



High-Volume Content Strategy Blueprint

Should You Go Full Gary Vee or Hold Back?

JP by John Palmer

What You'll Learn



Gary Vee's Content Model

Cross-platform approach with massive output



Pros & Cons

Reach vs. burnout, trust vs. fatigue



Best Fits

Who thrives with volume, who doesn't



Testing Framework

Validate before full commitment



Gary Vee's Strategy at a Glance

Volume

100+ posts weekly across TikTok, LinkedIn, X, IG, YouTube

Philosophy

"Document, Don't Create" approach

Method

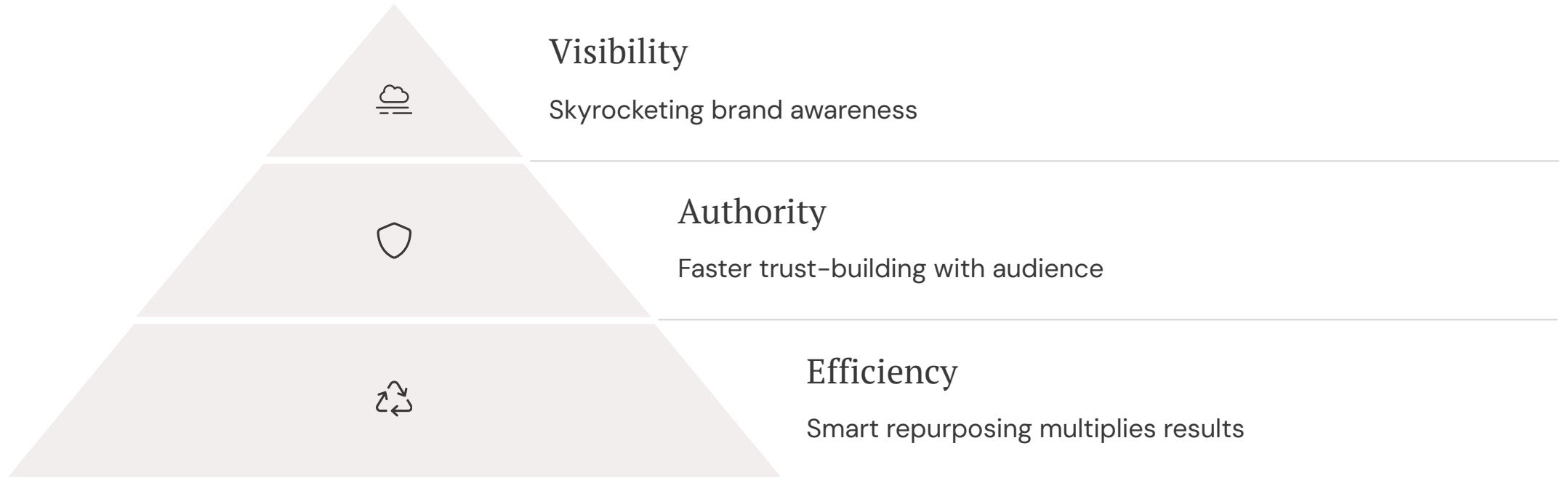
One vlog transforms into 50+ content assets

Power

Speed, scale, and omnipresence drive results



The Pros of High Volume



Multi-platform content boosts reach by 60% (HubSpot, 2024)

Example: 5-minute video transforms into 15 posts, tripling reach

The Cons to Consider



Resource Demands

Requires significant time or team investment

Example: Artisan candle brand posts 40x/week → engagement tanks 20%



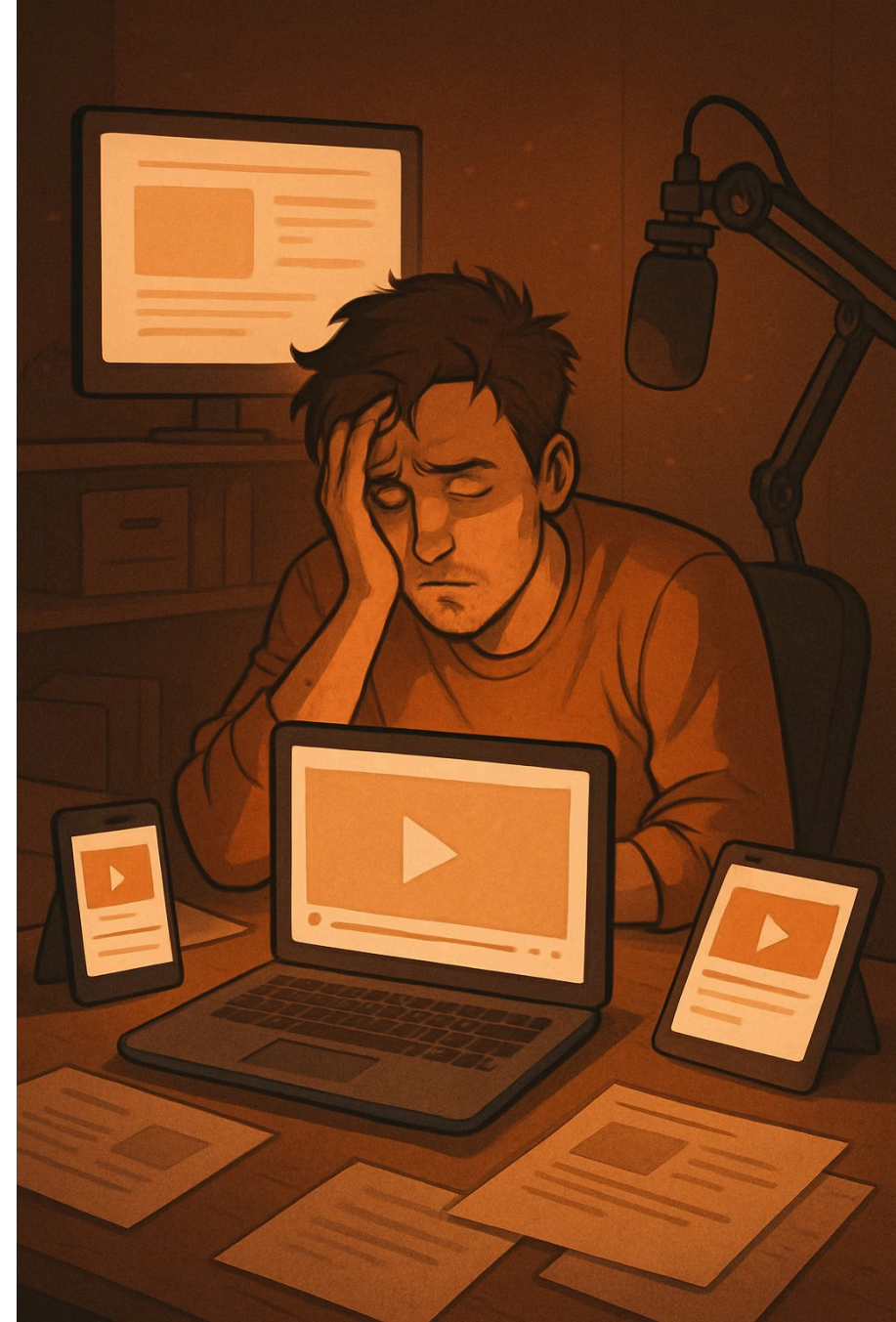
Audience Fatigue

Followers may feel overwhelmed by volume



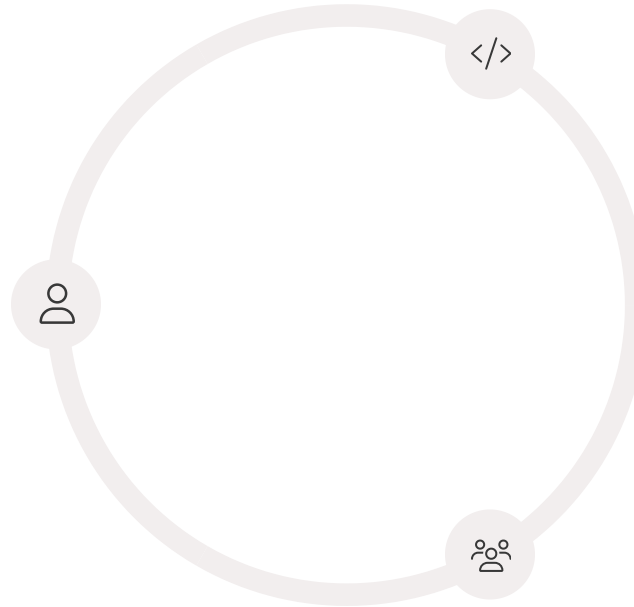
Quality Issues

Volume often sacrifices refinement



Who Wins with High-Volume

Coaches & Influencers
Personal brands thrive on consistent
visibility



SaaS Brands

Need education-focused content at scale

Resourced Teams

Have bandwidth or automation capabilities

Coach = +10K followers | Retailer = -20% engagement



Who Should Avoid It



Niche Product Sellers

Quality and exclusivity over quantity



Solo Operators

Limited bandwidth causes burnout risk



Luxury Brands

Built on exclusivity and craft

"My fans loved custom, not chaos." – Boutique Retailer

Test Before You Commit

Create Test Batch

Post 20 content pieces across platforms

Measure Results

Track time, engagement, energy levels

Refine Approach

Keep what works, eliminate what flops

Tools: CapCut, Canva, Repurpose.io, Buffer



Build Your Own Volume Plan



Start Modest

Begin with 15–30 posts, not 100



Create Base Content

One weekly long-form piece as foundation



Automate Distribution

Use Later, Metricool, or Zapier



Outsource Editing

Leverage Fiverr or Descript for efficiency

Goal: Stay visible and sane

CONTENT CALENDAR

MON	TUE	WED	THU	FRI	SAT	SUN
				Content Topic	Content Topic	
	Content Topic	Content Topic	Content Topic	Content Topic		
Content Topic					Content Topic	
	Content Topic	Content Topic	Content Topic	Content Topic		
					Content Topic	

STRATEGIC PLANNING

GOALS

RESOURCES

STRATEGY

Content Strategy Comparison

Creator	Volume	Platforms	Best For
Gary Vee	100+/week	All major	Teams with resources
Hormozi	30/week	LinkedIn, X	B2B brands
Justin Welsh	15/week	LinkedIn	Solo professionals
Naval	5/week	X	Thought leaders
Ali Abdaal	10/week	YouTube, blog	SEO-focused brands

Most SMBs win with a Hybrid (Hormozi + Ali Abdaal for local SEO + Gary Vee light)



Choose Your Path Wisely

2x

Growth Potential

With proper high-volume execution

68%

Creator Burnout

From unsustainable volume

3x

ROI Increase

With tailored hybrid approach

Test before committing to high volume

Choose volume if you have team/tools support



Next Steps



Get Resources

Download our High-Volume Fit Quiz



Book Consultation

Free strategy call at thinkdmg.com



Start Testing

Begin your 7-day content experiment

Want smarter content, not just more? We can help.