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THE 21 STORY STACK CONTENT ASSET FOR THE FUNNELS METHODOLOGY

Discover & Copy The Most Effective "Viral Posts"
Used In The Past Decade To Boost Engagement
On Social Media With Every Post, Even
If You Have No Experience At All!



A woman with long brown hair is smiling and looking towards a man with glasses who is looking down at a laptop screen. They are in a meeting room with other people in the background. The image is overlaid with several concentric circles in a light brown color.

CONTENT MARKETING ON STEROID

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VIP ACCELERATOR MEMBERS EXCLUSIVE

INSIDE OF THE FUNNELS VIP ACCELERATOR – I SHARED THE EXAMPLES INSIDE THE MEMBERS AREA WITH TEMPLATES, I WANTED TO PRESENT THIS ALL IN ONE DOCUMENT WITH.

I IDENTIFIED 21 “CONTENT TYPES” THAT REALLY CONVERT AND ALTHOUGH THERE’S 1001 WAYS, THESE I HAVE FOUND TO BE MOST EFFECTIVE AFTER DOING THIS FOR A DECADE+.

SHAQIR HUSSYIN



EMOTIONAL PERSONAL STORY POSTS

- **PERSONAL STORY:** STORIES CONNECT, STORIES SELL WITHOUT SELLING. SHARING A STORY OF SOMETHING YOU HAVE GONE THROUGH THAT CREATES TRANSPARENCY BETWEEN YOU AND YOUR AUDIENCE; ([HERE'S AN EXAMPLE OF THIS](#)).

HOW TO DEVELOP: THE IMPORTANCE OF YOUR PERSONAL STORY AND VERSIONS OF YOUR PERSONAL STORY IS EXTREMELY IMPORTANT, YOUR PERSONAL STORY, NORMALLY IS ONE OF THE LARGEST PARTS THAT NO ONE ELSE CAN COMPETE WITH, IT'S THE ULTIMATE UNFAIR ADVANTAGE.

PERSONAL STORIES OF YOUR EXPERIENCES IS WHAT SOMEONE ELSE IS ABLE TO ACTUALLY CONNECT WITH, REGARDLESS OF THE STRATEGY OR TACTICAL CONTENT (AKA USEFUL CONTENT) YOU PRODUCE, IT'S THE PERSONAL STORY... THE UPS AND DOWNS, THAT ARE SOME OF THE MOST IMPORTANT BECAUSE IT CREATES RELATABLE.

INSIDE OF OUR HUMAN EXPERIENCE, WE ALL HAVE UPS AND DOWNS AND THESE PERSONAL STORIES OF THAT, EVEN IF IT DOESN'T MAKE YOU LOOK GOOD, IS IMPORTANT, BECAUSE AUTHENTICITY IS BETTER THAN BEING PERFECT-- ALWAYS.

PERSONAL PHILOSOPHY & BELIEF POSTS

- **PERSONAL PHILOSOPHY / BELIEFS:** A BELIEF YOU HOLD THAT SHOWS YOUR AUDIENCE WHAT AND WHY YOU BELIEVE IN SOMETHING, AND PROVIDES CONTEXT ABOUT WHAT YOU DO ([HERE'S AN EXAMPLE OF THIS](#)).

HOW TO DEVELOP: INSIDE OF ALL INTIMACY, COMES CONNECTION AND COMMUNITY. THIS CAN ONLY BE DEVELOPED THROUGH SHARING HOW YOU BELIEVE THE WORLD LOOKS.

FOR EXAMPLE, KEVIN KELLY, A FUTURIST BELIEVES THAT A.I. AND ROBOTICS WILL CHANGE THE WORLD TO BE A BETTER PLACE AND IS OPTIMISTIC, ALL OF WHAT HE TALKS ABOUT IS BASED ON THIS AND IT'S HIS PERSONAL BELIEF, HE RALLIES, GENERALLY, OPTIMISTIC PEOPLE AROUND HIM.

ON THE OPPOSITE SIDE, ELON MUSK, WHILE DEVELOPING A.I. AND THE FUTURE, BELIEVES THAT IT WILL BE THE DESTRUCTION OF MAN-KIND AND PAINTS A BLEAK FUTURE.

THIS ABILITY TO SHARE YOUR PERSONAL BELIEFS ABOUT THE WORLD WILL ALLOW YOU TO ENGAGE, OR POLARIZE VARIOUS AUDIENCES. WITHOUT IT, YOU ARE JUST INFORMATION, OR ANOTHER PERSON TRYING TO GET SOMEONE'S BUSINESS.

MOST ARE AFRAID OF DOING THIS BECAUSE WE ARE AFRAID OF JUDGEMENT, BEING WRONG OR HAVING OTHERS NOT LIKE US. HOWEVER, WHEN YOU DO SHARE THIS, YOU ARE ABLE TO HAVE THE ULTIMATE NICHE, A GROUP OF PEOPLE THAT FEEL LIKE YOU'RE PART OF THE SAME TRIBE.

FOR EXAMPLE, GARY V SWEARS A LOT IN HIS CONTENT, THIS IS PART OF HIS PERSONALITY, BECAUSE OF THIS, A LARGE +PERCENTAGE OF PEOPLE WHO FIND SWEARING OFFENSIVE ARE POLARIZED AGAINST HIM, HOWEVER, IT BUILDS A STRONGER COMMUNITY OF PEOPLE LIKE HIM, WHICH CREATES A STRONGER AUDIENCE.

DREAM AVATAR LIFESTYLE POSTS

- **LIFESTYLE:** A POST THAT SHOWS YOUR AUDIENCE HOW YOU LIVE, AND HOW YOU PRACTICE WHAT YOU PREACH ([HERE'S AND EXAMPLE OF THIS](#)).

HOW TO DEVELOP: I'M NOT TALKING ABOUT TAKING PHOTOS OF YOUR RENTED LAMBO ;). '

RATHER, YOUR LIFESTYLE, OR AT LEAST ASPECTS OF IT ARE AN INDICATOR IF SOMEONE WANTS TO BUY FROM YOU OR LOOK UP TO YOU.

THIS MEANS, SHOWCASING THE WAY YOU LIVE. IT MEANS SHOWING PICTURES OF YOUR VACATION, OF YOUR HOME. IT MEANS SHOWING THE "WAY" YOU LIVE.

WHY DOES THIS MATTER?

PART OF HOW SOMEONE PURCHASES SOMETHING IS BY LOOKING INTO THEIR FUTURE-SELF. AND IF SOMEONE UNDERSTANDS THROUGH YOUR STORY-TELLING OF YOUR LIFE, PICTURES OR VIDEO, THEY ARE ABLE TO BETTER UNDERSTAND THE RESULT OF FOLLOWING YOUR WORK, OR BUYING FROM YOU.

THIS ISN'T ABOUT BRAGGING. THIS ISN'T ABOUT EVEN TALKING ABOUT WHAT YOU HAVE. BUT RATHER, THIS IS ABOUT SHOWING INSIDE OF YOUR CONTENT YOUR DEFINITION OF NORMAL WHEN IT COMES TO YOUR LIFESTYLE.

AUTHORITY & VALUE POSITIONING POSTS

- **AUTHORITY / VALUE:** THIS IS WHERE YOU OFFER HIGH VALUE THAT PLACES YOU IN A POSITION OF AUTHORITY, SO YOU CAN SHARE YOUR EXPERTISE AND SKILL-SET ([HERE'S AN EXAMPLE OF THIS](#)).

HOW TO DEVELOP: WHENEVER I DEVELOP CONTENT THAT IS SET TO SHOW THAT I'M AN AUTHORITY, THE FIRST THING I THINK ABOUT IS, WHO IS THIS FOR?

FROM THERE, I THINK ABOUT WHAT WOULD ALLOW THAT PERSON TO HAVE AN "AHA" MOMENT AND THEN I START CREATING FROM A PLACE OF ABUNDANCE.

THIS COULD BE A LISTACLE TYPE OF CONTENT, A BEHIND THE SCENES, OR REALLY ANY PIECE OF CONTENT WHERE YOU ARE SHOWING STRATEGY, TECHNIQUE OR TACTIC THAT ALLOWS THE PERSON TO HAVE A LEVEL OF UNDERSTANDING ABOUT SOMETHING THEY DON'T UNDERSTAND.

THE IDEA HERE ISN'T TO ATTEMPT TO LOOK LIKE THE AUTHORITY, BUT RATHER SIMPLY SHARE YOUR KNOWLEDGE AND EXPERTISE OPENLY AND FREELY WITHOUT ATTEMPTING TO PITCH THEM OR TRYING TO LOOK "BETTER" THAN YOU ARE.

WITH EVERYTHING, SERVE AND YOU WILL FIND PEOPLE WHO WANT TO WORK WITH YOU, QUICKLY.

CLIENT RESULTS & TRAINING POSTS

- **RESULTS / TRAINING:** WHERE YOU BREAK DOWN HOW A PROCESS WORKS, AND PROVIDE PRACTICAL TRAINING OR HELP ([HERE'S AN EXAMPLE OF THIS](#)).

HOW TO DEVELOP: IN THIS TYPE OF CONTENT, YOUR JOB IS TO QUITE LITERALLY SHOW HOW A PROCESS WORKS OR HOW IT WORKED FOR SOMEONE ELSE.

THIS IS BY FAR ONE OF THE MOST EFFECTIVE WAYS TO TURN THOSE WHO ARE FOLLOWING YOU INTO A CUSTOMER BECAUSE IT ALLOWS THEM TO SEE THEMSELVES IN THE PROCESS AND HOW IT COULD ACTUALLY HELP THEM.

WHEN THIS TYPE OF CONTENT IS DONE RIGHT, IT ALLOWS WITHOUT PRESSURE TO CREATE A MENTAL IMAGE FOR THE PERSON CONSUMING THE CONTENT OF HOW SOMETHING ACTUALLY WORKS-- WHILE IT DOESN'T HAVE TO BE A PROCESS, IT CAN SIMPLY BE THE DETAILS OF HOW SOMETHING WORKED, FROM YOUR PERSPECTIVE, FOR YOU OR YOU CLIENT/CUSTOMER.

WHENEVER YOU'RE DEVELOPING THIS CONTENT, SIMPLY ENSURE THAT IT'S AS CONCISE AS POSSIBLE.

THE BEST TRAINING, IS SHORTER THAN THE ATTENTION SPAN OF THE USER.

PROCESSES & METHODOLOGY POSTS

- **PROCESS / METHOD:** SIMILAR TO TRAINING, THIS HIGHLIGHTS AN ACTUAL PROCESS YOUR AUDIENCE CAN USE TO MOVE FROM PROBLEM TO SOLUTION ([HERE'S AN EXAMPLE OF THIS](#)).

HOW TO DEVELOP: ASSUMING YOU HAVE YOUR METHOD OR PROCESS DEVELOPED, THIS IS SHARING YOUR METHOD OR PROCESS.

ONE OF THE CORE ISSUES WITH DEVELOPING THIS CONTENT IS THAT ONCE YOU DEVELOP AND PUBLISH IT, IT CAN FEEL LIKE IT'S THE SAME THING FOR YOU TO PUBLISH AND CAN EVEN FEEL ANNOYING TO TALK ABOUT.

DON'T STOP! EVEN THOUGH IT'S REPETITIVE FOR YOU, FOR YOUR AUDIENCE, THEY NEED TO SEE SOMETHING, OVER AND OVER AGAIN IN ORDER TO UNDERSTAND AND RESONATE.

THE BEST WAY TO KEEP IT FRESH AND ENSURE THAT THE CONTENT ALWAYS WORKS?

USE DIFFERENT ANGLES OR USE VARIOUS OF THE CONTENT TYPES ALLOWS FOR YOU TO TALK ABOUT THE METHOD, OR PARTS OF THE METHOD, ENSURING THAT PEOPLE SEE A MORE MICRO-APPROACH OF YOUR METHOD OR PROCESS AND ENGAGING THEIR THINKING PROCESS OF HOW TO USE IT THEMSELVES.

AVATAR PAINS & PROBLEMS POSTS

- **PAIN / PROBLEM:** YOU HIGHLIGHT YOUR AUDIENCE'S PROBLEM OR PAIN, AND LINK IT TO HOW YOU CAN HELP THEM ([HERE'S AN EXAMPLE OF THIS](#)).

HOW TO DEVELOP: ASSUMING THAT YOU KNOW YOUR AUDIENCE AND AVATAR WELL, CONTENT LIKE THIS REALLY DIGS INTO THE CORE PROBLEM AND PAIN OF YOUR POTENTIAL CUSTOMER.

NOW, WHAT'S THE PURPOSE OF THIS TYPE OF CONTENT? IT'S EXTREMELY SIMPLE: YOU WANT THE PERSON THAT IS READING, WATCHING OR LISTENING TO HAVE THE "WOW" MOMENT.

THAT MOMENT IS WHEN A PERSON FEELS SEEN AND HEARD, WHICH IS ONE OF THE MOST IMPORTANT THINGS YOU CAN EVER CREATE FOR A PERSON WHO ISN'T A CUSTOMER.

WE SEEK THE DESIRE TO BE SEEN AND HEARD, NEARLY EVERYDAY AND WHEN SOMEONE FEELS LIKE YOU KNOW THEM BETTER THAN THEMSELVES, YOU TAKE A PROCESS FROM TRYING TO UNDERSTAND THEIR PAIN TO TRYING TO UNDERSTAND THE PROCESS AND EVENTUALLY THE SOLUTION TO THAT PAIN OR PROBLEM.

PROMOTIONS & CELEBRITY POSTS

- **PR:** WHERE YOU PROMOTE A PIECE OF CONTENT THAT'S APPEARED ON AN AUTHORITY SITE, OR POSSIBLY AN INTERVIEW ON TV / RADIO / PODCAST ([HERE'S AN EXAMPLE OF THIS](#)).
- **CELEBRITY:** WHERE YOU ASSOCIATE YOURSELF WITH A CELEBRITY / AUTHORITY FIGURE, IDEALLY SHOWCASING HOW YOUR METHOD HAS HELPED THEM -- OR IS RELEVANT ([HERE'S AN EXAMPLE OF THIS](#)).

HOW TO DEVELOP: THESE ARE ACTUALLY REALLY SIMPLE, ONCE YOU HAVE THE CONTENT, IT'S REALLY JUST UNDERSTANDING HOW TO LAUNCH THE CONTENT.

THERE'S REALLY A FEW WAYS TO DO THIS:

- "WOW, THIS HAPPENED" - ALLOWS YOU TO "HUMBLY BRAG" ABOUT THE EXPERIENCE.
- "SO EXCITED TO SHARE THIS" - A MORE HUMBLE WAY TO SHARE THE CONTENT
- "IN MY LATEST" - SHOWS THAT YOU DO THIS NORMALLY AND IT'S NOT A BIG DEAL-- IT'S THE NORMAL.

OF COURSE, IT REALLY DEPENDS ON THE SITUATION, YOUR BUSINESS AND WHO YOU ARE WORKING WITH OR THE TYPE OF PR YOU ARE GETTING, IN MY CONTENT I USE A COMBINATION, THERE'S NO "WRONG" WAY HERE.

TESTIMONIALS & CASE-STUDY POSTS

- **TESTIMONIALS / CASE STUDY:** YOU HIGHLIGHT HOW YOU HELPED ONE OF YOUR CLIENTS, HAVING THEM RECORD A VIDEO TALKING ABOUT THE IMPACT YOU HAD ON THEM ([HERE'S AN EXAMPLE OF THIS](#)).

HOW TO DEVELOP: ONE OF MY FAVOURITE WAYS TO SHARE CONTENT IS TO USE YOUR CLIENTS AND CUSTOMERS AS HEROES INSTEAD OF USING YOURSELF.

THIS ALLOWS YOU TO BECOME THE HERO BECAUSE YOU HELPED THEM.

IT DOESN'T MATTER IF IT'S A VIDEO, A PICTURE SHARING THE STORY OF WORKING TOGETHER OR AN ENTIRE CASE STUDY VIDEO, THIS IS POWERFUL CONTENT.

HOWEVER, WHEN DEVELOPING THIS CONTENT, YOU REALLY WANT TO MAKE THE CUSTOMER THE HERO, A LOT OF CONTENT THAT IS DEVELOPED FOR TESTIMONIALS AND CASE STUDIES IS ABOUT HOW YOU HELPED.

MOST PEOPLE DON'T NEED THIS IN ORDER TO CORRELATE HOW YOU HELPED THEM, SO INSTEAD OF SAYING HOW YOU HELPED THEM, TALK ABOUT WHAT THEY DID AND ALLOW THE LEAD/AUDIENCE TO CREATE THEIR OWN STORY OF HOW YOU HELPED THEM- THAT STORY IS ALWAYS MORE POWERFUL.

CLIENT THOUGHTS & QUESTIONS POSTS

- **QUESTION:** THIS IS WHERE YOU ASK YOUR AUDIENCE SOMETHING, IN A BID TO CREATE ENGAGEMENT AND START CONVERSATIONS WITH THEM ([HERE'S AN EXAMPLE OF THIS](#)).

HOW TO DEVELOP: THIS TYPE OF CONTENT IS BEST USED TO ATTEMPT TO GET EXCITEMENT OR TO SEE IF SOMETHING IS INTERESTING TO YOUR AUDIENCE.

THE EASIEST WAY TO DEVELOP THIS CONTENT?

MAKE IT BRIEF, MAKE IT SEXY, EXCLUDE DETAILS AND TEST. IF SOMETHING DOESN'T WORK, DELETE IT AND REFORMAT IT.

JUST REMEMBER, HYPE IS THE MOST IMPORTANT PART HERE.

WE (HUMANS) LIKE HYPE :).

INVITATION & ASK POSTS

- **INVITE / ASK:** THIS IS WHERE YOU INVITE YOUR AUDIENCE TO TAKE ACTION, CREATING A MICRO-COMMITMENT SO YOU CAN SEND THEM MORE VALUE LATER ([HERE'S AN EXAMPLE OF THIS](#)).

HOW TO DEVELOP: THE MOST IMPORTANT THING IN DEVELOPING CONTENT AROUND INVITING OTHERS IS TO ENSURE THAT THEY KNOW WHY THEY SHOULD COME, WHO IT IS FOR AND WHAT IT IS GOING TO HELP THEM WITH.

THIS DOESN'T HAVE TO BE A LONG PIECE OF CONTENT, HOWEVER, IT HAS TO BE ABSOLUTE.

RELEVANCY IS EXTREMELY IMPORTANT HERE BECAUSE ANYTIME YOU'RE ASKING SOMEONE FOR A HIGHER COMMITMENT SUCH AS TRAINING, WEBINAR OR SALES PAGE, WE WANT TO BRING THE HIGHEST QUALIFIED PEOPLE.

SOLUTION & APPLICATION POSTS

- **SOLUTION / APPLICATION:** SIMILAR TO AN INVITE / ASK, BIT THIS TIME YOU FOCUS MORE ON THE SOLUTION YOU OFFER AND HIGHLIGHT HOW THEY CAN APPLY IT AND/OR TAKE ACTION ([HERE'S AN EXAMPLE OF THIS](#)).

HOW TO DEVELOP: THIS IS REALLY WHERE YOUR "MAKING MOVES" AND TAKING SOMEONE AND ATTEMPTING TO WELCOME THEM INTO BECOMING A CUSTOMER OF YOURS.

IT'S IMPORTANT, LIKE INVITE/ASK THAT YOU ARE SPECIFIC, BUT IN THIS CASE, SHARING WITH THEM THE CHANGE THEY ARE DESIRING INSIDE OF THEIR LIFE/BUSINESS/RELATIONSHIP.

THIS CONTENT TYPICALLY HAS LOW ENGAGEMENT, HOWEVER, THAT IS OKAY BECAUSE WHAT YOU'RE LOOKING FOR IN THIS CONTENT MORE THAN ANYTHING IS...

CUSTOMERS.

MORE POSTS EXAMPLES:

- **FREE PLAYBOOK - COMMENT "BELOW" / INSIDE MY FB GROUP:** ([HERE'S AN EXAMPLE OF THIS](#)).
- **CORE WELCOME FB GROUP THREAD:** ([HERE'S AN EXAMPLE OF THIS](#)).
- **WHO WANTS AN INTERVIEW?:** ([HERE'S AN EXAMPLE OF THIS](#)).
- **REFLECT ON YOUR PAST MONTH:** ([HERE'S AN EXAMPLE OF THIS](#)).
- **5 LESSONS (+ REFLECTIONS) FROM MAKING \$400K-\$1M A MONTH FOR 5+ YEARS:** ([HERE'S AN EXAMPLE OF THIS](#)).
- **SOLUTION & ASK:** ([HERE'S AN EXAMPLE OF THIS](#)).
- **ADVICE AND PERSONAL STORY:** ([HERE'S AN EXAMPLE OF THIS](#)).
- **SELF WORTH VS NET WORTH:** ([HERE'S AN EXAMPLE OF THIS](#)).
- **WISDON BECOMES LIFE LESSON:** ([HERE'S AN EXAMPLE OF THIS](#)).

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WANT TO BECOME THE NEXT NEXT INDUSTRY EXPERT?

IF YOU WANT MORE IN DEPTH
TRAINING, BECOME A FAST MOVER
AND START GETTING QUALIFIED
LEADS AND HIGH TICKETS SALES?

BOOK A CALL TO TALK TO ONE
OF OUR EXPERT ADVISORS!

BOOK YOUR CALL NOW!

