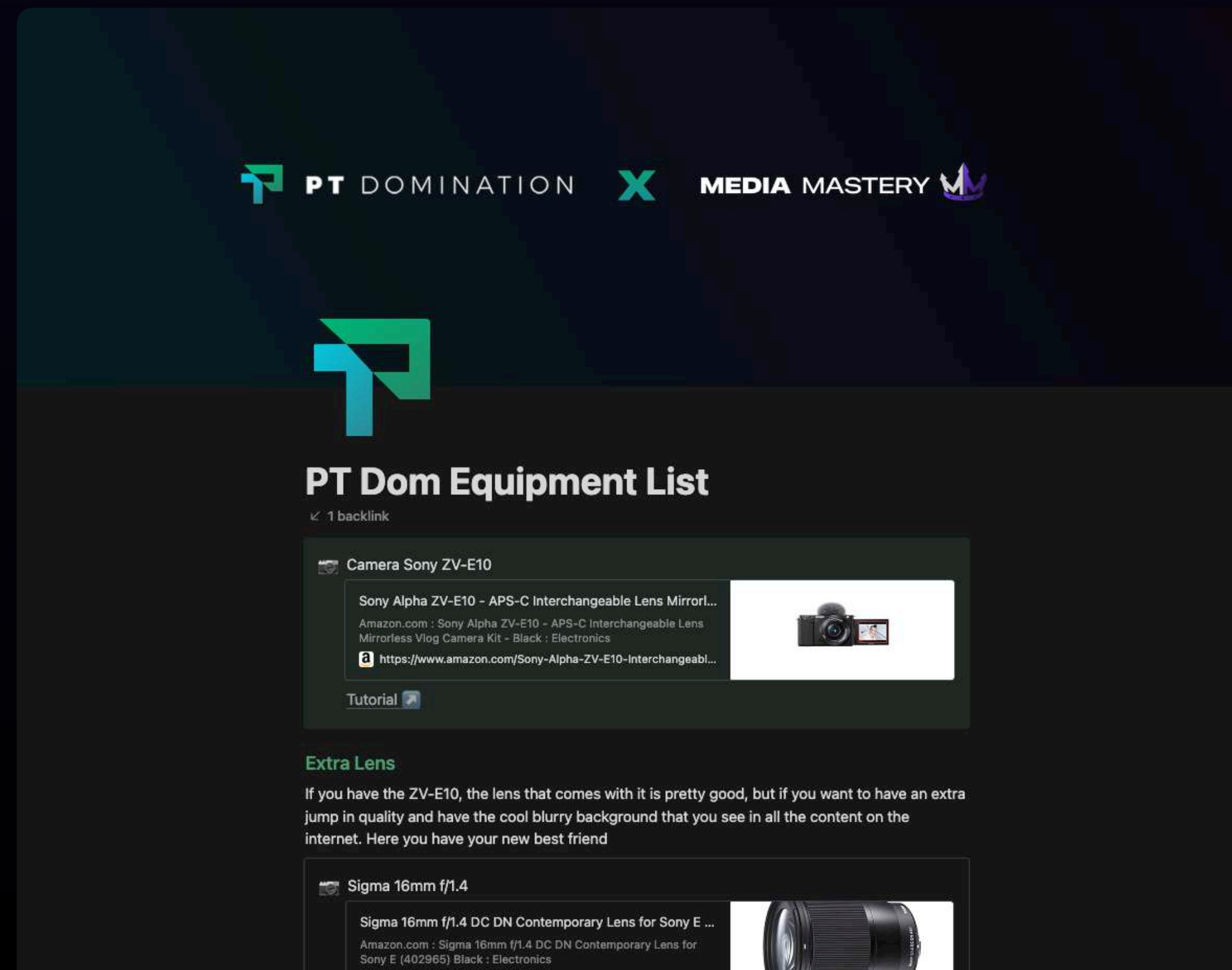
**-5%** \$284<sup>89</sup>

List Price: \$299.00 ⓘ

Now for the ballers in the room that want to splurge on some equipment, even though it's not needed but obviously it's better if you can

Now for the ballers in the room that want to splurge on some equipment, even though it's not needed but obviously it's better if you can

Here's a QR Code that will give you a list of things you can get





There's your equipment you need and how to use it

## How to Record

1. What Equipment You Need

2. General Rules of Recording

1. What Equipment You Need

2. General Rules of Recording

Now there's a couple of **general rules** to always follow when it comes to recording.





With the first one being to always record in your **Realm of Competence.**

What does “**Realm of Competence**” mean?



## Realm of Competence

---

**Realm of Competence** is the **environment or setting** that best represents and reinforces one's professional expertise and industry. It's about choosing a backdrop that visually communicates **your professional identity and area of expertise** to your audience.

So in laymans terms, if you're a therapist, you should  
record your video's in your office



If you're a scientist, record your video's in your lab



**BUT**

If your short, sexy, and straight to the point



**BUT**

If your short, sexy, and straight to the point  
You can record wherever the fuck you want





The same way, if you're a personal trainer, record your  
video's in the gym or the kitchen.



You should not be recording in you're office, on your couch, or anywhere else that **doesn't visually communicate** your professional identify to the viewer.





I should know that you are a personal trainer as soon as I scroll onto your video.

**Record in your realm of competence**





The second general rule to follow is **to always record in the upper thirds**

This is the most basic rule of filmmaking.

This is the most basic rule of filmmaking.

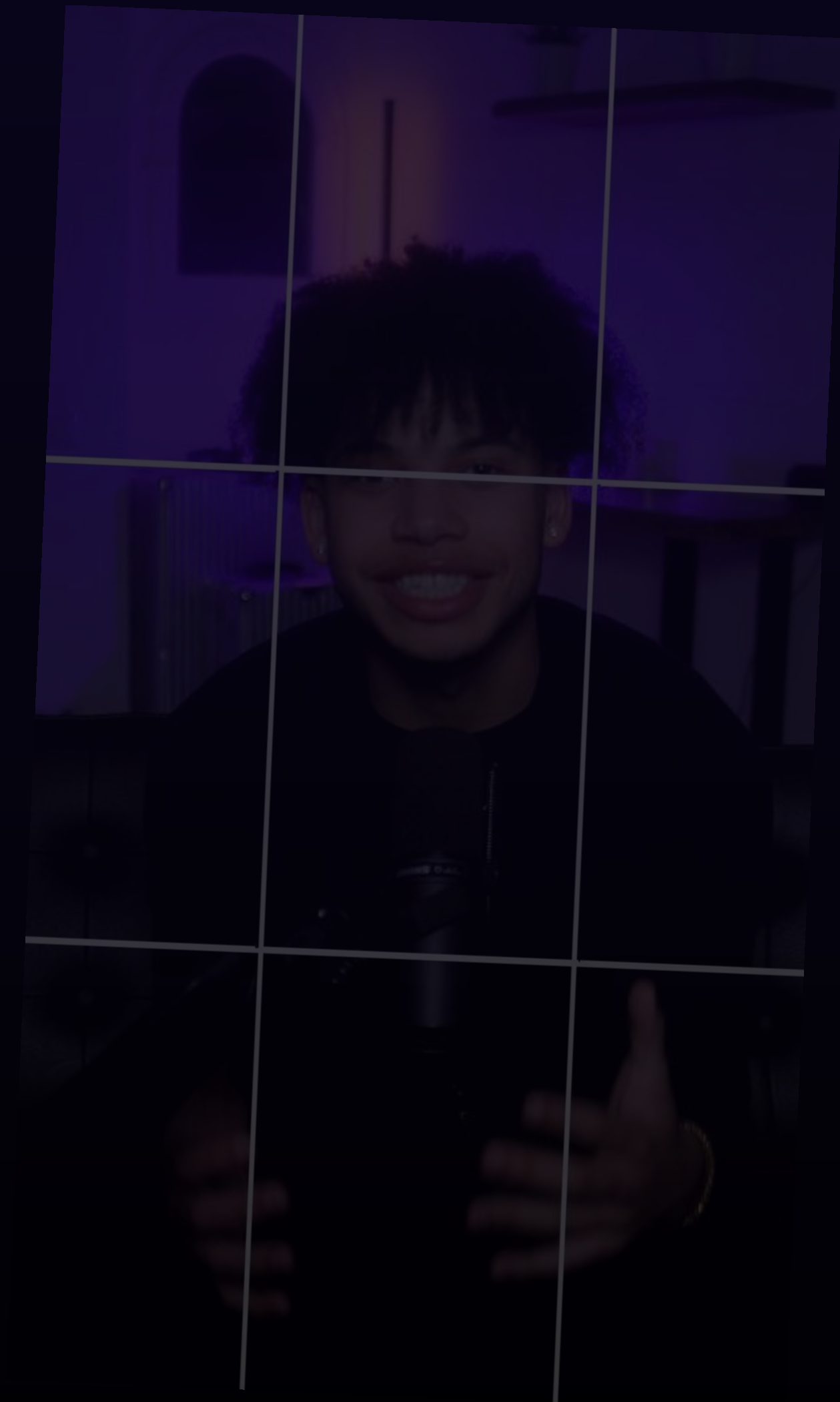
Whether you're recording with your iPhone or your camera, there is always going to be the setting to where you can select show the grid on your device as you recording.



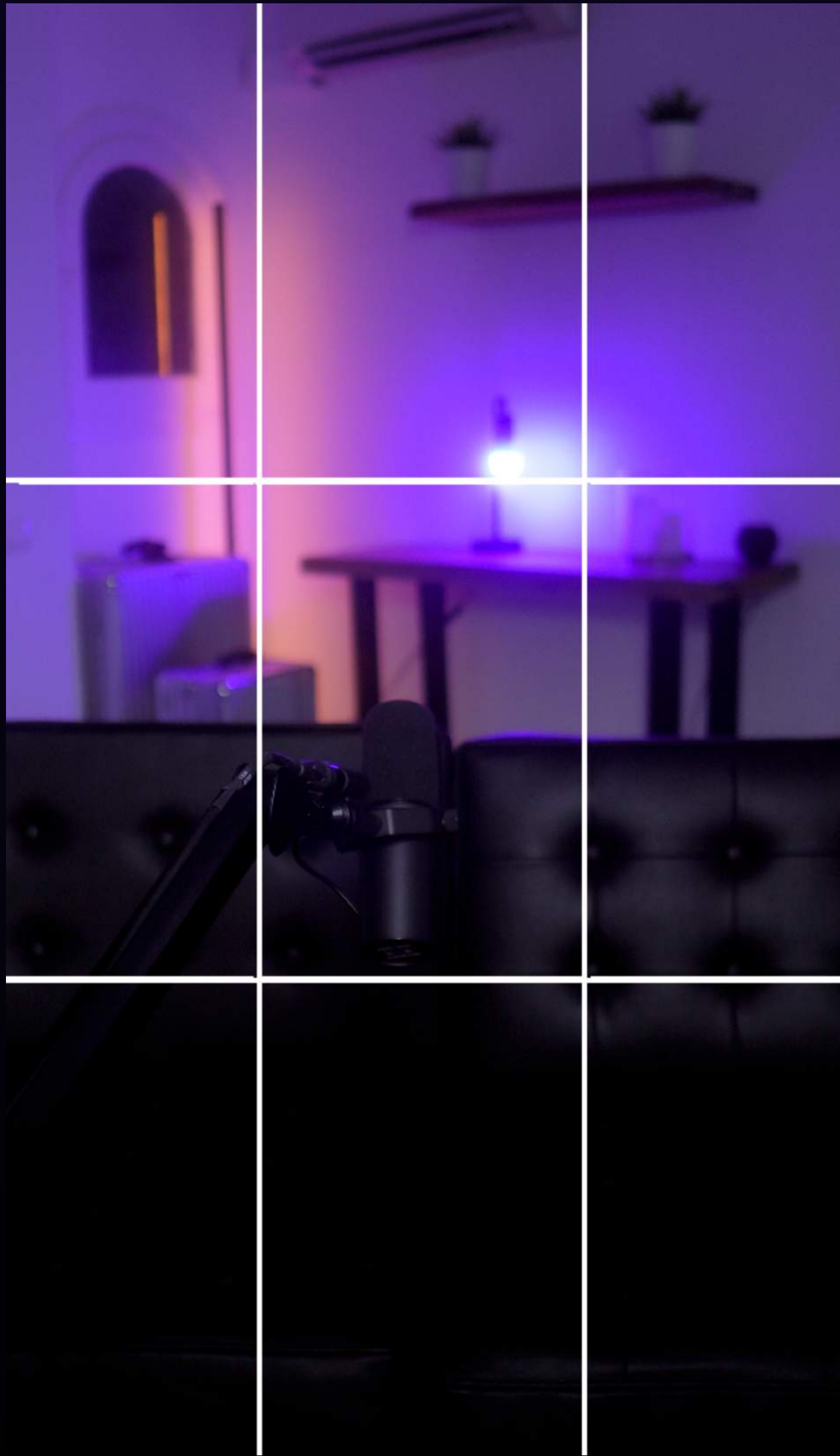
This is the most basic rule of filmmaking.

Whether you're recording with your iPhone or your camera, there is always going to be the setting to where you can select show the grid on your device as you're recording.

**Yes, the settings I gave you earlier helped you turn it on.**





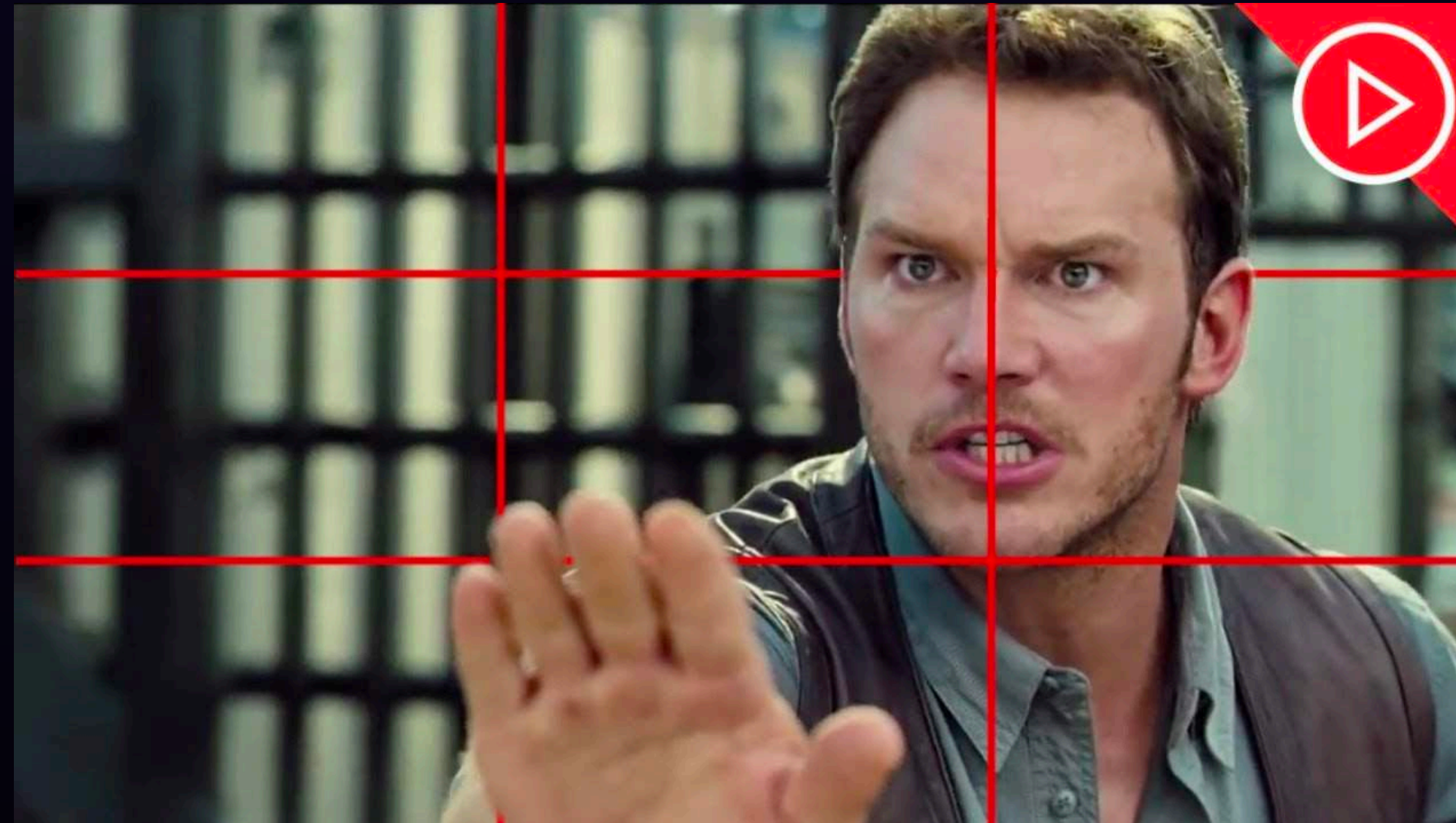


Now within this grid there are 3 lines.

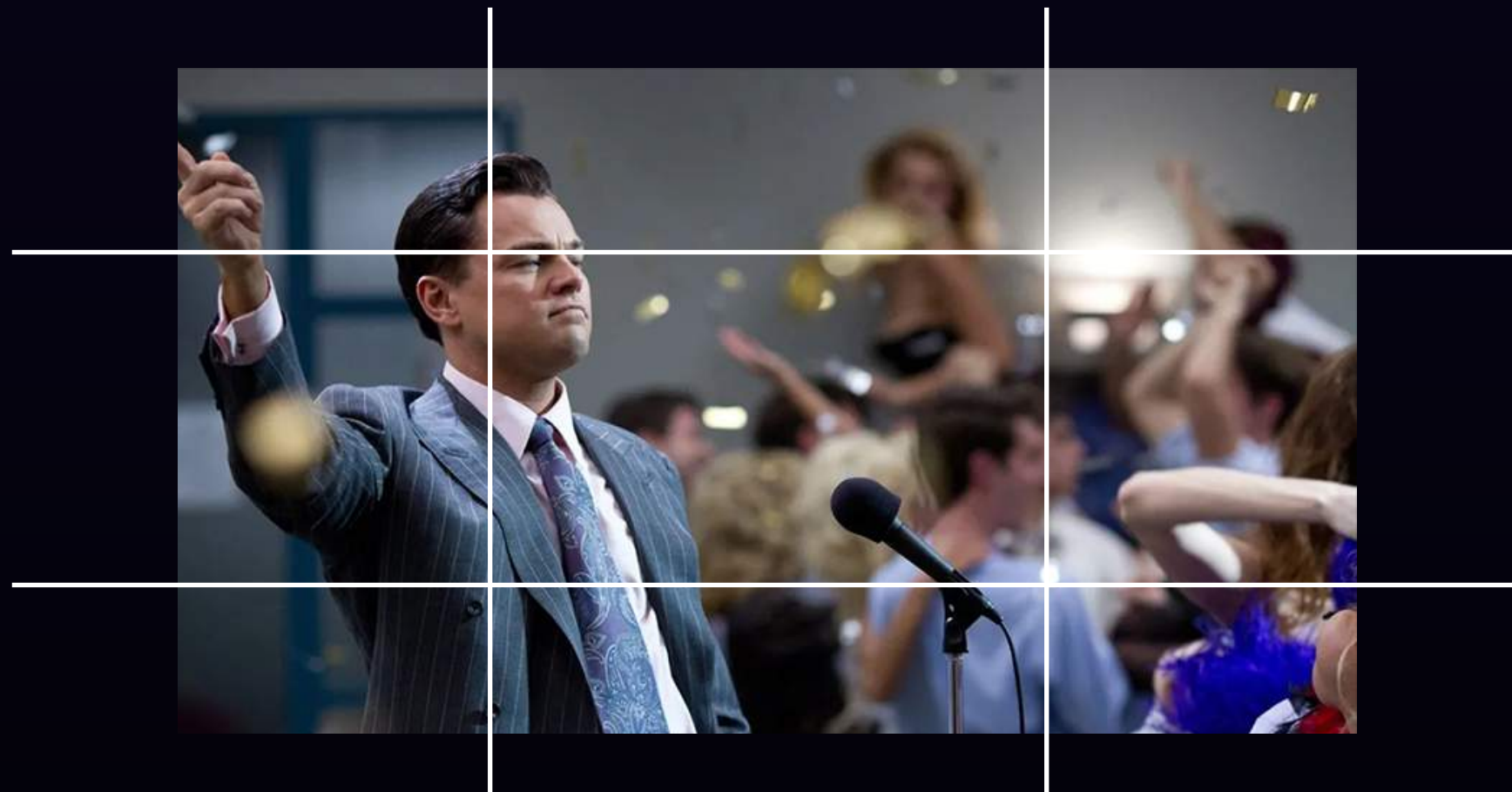


You should be eye level with the 2nd line  
near the top.

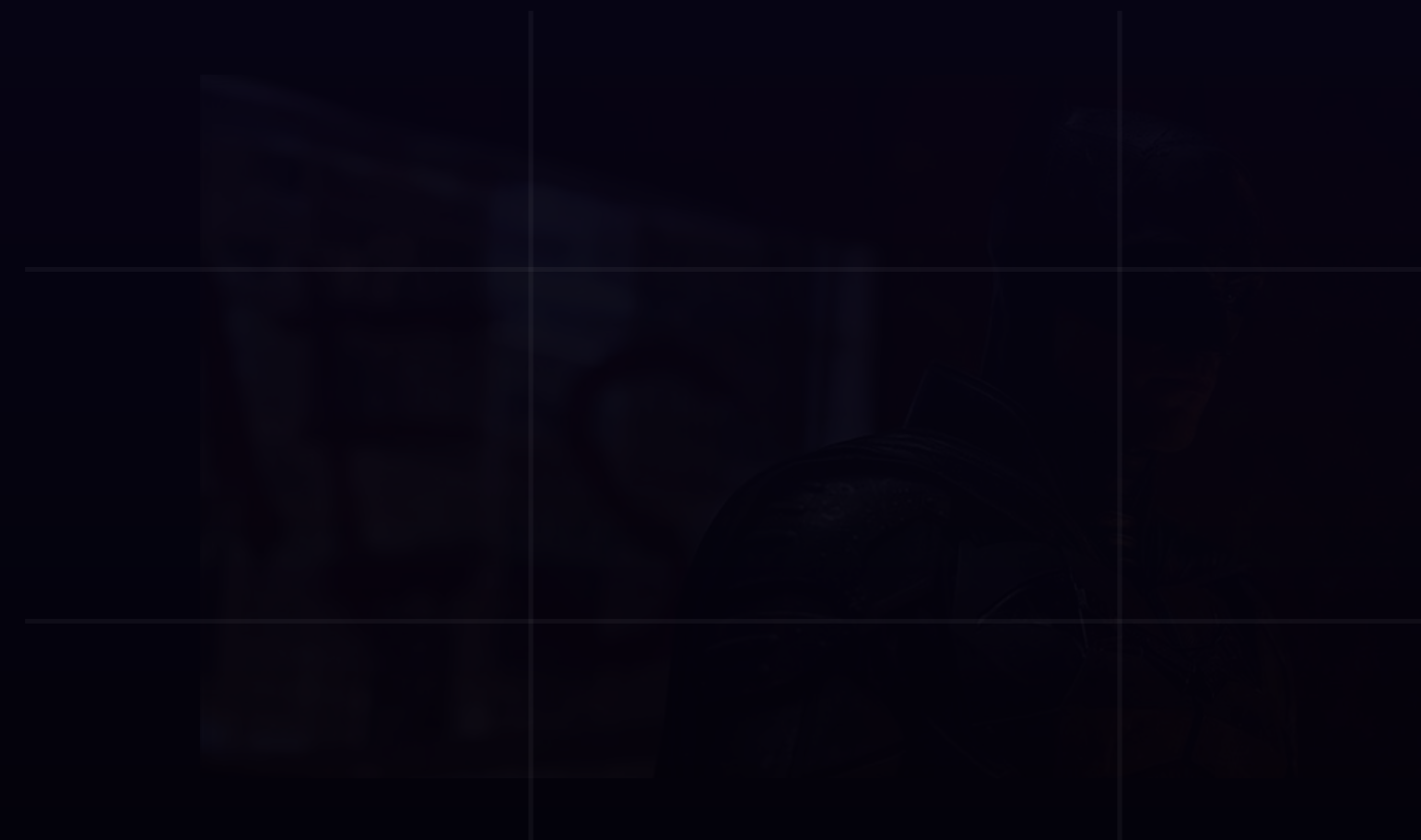
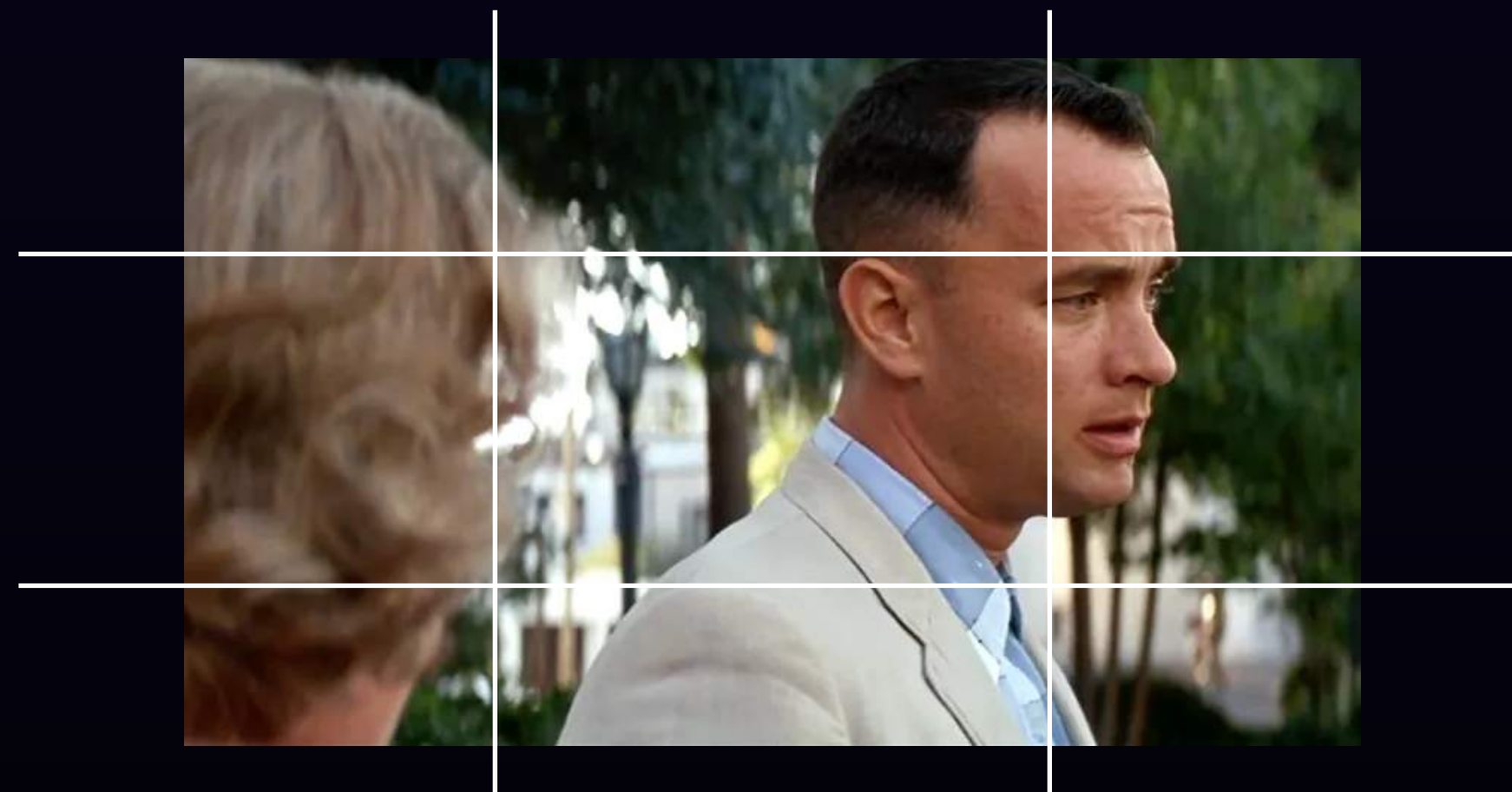
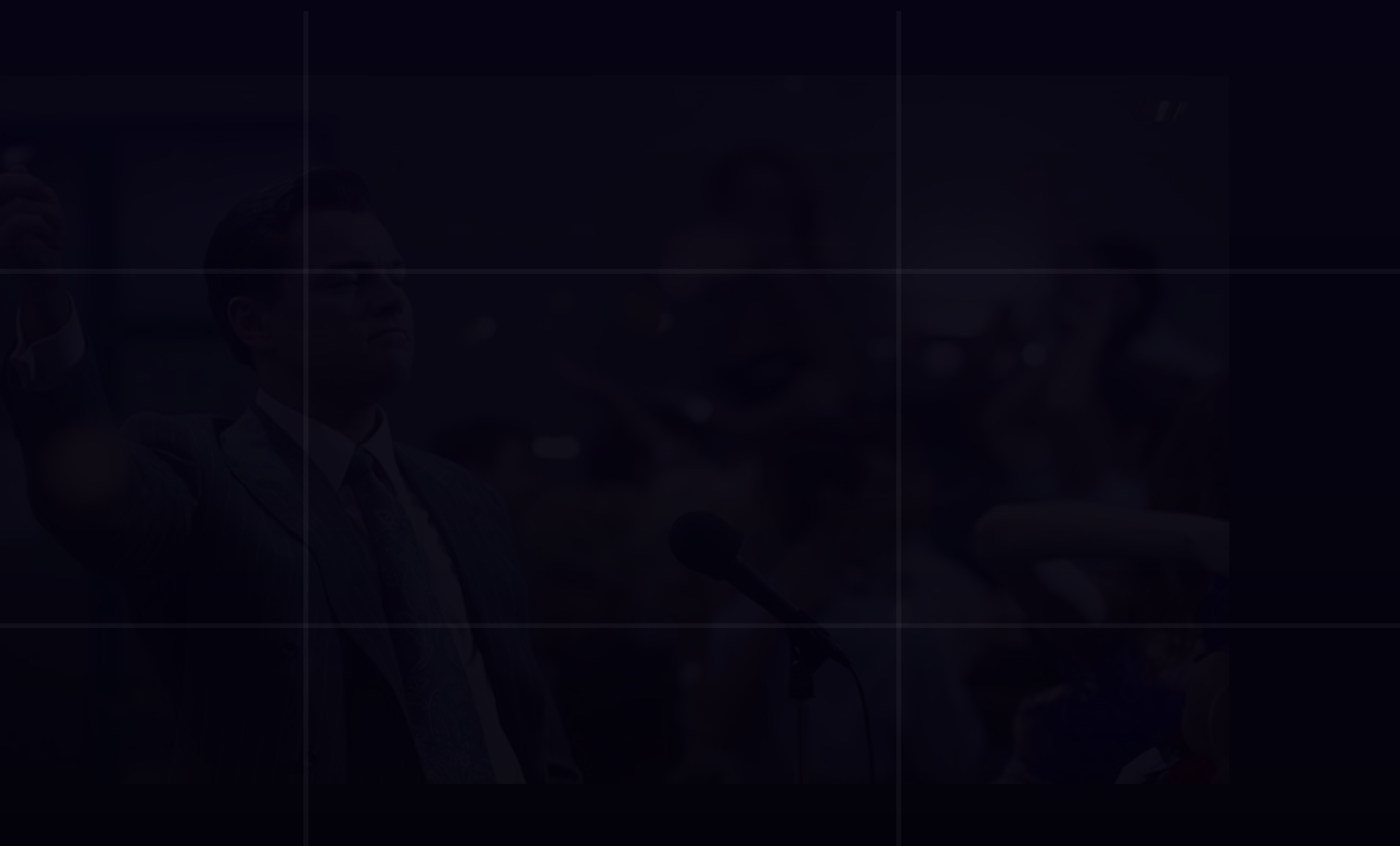


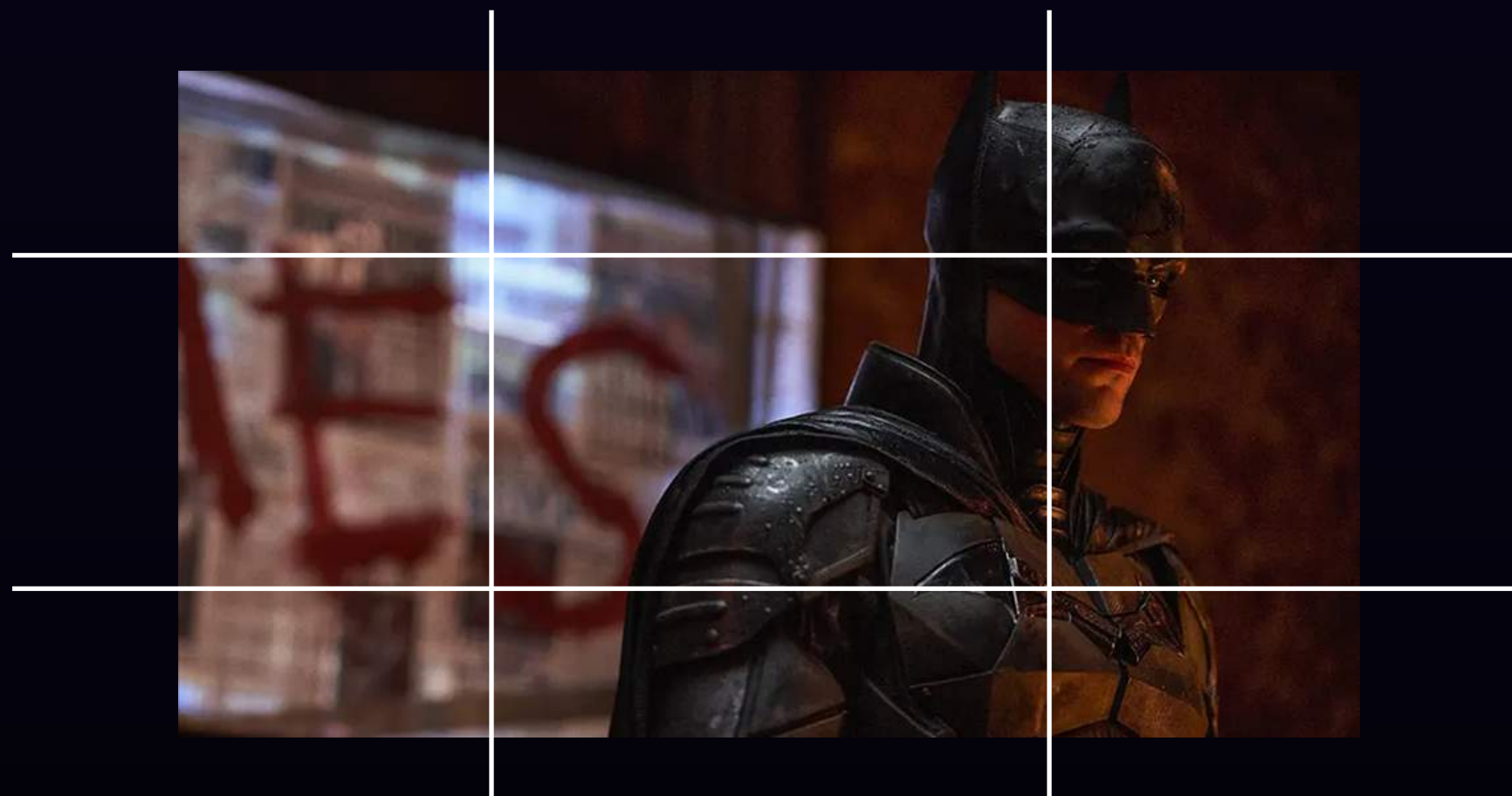
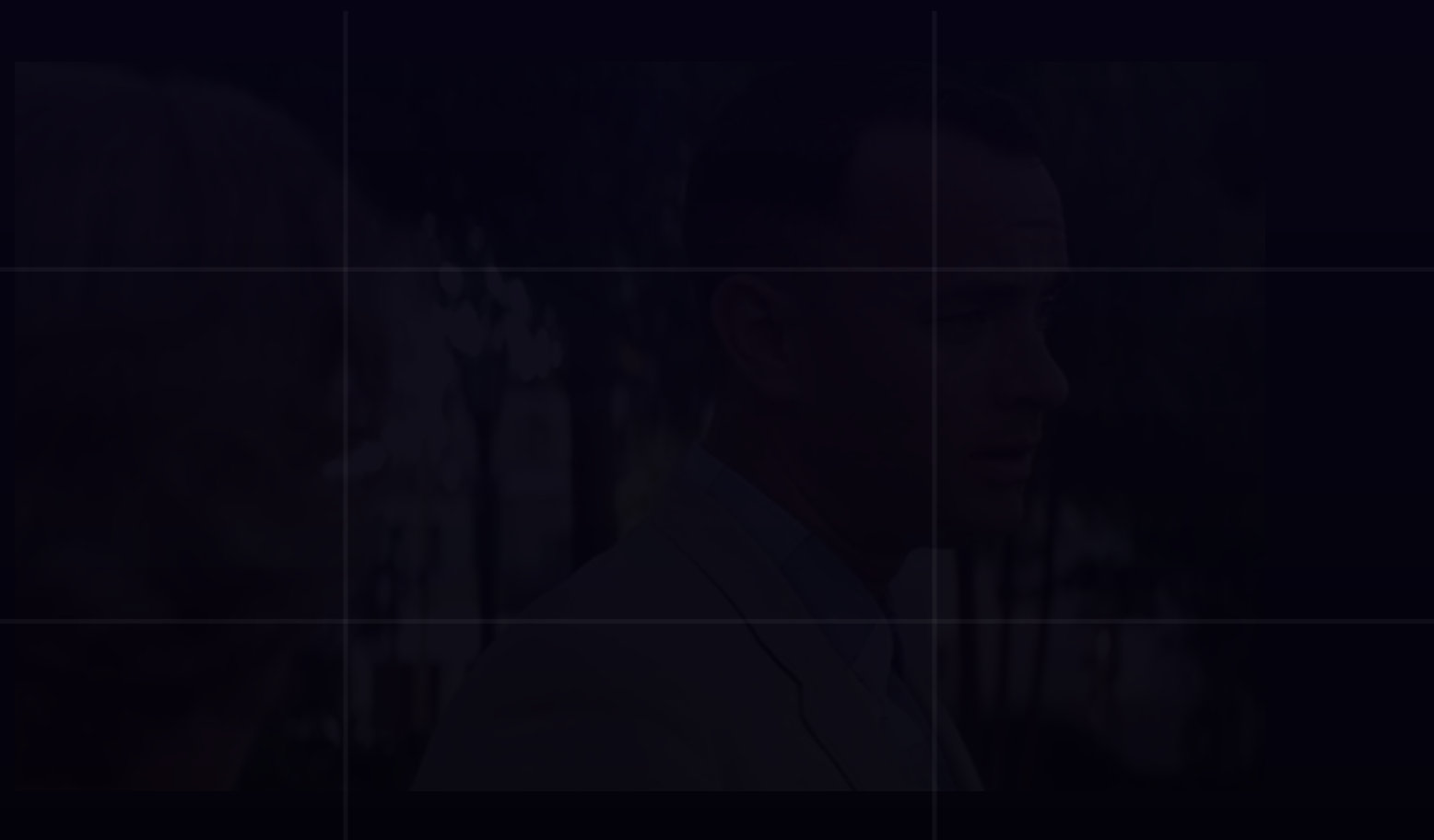


If you place an image outside the center of the shot, you increase the level of the audience's perception.









Use the rule of thirds in your content





The last general rule to follow when recording is something that if you can actually do, you're already ahead of **this guy**





Never ever wear a ~~white shirt~~ or a  
shirt with ~~big words~~ on it





When you wear a white shirt, what that does is it makes the captions blend in with your shirt making them **harder to read**



When you wear a white shirt, what that does is it makes the captions blend in with your shirt making them harder to read

And to fix that, you or your editor has to raise the stroke of the captions and at the end of it your captions will either be unreadable or **look like shit**







If you're wearing a shirt with big words on it, your captions will just overlap with the shirts text and just **become a distraction** in your video.



Avoid wearing these two types of shirts  
and **you're golden**







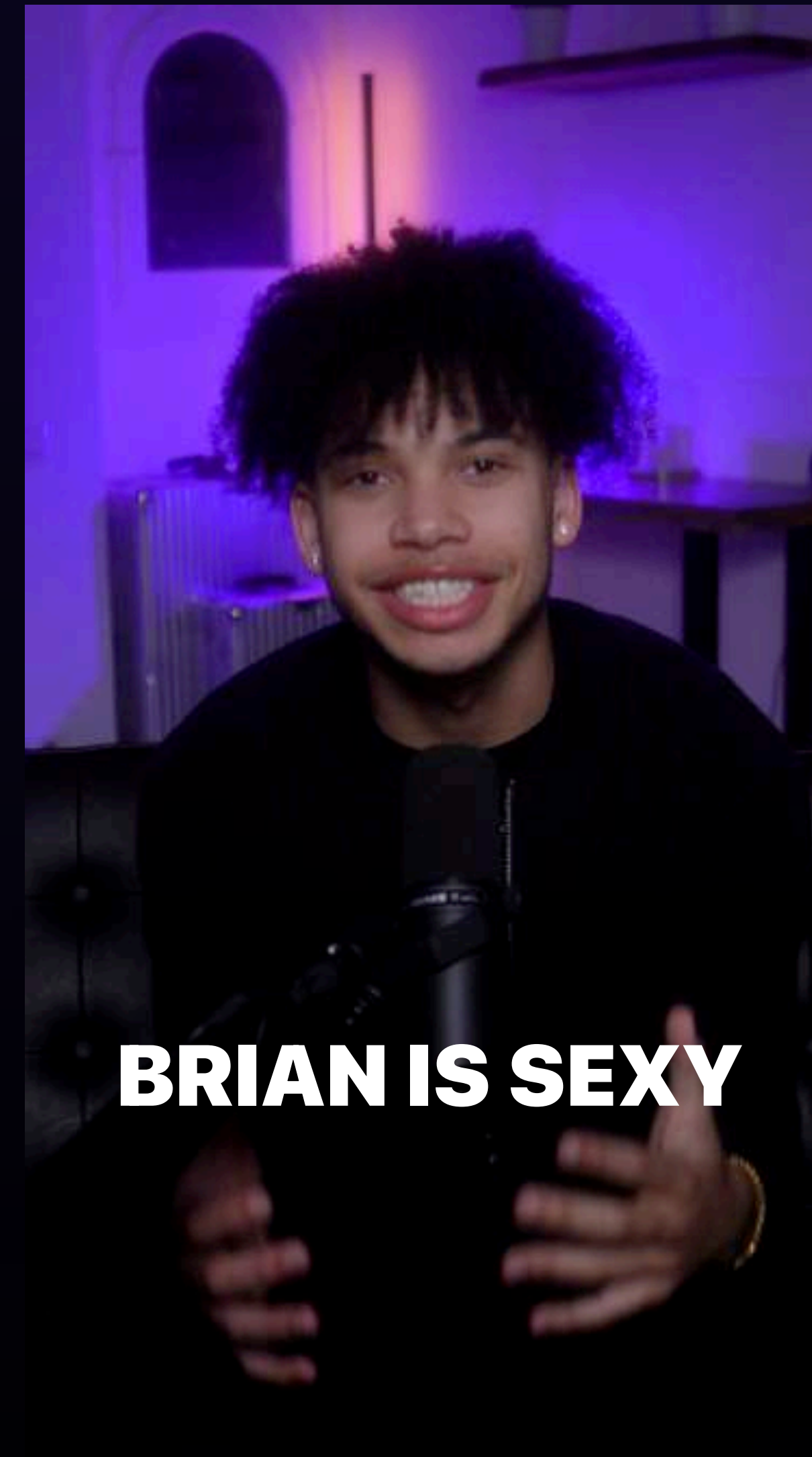
And to end this off with a **bonus tip**, always place your captions slightly below your chin



What do you want the viewers to look at?

You

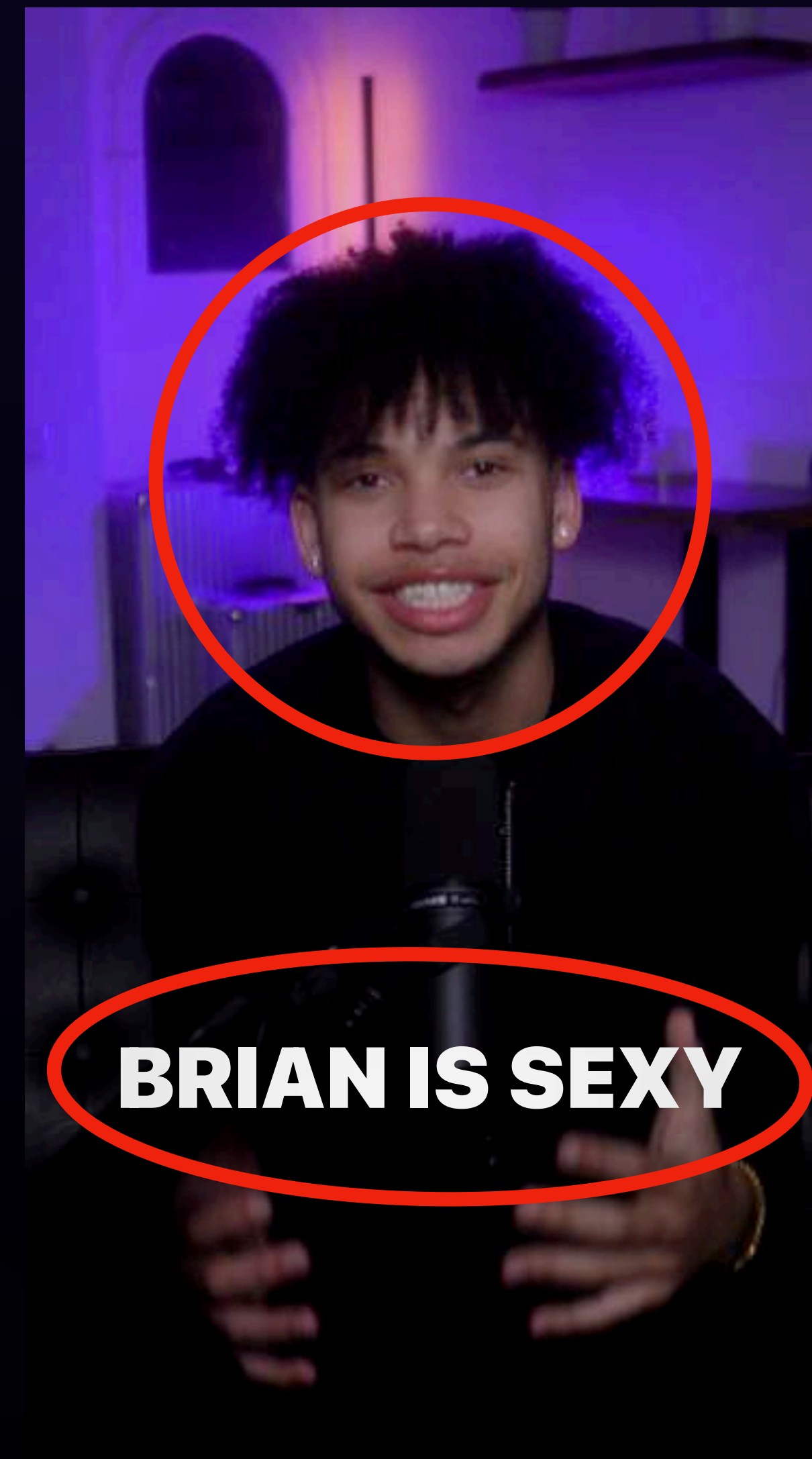
Your Captions



The answer is, you want them to look at both

You

Your Captions

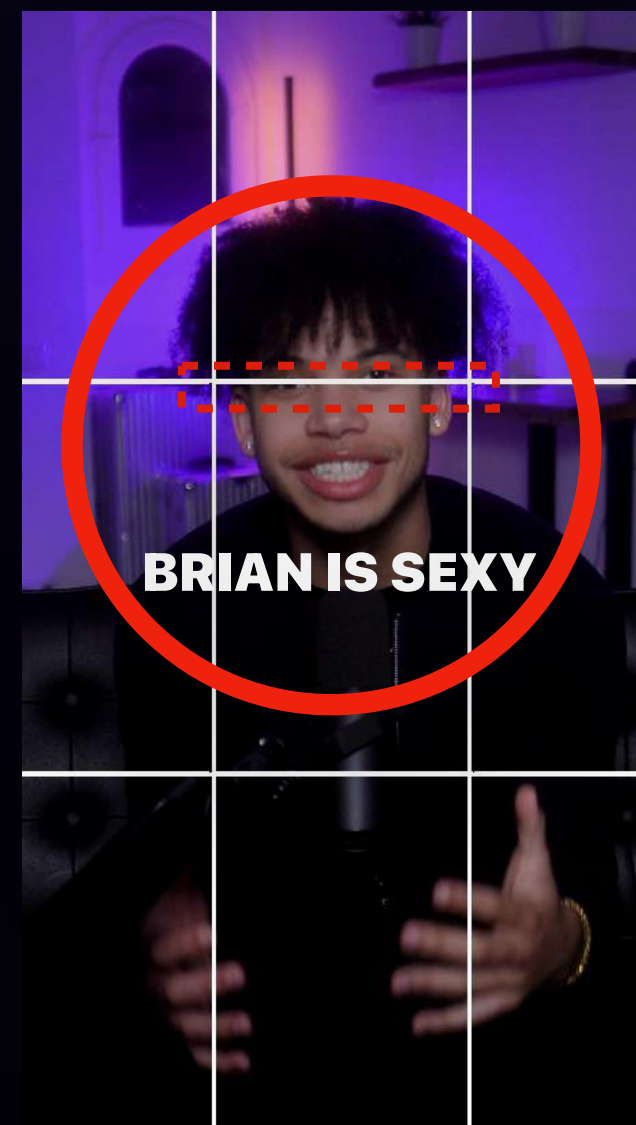


So don't make them choose





You now know how to record



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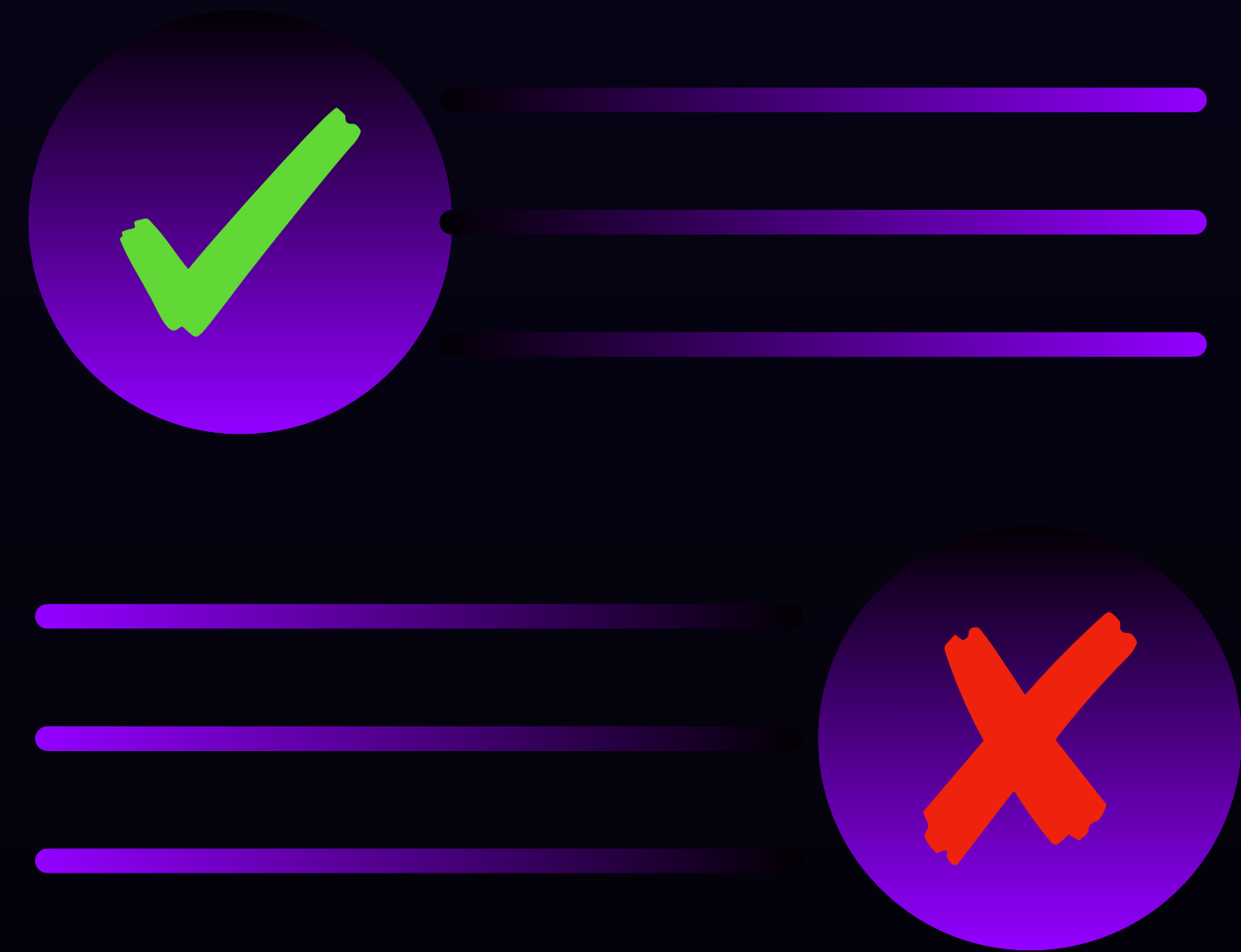
04

# How to Edit Those Recordings





Now that you have the equipment needed  
& know the do's and don'ts of recording.



The next thing in line is, **how are we gonna edit these recordings?**



So I'm assuming most of you don't want to spend  
**3 hours editing** your own video in Capcut and it  
still coming out looking like shit



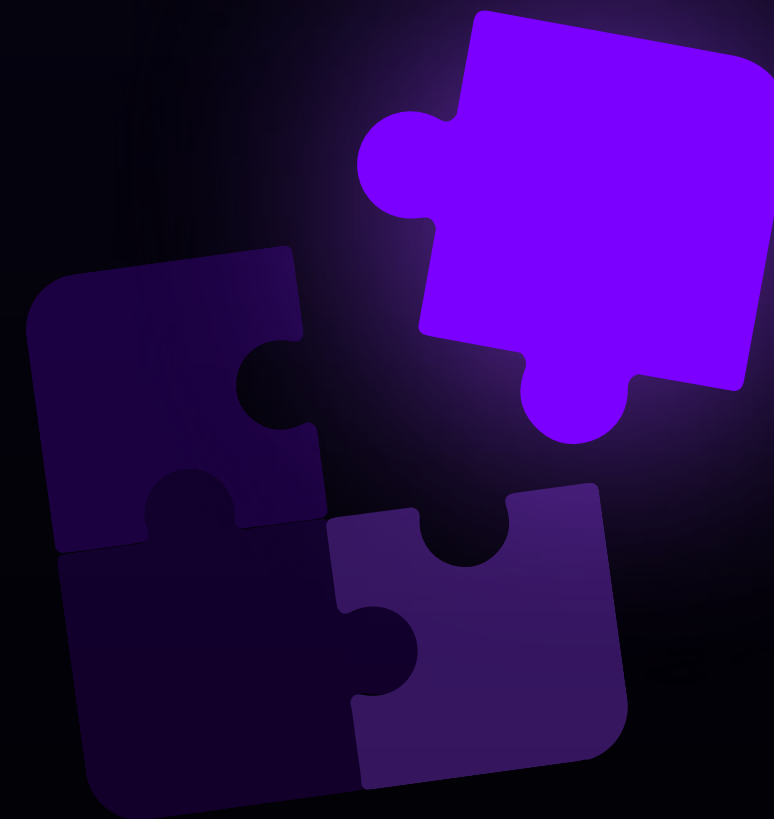
And I also assume you don't really want to spend days trying to recruit and overseas editor and have to pay him **\$2,000** a month.



If those 2 assumptions are right,  
then do not fear, **Devin is here.**

If those 2 assumptions are right,  
then do not fear, Devin is here.

**I have a solution for you.**

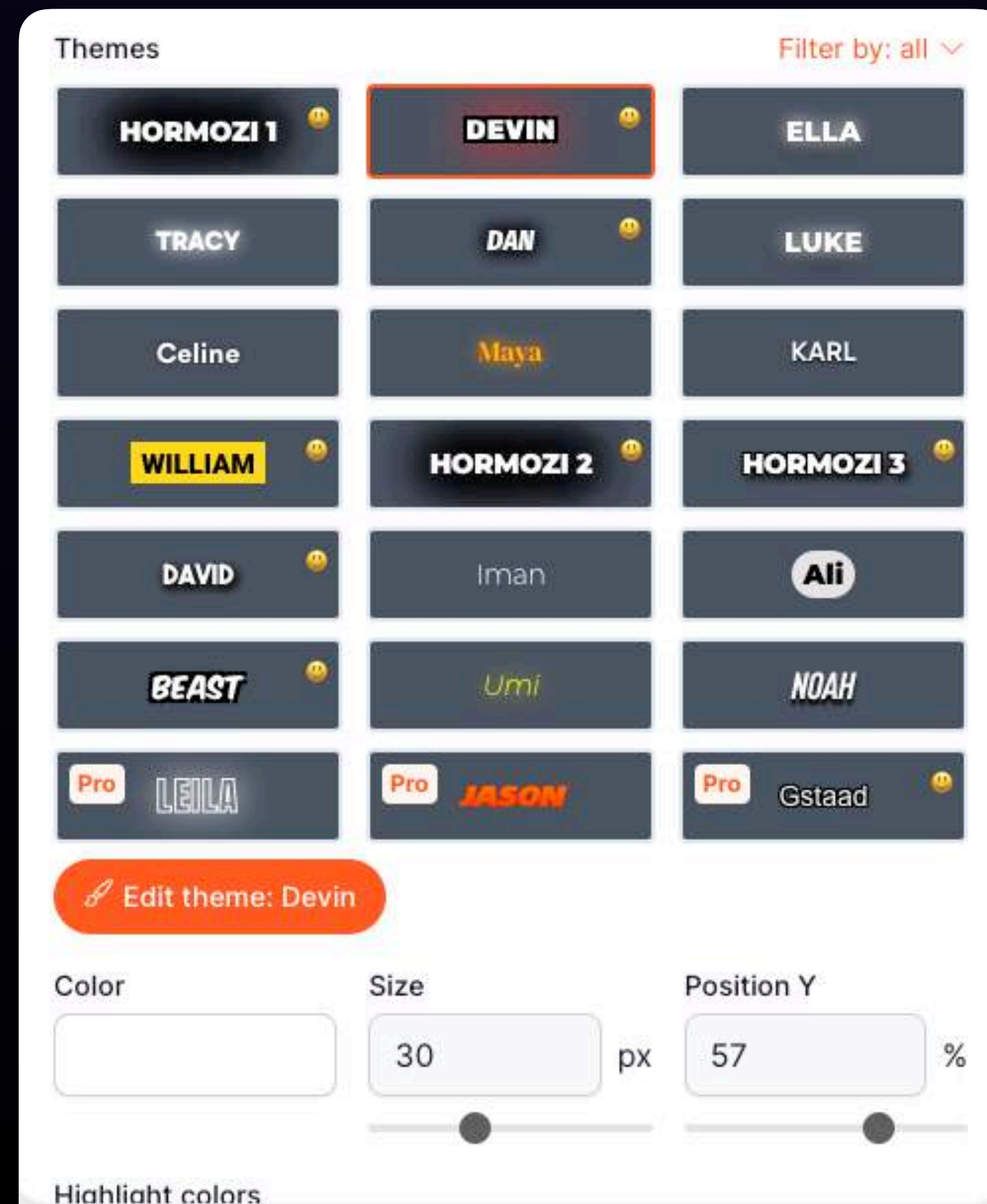




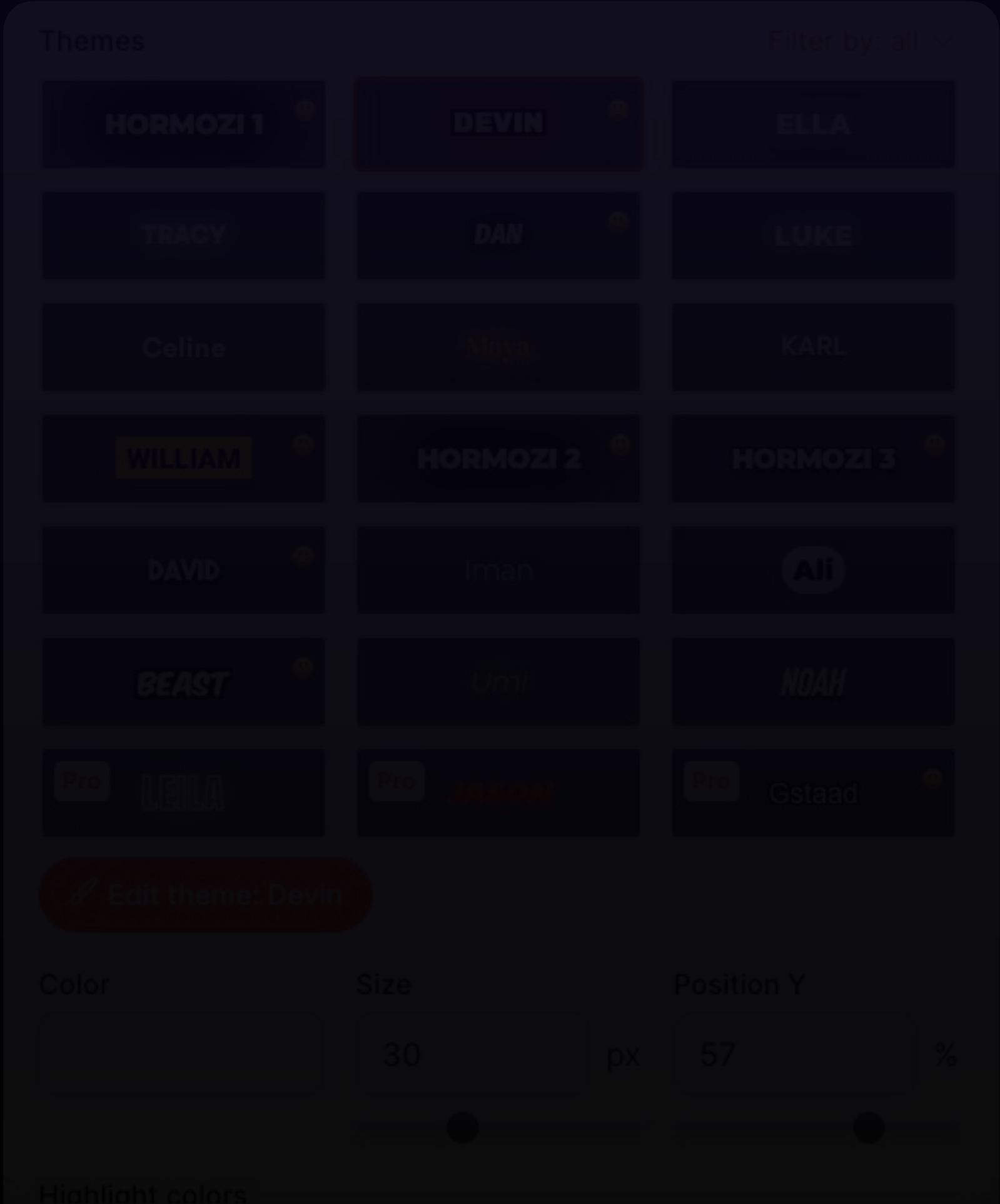
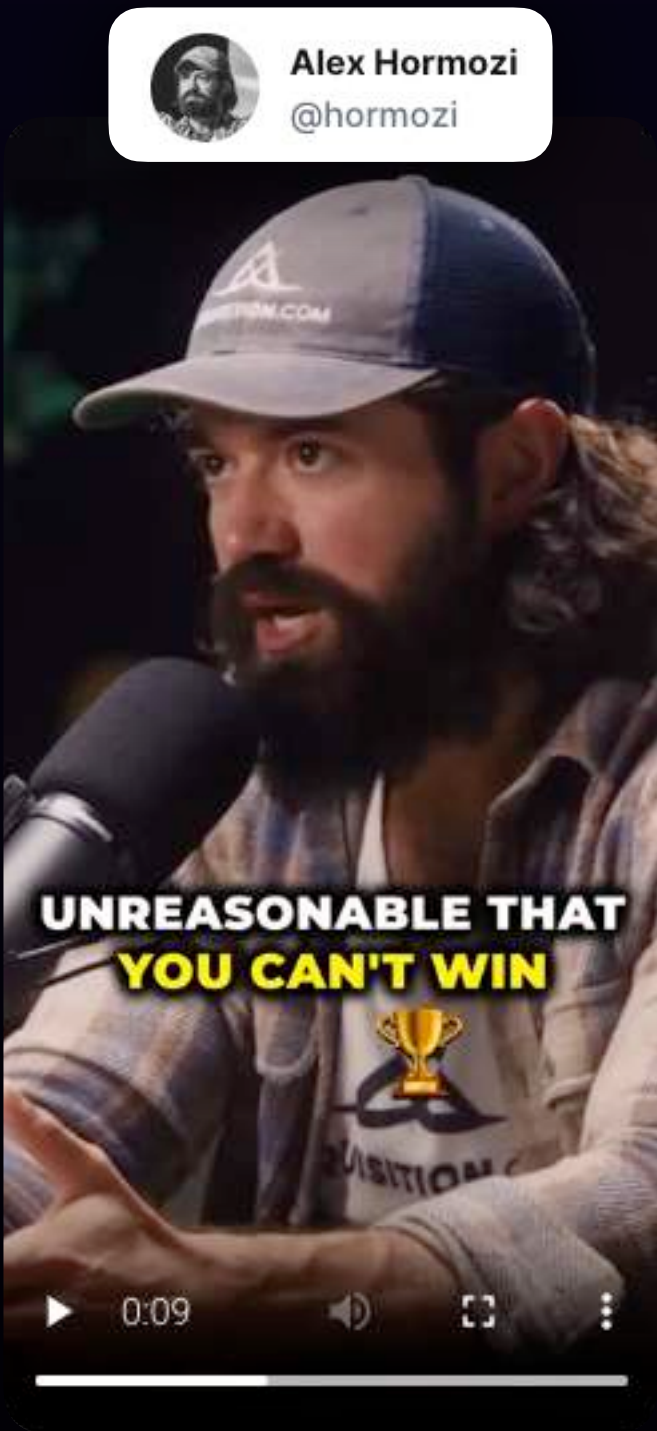
This solution is an AI Video Editing Software,  
and this software is named **Submagic**.



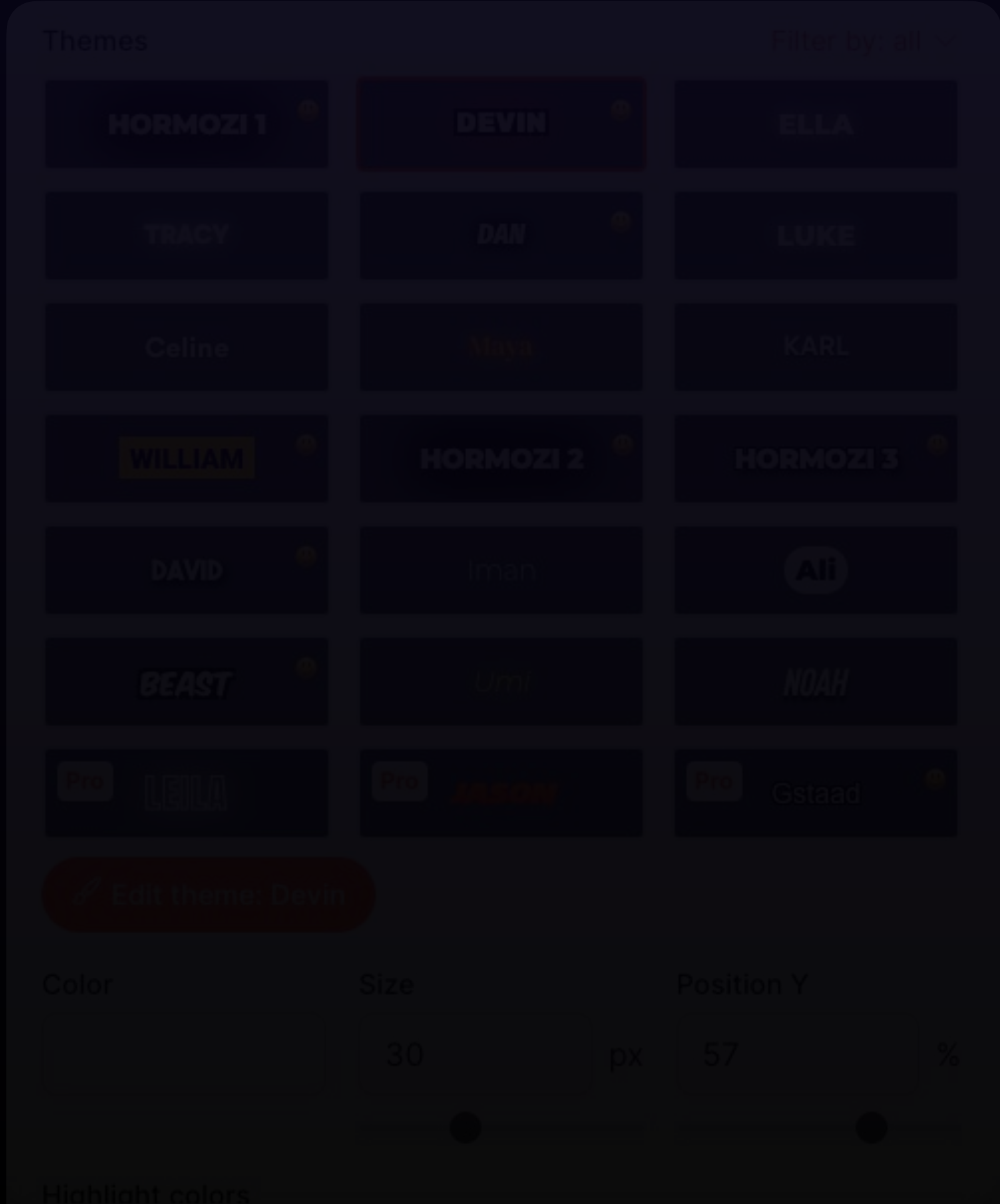
**Submagic** will automatically generate different style captions on your videos & you can select which style you want.



Submagic will automatically generate different style captions on your videos & you can select which style you want.

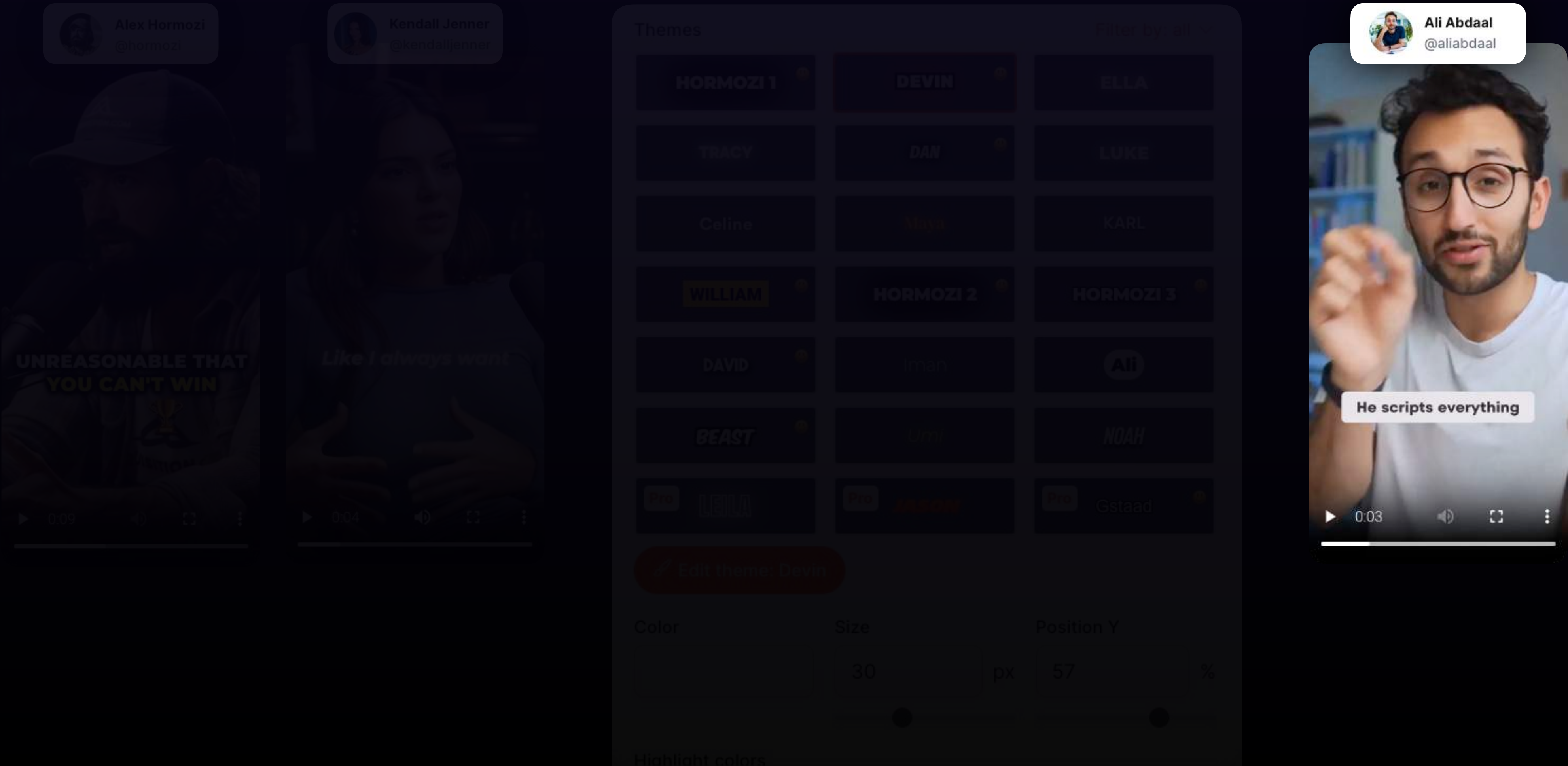


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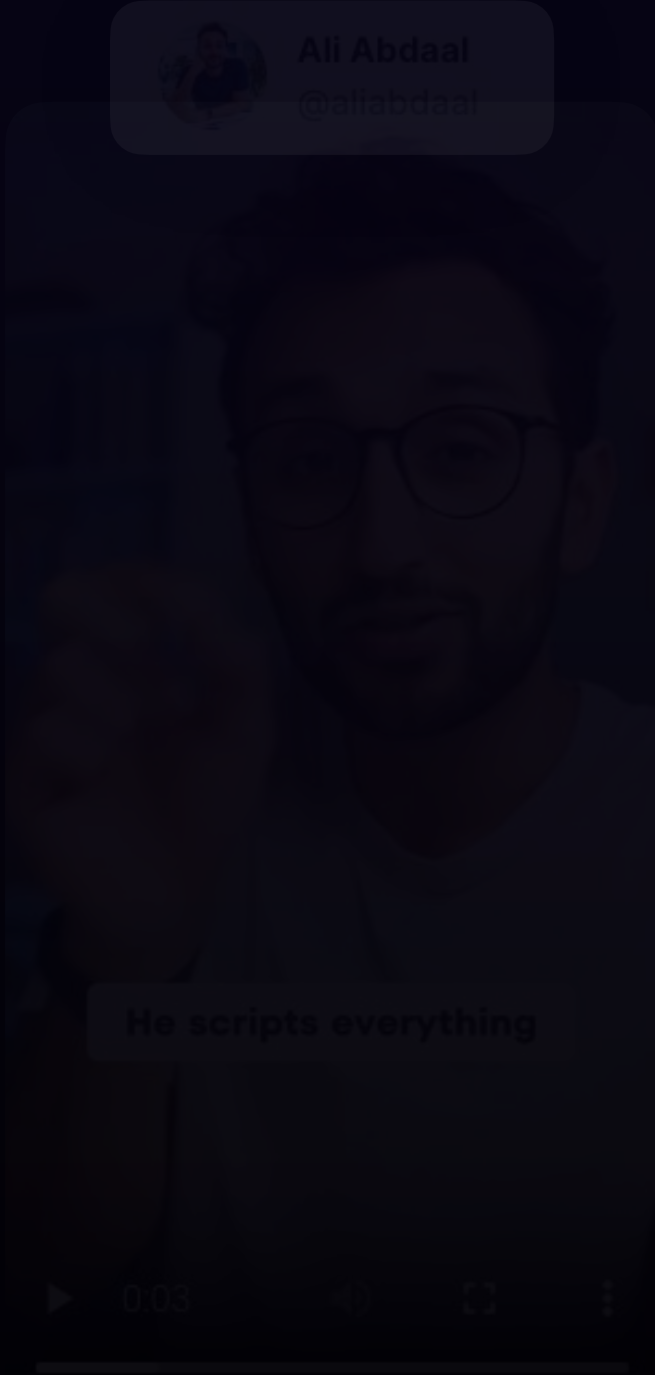
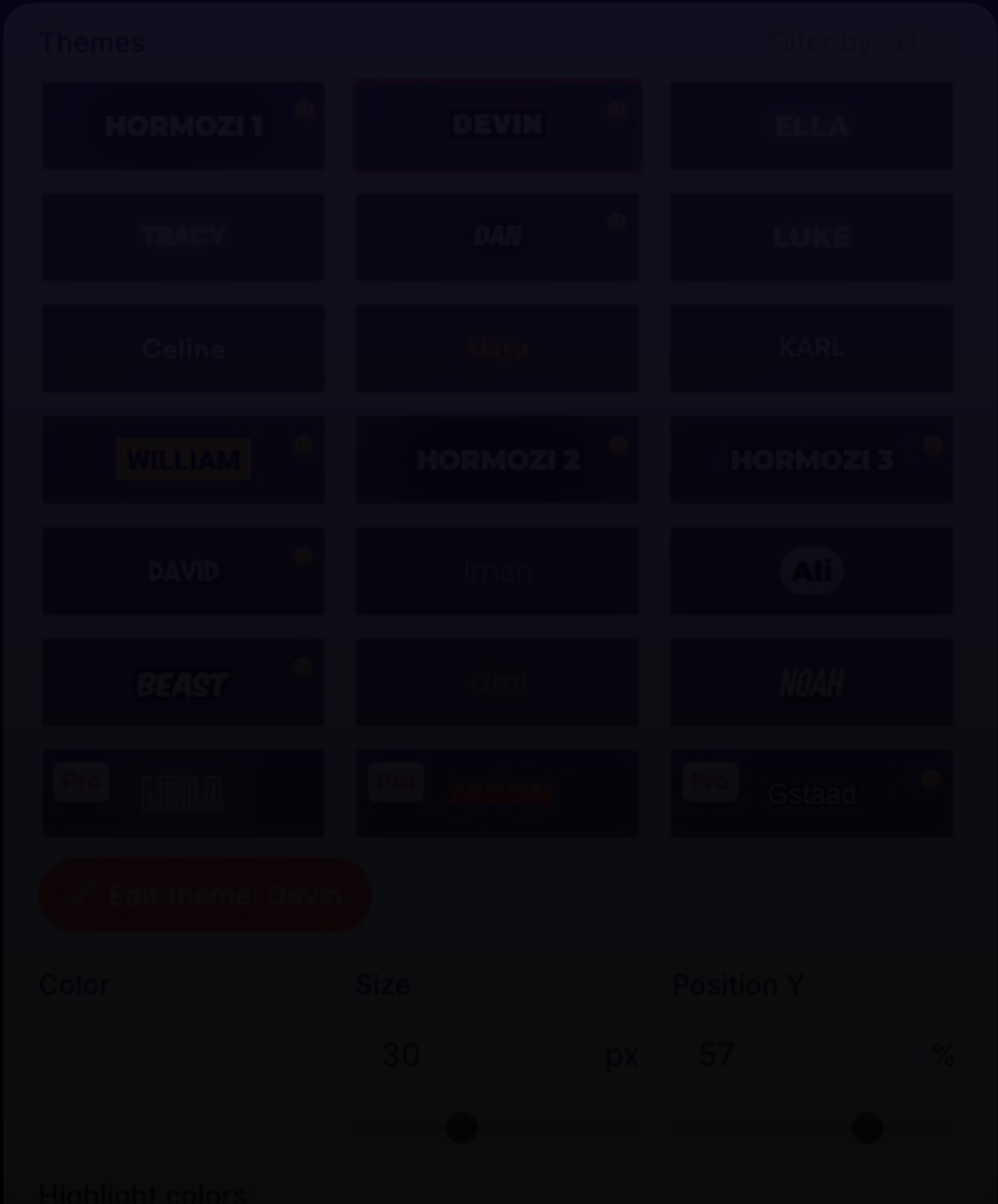
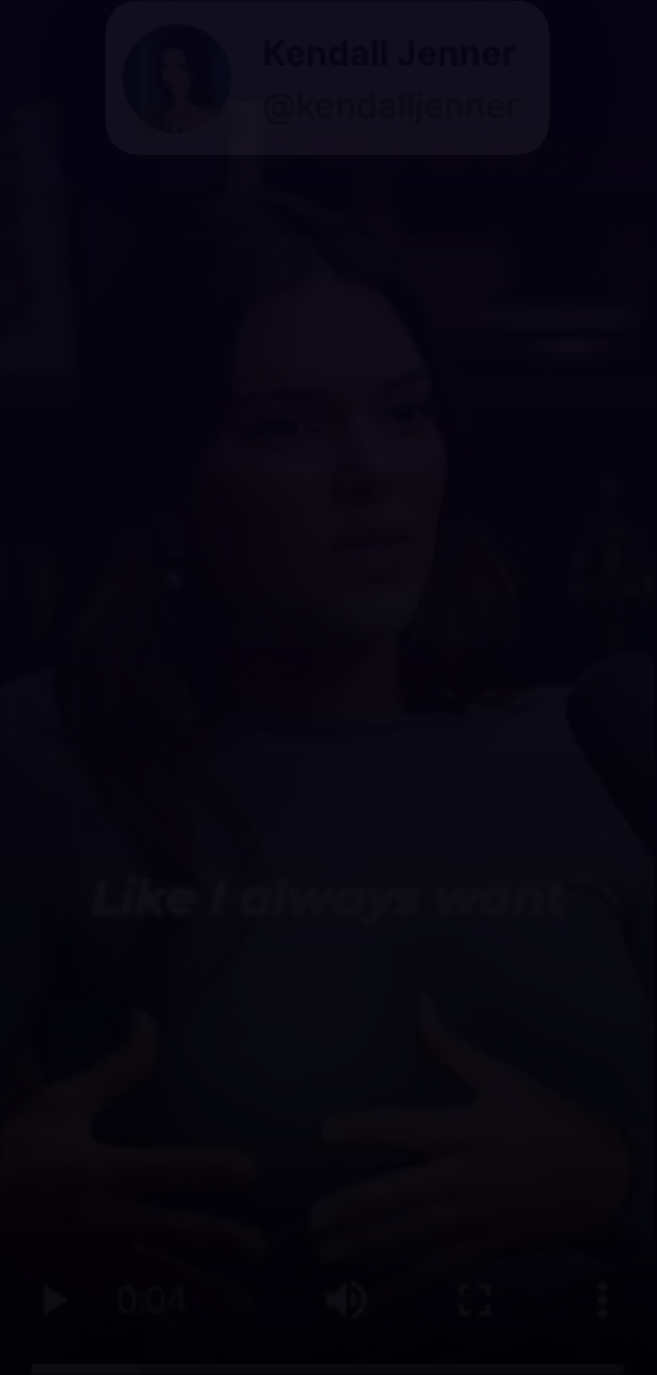




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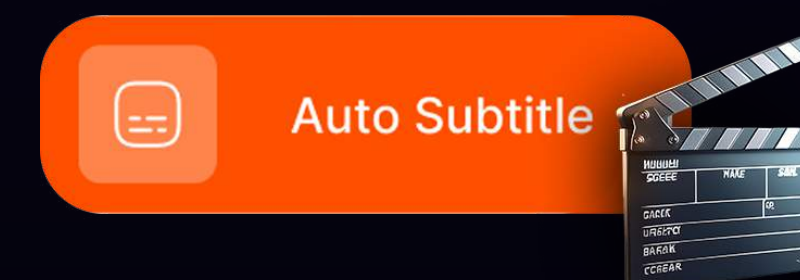
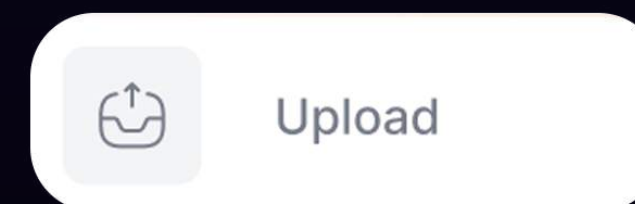


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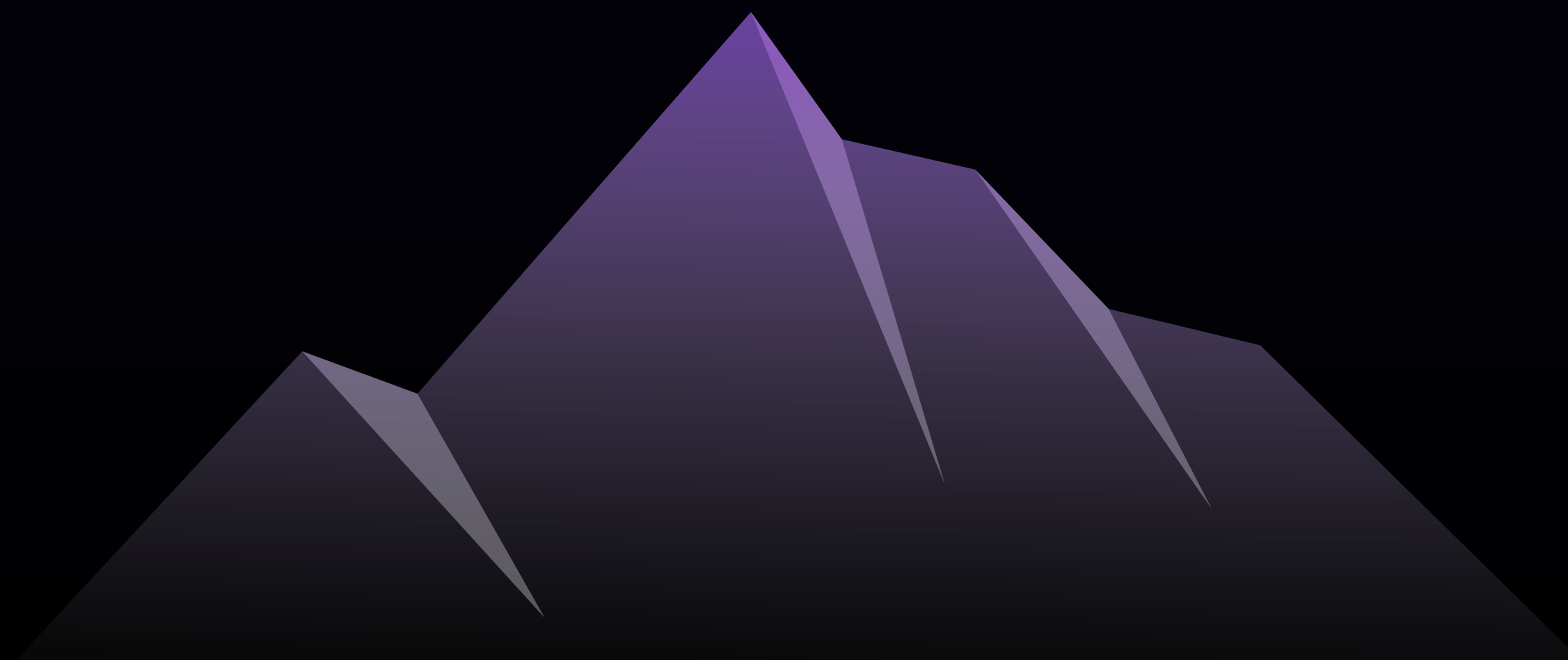




**Submagic** will automatically generate different style captions on your videos & you can select which style you want.




But that's the tip of the iceberg



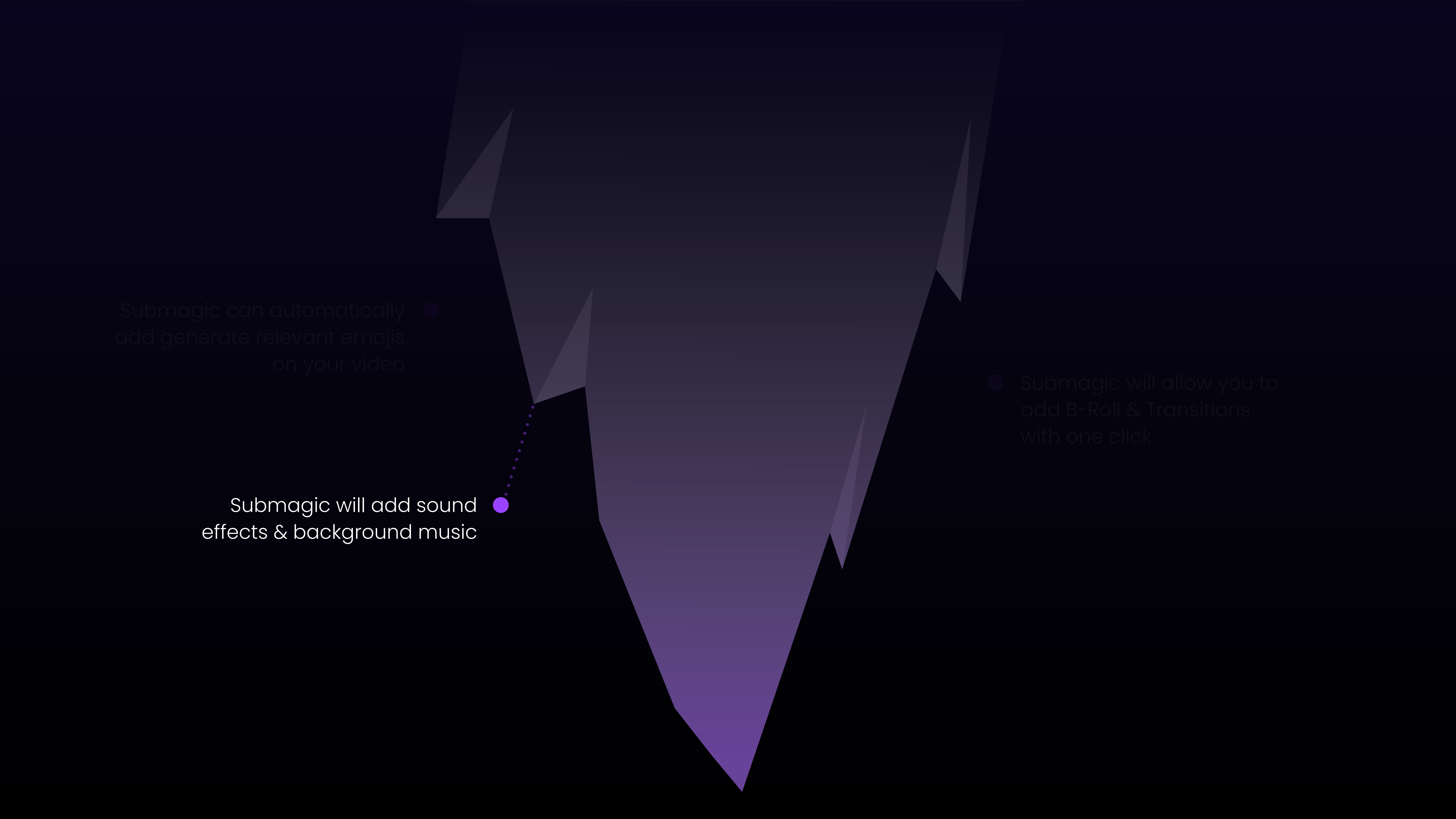
Submagic can automatically  
add generate relevant emojis  
on your video





Submagic can automatically  
add generate relevant emojis  
on your video


Submagic will allow you to  
add B-Roll & Transitions  
with one click



Submagic can automatically  
add generate relevant emojis  
on your video

Submagic will add sound  
effects & background music

Submagic will allow you to  
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Submagic can automatically  
add generate relevant emojis  
on your video

Submagic will add sound  
effects & background music

Submagic will allow you to  
add B-Roll & Transitions  
with one click

And, it will even cut up the videos dead  
space for you and automatically zoom  
in and zoom out when it see's fit





Submagic can automatically  
add generate relevant emojis  
on your video

Submagic will add sound  
effects & background music

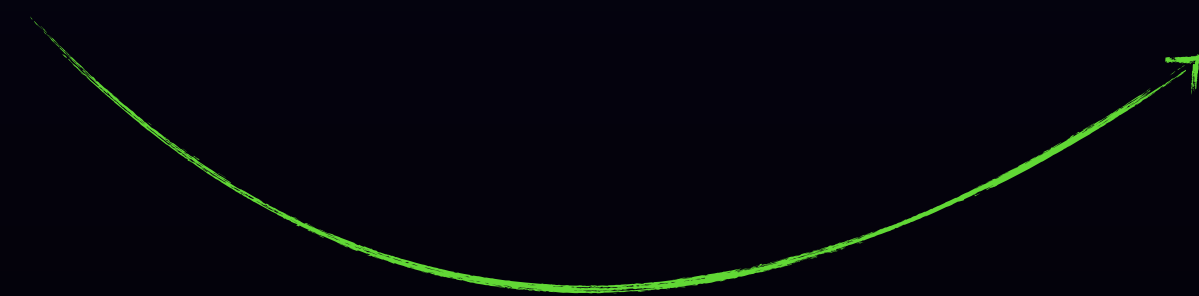
Submagic will allow you to  
add B-Roll & Transitions  
with one click

And, it will even cut up the videos dead  
space for you and automatically zoom  
in and zoom out when it see's fit

Now, if you don't believe me,  
here is a video of me edited with  
Submagic and only Submagic.

Now, if you don't believe me,  
here is a video of me edited with  
Submagic and only Submagic.

**Let's Take a Look**



Even though I just blew bubbles on the software,



**submagic**

Even though I just blew bubbles on the software,

I'm **not sponsored** by Submagic.



If want to check it out,  
here's a QR Code



**\$16** /month

Billed annually.

- ✓ No watermark
- ✓ 20 videos / month
- ✓ 200MB & 1mn30 max / video
- ✓ Starter templates
- ✓ 3 custom templates
- ✓ Free stock media



**Also, Submagic is a great tool for beginners just trying to get started with creating content**



However having an editor will  
always be a better solution.



So use **Submagic** to get started and as you grow,  
that's when you look for an editor.

# How to Find an Editor



# How to Find an Editor



Job Posting

# How to Find an Editor



Job Posting



Google Form



# How to Find an Editor



Job Posting



Google Form



Trial Video

# How to Find an Editor



Job Posting



Google Form



Trial Video

## 3 Job Posting Sites



onlinejobs.ph

## 3 Job Posting Sites



onlinejobs.ph



remote.co

## 3 Job Posting Sites



onlinejobs.ph



remote.co



Facebook Groups

## 3 Job Posting Sites



onlinejobs.ph



remote.co




Facebook Groups



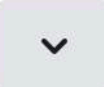


## Facebook Groups



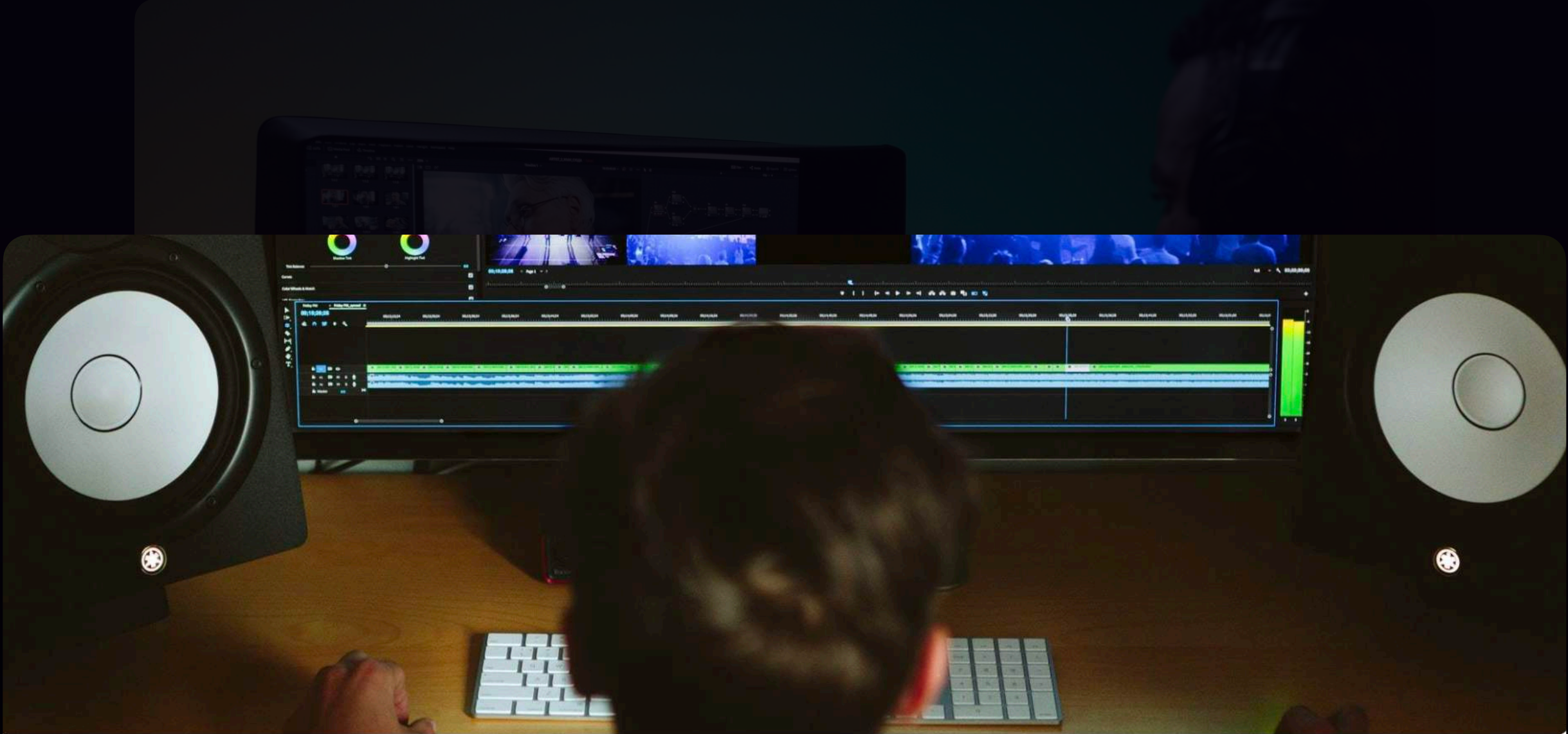
**Freelancing video editors**

🌐 Public group · 37.3K members

[Join group](#) 




## Facebook Groups



**Video Editors Association of the Philippines**

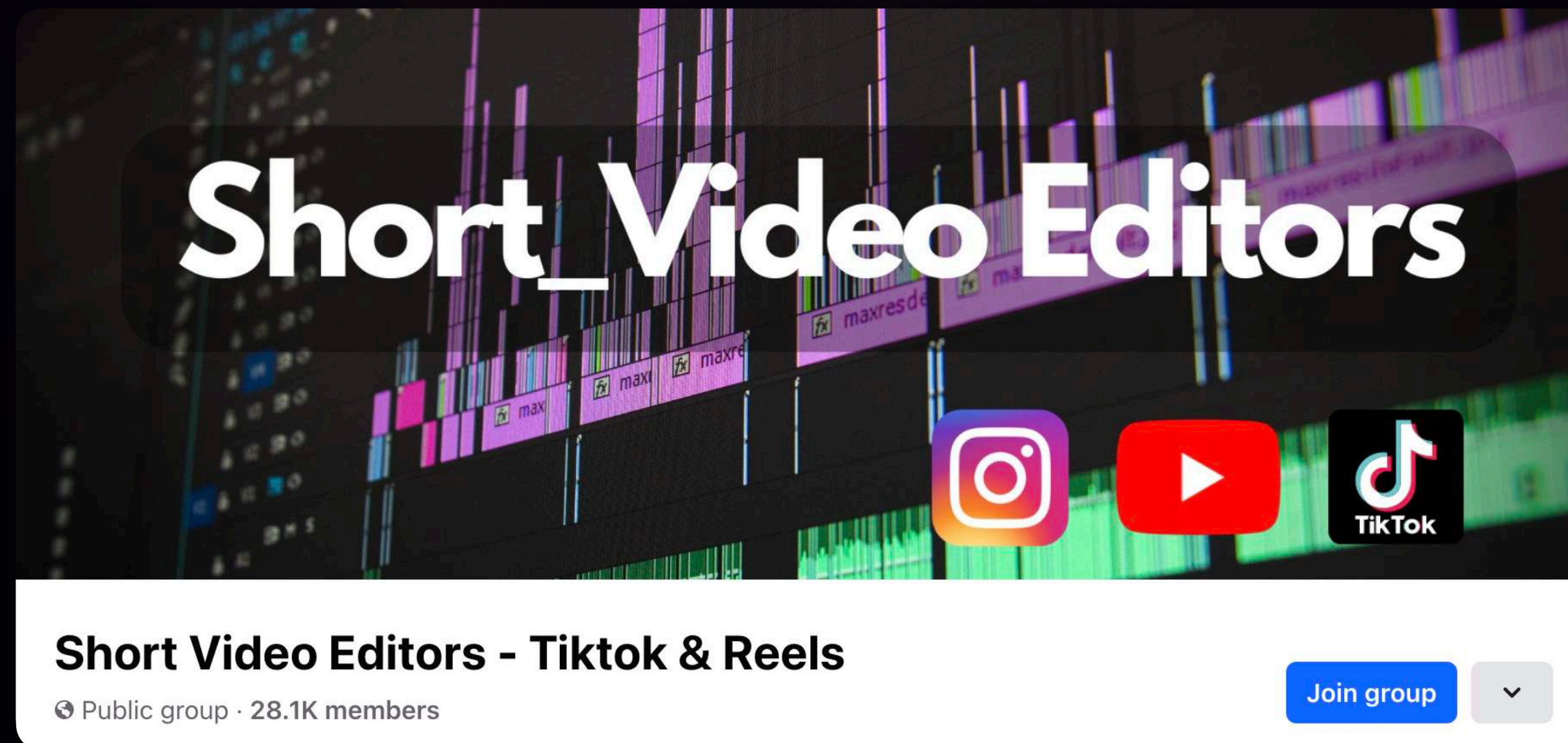
🔒 Private group · 43.6K members

[Join group](#) 








Facebook Groups




# Short\_Video Editors



**Short Video Editors - Tiktok & Reels**

🌐 Public group · 28.1K members

[Join group](#) 



Google Form



Editor Application (Timeless Content)

Link your Portfolio (Mandatory) \*

Full Name \*

Instagram Username  
(Ex: @devinjatho) \*

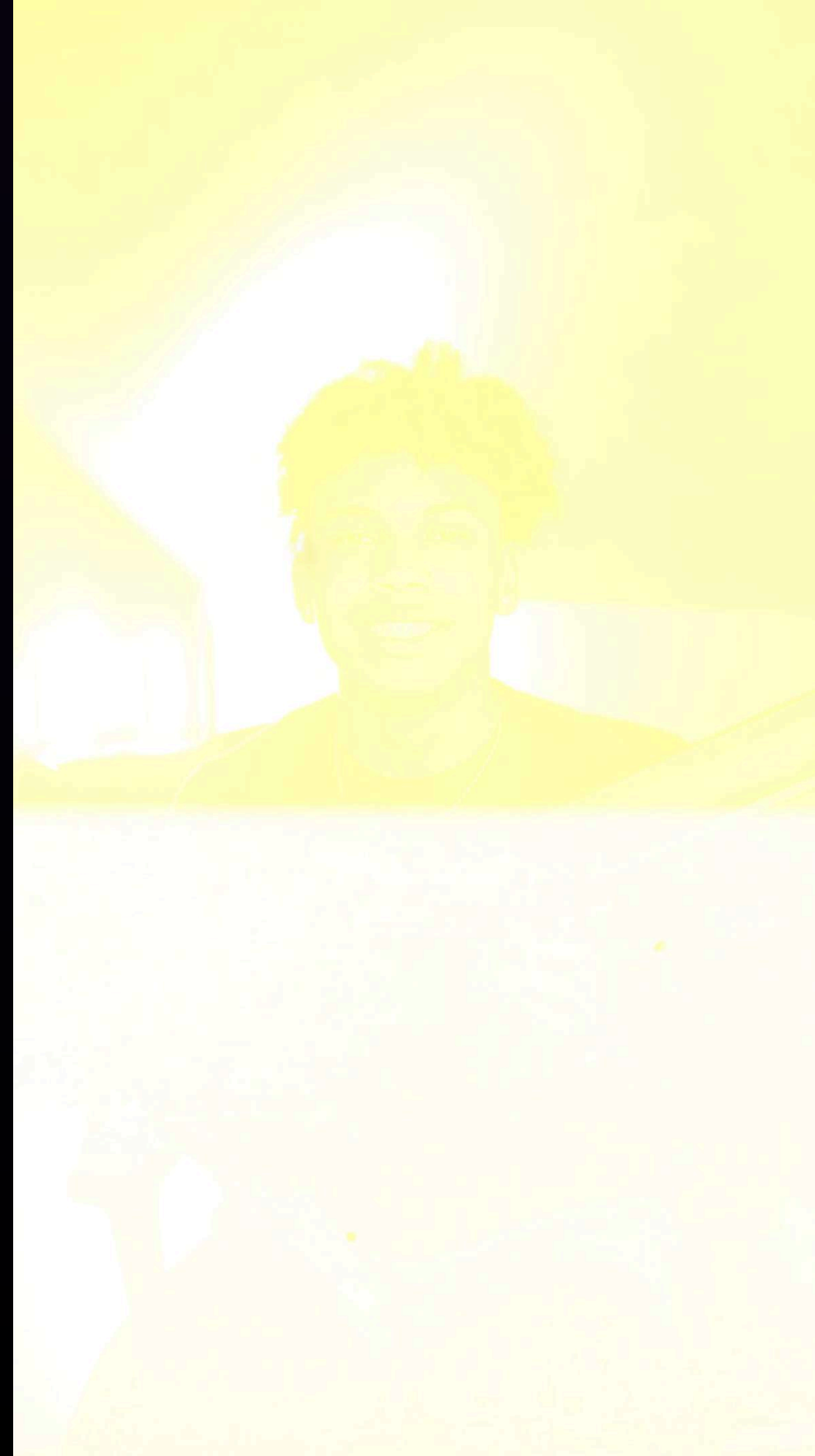
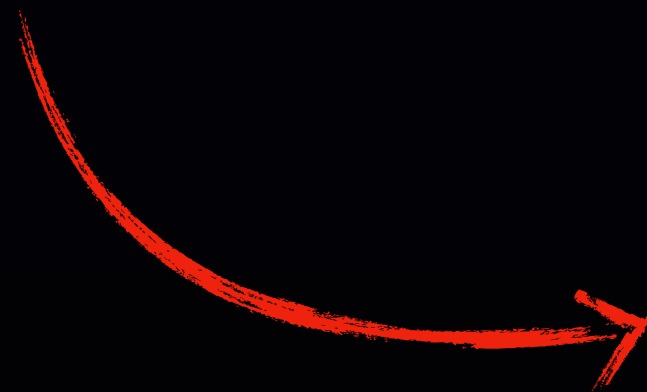
If you're accepted you'll receive a email) \*

Discord username \*

Next →



**Record Trial Video Edit**



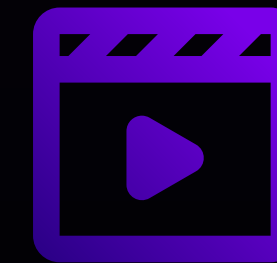
# How to Find an Editor



✓ Job Posting



✓ Google Form



✓ Trial Video



# You now know



01

How to Find  
an Idea



02

How to Script  
the Idea



03

How to Record  
the Script



04

How to Edit the  
Recording

# You now know



01

How to Find  
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02

How to Script  
the Idea



03

How to Record  
the Script



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How to Edit the  
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# You now know



01

How to Find  
an Idea



02

How to Script  
the Idea



03

How to Record  
the Script



04

How to Edit the  
Recording



# You now know



01

How to Find  
an Idea



02

How to Script  
the Idea



03

How to Record  
the Script



04

How to Edit the  
Recording

A dark, atmospheric illustration of a theater interior. The scene is dimly lit, with the primary light source being the red curtains at the top, which are slightly parted. The foreground is filled with rows of empty, dark-colored seats, receding into the distance. The walls and ceiling are dark, creating a sense of depth and mystery. The overall mood is somber and quiet, suggesting a performance that has just ended or is about to begin.

**The End...**



The background of the slide is a dark, stylized illustration of a theater. At the top, there are dark, draped curtains. Below them, a stage is visible. In the foreground, the silhouettes of an audience of people are shown, sitting and facing the stage. The overall color palette is dark, with shades of black, dark blue, and brown.

**The End...**  
(Stand up and clap)

**MSK**

As Promised, Here's Your **Media Starter Kits**

# MSK

As Promised, Here's Your Media Starter Kits



PT DOMINATION



MEDIA MASTERY



Scan me!

## PT Domination Media Starter Kit

► Video Tutorial

“When creativity flows, even the universe stops to admire.”

- Devin Jatho

### Navigation

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+ New Post

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📖 Template Library

➡ Resource Library

### Media Tracker

🕒 Status ☐ Monthly View

● Draft 6

📌 Need For Speed Template

🌟 Disney

📌 Test Draft

● Ready To ... 3

🔓 Unlocking Instagram's Viral Secrets

🔓 "Becoming an Instagram Guru"

🔓 Mastering

● Editing 3

📌 Media Starter Kit

🔓 The Viral Path on Instagram

🔓 Instagram Virality Blueprint

● Ready To ... 3

🔓 Elevating Your Instagram Game

🌟 From Zero to Viral on Instagram

🔓 Crush It on Instagram: Viral

● Posted 4

🔓 Secret Website

🔓 Social Media Recession

🔓 Piggy Back Template

# GENERAL Q&A

Questions that pertain to everyone

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