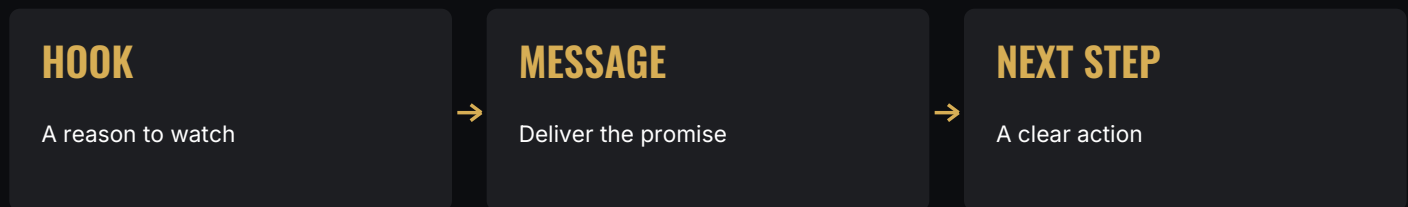


THE CONTENT MULTIPLICATION PLAYBOOK

The "unlimited money glitch"?

The useful part is repeatable content production. Income is never guaranteed. You still need an offer people want, a working way to buy and evidence that your advertising pays for itself.

One filming session can give you several useful ads. Record the opening, explanation and next step as separate clips. Assemble the combinations that make sense, then learn from the results.



5 hooks x 2 messages x 2 next steps = 20 possible combinations. That is nine recorded speaking clips before extra product footage. Several edits can share one concept; performance is established through testing. Every combination still needs an editing and meaning check. This is our beginner exercise.

Hormozi's larger example uses 50 hooks x 3-5 main messages x 1-3 calls to action: 150-750 possible combinations. You do not need to make or publish all of them.

Start with one offer and one customer situation. Write the pieces. Film them separately. Assemble a small selection. Measure the action you wanted people to take.

This guide adapts an established advertising approach. The examples and worksheet are original; Alex Hormozi and Acquisition.com do not sponsor or endorse it.

Write openings for the right people

An opening can be a sentence, a visual or both. Let someone recognize the topic quickly, then deliver what the opening promises. A pizza close-up with a useful question can be an opening; a long logo introduction usually delays the point.

Start with what the viewer knows

These five awareness levels come from Eugene Schwartz's Breakthrough Advertising. Use them as a planning model, not a required path every customer follows.

Awareness	What they know and what to say
Unaware	Has not recognized the need. Make the situation noticeable.
Problem aware	Knows the problem, but not the available fixes. Introduce a solution.
Solution aware	Knows the type of solution. Explain why your option fits.
Product aware	Knows your offer. Answer a doubt or show useful proof.
Most aware	Knows and wants the offer. Clarify the deal and next step.

Find ideas in five places

Review your previous ads, your organic posts, other advertisers' ads, other creators' relevant posts and platform ad libraries such as [Meta Ad Library](#) or [TikTok Creative Center](#). Write down the audience, opening idea, promised payoff and available evidence. Rewrite the idea around your own offer and use footage you have permission to use.

A competitor's long-running ad is a research lead. Its age alone does not tell you its sales, costs or profit. A high view count also does not prove that viewers bought anything.

Try five starting sentences: "Here is how we make [product]." "Choosing [product]? Check this first." "A customer asked us [real question]." "Here is what [real price] includes." "Watch what happens when we [real demonstration]." Replace every bracket with a fact you can support.

Give the middle a job, then make the next step clear

The main message should fulfill the opening. Choose a format that fits what you can show truthfully. These are options, not five formats you must use in every campaign.

Format	A useful small-business version
Demonstration	Show the product being made, used or compared fairly.
Testimonial	A real customer explains their actual experience, with permission.
Education	Answer one buying question or show a useful process.
Story	Explain a real problem, what happened and what you learned.
Faceless	Use your product footage, diagrams or text with clear narration.

Use real evidence. Keep customers' meaning intact and disclose paid or other material connections. Confirm permission for photos, footage and music before using them in an ad.

A useful call to action answers five questions

What should I do? Why is it useful? When should I do it? How much effort is involved? What happens next?

Example: "Open the menu to see the pizza sizes and current prices. Pick a pickup time at checkout." Use this only if your ordering page actually supports that flow. Add a deadline only when one really exists. Keep the action, destination and offer consistent.

Film for easy editing

Record each opening, main message and ending separately. Leave a brief quiet pause between takes. Keep voice level and framing consistent, and avoid references such as "as I said earlier" that break when clips move. Capture product footage to cover edits. Check captions, audio and the platform's safe area before export.

A pizza shop's first batch

Hypothetical example: a shop offers online pickup ordering. It has permission to use its own pizza-making footage, and its menu shows current sizes, prices and pickup times. These are practice scripts, not claims about a real restaurant.

Five openings

H1: "Pizza night? Take a look before you order."

H2: "Here is the pizza coming out of our oven."

H3: "Picking up dinner on your way home?"

H4: "Want to see what you are ordering?"

H5: "Here is a closer look at our pizza."

Two main messages

M1, demonstration: Show preparation, the oven, the finished pizza and the box. Say: "Here is how this pizza goes from prep to pickup. You can see the sizes and prices on our menu."

M2, education: Show the ordering page. Say: "The menu shows sizes and prices. Choose your pizza, review the available pickup times and check the order details before paying."

Two endings

C1: "Open the menu to see the choices and current prices."

C2: "Ready to order? Choose your pizza and a pickup time online."

Name exports so you can find the parts: **Pizza-H1-M1-C1**. Those nine speaking clips provide up to twenty combinations. Watch each finished cut; remove mismatched visuals, awkward joins or a claim the footage cannot support.

For a simple hook comparison, assemble H1-M1-C1 and H3-M1-C1. Keep the message, ending, offer and destination the same. For a broader concept comparison, try the product demonstration against the ordering tutorial; you will be comparing whole approaches, so the result cannot tell you which individual element caused the difference.

Plan a small test you can learn from

Fill this in before filming. Start with two versions you can compare. Keep the other combinations in reserve.

Customer and situation:

One offer and evidence:

Desired action and working destination:

Version A / Version B:

What changes / What stays the same:

Spend limit, review date and success measure:

Result and next change:

Read results in the right order

1. Attention: Did people stay long enough to understand the message? Use watch and click data to diagnose the creative.
2. Action: Did it produce the purchases, qualified inquiries or bookings you intended? Views alone cannot answer that.
3. Cost: For paid tests, divide ad spend by the measured results. If there are no results, report that directly. Compare the cost with what the business can afford; revenue alone is not profit.

Organic posting can help you practice without buying reach. Different posting times and audiences make it an imperfect comparison. For a controlled paid test, use a platform split-test tool and isolate one variable. Ordinary ad delivery may distribute views unevenly; too little data can leave the test inconclusive. Set a spend limit before launch. Keep learning without assuming every variation deserves more money.

Sources and next step

[Hormozi: original reel](#) | [TikTok: creative structure](#) | [TikTok: split testing](#) | [Meta: creative diversity](#) | [Schwartz: awareness levels](#) | [FTC: advertising guidance](#)

Framework inspired by Alex Hormozi. Awareness model by Eugene Schwartz. Original guide and examples by Hustlerman. Sources checked October 5, 2026.

Pick one offer and write your five openings. More free learning: hustlerman.com/resources. Follow @therealhustlerman_ on Instagram and @therealhustlerman on Facebook, TikTok and YouTube.

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