Fill this out. Then publish it.

Your life gets better when you stop consuming it and start publishing it.

This is a fill-in system for making content. It will not make you money by itself, and nobody can promise you that. It will give you a position, a daily list of ideas and a way to stop starting from zero.

1 Audience

Who it's for

Who it's not for

2 Fear and Fuel

Fear needs an enemy

Fuel needs an inspiration

One move today

3 Ideas

Find what already won

Make it yours with proof

4 Packaging

Style, title, thumbnail

Hook, text on screen

5 Payoff

Keep the promise

One CTA

6 Money

Top, middle, bottom

A public scoreboard

Framework

If this, then that

The rules that pick your next move.

Formula

Fill in the blank

Sentences that already work. You bring the truth.

Library

What already won

Real outliers. Copy the desire and shape, never the words.

Start with the end in mind. Write one line now: what will you sell, and to whom? Change it later.

Rule 1. Everything you write must be true. Bold, wild and curious, and true.

Rule 2. No next page until you've posted something. The point is the posting.

1. Audience. Take a stand.

Who it's for

[Label naming their motion] who still [behavior] even though [stuck condition].

Age range

Their mindset

Where they're stuck

What they secretly believe

What they fear others will say

Example: Type A doers, 25 to 55, stuck, sick and tired of being sick and tired, who know they're meant for more.

Who it's not for

Not for people who [reversible stance]. It takes [what it requires]. If that changes, come back.

Stance 1

Stance 2

Stance 3

What it requires

The way back in

Example: Not for people who blame, complain or consume instead of create. It takes doing what you said you'd do.

Stuck is a position. Victim is a stance. A stuck person belongs. Someone who blames doesn't, until they drop it, and they can drop it today. Exclude a choice, never a status: not broke, not old, not addicted.

Check it

- [ ] One person could read this and say “that's me”
- [ ] Every not-for is a choice they can reverse today
- [ ] You'd say the not-for line to their face at their worst
- [ ] You named what they do now instead

If, then

If it's a top-of-funnel piece	Say who it's for. No not-for line
If middle or bottom	The not-for line works, then show the way in
If it would embarrass the sender	Cut it

2. Fear and Fuel. Two forces, one move.

Against

Their fear

If nothing changes, by [time] you will [concrete cost].

The enemy it needs

The enemy is [one idea or habit], never [a group of people].

Example: Fear: stagnation. Enemy: complacency, fitting in.

Toward

Their fuel

They run on [what they already do when they're winning].

The inspiration it needs

[Real witness] was [same place] and [verifiable thing they did].

Example: Fuel: doing what you say. Inspiration: your best version.

The Move

One thing today

Today: [one step, doable before the day ends].

Your creed

The one sentence you'd put on the wall.

Example: “It's not your fault, it's your responsibility.”

Enemy and inspiration correspond. Write six pairs. Every idea uses one

Example: consuming ↔ creating	Enemy	↔ Inspiration	Enemy	↔ Inspiration
Pair 1				
Pair 2				
Pair 3				

Long-form title: loss can win the click.

Vertical: awe, anger at an idea, useful anxiety. Sadness lowers sharing.

Enemy: an idea or habit, not people.

High fear: make the Move concrete and close.

3. Ideas. Start with what already won.

Your pillars, up to seven

Example: Discipline, fitness, wealth, relationships, mind, AI and systems, creating.

Find outliers: views ÷ the channel's median. 5× or more is a working rule of thumb, not a law

[Outlier title] worked at [multiple]× on [channel]. Shape kept: [format]. My topic: [pillar]. My proof: [receipt].

Look on YouTube and Instagram at channels your audience already watches. Use a research tool or do it by hand: list a channel's last 30 videos, find the median, look for the ones far above it. If a format shows up on 3+ channels, it's a pattern.

Outlier title	Views	×	Desire it proved	Pillar	Enemy ↔ Inspiration	Your proof (date, number, scene)

The gate

For [who]. They'd watch because [reason]. Only I can make it because [my receipt].

If, then

- No receipt: not your video
- Can't state it in one sentence: scrap it
- Can't title and thumbnail it: scrap it

Copy this, not that

- Copy the desire, tension, promise and format
- Never the words, script or thumbnail art
- Multiples show correlation, not a guarantee

4. Packaging. Long-form.

Pick one style

Real arc, stakes	Story, confession
Hard opinion	Myth-bust, versus, ranking
A test	Challenge, experiment
Hindsight	Restart
A method	How-to, listicle, teardown
Receipts	Case study, inside

My style _____

Question held to the end _____

Title formulas that won most often, from 397 outliers. Write 5 titles, 55 characters or fewer

Formula	Fill-in	Median
How-to	How to [outcome] ([proof, or “without X”])	10.5×
Time box	Give me [N] minutes, I'll [change X]	12.8×
Diagnosis	Why you're always [state]	6.8×
Call-out	[Pain]? ([Do this] for [N] days)	8.0×
N things	[N] [Rules] That [outcome]	7.3×
Tier list	The [Topic] Tier List, [N] [things]	24.2×
Inversion	The fastest way to ruin your [thing]	7.6×
Restart	If I [started X] in [year], I'd do this	6.4×

Hook, first 30 seconds, word for word

Call-out	You can [do everything right] and still [pain]
False belief	Everyone says [X]. [X] failed you because [Y]
Discovery	There's a [rule] that [benefit]
Promise + proof	I'm going to [result]. [Number]
Cold open	[Hardest line], then who this is

0–5 s match the click. 5–15 s the promise. 15–30 s the stakes.

Five titles, 3+ formulas

Three thumbnails, three layouts. Face, one object, 3–5 words the title doesn't say

My first 30 seconds

4. Packaging. Vertical: would they send it?

Formulas from 165 Reels outliers. One idea, 30–60 seconds, your face and voice in the first second

Nobody's Coming	Nobody is coming to [fix X]. [One move].
Most People Won't	[N]% aren't ready to hear this: [claim].
Object Metaphor	Watch this [plant]. That's your [career].
Small Act, Big Proof	[Small act] exposes your [big outcome].
Circle Audit	Make friends with people who get angry when you [waste X].
Hard Line	I have empathy for [X]. No patience for [Y].
Filter Line	This video is only for [the person who knows X].
Number Story	At [age] I [hard thing].
Time-Box	[3 months]. [One behavior]. Become [person].
Steal My System	How I run [thing] with [tool]. [Screen shown].

Five spoken hooks, under 12 words

Text on screen, 3–5 words, new words: label, stake, number, contrast, receipt

The line they'd send, by second 8

Who gets it, and why

Send this to [person] who [does this specific thing with you] [when].

Example: “Send this to who you want to go to the gym with tomorrow.”

Eight send tests

1 You can name who gets it
2 They gain something usable
3 The sender looks good
4 There's a line they'd adopt
5 Awe, anger or useful anxiety
6 A real moment recalls it
7 It stands alone in a DM
8 You risk something real

Never “send to 5 friends” or “tag 3 friends”. Instagram has said it won't recommend content that asks for shares in a way that games the system, so earn the send.

5 and 6. Payoff and Money.

Payoff: the hook owes it

Heart: [one takeaway]. Promise: [title]. Ideas: [3–5]. Beats: [A] but [B], therefore [C].

Heart _____

Idea 1 _____

Idea 2 _____

Idea 3 _____

Surprise late _____

Their move today _____

The funnel picks the CTA

	Job	Style	CTA	Count
Top	Name the fear and enemy	Story, confession, reaction, list	Send to a specific person. YouTube: next video	Sends, watch time
Middle	Show the system	How-to, restart, teardown, myth-bust	Save it · DM a word for your free thing · follow	Saves, emails
Bottom	Prove it, ask	Case study, inside, scoreboard	Join, with the not-for line in it	Conversations, sales

Your ladder. Start with the end in mind

Free thing

Small test

Main offer

Ongoing

High touch

Your scoreboard. Public, weekly, never deleted

Pieces shipped	**Followers, subscribers**
Median views	**Emails**
Sends, saves	**Conversations**
Average view time	**Revenue**
Training days	**What failed**

Sell the doing: give away the method, sell the implementation.

Sell small first. Ask real people before you build anything.

Never promise income. Show your receipts, including the bad weeks. Ask an attorney before you sell.

Be your own critic. Then the 7-day sprint.

Score each step out of 100, against real winners. Under 75: rewrite once. Still under: bench it. If it isn't true: kill it

Step	Ask	Score
Idea	For them? Fear, fuel, move? Real outlier? My proof?	
Style	One word? A question held to the end?	
Title	Provable in 30 s? Concrete? Would they feel a gap?	
Thumbnail	Readable small? Adds to the title? Believable face?	
Hook	Confirms the click? Reason to stay? Payoff owed?	
Payoff	Promise paid? But or therefore? Proof in every bullet?	
CTA	One action, one reason, the right funnel step?	

A score doesn't predict a hit. It catches defects. Keep one wild idea a week that skips the ranking: critics punish the unusual.

The sprint: post 5 of 7 days

Prove you're a doer.

Day 1	Who it's for, on camera
Day 2	Your enemy, in one line
Day 3	An outlier, remade with your proof
Day 4	Something you failed at, with the date
Day 5	One rule you live by
Day 6	Show your system on screen
Day 7	Your first scoreboard

Find one partner today. Send them this. You each owe the other a link by midnight.

Coaching and education, not therapy, medical, legal or financial advice. No income or results promised. Formula data from public YouTube pages and vidIQ, November 2026; multiples show correlation only.