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Andrew Tate, Iman Gadzhi, and Alex Hormozi, took over social media.

Here's how they did it, and how you can to.■

Short-form content is the MOST powerful tool to get organic impressions in 2022.

It's also the primary mechanism for this strategy.

Here's how to use it to blow up your personal brand.■

We begin with understanding the types of short-form content.

The 2 primary winning types are:

1. The solo "Talking head" style (Think classic Hormozi)
2. IRL podcast clips (Pretty self-explanatory)

Do both with the following in mind.

When you're touring podcasts, share more opinions than facts.

Short-form channels LOVE controversy.

It makes noise.

Do NOT shelter your opinions and beliefs.

Let them be heard, if people get mad, that's great, more traffic for you.

When creating talking head content, create more problem-aware content than educational content.

You shouldn't be giving a solution to people who don't even realize they have the root problem tied to it yet.

Keep it high level, remember you're creating top-of-funnel content.

Now you know how to deliver winning content on the front end.

We need to break down the systems you need to set up on the backend for this all to function.

TikTok, Reels, and Shorts are a numbers game.

But fuck quantity over quality.

We want to pump out quantity OF quality.

So how do we create it on a MASS scale as busy entrepreneurs?

Ideally, you're ONLY speaking on camera, and everything else is taken care of for you.

- Content ideas
- Scripting
- Editing
- Posting

This way your able to focus solely on scaling your business.

To do this you can either.■

1. Take the Tate route

Build an affiliate program into your offer.

Get your audience to create and distribute content for you.

Both parties are incentivized.

(this only works with select offers but can scale astronomically)

2. Take the Hormozi route

Hire a content team to do everything for you.

You'll literally just be speaking on camera which is the fun part.

Film a podcast and some talking head vids each week, it'll probably take sub 2 hours total.

And you'll have a fuck ton of content.

Once everything is set up you'll have a content machine.

Your prospects won't be able to escape you.

They'll see you on TikTok, then jump over to IG and get slapped in the face with your videos again.

They thought they could get away from you so they open up YouTube.

And there you are again sitting on their shorts feed.

Complete domination.

After consuming enough of your content they'll finally ask themselves,

"Alright who tf is this guy, and what does he do?"

They'll cave and opt into your funnel, and you get paid■

Thanks for reading.

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