CREATOR LAUNCHPAD

THE 10K FOLLOWER PLAYBOOK

The step-by-step system for taking a brand new account from zero to 10,000 followers, from people who've done it more than a dozen times.

1.5B+
VIEWS GENERATED

4.5M+
FOLLOWERS BUILT

12+
ACCOUNTS GROWN TO 10K

START YOUR 30-DAY CHALLENGE >

HOW 10,000 FOLLOWERS ACTUALLY HAPPENS

Nobody hits 10,000 followers by posting and hoping. It's math. Every follower you'll ever get comes from three numbers multiplied together, and this playbook is built to push all three up at the same time.

VIDEOS
How many shots you take

×

VIEWS PER VIDEO
Do they stop and do they stay

×

FOLLOW RATE
How many viewers want more

=

FOLLOWERS
The result, not the goal you chase

NUMBER	WHAT CONTROLS IT	WHERE YOU FIX IT
VIDEOS	How many swings you take. This playbook asks for at least 100. Most people quit around video 10.	The power of volume, Step 08
VIEWS PER VIDEO	Your idea, your first three seconds, and whether people watch to the end.	Steps 04 to 07
FOLLOW RATE	Whether someone who liked one video believes the next one will be just as good.	Steps 01, 02, 03, 09

THE MATH, WORKED OUT

If 5 out of every 1,000 people who watch your videos follow you, 10,000 followers takes about **2,000,000 total views.** Across 100 videos that's an average of 20,000 views per video.

That sounds like a lot until you see how it really goes. Most of your videos will do a few hundred or a few thousand views. Two or three will be outliers and do the heavy lifting. **One 500,000-view video is a quarter of the whole job.**

THE WHOLE GAME

You don't control which video breaks out. You control how many swings you take, how much better each swing gets, and whether people have a reason to follow when one finally connects.

START YOUR 30-DAY CHALLENGE >

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THE POWER OF VOLUME

If you take one thing from this entire playbook, take this page. **Volume beats luck.** One video can get unlucky. A hundred videos can't. Every time you post, you get another swing, and organic content gives you unlimited swings for free.

TWO WAYS ONTO SOMEONE'S FEED

PAID

You pay with money.
Run ads and you buy your placement on people's feeds. Stop paying and you disappear.

ORGANIC

You pay with skill.
There's no way to buy organic reach. You earn your spot by getting good. And skill is the one thing nobody can take from you.

HOW YOU BUILD SKILL

Skill = Volume × Improvement

Times, not plus. If either one is zero, so is your skill.

THREE CREATORS, ONE YEAR

CREATOR	WHAT THEY DO	AFTER ONE YEAR
CREATOR A	Posts 3 times a week. Same caliber of video every time, no clear improvements.	156 videos. Zero real improvements.
CREATOR B	Posts once a day and tries to make one improvement every day.	365 videos. 365 improvements. Beats A.
CREATOR C	**Posts twice a day and gets better in at least two ways every single video.**	**730 videos. 1,460+ improvements. Beats everyone.**

Creator B gets more than twice as many reps as A, and 365 improvements to A's zero. Creator C gets **twice as many reps as B** and makes **four times as many improvements.**

IF YOU DO NOTHING ELSE

Post a lot, with a clear intention to get better every single rep. That beats talent, luck, gear, timing, and every hack you'll ever hear about.

START YOUR 30-DAY CHALLENGE >

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SKILL AND HIT RATE

Your **hit rate** is the percentage of your videos that become outliers. Skill and hit rate are directly correlated. **The higher your skill, the fewer videos you have to post to get an outlier.** The lower your skill, the more videos it takes.

OUTLIERS PER 50 VIDEOS

LOW SKILL
1 in 50



10 outliers takes 500 videos. Over a year at one a day.

MEDIUM SKILL
1 in 10



10 outliers takes 100 videos. About three months at one a day.

HIGH SKILL
1 in 4



10 outliers takes 40 videos. About six weeks at one a day.

Examples to show the idea. Your real numbers will be your own.

WHY GROWTH SPEEDS UP

VOLUME × IMPROVEMENT → **MORE SKILL** → **HIGHER HIT RATE** → **FOLLOWERS COME FASTER**

As your skill goes up, it gets easier to go viral, and your followers grow faster. Early on, you're paying for skill with volume. Every video you post with a clear intention to improve makes the next outlier cheaper.

10,000 IS THE HARD PART

Getting from 10,000 to 100,000 is easier than getting from 0 to 10,000. By the time you hit 10K, you've already built the skill it takes to reach 100K. From there, it's just a matter of continuing to deploy it.

START YOUR 30-DAY CHALLENGE >

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THE FIVE RULES

Everything in this playbook sits on top of these. Break one and the rest stops working.

1 ONE PLATFORM

Pick TikTok, Instagram Reels, or YouTube Shorts and build there. Pick the one you already scroll the most, because you already know what works on it. You can repost to the others later. You build on one.

If you want my pick: Instagram. It's the easiest of the three to make money on. Brand deals, DMs that turn into clients, and selling your own offers all happen there more naturally than anywhere else.

2 AT LEAST ONE VIDEO A DAY

One a day is the floor, not the ceiling. If you can do two to five, do two to five.

3 NEW VIDEOS ONLY

No reposting the same video to fish for views. Every day is a new idea, a new hook, a new attempt.

It costs you more than one video. Adam Mosseri, the head of Instagram, has said Instagram ranks original content above reposts, and accounts that keep reposting are less likely to get recommended at all. One lazy repost can drag down the reach of everything you post after it.

4 GET BETTER EVERY VIDEO

Everyone says consistency is the key. Iteration is the key. Posting the same bad video 100 times gets you nowhere. Every video, pick at least one thing to do better than the last one. The people who win pick more than one.

5 NO VERDICTS BEFORE VIDEO 100

Your first 30 videos are tuition. You don't get to decide "this isn't working" at video 12. You get to decide at video 100, with real data in front of you.

PROOF IT WORKS

Matt grew from 300 to over 250,000 followers in three months. Joe went from 0 to 11,000 followers in 30 days. Same rules: one platform, a new video every day, better every time.

START YOUR 30-DAY CHALLENGE >

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WIDTH AND DEPTH

Building an audience takes two different jobs. **Width** brings new people into your orbit. **Depth** turns those people into a real relationship. You'll need both eventually. To get to 10,000 followers, **width comes first.**

WIDTH

Cast a wide net.

Get in front of people who have never heard of you. This is what grows your follower count.

Best format: short-form video.

DEPTH

Deepen the relationship.

Help the people already in your orbit get to know who you are, so they trust you.

Best formats: photos, carousels, stories, lives, long-form, replies and DMs.

WHERE EACH FORMAT FITS

FORMAT	MAIN JOB	WHY
SHORT-FORM VIDEO	**WIDTH**	It's what the apps push hardest to people who don't follow you yet.
PHOTOS AND CAROUSELS	**DEPTH**	Your followers get more of you: your thinking, your life, your story.
STORIES AND LIVES	**DEPTH**	Mostly seen by people who already follow you. That's where trust gets built.
REPLIES AND DMS	**DEPTH**	One-on-one conversations turn followers into fans.

WHY DEPTH MATTERS LATER

Depth is what gets people to take action. Width gets them in the door. Depth gets them to join your email list, buy your product, or show up to your event. Without it, you have an audience that watches but never does anything.

FOR YOUR FIRST 10,000

Prioritize width. Your daily video is the non-negotiable. Photos, carousels, and stories are a bonus on top of it, never a replacement for it.

START YOUR 30-DAY CHALLENGE >

KILL THE EXCUSES FIRST

You don't need to feel ready. You need to stop letting these six thoughts decide for you.

EXCUSE
PEOPLE I KNOW WILL JUDGE ME

Some will. Look at who's laughing. It's never the people with lives you want. A millionaire doesn't laugh at someone starting their first business.

Post it anyway. Their reaction isn't a requirement.

EXCUSE
I'M NOT INTERESTING

Your life feels boring to you because you live it every day. You don't get to decide what a stranger finds interesting. The video does.

Make it and let them decide.

EXCUSE
NOBODY WILL WATCH

Good. A small audience is a free lab. You get to experiment while nobody's paying attention and you have no brand to protect.

Treat every video as a test, not a verdict.

EXCUSE
I NEED BETTER GEAR

The phone in your pocket shoots in 4K. Window light, clear audio, a clear point. That's the whole kit.

Use what you have.

EXCUSE
WHO AM I TO TALK ABOUT THIS?

A blue belt can teach a white belt. Someone is stuck on a problem you've already solved. If you haven't solved it yet, document the process.

Teach what you've done, or show what you're doing.

EXCUSE
IT'S TOO LATE. IT'S TOO SATURATED.

Saturated with mediocre, maybe. A crowded lane means the demand is proven. Nobody can out-compete you at getting better faster.

Make a video, then make the next one better.

START YOUR 30-DAY CHALLENGE >

STEP 01 / POSITIONING

PICK YOUR LANE

You don't have to shrink yourself into a tiny niche. Your content finds the people who are interested in it. What you do need is for people to know what they're signing up for. If your last video was about fitness, the one before was a random meme, and the one before that was your dog, **there's no reason to follow.**

WRITE YOUR FOLLOW SENTENCE

> I post videos about _____ for _____ so they can _____.

- "I post videos about **lifting** for **busy dads** so they can **get in shape in 30 minutes a day.**"
- "I post videos about **cooking** for **broke college students** so they can **eat well on $50 a week.**"
- "I post videos about **fitness, business, and discipline** for **guys in their 20s** so they can **build a life they're proud of.**"

RUN THE LANE TEST (IT HAS TO PASS ALL FOUR)

- [ ] I could make 100 videos about this without running out.
- [ ] I've done it, I'm doing it right now, or I'm obsessed with learning it.
- [ ] Other creators in this lane are already getting views. (That's proof people want it.)
- [ ] Someone who watched one of my videos would want ten more.

MY FOLLOW SENTENCE

YOUR LANE IS A PERSON, NOT A TOPIC

Pick who you're talking to and what they want. Then you can talk about anything that person cares about. That's the power of adjacent interests, and it's the next page.

START YOUR 30-DAY CHALLENGE >

STEP 01 / POSITIONING

THE POWER OF ADJACENT INTERESTS

The person who's interested in one thing is almost always interested in the things next to it. The guy who wants to get in shape usually also wants to make more money, be more disciplined, and have better relationships. **You don't have to pick one. You have to pick the person.**



Core pillar in the middle. Every branch is an **adjacent interest** the same viewer already cares about.

WHY IT WORKS

- **You never run out of ideas.** Every connected interest is a new well of material.
- **Your ceiling gets bigger.** A tiny niche caps how many people can ever care.
- **People follow people.** Show more sides of you and they stop following a topic and start following you.

MAP YOURS

INTEREST	TOPIC
CORE	
ADJACENT 1	
ADJACENT 2	
ADJACENT 3	

ADJACENT, NOT RANDOM

Would the person who loved my last video care about this one? Fitness to business: yes. Fitness to a random meme: no.

START YOUR 30-DAY CHALLENGE >

STEP 02 / POSITIONING

TURN PROFILE VISITS INTO FOLLOWS

When a video hits, people tap your name and decide in about three seconds whether to follow. Your profile is the sales page. **Set it up before video 1.**

NAME FIELD (OPTIONAL)

Some creators add their lane, like "Sarah Kim | Meal Prep," to show up in search. It's an option. I just use my name.

PROFILE PHOTO

Your face, close up, well lit. The same face they just saw in the video, so they know they're in the right place.

YOUR BIO IN THREE LINES

- **Line 1:** Who it's for and what they get.
- **Line 2:** Why you. Your proof or your story.
- **Line 3:** What to expect next.

> Helping busy dads get lean in 30 min a day
> Lost 40 lbs with 3 kids and a 50-hour job
> New workout every day ↓

DO THIS BEFORE VIDEO 1

YOUR INTRO POST

This is one of the most important things you'll post. Make one reel or carousel that explains who you are, what you do, your story, and the context you want people to have, then **pin it to the top of your profile.** Anyone who lands there should get you at a glance. That's where the relationship starts, and **that alone will raise your follow rate.**

- **Who you are.** Name, age, where you're at in life.
- **What you post about.** Your core pillar and what's next to it.
- **Your story.** Where you started and why you're doing this.
- **Why follow.** What they get if they stick around.

Later, fill the other two pins with your best performer and your most useful video.

THE FIVE-SECOND TEST

Show your profile to a friend for five seconds, then take the phone back. Ask what you post about and who it's for. If they can't answer, rewrite it.

START YOUR 30-DAY CHALLENGE >

STEP 03 / POSITIONING

BUILD YOUR SETLIST

A band doesn't walk on stage and figure out what to play. You shouldn't open your phone and figure out what to post. Your setlist is **three pillars** you rotate through every week. Your pillars can be your core interest and your adjacent ones.



PILLAR TYPE 1 / TEACH

Show how to do one specific thing. These get saved and shared.

EXAMPLE: 3 MEALS I PREP EVERY SUNDAY FOR UNDER $30



PILLAR TYPE 2 / TAKE

Say what you believe that others in your lane don't. These get comments and debates.

EXAMPLE: STOP COUNTING CALORIES. COUNT THIS INSTEAD.



PILLAR TYPE 3 / PROOF

Show your journey, your results, your behind the scenes. This is what makes people follow **you** and not just the information.

EXAMPLE: I COOKED EVERY MEAL AT HOME FOR A MONTH. HERE'S WHAT CHANGED.

EXAMPLE SETLIST / SELF-IMPROVEMENT CREATOR

PILLAR	TOPIC	EXAMPLE VIDEO
TEACH	Discipline	"The 3 rules I use to never miss a workout."
TAKE	Motivation	"Motivation is the worst reason to start anything."
PROOF	My own journey	"What a year of waking up at 5 a.m. actually did to me."

ROTATE THEM

Teach, take, proof, repeat. Each pillar pulls in people for a different reason: saves, comments, and trust. Together they build an audience that knows exactly what they get from you.

START YOUR 30-DAY CHALLENGE >

STEP 04 / IDEAS

NEVER RUN OUT OF IDEAS

Your best ideas come from your own life, because nobody else can make those videos. You don't need to copy anyone. You need to start paying attention to what's already in front of you.

1 **YOUR EXPERIENCE**

What you've done, what you've learned, what worked, what didn't. Every lesson you've paid for is a video.

2 **YOUR AUDIENCE**

Every question in your comments and DMs is a video. So is every question a friend asks you in real life. If one person asks, a thousand are wondering.

3 **YOUR ADJACENT INTERESTS**

Go back to your map. Every branch is a whole new set of ideas, and the same viewer already cares about them.

4 **WHAT YOU'RE LEARNING RIGHT NOW**

You don't have to be the expert. Document what you're trying, what's working, and what surprised you.

MORE PLACES IDEAS ARE HIDING

Your mistakes. What you got wrong, what it cost you, and what you do now.

A year ago. What would you tell yourself 12 months ago? That person is your viewer.

What you disagree with. Common advice in your space that you think is wrong, and why.

Your week. Something that happened to you this week that taught you something.

BEFORE DAY 1

Have **30 ideas** written down. Every time something happens to you, someone asks you a question, or you change your mind about something, add it. You'll never stare at a blank screen again.

START YOUR 30-DAY CHALLENGE >

STEP 04 / IDEAS

YOUR FIRST SEVEN VIDEOS

Still don't know what to film tomorrow? Here's your first week. Each one hits a different pillar, so by day 8 you'll already have data on what your audience wants.

DAY	THE VIDEO	HOOK TO START FROM
1	**Your story.** Who you are, where you're starting, where you're going. Pin it right away.	"I'm [age], I [situation], and I'm going to [goal]. Here's where I'm starting."
2	**Your biggest mistake** in your lane and what you do now.	"I wasted [time or money] on [mistake]. Don't."
3	**Teach one thing** you know how to do, in under 30 seconds.	"Here's how to [result] in [short time]."
4	**Something you're learning** right now. Document it.	"I'm learning [skill] right now. Here's what surprised me."
5	**Your take.** Something everyone in your lane says that you disagree with.	"Everyone says [common advice]. They're wrong."
6	**An adjacent interest.** Connect your core topic to something next to it.	"What [core topic] taught me about [adjacent topic]."
7	**Answer a real question** from your comments, a friend, or a bigger creator's comments.	"Someone asked me [question]. Here's the honest answer."

THEN, ON DAY 8

- Rank the seven by views and by follows.
- Make your next video in the same style as the winner.
- Then do it again. Week two is the same plan, with more of whatever won.

DON'T OVERTHINK WEEK ONE

None of these need to be good. They need to be posted. You're collecting data, not building a portfolio.

START YOUR 30-DAY CHALLENGE >

STEP 05 / VALUE

THE THREE TYPES OF VALUE

Before you hit record, know what you want the viewer to walk away with. Every video has to check at least one of these three boxes. **If it doesn't, it's not worth posting.**



EDUCATION / HELP THEM DO SOMETHING

Show someone how to do something. Solve a problem or explain something they need to understand.

EXAMPLE: HOW TO BURN MORE CALORIES WITHOUT WORKING OUT.



ENTERTAINMENT / MAKE THEM FEEL GOOD

Make them laugh, smile, or feel happy. Give them something enjoyable to watch.

EXAMPLE: GOING TO EVERY CHINESE BUFFET UNTIL I GET FOOD POISONING.



INSPIRATION / MOVE THEM TO ACT

Share an inspiring story or your transformation. Help them feel ready to take action.

EXAMPLE: A WEIGHT LOSS TRANSFORMATION, AND HOW DISCIPLINE MADE IT HAPPEN.

CHECK AT LEAST ONE BOX

- A video can educate, entertain, and inspire all at once.
- Doing all three is hard, but possible.
- You can check more than one box, but you have to check at least one.
- If a video delivers none of the three, don't post it.

SAME TOPIC, THREE WAYS

VALUE	TOPIC: WAKING UP EARLY
EDUCATION	"How I wake up at 5 a.m. without an alarm."
ENTERTAINMENT	"I tried every viral morning routine for a week."
INSPIRATION	"What one year of 5 a.m. mornings did to my life."

BEFORE EVERY VIDEO

Ask one question: what does the viewer walk away with? If you can't answer it in one sentence, the video isn't ready.

START YOUR 30-DAY CHALLENGE >

STEP 06 / VIEWS

WIN THE FIRST THREE SECONDS

If they swipe in the first three seconds, nothing else you did matters. Every hook has three layers. **Use all three in every video.**

WHAT THEY SEE

Movement or something unexpected in the very first frame. Start mid-action. No walking into frame, no "hey guys."

WHAT THEY HEAR

A first sentence that raises a question they need answered. Specific beats clever.

WHAT THEY READ

Text on screen in frame one that says what the video is. A lot of people scroll on mute.

EIGHT HOOKS YOU CAN FILL IN TONIGHT

1	"Stop **[common habit]** if you want **[result]**."	**5**	"Here's how to **[result]** without **[thing they hate]**."
2	"I **[did surprising thing]** for **[time]**. Here's what happened."	**6**	"I was **[bad situation]** until I figured out **[this]**."
3	"The reason you **[problem]** isn't **[what they think]**."	**7**	"You're **[doing common thing]** wrong."
4	"**[Number]** things I wish I knew before **[milestone]**."	**8**	"This is what **[result]** actually looks like."

HOOK RULES

- **Be specific.** Numbers, names, money, days. "I lost 22 pounds in 90 days" beats "my weight loss journey."
- **Make a claim, don't announce one.** Cut "what I'm about to tell you will change your life." Just say the thing.
- **Attack a belief.** Telling people something new is fine. Telling them what they believe is wrong is better.
- **The first frame is the thumbnail.** If the first frame is boring, the video is boring.

EVERY VIDEO

Write three hooks. Read them out loud. Post the one you'd stop scrolling for.

START YOUR 30-DAY CHALLENGE >

STEP 07 / VIEWS

HOOK, RETAIN, REWARD

The hook raises a question. The middle builds toward the answer. The ending pays it off. People who watch to the end are the reason the app shows your video to more people.

HOOK / RAISE A SPECIFIC QUESTION

The first three seconds make them need the answer. How? What happened? What does the other side look like?

EXAMPLE: "HERE'S HOW I LOST 22 POUNDS WITHOUT A GYM." THE QUESTION: HOW?

RETAIN / BUILD TOWARD THE ANSWER

Context, a story, or an example that keeps moving them toward the payoff. Where you started, what you tried, what didn't work.

EXAMPLE: "I KNOW THIS BECAUSE HERE'S WHERE I WAS IN MARCH."

REWARD / DELIVER THE ANSWER

The lesson, the reveal, the one change that made the difference. Answer exactly what your hook asked.

EXAMPLE: THE ONE CHANGE THAT CAUSED THE 22 POUNDS.

FIVE RETENTION RULES

- **No intro.** Your first sentence is the hook. Your second sentence is already the content.
- **Hold the answer.** The moment they get what they came for, they leave. Give it at the end.
- **Change something every few seconds.** A cut, a zoom, a new line of text, a new point.
- **Keep it short.** Start between 20 and 45 seconds. Earn the right to go longer.
- **End on the punch.** No "so yeah, that's it." Last line lands, video ends.

A FULL EXAMPLE (ABOUT 30 SECONDS)

HOOK	"I lost 22 pounds this year and I never once set foot in a gym." On screen: 22 LBS. ZERO GYM.
RETAIN	"In January I was 214 pounds, eating drive-thru twice a day. I tried running. Quit. Tried a meal plan. Quit. Everything I tried needed me to become a different person overnight."
REWARD	"What worked was one rule: I don't eat anything I didn't make. Cooking takes long enough that the snacking stopped on its own. 22 pounds."
FOLLOW	"If that helped, follow. I post one of these every day."

START YOUR 30-DAY CHALLENGE >

STEP 08 / PRODUCTION

THE 60-MINUTE DAILY WORKFLOW

You're doing this 100 times. If one video takes four hours, you'll quit by video 15. Here's how to make one in an hour.

10 MIN

PLAN

Pull an idea from your bank. Write three hooks and pick one. Write the 3 to 5 points you'll hit, or the full script. Never do your thinking on camera.

15 MIN

FILM

Face a window so the light is in front of you. Phone at eye level, lens wiped, quiet room. Look at the lens, not yourself. Record one line at a time if you need to.

25 MIN

EDIT

Cut every pause, breath, and "um." Captions on every word, spelled right. Zoom in on your key lines. Make sure the first frame is the most interesting frame.

5 MIN

WATCH IT ONCE AS A STRANGER

Watch it like it just showed up in your feed. The second you get bored or want to swipe, cut that part.

5 MIN

POST

Write a caption that adds context and uses the words someone would search for. Post. Then stay for the first hour (Step 09).

TALKING TO A CAMERA

- It'll feel awkward. You'll think you sound stupid. Everyone does at first. Post it anyway. It stops feeling weird around video 20.
- Talk like you're on FaceTime with one friend. Use the words you'd actually say. Skip the presenter voice.

BUY YOURSELF TIME

Film three videos on Sunday and you've already covered Monday and Tuesday. Batching is how people with jobs post every day.

START YOUR 30-DAY CHALLENGE >

STEP 09 / FOLLOW RATE

GIVE THEM A REASON TO FOLLOW

A view is a stranger. A follower is someone who wants the next one. Most creators get views and wonder why nobody follows. **It's because they never gave anyone a reason.**

FOUR FOLLOW TRIGGERS

PIN YOUR INTRO POST

When someone taps your profile, the first thing they see should tell them who you are and why to stick around.

MAKE EVERY VIDEO WORTH IT

If this video gave them real value, they assume the next one will too. One weak video makes them doubt the follow.

STAY IN THEIR WORLD

Adjacent topics are great. Random ones aren't. A video your person wouldn't care about tells them the next one might not be for them either.

SHOW YOUR PERSONALITY

People follow people. The tips get the view. You get the follow.

ASK THE RIGHT WAY

"Follow for more" is wallpaper. Nobody hears it anymore. Give a specific reason: **"I post one of these every single day." "Follow if you're trying to [result] this year."**

THE FIRST HOUR AFTER YOU POST

- **Reply to every comment.** Conversations bring people back to the video and make commenters feel seen.
- **Turn good comments into videos.** Reply to a comment with a video. It's a free idea, and the commenter will probably share it.
- **Spend 15 minutes commenting in your lane.** Leave real comments on other creators' videos, not "great video." People click on good commenters.

ONCE YOU'RE PAST 1,000

Find 5 creators your size in your lane and make something together: a collab post, a duet, a stitch, a back and forth. Their audience already likes your topic. It's the cheapest growth there is.

START YOUR 30-DAY CHALLENGE >

STEP 10 / ITERATION

READ YOUR NUMBERS

Every video is an experiment. The analytics are the results. Check each video **48 hours after posting** and write down five numbers: views, how many were still watching at 3 seconds, average percent watched, shares, and follows from that video. **Where to find them:** open the video and tap Analytics on TikTok, or View insights on Instagram.

> Follows ÷ Views × 1,000 = **your follow rate** (follows per 1,000 views)

DIAGNOSE ANY VIDEO IN TEN SECONDS

WHAT YOU SEE	THE PROBLEM	THE FIX
Most people swipe in the first 3 seconds	**HOOK**	Rewrite the first sentence. Make the first frame move. Add on-screen text. (Step 06)
They stay past the hook, then drop off	**RETENTION**	Cut the intro, hold the payoff until the end, make it shorter. (Step 07)
Good watch time, still low views	**IDEA**	The topic is too small or not worth sharing. Pick something more people care about, or try an adjacent interest. (Step 04)
Lots of views, almost no follows	**FOLLOW RATE**	Make it obvious who you're for and pin your intro post. (Steps 01, 02, 09)
One outlier, then nothing	**FOLLOW-UP**	You didn't double down. Make three more like it this week. (Step 11)
Everything is flat, nothing moves	**VOLUME**	You're not at 30 videos yet, or you skipped days. Post every day.

ROUGH TARGETS

Aim for most viewers still watching after 3 seconds and **at least 3 to 5 follows per 1,000 views.** Below that, your positioning or your profile is the problem, not the algorithm. Compare each video to your own average, never to someone else's account.

START YOUR 30-DAY CHALLENGE >

STEP 11 / ITERATION

DOUBLE DOWN ON WHAT WORKS

Most creators get an outlier, celebrate, and go right back to posting whatever. That's the most expensive mistake in this whole playbook. **A winner is the audience telling you exactly what to make next.**

THE OUTLIER RULE

Every outlier earns three follow-ups within seven days:

1 **FOLLOW-UP**

Make a video that answers the most common question in the comments.

2 **SAME FORMAT, NEW TOPIC**

Keep the structure, the hook style, and the length. Swap the subject.

3 **SAME TOPIC, NEW HOOK**

Say the same thing from a different angle. Winners can win more than once.

THE FIVE-STRIKE RULE

If a pillar or format flops five times in a row, even after you fixed the hook, retire it and replace it with something new.

WEEKLY REVIEW / EVERY SUNDAY, 20 MINUTES

MY TOP TWO VIDEOS THIS WEEK HAD IN COMMON...

MY BOTTOM TWO VIDEOS THIS WEEK HAD IN COMMON...

THE ONE THING I'M CHANGING THIS WEEK IS...

START YOUR 30-DAY CHALLENGE >

THE PLAN

ZERO TO 10,000 IN THREE PHASES

Each phase has one job and one checkpoint. If you hit the checkpoint, move on. If you don't, the fix is written right there.

PHASE 1 / 0 TO 1,000

VIDEOS 1 TO 30

The job: reps. Get comfortable on camera, lock in who you're talking to, and post every single day. Don't stare at your follower count. Ask one question: is this video better than the last one?

Checkpoint at video 30: one to three videos clearly beat the rest. **If not:** your hooks are the problem. Redo Step 06 and pick topics more people care about.

PHASE 2 / 1,000 TO 5,000

VIDEOS 31 TO 70

The job: find your format. Apply the outlier rule every time. Retire what's not working. Start commenting and collabing with creators your size.

Checkpoint at video 70: you know which pillar and which format gets you the most follows, and you're making more of it. **If views are fine but follows are stuck:** Step 01, Step 02, Step 09.

PHASE 3 / 5,000 TO 10,000

VIDEOS 71 TO 100+

The job: scale what works. 80% of your videos are formats you've already proven. 20% are experiments. Pin your best three. Collab every week.

Checkpoint at video 100: 10,000 followers, or a clear, written diagnosis of exactly which number is holding you back and what you're doing about it.

THE HONEST PART

Some people hit 10,000 at video 20. Some hit it at video 150. The phases are a guide, not a deadline. Follow the rules, fix what the numbers tell you to fix, and the only way to lose is to stop.

START YOUR 30-DAY CHALLENGE >

USE EVERY DAY

BEFORE YOU POST

Eleven boxes. Check all of them, then hit post.

- [ ] THE PERSON I MAKE CONTENT FOR WOULD CARE ABOUT THIS.
- [ ] IT EDUCATES, ENTERTAINS, OR INSPIRES. AT LEAST ONE.
- [ ] THE FIRST FRAME HAS MOVEMENT OR SOMETHING WORTH STOPPING FOR.
- [ ] THE FIRST SENTENCE RAISES A QUESTION THEY NEED ANSWERED.
- [ ] ON-SCREEN TEXT IN FRAME ONE SAYS WHAT THE VIDEO IS.
- [ ] THERE'S NO INTRO. THE CONTENT STARTS BY SECOND 3.
- [ ] THE PAYOFF IS AT THE END, NOT THE BEGINNING.
- [ ] SOMETHING CHANGES EVERY FEW SECONDS.
- [ ] CAPTIONS ARE ON AND SPELLED RIGHT.
- [ ] I WATCHED IT AS A STRANGER AND CUT EVERY BORING PART.
- [ ] THERE'S A REASON TO FOLLOW: IT'S CLEAR WHO THIS ACCOUNT IS FOR.

THE ONE THING I'M DOING BETTER IN THIS VIDEO

THEN

Post it, stay for the first hour, and check the numbers in 48 hours. Tomorrow you do it again.

START YOUR 30-DAY CHALLENGE >

USE EVERY DAY

YOUR FIRST 30 DAYS

Fill in a row every day. Print it, screenshot it, or copy it into your notes. Seeing the streak is half the reason you keep it.

DAY	VIEWS	FOLLOWS	1 CHANGE
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			

DAY	VIEWS	FOLLOWS	1 CHANGE
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			
27			
28			
29			
30			

START YOUR 30-DAY CHALLENGE >

CREATOR
LAUNCHPAD

JOIN THE FALL CHALLENGE BEFORE IT ENDS

DON'T DO THE FIRST 30 DAYS ALONE.

Phase 1 is where everyone quits.
The Fall Challenge is Phase 1 with coaches and a community.
Join before it ends, or start the hardest part of this playbook alone.

THE CHALLENGE

30 days. One channel. One new video every day. $99 to join.

WHAT'S INCLUDED

- ✓ **Community of creators posting every day with you**
- ✓ **Weekly coaching calls and content feedback calls**
- ✓ **Coaches who have built 4.5M+ followers and 1.5B+ views**
- ✓ **Courses, templates, trackers, and more**

START YOUR 30-DAY CHALLENGE TODAY >