



Should You Use Hormozi's Content Strategy?

A practical guide for founders, coaches, and service brands who want to maximize their content ROI without burning out.

Presented by Digital Marketing Group (ThinkDMG)

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What You'll Learn



Strategy Insights

Why Hormozi's approach is praised—and often misused by businesses.



Perfect Fit Analysis

Who should adopt this strategy and who should avoid it.



3-Day Test Plan

How to test the strategy quickly without overwhelming your resources.



Real-World Results

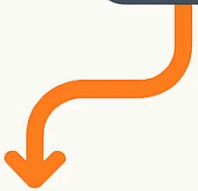
Examples of success and failure from actual businesses.



VIDEO



**CONTENT
FORMATS**



ARTICLE



**SHORT
VIDEO**



PODCAST

What Is Hormozi's Content Strategy?



Create

One long-form video as your content foundation



Slice

Break into 30+ micro content pieces



Distribute

Spread across YouTube, TikTok, LinkedIn, X, Email



Repeat

"Work once, win forever" approach

Why It Works for Some

Efficiency

More ROI with significantly less effort. Create once, benefit multiple times.

Wider Reach

Multi-platform presence expands your audience across different demographics.

Authority Building

Consistency across platforms builds trust and perceived expertise.

Stats: Repurposing boosts ROI by 72% (Content Marketing Institute, 2023)

Trust: Consistent brands see 33% more trust (Edelman, 2024)



When It Falls Short

Resource Requirements

Demands significant time, specialized tools, or a dedicated team to execute properly.

Many solopreneurs underestimate the workflow complexity.

Content Fatigue

Risks audience burnout in niche markets where followers see repetitive content.

Can dilute brand perception if overused.

Business Fit

Not every business model benefits from high-frequency content.

Some brands thrive on exclusivity rather than omnipresence.



Perfect Fit Businesses



Coaches & Consultants

Knowledge-based businesses benefit from showcasing expertise across platforms.



SaaS & Scalable Services

Companies with broad appeal can reach different audience segments effectively.



Teams with Automation

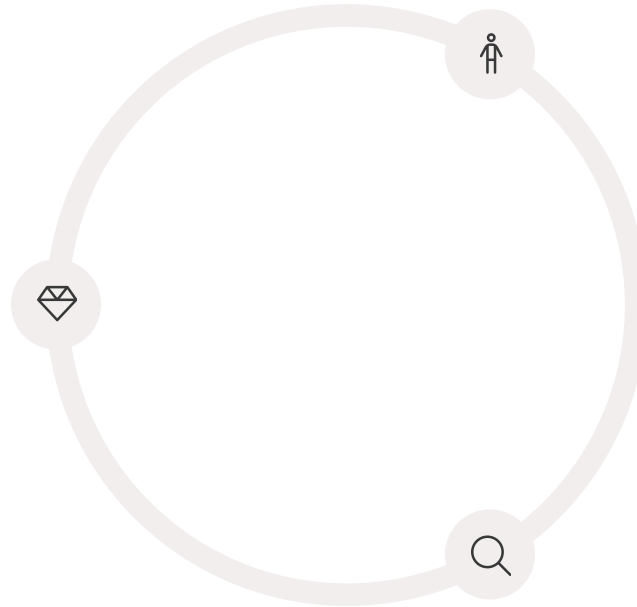
Businesses with tools and processes to streamline content production.

Case Study: Gym Launch used Hormozi's method to increase leads by 35%

Who Should Avoid It

Boutique Product Sellers

Handmade or exclusive products need quality over quantity.



Bandwidth-Limited Solopreneurs

Those without time or resources to maintain consistent production.

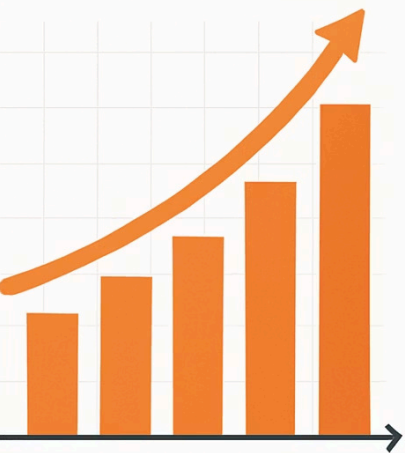
Exclusivity-Based Brands

Luxury or premium brands that thrive on scarcity, not frequency.

Story: A jeweler posted 30 content clips of the same necklace. Result: Crickets.

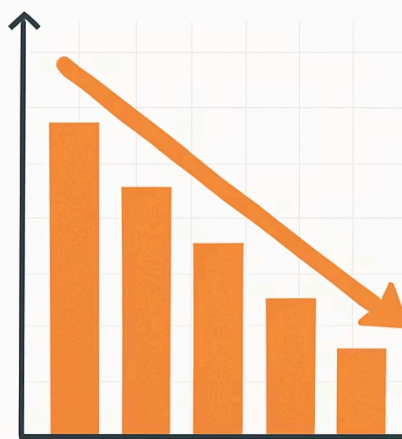
SUCCESSFUL

Content Strategy
Implementation



UNSUCCESSFUL

Content Strategy
Implementation



Real Test Cases

10K

Fitness Coach Win

Followers gained in 6 months from
one video strategy

0

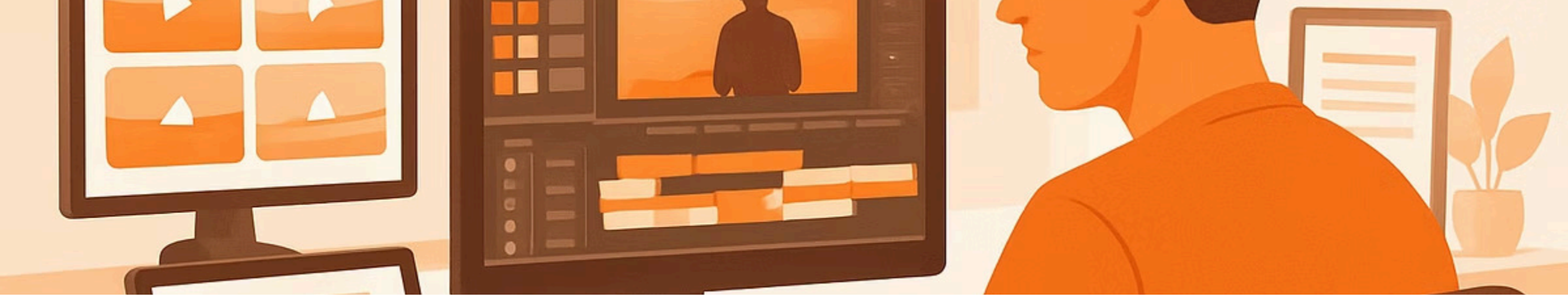
Boutique Jeweler Flop

Engagement after 30 repurposed
posts

72%

ROI Increase

Average boost for businesses with
good strategy fit



3-Day "Test It First" Plan

Day 1: Record

Create one 5-minute tip video on your core expertise.



Day 2: Slice

Break it into 5 different content assets using simple tools.











Day 3: Publish

Post across platforms and track initial engagement metrics.

Tools: CapCut (video), Canva (graphics), ChatGPT (text), Repurpose.io (distribution)

DIGITAL MARKETING STRATEGY

	Content Creator A	Content Creator B	Content Creator C
CHANNELS	 		 
CONTENT TYPES	Bloa Posts	●	
	Tutorials	●	●
	Podcasts	●	●
GOALS	Brand Awareness.	● ●	▲ ▲
	Engagement	●	↑
	Traffic	●	\$
PAID ADVERTISING	 Awareness	 Engagement	 Conversions
PAID	Yes	No	

Strategy Comparison Matrix

Strategy	Best For	Output Style	SMB Friendly?
Hormozi	Coaches, SaaS	Repurpose-heavy	✓ Yes
Gary Vee	Influencers, Brands	High-volume posting	✗ No
Justin Welsh	Consultants	Thought leadership	✓ Yes
Ali Abdaal	Creators, SEO	YouTube + Blog combo	✓ Yes
Naval Ravikant	Public Figures	Minimal, timeless	✗ No

Your Personalized Game Plan

Choose 1 Topic

Select your most valuable expertise area that clients frequently ask about.

Record 1 Video

Create a 5–10 minute comprehensive explanation of your chosen topic.

Create 5 Content Pieces

Transform your video into different formats for multiple platforms.

Post for 30 Days

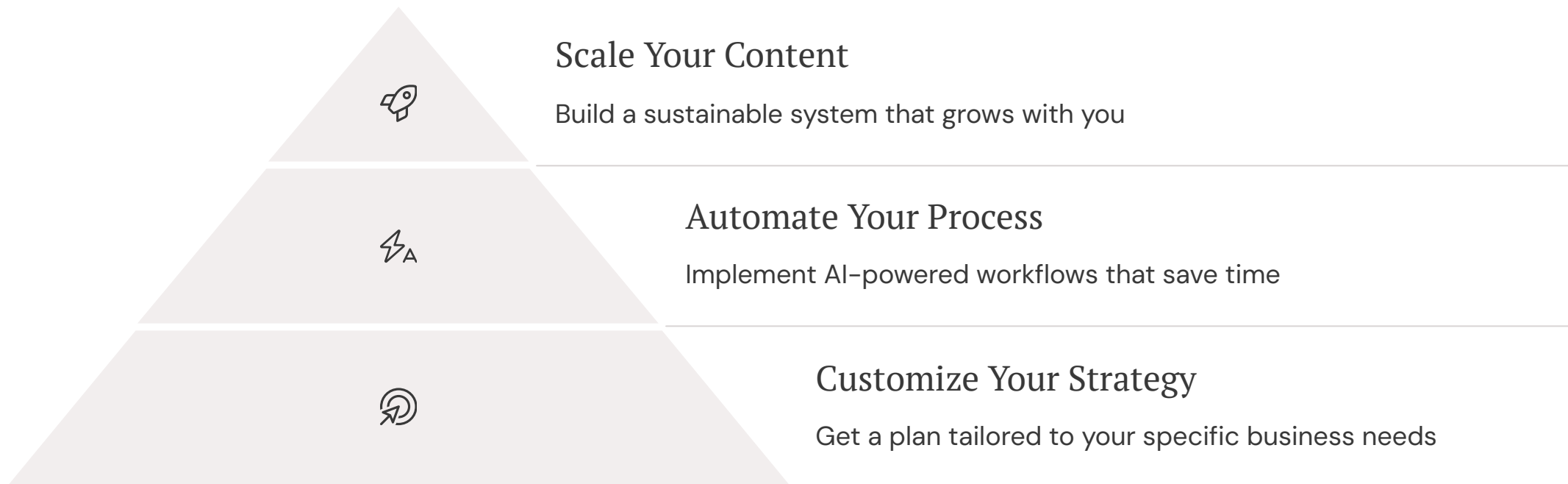
Distribute consistently and track engagement metrics carefully.

Measure & Adjust

Analyze what works, then scale or pivot based on real data.

Reminder: Don't guess—test. Then double down on what works.

Ready to Scale Smarter?



Call to Action: Book your free AI-Powered Content Strategy Call with ThinkDMG

Let's build your lean, scalable content engine—without the overwhelm.

Final Quote & Contact

"Hormozi's strategy is like a gym workout. It works—if it's right for your body and goals." – ThinkDMG



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 Marlton, NJ

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Thank You!



Questions?

We're happy to discuss your specific content needs



Book a Call

Schedule your free strategy session today



Resources

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