

## Description

Content creation is like fishing, the question is are you casting a wide net or are you spearfishing. If you are looking for volume and lots of visibility there are two options, you can pay for ads or you can make a bunch of content. In this episode I talk about how to take something small and make it really big so you can catch the big fish, and the little ones.

## Quote

"The hardest standards to raise are our own." - Alex Hormozi

## Featured Book in this episode

**\$100M Offers: How To Make Offers So Good People Feel Stupid Saying No**

Check it here:

<https://www.amazon.com/100M-Offers-People-Stupid-Saying-ebook/dp/B099QVG1H8>

## Listen to Alex Hormozi's podcast

**The Game w/ Alex Hormozi**

Check it here: <https://podcasts.apple.com/us/podcast/the-game-w-alex-hormozi/id1254720112>

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## Let's Connect!

Instagram: @mollydruland

Website: <https://mollyruland.com/>

## If you are interested one on one business consultation

click here: <https://mollyruland.com/coaching/>

## Words from Molly

Thank you for tuning in to the next 100 sponsored by Heartcast Media. We are a digital media creative agency focusing on branding, marketing, strategy, and amplification for personal branding to podcasting. We've got you covered and to continue this conversation, join me on Instagram. My account is @mollydruland and of course, you can also find us at Heartcast Media. That's where the really good stuff is going down. So join me there. Let's continue the conversation. And until next week, have a good one.

## Chapters

00:00 Intro

00:25 The purpose of Short form contents

00:50 Podcast for revenue generators, decision makers, and bottom line movers

01:16 Podcast for authors, CEOs, and Founders

01:51 Incorporate your branding on short form contents

02:48 Posting your short form contents online

05:46 The contents that you want to post  
09:07 The key elements of short form contents  
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## Transcript

Molly: Welcome back to the next 100. It's me, Molly D. Don't touch that dial. Coming in hot on a Wednesday morning. What's up? All right, so this morning, I woke up feeling super spicy, and I want to talk about short form video content. I know you didn't see that one coming, did you? But, you know, I was having this really great conversation with my homie Robert, and we were talking about short form content and the best way to supply our clients with content that they can use and assets they can use. And what kind of nets that we're casting and like who needs what? Right? That's like the short answer. And so we were talking about two different things, right? You know, for if you have a branded, you know, podcast and you're establishing relationships and you're getting in front of people that are decision makers and bottom line movers and revenue generators, right then volume isn't the answer. You're not necessarily concerned about a million people seeing that podcast episode where you're content, are you in general because the guest is more important than the audience, right? It's all about that relationship that you're creating with that person. If you are somebody who is an author or a coach or a tech CEO founder, you know, somebody like that who's really trying to get out your personal story and the company's story, right? Then you need to create content that's super, super intentional and you need to get it in front of the masses. And so short form content is like all the stuff that you're seeing on shorts, on YouTube and Instagram reels and stories and all of that. I think LinkedIn did away with there a little like version of Reel's thing got. But anyway, I digress. The point is, is that, you know, there's short form content availability for you and what you can do is instead of taking one video that's 30 or 60 seconds long and boring people with it, you can make three videos that are 10 seconds long and put those up and put your branding on it and put your little sound effect, your little sonic branding like the Gary Vee, you know, write, sit Ubu sit good dog world wide pants. Like there's all these you know there's ways like brand your content in very, very subtle ways but like drive it home. So every time somebody sees one of your videos or listens on one of your things, they hear that noise and they know what it is, right? So if you are trying to get in front of a lot of people, then anything you do, you want to take that content and chop it up into a million pieces like gremlins, right? Like I mentioned on the author podcast, you want to make sure that anything you're doing, your amplifying it, you're getting you're, you know, squeezing the juice out of the thing and getting every bit of value that you can out of it. So if you go on somebody else's podcast, right, then you should take that link and you should chop it up and you should get six vertical videos and you should make a little video for Twitter and you should make a video that's rectangular for you know, Twitter is going to be square, rectangular for LinkedIn and vertical for everything else. Make sure you're cutting it. So when you post it on reels, it still gets cut off as a square on the grid and it looks good and it's not cutting everything off and you want to put out as much content as possible, right? So Gary Vee

talks about making 100 pieces of content a day. As you know, I think people will hate you if you do that, but there's definitely something to be said for being super consistent and borderline annoying with your content because everything is pay to play right, nothing is free. And so just because you post it at one time doesn't mean your audience saw it by any stretch of the imagination. In fact, if you didn't pay to have it boosted, then nobody saw it. Right? We have over 20,000 on Heartcast media, Facebook post or Facebook page and I'll post something and they'll be like, Yeah, 12 people. So like, gee, thanks. I'm so glad I spent all those years building that audience. Facebook awesome. Good times, right? So everything is pay to play. So the way to beat the algorithm, right? Like if you listen to Alex Hormozi's podcast, the game, he talks about like the five stages of content marketing, which is brilliant, brilliant, brilliant. I highly suggest you listen to this, but you know, it takes a long commitment. And he talks about committing for ten years and he talks about, you know, spending, you know, \$70,000 a month for him and Leyla for their social media content. And he talks about like, you know, how many, you know, visibility, right? If you think about taking content and posting at maximum velocity on all the platforms all day long, right, whatever that looks like for you, the amount of impressions that you're going to get in order to get those same amount impressions through paid advertising, it would cost you a significant more amount of money for that same type of visibility. And so if you want to avoid pay to play, then you got to pummel him with one or the other. Because what's happening is they're not seeing all the posts that you're putting them in. You might have to put something up for the sixth time for somebody in your audience here. So if you can take everything that you're doing and make eight videos for one. Right. And let me let me really break this down. Right. Let's talk about if you're a founder, like a tech founder, you just got a bunch of money because you went and told investors that you had this personal story and why they should invest in you. And they were like, you know what? You are awesome and your story is unique and different and it separates you from the crowd. And we're going to give you \$3 million, right? Okay, cool. Well, now you got to go tell the rest of the world your personal story. So they also have that buy in. But now you also need to go tell the rest of the world about the company and about your product, about your service, about your app, about your technology, whatever it is you got the money for coupled with your story. So when you're creating content, you want to make sure that you're hitting the mark and leading people to the questions you want to answer so that you have content for your channel. So if you are on a podcast, right, and you send it to Heartcast media, we would take that podcast and we would make three vertical videos for you that are really about you, the founder, your story, what are you doing? How did you get here? Right. Who, what? What is the story behind this technology or this product, service, whatever it is that you've created? And then the other three verticals, because we'll give you six, the other three vertical videos are going to be about the company. What makes the company different? What makes your technology different? You know the company, not just you, right? Even though you might be the catalyst for the company, but even every good founder with the best story still has a whole bunch of people working behind them. So now you've got three videos for you, three videos for the company. Then we take that content, we put it all together and we make a square version of that for Twitter and we make a rectangular version of that for LinkedIn. That way, everything is fitted perfectly, nothing is getting cut off, and we're in places. And now you have eight videos to market your content to say, Hey, I was on this podcast, now your marketing team should go in there and tag everybody they possibly can that was involved

in that podcast, on those shorts, on those reels, on the Twitter post, on their LinkedIn post, yada, yada, yada. Now you've got eight videos to say, Hey world, I was on this podcast and this is what this posting is my product and this is what my host thinks of my story. And here's this really great back and forth, and we're just going to keep showing you these little bits of content, you know, all the time and just make it look like you're everywhere, right? That's the point of short form content. And so it's all like snackable digestible, like little short bites, right? Cliffhangers, right? They don't tell you the whole, you know, they always leave you hanging, right? It's like right when they throw the ad in there like you slept with and then all come right back. Right. You know, it's classic advertising is classic bait and switch. You got to do the same thing. You want them to leave anymore, give them a little gem and the video, don't drag it on for 30 seconds. You ever watched a 45 seconds long video on LinkedIn? Come on, man, tell me the truth. You ever done that? You line. You've never done that. I'm just getting a little hard core, but I'm just saying you're not really doing that because we're in a scroll world, we're in a swipe world. And so, yeah, man, your 45 second long video is not getting the play. And if people decide that your content is boring in that first 45 seconds, you're not clicking on it. So you're better off giving them a little gem. That's why. That's why commercials and movie trailers are always souped up and give you the most extravagant cliffhangers to get your ass in the seat. If they showed you how it ended, you probably wouldn't go to the movie. So you want to do the same thing with your content. So, you know, again, if you are a business that does like five contracts a year and you're trying to get in front of decision makers, you know, short form content probably isn't as important for you, right? But if you're an author and you have a book, you best be putting out a ton of videos if you have a new product, if you're a company and you just got funded and you're trying to get new users, subscribers, press, etc. and short form content is totally for you. Are you a coach who's trying to get in front of more people, sell more courses, film more retreats, then short form content is for you, right? So you know, it's not going to make sense for everybody, but for the people that it does make sense for, it really makes sense. So the key elements in that short form content is making sure your name is on there, making sure it's branded. Your branding has to be consistent. That's probably going to be the next episode is consistency in branding. Target doesn't change its logo based on what thing it's on, man. It's always the Target Bullseye. It never changes, right? So your content needs to be the same. So, you know, there's a lot going on there. But if you take every little thing that you do and you throw gasoline on it and you throw a match on it, you're going to start a bonfire. And that's the idea between short form content. You keep popping up, you keep popping up, you catch people. The shorter videos are going to loop. Oh, let me listen tonight again. Let me catch what he said again. I mean, that was a good one. You know, let me send this to somebody. This made me laugh. Whatever. It's always the short ones. The short ones are going to win. So if you're really trying to cast a wide net and the volume of course quantity, I'm sorry. Quality is always the most important. I always say quality over quantity. But if you're going to do quantity, it has to be quality. Right. It's it doesn't mean do a bunch of shitty stuff, a whole bunch of it. It means do really good work and then amplify it. But it is going to cost you some money and it's going to and it's going to require commitment. So shout out to Alex Hormozi for signing on with his agency for a ten-year contract, because that's how long he's willing to commit, because he thinks in decades and not weeks or months or quarters or even years, he thinks in decades. And that's the kind of commitment it's going to take now. Am I suggesting you post, you know, short form

videos for the next ten years? Now, do I like the idea that you're thinking long-term, like, you know, long-term movement? Oh, my God, yes, I do. I love working with people who want to be consistent. Start from the beginning or start fresh and have a long-term plan. That's where success is because it's all about the action and not necessarily the results. Right? Because the result is the action. So enough about short form content for me today. If you have any questions, let me know. And if you've seen some short form content like is there somebody you follow on Instagram or YouTube and you really love their content? Tag me in them and send like, you know, leave a comment. I mean, I want to see it. I want to see what people are doing. If you're putting out short form content, tag me in. I want to see a Molly D Ruland or Heartcast media mean tag in it. I want to see your work. I want to see what you're doing. I want to see what you love. Let's get inspired. This makes amazing videos, right? And until the next time, be excellent to each other. Well, since I spend so much time talking about Alex Hormozi, it only makes sense. And I shout out and do a book report on \$100 million offers. Alex Hormozi The link is in the description below. Check it out. I have listened to that book four times. I'm probably going to listen to it again. I keep it on deck and audible because there are so many gems in this book. In fact, Robert, my friend who I mentioned in the episode, and I refer to it as the book, like The Good Book, because it is amazing. It is so good. So, you know, creating offers that are so good, it makes people feel dumb for saying no and how to create irresistible offers and how to create amazing guarantees and how to like, create offers and service. I mean, the book is so good and I just really appreciate Alex Hormozi and his wife Leila and how they approach life and business and their mindset and mentality. And I just, you know, I try not to consume a lot of social media content, but I follow both of them. And, and, and it's and it's truly rewarding. If you follow me, you'll see that their stuff pops up in my stories and stuff because I really like it. And I think there's a lot of value. And I think Alex is one of the smartest people out there. And what I love is that he gives away all his content for free. They have a company called acquisition.com. And when you hit \$3 million, if you apply, they will invest in your company and get you to 100 million. And that shit fucking excites me, man. I want to get to 3 million so that I can go to acquisition.com and maybe I will or will not work with Alex and Leila and maybe they won't want to work with me. But today I can send them that email and be like, I'm in the 3 million club, I'm trying to get to 100. Where you are, though, will be one of the greatest days of my life. So give me a golden carrot. Give me something to work on. Give me a goal, give me something unbelievable. And I'm going to try because that's my personality. You know, maybe it's a trauma response. Who knows? But I love it. So if you're not familiar with the book, check it out. \$100 million offers. Alex Hormozi You get it on Audible. You know, like I said, he has nothing to sell you. He says that all the time, but he himself joined masterminds and got coaching and spent tons and tons of money and worked with the best people. And then he synthesized all that and he just gives out all this value all the time. So if you're going to follow any social media, make sure that it's his and then mine. He's going to. But no, seriously, totally worth following. Best book I've read all year. Although the John Z Maxwell 21 irrefutable laws of leadership is definitely one to give it a run, but top two books for sure should be in your arsenal. Get it run don't wanna go to audible download it get it tag me in and post You know when you fall in love with Oh Alex you tag me and him and opposing you tell him Mama sent you. And so then if you read it, if you love it too. Let's talk about a man. Hit me up in the comments. Let's talk about it. And by the way, if you're listening to this podcast, man, connect with me on LinkedIn. You know,

like leave me a comment, let me know your let me know you're out there. I'm going to play like ground control Major Tom, because sometimes I feel like I'm floating in a spaceship all alone. I'm just kidding. I think I have 50 downloads, which is not great, but I appreciate all 50 of you. I just want you to know that one day, maybe all is back on this episode. Be like, Oh, my God, that's so crazy, because I have like 500 billion downloads a week. But until then, you my bill. Thanks, guys. Appreciate you. And I'll see you next week. Thank you for tuning in to the next 100 sponsored by Heartcast media. Media. We are a digital media creative agency focusing on branding, marketing, strategy, and amplification for personal branding to podcasting. We've got you covered. And to continue this conversation, join me on Instagram. My personal account is @mollydruland. And of course you can also find us at Heartcast Media. That's where the really good stuff is going down. So join me there. Let's continue the conversation. And until next week. Have a good one.  
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