The 90210 Formula

Introduction & Concept

The 90210 Formula

- Based on the episode structure of Beverly Hills 90210 and most other serial dramas
- Several story lines are alternated throughout each episode.
- There is a reason Hollywood has used this alternating storyline approach for decades

The 90210 Formula

- STORYLINE 1: Dillion and Brenda
- STORYLINE 2: Brandon and Kelly
- STORYLINE 3: Donna's boyfriend is on drugs
- STORYLINE 4: David tries to be cool and fails
- STORYLINE 5: Steve trying to date the new girl

The 90210 Formula

- Each story line is alternated, usually there is 1 very serious topic, 1 comedy relief story and then 3 other main story lines.
- They can go in order 1,2,3,4,5,1,2,3,4,5,etc
- But could also go in a less structured order depending on the importance of the main story lines of that particular episode

The 90210 Formula

- This works because we have short attention spans and like variety.
- If they were to do the complete “Dylan and Brenda” storyline from beginning to end, THEN do the complete “Brandon and Kelly” storyline… we’d get bored.
- You can apply this proven concept of alternating story lines to your posts on Facebook to increase audience engagement and build yourself into a more interesting character

The 90210 Formula

- You'll create 5 different "story lines" that will be the base of what you post about on Facebook.
- You'll alternate these in a repeating pattern to keep your followers more interested in what you are doing
- 3 out of the 5 should be non-business related

The 3 Components of a Compelling Story Line

- There is a passionate audience
- You will have near unlimited potential content that will occur organically
- You can show progression over time

This Isn’t Chemistry Though

- You are not locked into only posting about these 5 topics.
- You are not locked into having to always alternate
- Good rule of thumb is to follow it at least 80% of the time

let’s go over some examples

The 90210 Formula

Brian's Story Line

Brian’s Story Lines

- STORY LINE 1: Authority Alchemy (Podcast, blog posts, trainings, client success stories, etc)
- STORY LINE 2: Being a family man
- STORY LINE 3: Internet marketing community member
- STORYLINE 4: Down Syndrome Awareness
- STORYLINE 5: Dude getting older that’s frustrated w/ Government, new music and lazy people.

Brian’s Story Lines

STORY LINE 1: Authority Alchemy

- Passionate audience?
- Potential for content?
- Progression over time?

Brian’s Story Lines

STORY LINE 2: Being an Active Dad

- Passionate audience?
- Potential for content?
- Progression over time?

Brian’s Story Lines

STORY LINE 3: Internet Marketing Community

- Passionate audience?
- Potential for content?
- Progression over time?

Brian’s Story Lines

STORY LINE 4: Down Syndrome Awareness

- Passionate audience?
- Potential for content?
- Progression over time?

Brian’s Story Lines

STORY LINE 5: Frustrated Dude

- Passionate audience?
- Potential for content?
- Progression over time?

Brian’s Story Lines

You want to also use MULTI-STRAND STORY LINES when possible.

This just means to incorporate 2+ story lines into one post.

For example…I use a picture of my kids to illustrate a point about internet marketing.

let’s build your
story lines now

The 90210 Formula

Building Your Own Story Lines

Passionate Audience is Paramount

- Kids
- Pets (Dogs and Cats)
- Grandparents
- Charity work
- Weight Loss/Fitness
- Cooking
- Business
- Religion/Church Actives
- Politics
- Gadgets &Technology
- Celebrities/Pop Culture
- Sports

Building Your Story Lines

STEP 1
Create a list of at least 10 possible story lines.

STEP 2
Check for FB pages or groups based on this topic to see if there is a passionate audience among your current connections. If not…scratch it off the list.

Building Your Story Lines

STEP 3
Write down 5 possible post topics that you can think of immediately for each one. If you can't come up with 5 posts without thinking too hard…scratch it off the list.

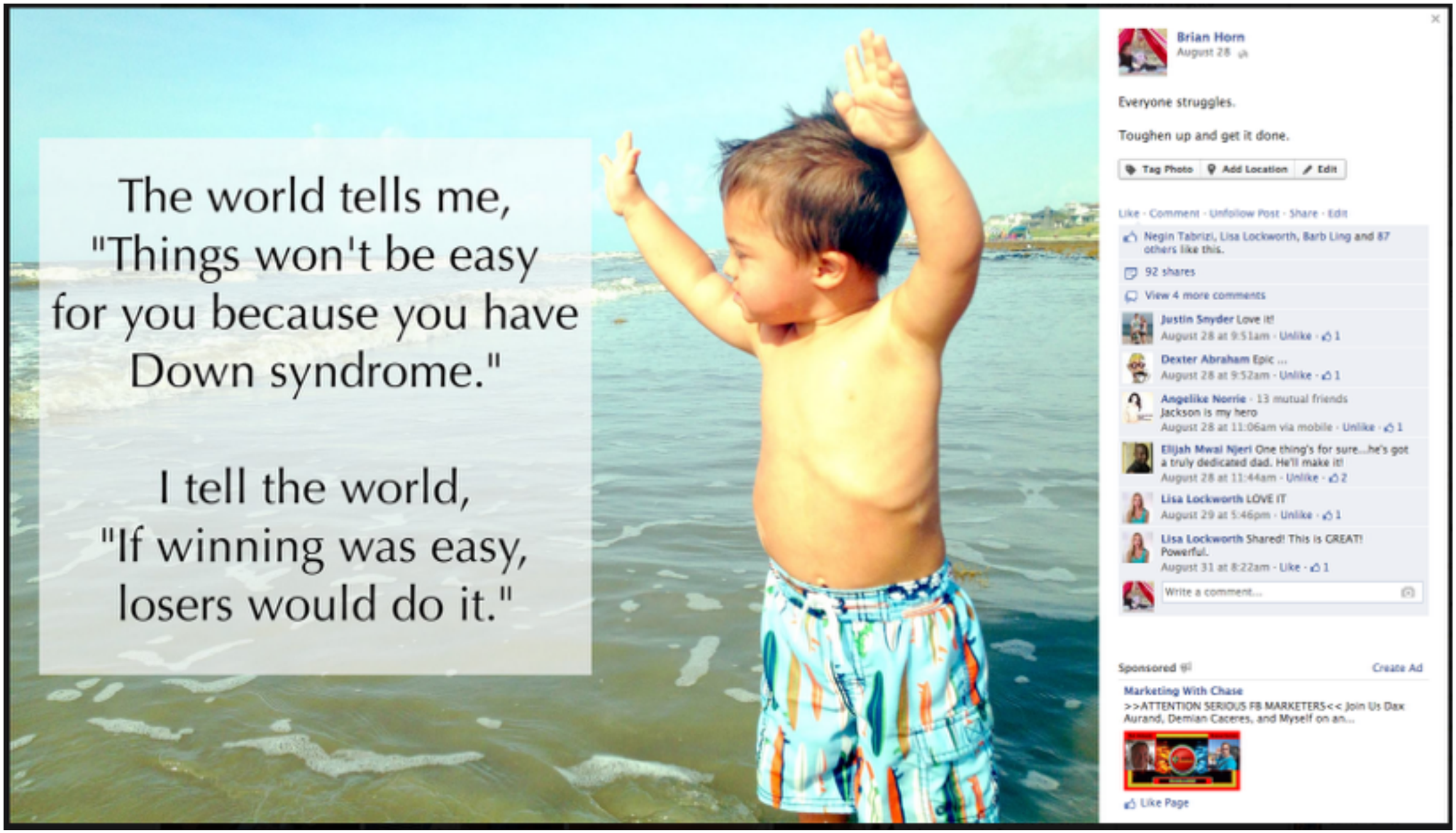
Building Your Story Lines

STEP 4
Apply the post topic ideas to some of the following formats that get the most interaction on FB:

- Quotes
- Questions
- Tips
- Caption This Image
- Fill In The Blank

If you’re having trouble making one work with this format…scratch it off the list.

Quotes


The world tells me,
"Things won't be easy
for you because you have
Down syndrome."
I tell the world,
"If winning was easy,
losers would do it."
Brian Horn
August 28
Everyone struggles.
Toughen up and get it done.
Tag Photo
Add Location
Edit
Like · Comment · Unfollow Post · Share · Edit
Negin Tabrizi, Lisa Lockworth, Barb Ling and 87 others like this.
92 shares
View 4 more comments
Justin Snyder Love it!
August 28 at 9:51am · Unlike · 1
Dexter Abraham Epic ...
August 28 at 9:52am · Unlike · 1
Angelike Norrie · 13 mutual friends
Jackson is my hero
August 28 at 11:06am via mobile · Unlike · 1
Elijah Mwai Njeri One thing's for sure...he's got a truly dedicated dad. He'll make it!
August 28 at 11:44am · Unlike · 2
Lisa Lockworth LOVE IT
August 29 at 5:46pm · Unlike · 1
Lisa Lockworth Shared! This is GREAT! Powerful.
August 31 at 8:22am · Like · 1
Write a comment...
Sponsored
Create Ad
Marketing With Chase
>>ATTENTION SERIOUS FB MARKETERS<< Join Us Dax Aurand, Demian Caceres, and Myself on an...
Like Page

Questions

LOCAL

Dozens Protest 'Slave Wages' For Fast-Food Workers In Metro Detroit

December 5, 2013 7:45 AM

Like 296 Tweet 53 Share 38 View Comments

Fast food workers demand higher wages during a protest at a McDonalds on the Detroit/Southfield border. (credit: Vickie Thomas/WWJ Newsradio 950)

DETROIT (WWJ/AP) - Dozens of demonstrators lined up outside an east side Detroit McDonald's restaurant in an effort to protest what one man called "slave wages" for fast-food workers.

The protest was just one of many taking place nationwide to raise pay in low-wage sectors to $15 an hour. Workers on Thursday are expected to walk off their jobs in Michigan and across the nation, including McDonald's, Burger King, Pizza Hut, Subway, Wendy's, Checkers and KFC. Clergy, elected officials and community supporters are also expected to join workers on the strike lines.

Brian Horn
7 hours ago · Edited

If your current job doesn't pay enough, MAKE YOURSELF MORE VALUABLE so you are worth what you want to get paid.

If they still don't pay you, GET A NEW JOB.

If there are no jobs close to you that can keep up with cost of living, MOVE.

Not being cold...but flipping a burger at McDonalds is simply not a $30k a year job.

Am I wrong here?

Tag Photo · Add Location · Edit

Like · Comment · Stop Notifications · Share · Edit

Linda Kay West, Mark Edward Brown, Robert Matthew Tilley and 24 others like this.

5 shares

View previous comments 6 of 56

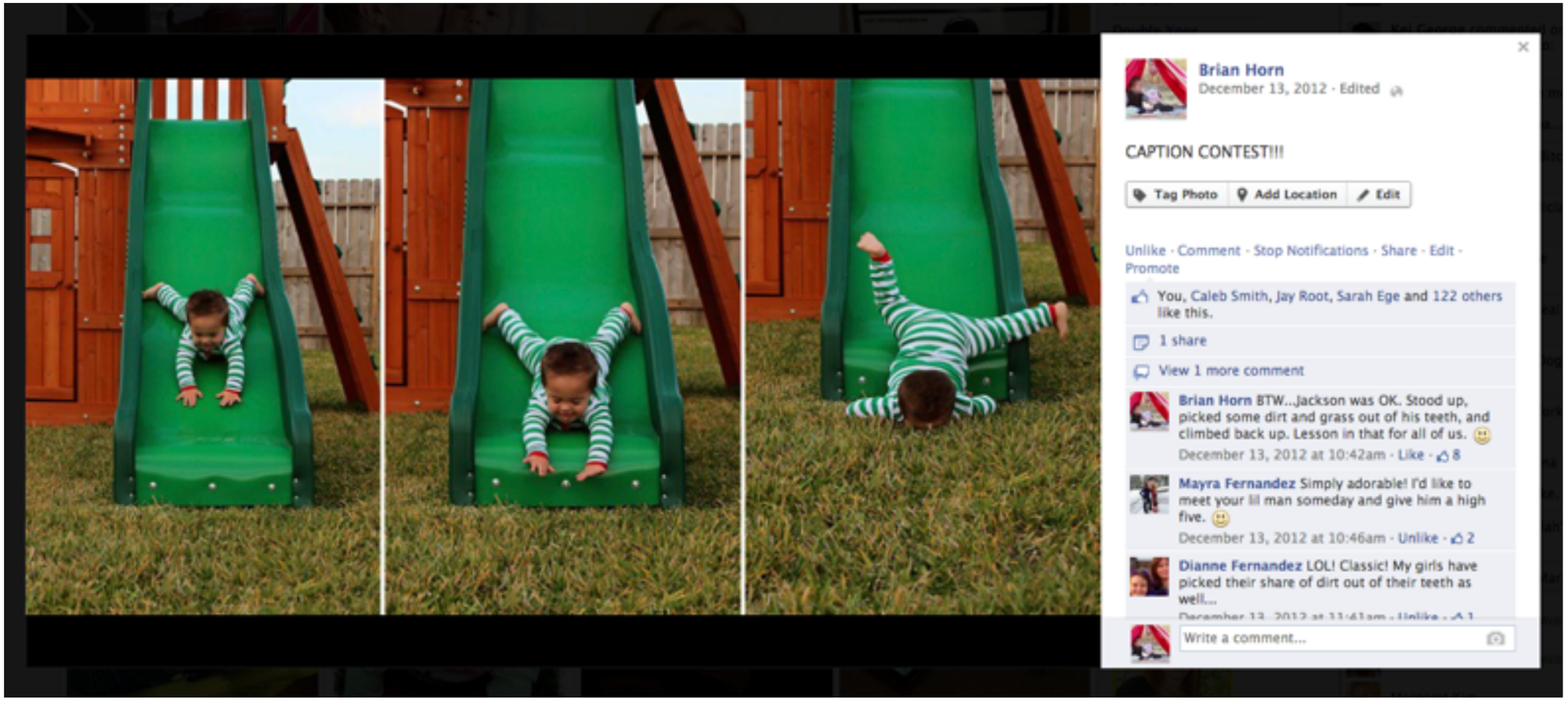
Ray Lane No Kevin, you are incorrect, unless you believe we should have no government at all and no military. If there were not any

Write a comment...

Tips

At the end of the day, its not about how much traffic your site receives.
It's about being positioned so people hurting the most find your business first.
One good visitor is worth more than a million bad ones.
- Brian Horn
Brian Horn
March 29
Too many people out there chasing pure traffic...when they should be targeting people in "pain" that their product or service can "heal".
"Traffic" means nothing anymore. The general public has matured how they search.
Tag Photo
Add Location
Edit
Like · Comment · Stop Notifications · Share · Edit · Sponsored
Stanley Day, Carmen Sakurai, Alexander Olugbuyi and 69 others like this.
4 shares
View 12 more comments
Nina Lewis Exactly!
March 29 at 9:06am · Unlike · 1
Brian Horn Fred, yes..but first focus on targeting people far along in the buying process, or people in an "emergency mentality".
Write a comment...

Caption This Image



Fill in the Blanks

Building Your Story Lines

STEP 5
Map out how you can show progress over time for this story line.

Business, family, weight loss/health are all very easy ones to show an on going progress.

It doesn't always have to be a good progression. Think back to TV dramas…they tell stories of hardships and failures too.

Building Your Story Lines

STEP 6
Narrow down to 5, or if you have less than 5, go back to step 1 and brainstorm more topics.

STEP 7
In a text document, write copy for 2 posts and an image idea for each.

Building Your Story Lines

STEP 8
Create a schedule for releasing all of these 10 posts over the next 7 days. The following is a good model:

- Post 1 non-business on Sunday night
- 2 every day Mon-Thurs
- 1 Friday before 3pm

go apply it