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90210 Formula

This is the 90210 Formula. I'm going to do a basic introduction and introduce you to the concept of it.

It's based on the episodic structure of shows like Beverly Hills 90210 and most other serial dramas. Not just ones like Melrose Place and Beverly Hills 90210 from the 90s. It goes back into the 80s to Dallas and back into the 50s and 60s and on up with soap operas during the day, and current shows use the same thing also. You'll see it sometimes even in shows like The Walking Dead or Dexter. Just about every drama uses this.

And it's basically several storylines are alternated throughout each episode. The reason Hollywood has used this alternating storyline approach for decades is because it works. It keeps us interested.

So the 90210 example. The first storyline they use is one about Dillon and Brenda. Storyline 2 could be about Brandon and Kelly. Storyline 3 about Donna's boyfriend being on drugs. Storyline 4, David tries to be cool and fails miserably and hilarity ensues. And storyline 5 could be Steve trying to date the new girl.

All common ones they've probably actually used. I just completely made these up. But you can see how these would work with any type of drama. These are five different storylines they'd have in one episode.

Each storyline is alternated. Usually there is one very serious topic, one comedy release story and then three other main storylines. And watch this now. You'll see this falls in every one of these types of nighttime dramas. They can go in order, just one, two, three, four, five, one, two, three, four, five. Or one, two, three, four, five, four, three, two, one. Or they can go and alternate.

But it can go in a less structured order, depending on the importance of the main storylines in that particular episode. And this works because we have a short attention span and like variety.

Say they're doing the whole Dillon versus Brenda storyline from the very beginning to the end for the first fifteen minutes of the show and then went to this full Brandon/Kelly one for another ten minutes, it'd get boring, right? You can imagine what they would be like. You'd get bored of the one story and it just wouldn't have the same flow.

And you can apply this proven concept of alternative storylines to how you post on Facebook. It's going to increase your audience engagement and build yourself into a more interesting character.

I've been using this for a couple of years. I actually learned this 90210 formula when I was in college. I took a real class on TV and that's one of the things we learned in there.

You're going to create five different storylines that will be the base of what you post on Facebook. You going to alternate these in repeating patterns,

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just like I showed you, to keep your followers more interested in what you're doing.

And three of these five should be non-business related. Like if you're in internet marketing, doing one about SEO, one about PPC, one about social media, one about retargeting and one about email – it'd just get boring really fast and people would stop following you.

So use three components of a compelling story line. One where there's a passion on it. You've got to have a built-in audience where people care about what you're going to post about. It's can't be something that nobody cares about. Say if you're really into oatmeal, you're not going to have enough people that are fascinated by that you eat oatmeal for breakfast every morning. It's not going to work.

You also need to have near unlimited potential content that will occur again. You don't want to have something that you have to constantly research and write and think up stuff about. You just want to be able to pop stuff out several times a week without having to worry about it.

And the third that I think is the most important one, is you can show progression over time. Now, think about this in terms of these nighttime dramas or soap operas or really any type of show. What's interesting and makes them work is there's a progression over time. You can see characters changing. You can see things that happened to them in the past are affecting what they're doing now, that you know about because you've been following them for a while.

That type of stuff makes sense. It works and it will keep you having a very active engaged audience. But this is not chemistry. It's not rocket science. Nothing is an exact thing. Nothing's going to explode if you go off kilter. So you're not locked into only posting about these five things. That's crazy. It wouldn't be fun. Facebook is about having fun and being social. You can't be that scientific about it.

You don't always have to alternate. If you see mine on weekends, I'll post a whole lot of family stuff. I'll go from sometimes Friday evening all the way to mid-day Sunday and post nothing else but family stuff. Just us out doing

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things. Pictures of the kids. Writing about what we're doing. All types of stuff like that. And have no business at all.

But then some days during the week, it'll be Tuesday, Wednesday or Thursday, I'll post maybe just one thing about family. But a good rule of thumb is to follow at least eighty percent of the time. So at least eighty percent of your posts, looking over the course of the week, you're posting about those five particular things and you're alternating.

So we're going to give some examples. We're going to over mine and exactly how I applied it. How I came up with the ones that I use. And then we'll move on from there.

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