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90210 3 Build Storyline

We're going to get into building your own storylines here. And one of the most important parts of this is that each of your storylines has to have that passionate audience. We've talked about that before. I probably mentioned that a couple of times already, actually. I just can't stress how important that is.

You've got to have something that people are passionate about. Not just that they know about or are involved in. But they're passionate about. I love having a front door on my house. I love it. It's wonderful, but it's nothing I'm passionate about. So it has to be something that people don't just like, even that they love or they think is important. They have to have something they're passionate about.

And these things, good examples here are kids, pets, particularly dogs and cats. A hamster probably doesn't work. Snakes or lizards or anything like that has a core group that really likes it, but it's not spread out enough to be something that's really worth it. Unless you do something that's really interesting with it, which could work.

Grandparents, charity work, weight loss, fitness is awesome. Cooking, business, religious church activities, politics. Politics is good. You just got to be prepared to have some falls on there every time you post anything with your opinion, no matter how, someone will come and blast you. But just keep it light and have fun with it. Unless you feel like getting into a war with somebody, which is kind of fun every now and then also.

Gadgets and technology, celebrities, pop culture and sports are all good ones.

So build your storylines.

Step 1: create a list of ten possible storylines. So right now, either write with pencil on a piece of paper or you can type it onto a list on your computer. Just kind of stop this right now or just pause it and create a list of ten possible storylines.

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Okay, if you've done that now, for Step 2, I want you to check for Facebook pages and groups based on this topic to see if there is a passionate audience among your current connection. And if not, we're going to scratch it off the list.

So basically, what you're going to do, since it is Facebook, we're just going to use Facebook for research. Just see what type of groups they have on this topic. Like if it's about your dog, you can go and see like the Barkington Post has a huge group on here. Other types of pet groups that have big audiences. That one is great.

You'll have no problems finding ones about dogs or internet marketing, cause my consumer friends is a passionate group. All types of ones like that. You can easily just go and find groups or pages based on your topic, just to make sure that there is a passionate group already built into it. And that's by people that you know that are members of it, that are actively posting about that.

Like the Barkington Post, they're posting images every day. Getting lots of Likes. Lots of comments. Lots of shares. Those are what you want to look for. Ones like that with that type of, if you're picking a topic, you want to have groups like that.

Step 3: write down five possible post topics that you can think of immediately for each one. So let's say you start off with ten and say you knocked off two in the last one. It could be you knocked off none. You could have knocked off five already. Let's say you knocked off like two. So you have eight.

Write down five possible post topics you can think of immediately for each one. So just go through each one of those eight. Try to think of five things you can write up immediately. You don't have to write the full post for it. Just write, jot down some five possible ideas for each one.

And if you're getting through and you can only do one, two or three for each one, you're having a hard time thinking up something else and you want to go Google something or go look at another site to try and get some ideas, just don't worry about it. Just scratch it off the list. It's not going to work.

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You need to have a topic you can write up stuff very easily, very quickly, without thinking each time.

So that right now, hit pause. And then come back when you have that list for each one.

Okay. Now, that you've narrowed it down a little bit more, we're going to see if the topics you have left work with the formats that get the most interaction on Facebook. And those formats are quotes, questions, tips, captions, images and fill in the blank.

Now, I do not use these all the time. But these, without question, are the ones that get the most interaction of the times that I do them. These are the ones that get the hundreds of shares, the hundreds of comments or thousands of Likes. These are the ones that will do that, without question. The other ones, most likely do not. These are the ones that do.

And if you're having trouble making one of the topics you have left work within these formats, scratch it off the list. Even if you're not using it all the time, you want these to work. And these are what these look like.

Quotes. This is one where I took a picture. I put a quote about Down syndrome and made a little reference to if winning was easy, losers would do it. And you can see this one had 92 shares, which is pretty good. And if you think back before when I mentioned the multi-strand storylines, look at this one. I've got my son, I've got a mention of Down syndrome, too, and if winning was easy, losers would do it, which is a reference to business, as much as anything else. I've got three out of five storylines in one picture. You see, that's why this one works.

So you want to be able to have something that you can have quotes with. And that really, I almost cannot think of something that would not work with. Maybe back to the albino guinea pig example we used. Sometimes, that may not be a motivational thing to talk about albino guinea pigs, but quotes work with just about everything.

Questions. This is one, where the question is, am I wrong here? I give an opinion about, this basically falls in my lazy person one or politics one,

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where the fast food workers are demanding more money without really working any harder or giving any more value to their job. That drives me nuts.

So I posted about that one. Am I wrong? I got a good bit of interaction on it.

Tips. This may look like a quote one, but it's really not. The other one was a shorter one and was not any advice. It was just something designed to inspire. This one was an actual, just a tip. And you can see this one went off and did decent also.

Caption this image. Those are really fun. These work best with funny pictures. So kids work good. Pets would work good. Ones of yourself, if you're doing some kind of wacky business stuff, you can make this work. Like if you were a, say you were a dentist. You, all kind of things you could do that with, with your little dangerous looking tools. You can have all kinds of fun with that kind of stuff.

Fill in the blanks. It's very similar to this last one, to the caption this image type stuff. It's just a different format. So if one works for that, one will probably work for the other also.

So now that you've probably whittled off a few more, ones that may not work with those formats, you're going to map out how to check your progress over time for this storyline.

Things like business, family, weight loss and health, are all very easy, once you show an ongoing progress. So remember, you want to be able to show progress. It can't be the same thing over and over and over again. Or just a constant regression. It has to be something where there is progress over time.

And it doesn't always have to be a good progression. Think back to the TV dramas. They've sold stories of hardship and failures also. That's really more interesting. If you think about who, some of those interesting people you see right now on TV, it's not somebody that wins every single time. It's somebody that has their ups and downs, and that fails and comes back. Ones, think about pop icons, like the Britney Spears and Miley Cyrus, ones

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like that. They're fun to watch because they just, they crash and burn, they build themselves back up. And that's what people like to see. So you want to do that same, you want to have things you can do the same things with.

And if there's not a way to show progression, knock those out.

So now you should be narrowed down to about five. You may have six or seven. If you do, you can pick the five you like best. If you have less than five, go back to step 1 and brainstorm some more topics and find ways to make it work, because you need to have five. You need to have all those elements. They need to be present for it to work.

So now, in a text document, I want you to write copy for two posts and an image for each one of those five ideas. That's a total of ten. You're going to have two for each one. So if it was me, I would have two about authority marketing, I'd have two for kid stuff, two for Down syndrome and etc., etc.

You'd have two for each one. You'd have a total of ten written out. So go ahead and pause the video now and write out your ten and you don't have to find images. Just kind of write ideas for images.

Okay, now that you have those planned out, we're going to create a schedule for releasing all of these ten posts over the next seven days. And this is a good model to follow.

Post one non-business one on Sunday night. And if there's one that you have that's your best idea for one about family or pet stuff, I would use it at that time. About 8 o'clock, 8, 9 o'clock your time on Sunday night, it's just hot.

That's one of the best times you can post things there and people are just dying for social media at that point, after being away most of the weekend and are very interactive.

Then you do two every day, Monday through Thursday. And do one Friday before 3 pm. After 3 pm Friday, it really dies down a lot. People may see it, but they're not going to interact nearly as much, because they're out and about, got dinner with family or going out and don't want to be the guy on their phone the whole time.

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Okay. Now, it's time to just go apply it. You have everything planned out. And you're ready to go. So go ahead and apply it now.

And that is the 90210 method.

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