



VERSION 1.0

THE ATTENTION PLAYBOOK

How Top Creators Engineer Content That
Converts



RON PASCAL

SYSTEMS & REVENUE ARCHITECTURE

DOPAMINE • PSYCHOLOGY • TEMPLATES • CONVERSION

THE ATTENTION PLAYBOOK (v1)

How Top Creators Engineer Content That Converts

By Ron Pascal

INTRODUCTION

Most people write how they think. Top creators write in formulas.

I've been going deep into studying the science of attention. I'm in full omnipresent mode and have developed frameworks for every social platform.

You know me. I go insane with data.

I'm running back to back split tests between Claude and ChatGPT before rolling out my own formulas.

Distribution is the name of the game. Whether you are a corporation, agency, or solo hustler looking to get out of your 9-5. You need to know how to reach people.

I was able to boil this down into some simple formulas.

Important: If you use these verbatim, you won't get results. AI slop doesn't convert. The whole game is to NOT write blind. Use these as training wheels, internalize how they work and function, then go on your own. Master this first. Then write freely. Not the other way around.

PART 1: THE REALITY OF ATTENTION IN 2025

Picture this:

Someone is lying in bed at 11:47pm. Phone 6 inches from their face. Thumb scrolling. Brain half asleep.

They've already seen 847 pieces of content today. Ads, posts, reels, stories, texts, emails, notifications.

Their brain is FRIED. Dopamine receptors are exhausted. Attention span is shot.

And YOUR post just appeared on their screen.

You have 1.3 seconds.

That's it. 1.3 seconds before their thumb flicks up and you're gone forever.

In that 1.3 seconds, their brain is doing a rapid-fire calculation:

- Is this relevant to me?
- Is this interesting?
- Is this worth my energy?
- Do I already know this?
- Do I trust this person?

If the answer to any of those is "no" or "I don't know" - you're done. Scroll. Gone. Next.

This is the battlefield you're fighting on.

Not a blog post someone chose to read. Not an email they opened intentionally. Not a book they bought.

A feed. Infinite content. Zero commitment. Maximum competition.

And you're trying to get someone to STOP. Read. Think. Feel. Act.

That's the game.

PART 2: HOW ATTENTION ACTUALLY WORKS IN THE BRAIN

Your brain processes 11 million bits of information per second.

But your conscious mind can only handle about 50.

That means 99.99% of what you see gets filtered OUT before you're even aware of it.

The Reticular Activating System (RAS) is the filter. It decides what gets through and what gets ignored.

What gets through?

1. **Threats** - Anything that might hurt you
2. **Opportunities** - Anything that might help you
3. **Novelty** - Anything unexpected or new
4. **Pattern breaks** - Anything that doesn't fit the expected pattern
5. **Emotional triggers** - Anything that creates feeling
6. **Self-relevance** - Anything about YOU specifically

Everything else? Invisible. Literally invisible. Your brain doesn't even register it.

So when someone is scrolling:

Their RAS is scanning at lightning speed. Looking for threats, opportunities, novelty, pattern breaks, emotions, self-relevance.

If your post doesn't trigger ONE of those in the first 1.3 seconds, it doesn't exist to them.

They didn't choose to ignore you. They literally didn't see you. Their brain filtered you out before consciousness kicked in.

PART 3: THE DOPAMINE SYSTEM

Dopamine is not the "pleasure chemical." That's a myth.

Dopamine is the **anticipation chemical**. The **wanting chemical**. The **curiosity chemical**.

Dopamine spikes when you EXPECT a reward. Not when you get it.

This is why:

- The tease is more powerful than the reveal
- The trailer is more exciting than the movie
- The mystery is more engaging than the answer
- The open loop is more addictive than the closed loop

When someone sees your content:

If you create anticipation, curiosity, or expectation of reward - dopamine spikes. They lean in. They keep reading. They need to know more.

If you give everything away upfront - no dopamine. No reason to continue. Scroll.

The dopamine cycle on social media:

1. **Scroll** - Looking for something interesting (anticipation)
2. **Stop** - Something caught attention (potential reward detected)
3. **Read/Watch** - Consuming the content (building anticipation)
4. **Reward or disappointment** - Did it deliver?
5. **Scroll again** - Looking for next hit

Your job is to WIN step 2 (make them stop) and then WIN step 3 (keep building anticipation so they keep consuming).

If you dump all the value immediately, you short-circuit the dopamine system. They got the reward too fast. No tension. No engagement. No memory.

PART 4: THE PSYCHOLOGY OF THE SCROLL

When someone is scrolling, they're in a specific mental state:

Low energy. They're not looking for work. They're looking for stimulation.

Low commitment. They haven't decided to give you attention. You have to TAKE it.

High skepticism. They've seen a million posts. They assume yours is like the rest.

Pattern recognition on overdrive. Their brain is looking for familiar patterns to categorize and dismiss.

Seeking emotional regulation. They're scrolling to FEEL something - entertainment, validation, inspiration, outrage, connection.

This means:

- You can't start slow. There's no "warm up" period.
- You can't be predictable. Predictable = invisible.
- You can't ask for effort upfront. Effort = scroll away.
- You MUST create emotion. No emotion = no engagement.
- You MUST break patterns. Same = ignored.

PART 5: THE 1.3 SECOND WINDOW

In the first 1.3 seconds, only THREE things are processed:

1. **Visual pattern** - Does this LOOK different from the last 50 posts?
2. **First line** - Does the opening hook create curiosity or relevance?
3. **Source credibility** - Do I recognize/trust this person?

That's it. That's all the brain has time to process.

Visual pattern:

If your post looks like every other post, it gets filtered. Same layout, same font, same style, same colors = invisible.

Pattern interrupts work because they look DIFFERENT. The brain flags difference as potentially important.

First line:

The first line is the ONLY line that matters for getting attention. Everything else is irrelevant if the first line doesn't hit.

The first line must do ONE of these:

- Create a curiosity gap (I need to know more)
- Challenge a belief (Wait, is that true?)
- Mirror an emotion (That's exactly how I feel)
- Promise value (This could help me)
- Pattern interrupt (That's unexpected)

Source credibility:

If they know and trust you, they'll give you more than 1.3 seconds. If they don't, you have to earn every millisecond.

This is why building a recognizable presence matters. First-time viewers have a MUCH higher bar than followers.

PART 6: THE DOPAMINE TRIGGERS

These are the emotional responses you're trying to create. If your content doesn't trigger at least ONE of these, it won't perform.

THE DOPAMINE LIST - People must think:

- I WANNA DO THAT
- I NEVER HEARD OF THIS BEFORE
- THIS IS SUPER INTERESTING
- WHAT DO YOU MEAN?
- HOW DID YOU DO THAT?
- I RELATE TO THAT
- I'M ALSO UPSET ABOUT THAT
- I'M REALLY HAPPY ABOUT THAT
- I FEEL THE SAME WAY YOU DO
- SHOW ME THAT'S POSSIBLE
- THIS IS A PAIN I HAVE TOO

Each of these triggers a different dopamine pathway:

Curiosity pathway: "What do you mean?" / "How did you do that?" / "I never heard of this before"

Aspiration pathway: "I wanna do that" / "Show me that's possible"

Validation pathway: "I relate to that" / "I feel the same way" / "This is a pain I have too"

Tribal pathway: "I'm also upset about that" / "I'm really happy about that"

PART 7: THE ATTENTION FUNDAMENTALS

The main themes that create attention:

- Curiosity creates attention
- Pattern interrupts create attention
- Emotional arousal creates attention
- High quality image or video creates attention
- Social proof (overdone, but important)

Get these right:

- Get your stories right
- Get your main ideas right

The things you never heard about:

- **Knowledge Gaps** = Create massive attention
 - **Open Loops / Nested Loops** = Create ADDICTION
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PART 8: OPEN LOOPS AND NESTED LOOPS

The Zeigarnik Effect:

Your brain remembers incomplete tasks better than completed ones.

If something is unfinished, your brain keeps it active. It nags at you. It wants closure.

Open loops exploit this:

When you start a thought but don't finish it, you create an open loop. The reader's brain **NEEDS** to close that loop. They'll keep reading to get closure.

Examples of open loops:

- "There's one thing most people miss..." (What is it?)
- "I used to believe X. Then everything changed." (What changed?)
- "Tomorrow I'm revealing the framework." (What framework?)
- "3 systems I built..." (What are they?)

Nested loops are even more powerful:

You open loop A, then open loop B inside it, then open loop C inside that. You close C, then close B, then close A.

The reader is now tracking **MULTIPLE** unresolved tensions. Their brain is working overtime. They can't stop.

This is how TV shows work. Multiple storylines, each with their own tension, weaving together. You can't stop watching because your brain needs **ALL** the loops closed.

For content:

Your post should open 3-5 loops. Some get closed. Some stay open for the next post. The reader HAS to come back to close them.

PART 9: THE 13 HYPNOSIS ELEMENTS

These are the psychological triggers that make content impossible to ignore:

1. **Unresolved Tension** - Promise something, deliver it later
 2. **Unresolved Closed Loops** - Name things but don't fully explain them
 3. **Transformation Complete** - Show clear before/after
 4. **Emotions Mirrored** - "I feel the same way you do"
 5. **Results Believable** - Specific outcomes they want
 6. **Unfinished Creates Want** - Tease the method
 7. **Curious + Real** - Make them need to see it
 8. **Curiosity Gap** - Space between what they know and want to know
 9. **Lead Without Asking** - Show the way, assume they follow
 10. **Believe You Have It** - Humble authority
 11. **Nested Loops** - Multiple spin-offs, multiple questions
 12. **Firm Shifts** - Things not done anymore that others need to do too
 13. **FOMO Dopamine** - "Wait, I'm behind?" (Creates automatic follow)
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PART 10: THE META ON HYPNOSIS (WHY THIS WORKS)

The truth about these templates:

If you use these verbatim, you won't get results. AI slop doesn't convert.

The whole game is to NOT write blind.

I see more results personally when I use these as training wheels, internalize how they work and function, then go on my own.

The real process:

1. Study the templates until you FEEL the pattern
2. Understand WHY each element triggers a response
3. Write from YOUR mind, YOUR voice, YOUR story
4. Use the structure as a guide, not a script

The goal isn't to copy. The goal is to understand.

Once you internalize these patterns, you won't need to look at them. They'll flow naturally because you understand the psychology behind them.

PART 11: THE HYPNOSIS FORMULA

How to use all 13 elements in one post:

1. **MIRROR THEIR EMOTION (#4)** "I was always behind. Behind on delivery..."
2. **INTERRUPT THEIR PATTERN (#8, #9)** "I thought working harder was the answer. It wasn't."
3. **SHOW YOUR TRANSFORMATION (#3)** "I started chasing leverage instead"
4. **TEASE THE METHOD (#2, #7)** "I built filters, systems, frameworks" (names, not explanations)
5. **SHOW RESULTS (#5, #10)** "Now I partner on compounding projects"
6. **CREATE CURIOSITY GAP (#8)** How did you build those systems?
7. **MAKE THEM SELF-AUDIT (#9, #12)** "What decision am I making over and over?"
8. **CREATE FOMO (#13)** "Half my decisions are automated" (implies: yours aren't)
9. **OPEN MULTIPLE LOOPS (#6, #11)** Filters? Systems? Frameworks? AI? (4+ unresolved)
10. **PROMISE NEXT PIECE (#1)** "Tomorrow: AI framework breakdown"

PART 12: THE ENERGY TRANSFER

If you feel energy when writing, it will transfer.

This is the part nobody talks about.

You can have perfect templates, perfect structure, perfect hooks. But if you're writing from a dead place, people feel it.

The truth:

- Write when you're fired up
- Write when you're pissed off
- Write when you just had a breakthrough
- Write when you FEEL something

Don't write:

- When you're just "checking the box"
- When you're forcing it
- When you feel nothing

The energy you write with is the energy people receive.

That's why some posts with "bad" structure outperform "perfect" posts. The writer was ON FIRE. And you felt it.

PART 13: STORYTELLING (THE REAL ENGINE)

Templates are the skeleton. **Story is the soul.**

Your brain is wired for story. It's how humans have communicated for 100,000 years. Facts and data came later. Story came first.

Why story works:

- Stories bypass logical resistance
- Stories create emotional investment
- Stories are remembered 22x more than facts alone

- Stories trigger mirror neurons (you FEEL what the character feels)

The story structure hidden in every viral post:

1. **The Before** - Where you were (relatable struggle)
2. **The Moment** - What changed (the insight/shift)
3. **The After** - Where you are now (proof it works)
4. **The Bridge** - How they can do it too (hope)

The hypnosis happens in the GAP:

Between your Before and After, there's a gap. That gap creates:

- Curiosity (how did you cross it?)
- Desire (I want to cross it too)
- Tension (I'm still on the wrong side)

Don't explain everything. Leave gaps. Let them wonder. Let them need the next post.

PART 14: WRITE WHAT'S ALREADY BEING TALKED ABOUT

Don't write what YOU think. Write what people are ALREADY talking about.

Then put YOUR spin on it.

The algorithm is already boosting trending topics. The audience is already primed. You're joining a wave, not trying to create one.

The formula:

1. See what's trending
2. See what people are debating
3. See what's getting attention RIGHT NOW
4. Add YOUR perspective to THAT conversation

Your job isn't to start conversations. It's to JOIN them with a unique take.

PART 15: CONTROVERSY & PATTERN INTERRUPTS

Controversy creates attention.

Not drama. Not being an asshole. But saying things that make people stop and go "wait what?"

Pattern interrupts:

- Challenge something everyone believes
- Say the opposite of conventional wisdom
- Call out something nobody's willing to say

Examples:

- "More clients = more money" → Actually that's a trap
- "Work harder = better results" → Actually that keeps you stuck
- "Content is king" → Actually distribution is king

The key:

You're not being controversial for clicks. You're saying what you actually believe that happens to challenge the norm.

That's the difference between controversy and clickbait.

PART 16: THE SHAREABILITY FACTOR

Content that converts must be SHAREABLE.

Ask yourself: Would someone screenshot this? Would they send it to a friend? Would they tag someone?

What makes content shareable:

- It says something they believe but couldn't articulate
- It makes them look smart for sharing it
- It helps someone they know
- It validates something they've been thinking
- It's short enough to consume and pass on

The share trigger:

People share content that makes THEM look good. Not you. Them.

If your post makes the sharer look insightful, helpful, or ahead of the curve - they'll share it.

PART 17: THE SERIAL EFFECT (HYPNOSIS CHAIN)

Top creators don't post random content. They build a SERIAL. Each post is an episode that makes you NEED the next one.

Think about Netflix. You finish one episode and the next one auto-plays. Why? Because the episode ended with an open loop. You HAVE to know what happens.

Your content should work the same way:

STEP 1: OPEN LOOP

- Every post ends with a question or incomplete thought
- "Should I make more videos like this?"
- "PS: Tomorrow I'm breaking down the exact framework..."

STEP 2: CONTINUITY CALLBACK

- Next post references previous post
- "Last week I mentioned X. Here's the deeper breakdown..."
- Creates a NARRATIVE ARC across posts

STEP 3: MINI CLIFFHANGERS

- "I'll be breaking down this live tomorrow"
- "This is your last chance before 2026"
- Future-pacing → you MUST check back

STEP 4: SOCIAL PROOF LOOPS

- "7,500+ people already using this"
- "70 enrolled, 20 spots left"
- FOMO trigger: "Others are moving. You're standing still."

STEP 5: PHOTO TRIGGERS

- Photos with mentors → "You're missing these connections"
 - Photos in nice locations → "You're missing this lifestyle"
 - Photos with team → "You're missing this camaraderie"
 - Visual representation of what you DON'T have
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PART 18: THE "MISSING SOMETHING" MECHANISM

How to make people feel like they're missing out even when they're not:

TECHNIQUE 1: THE INSIDER LANGUAGE

- "My 4-step writing framework is unbeatable"
- "SLAY framework"
- "The secret LinkedIn weapon no one is using right now"
- Creates in-group/out-group dynamic

TECHNIQUE 2: THE COMMUNITY GATEKEEPING

- "This is your reminder to build a personal brand, please"
- "The cost of being invisible is the opportunities you might miss"
- Implies: If you're not building, you're losing

TECHNIQUE 3: THE TIME SCARCITY

- "This is your first and last chance to get it before 2026"
- "Doors close November 9th"
- "70 people already enrolled, we have 20 spots left"
- Creates artificial urgency

TECHNIQUE 4: THE RESULTS SHOWCASE

- "This simple LinkedIn funnel made us hit \$200k+"
- "This 1 free lead magnet made me \$11,358"
- Shows what's POSSIBLE but you don't have YET

TECHNIQUE 5: THE TRANSFORMATION MONTAGE

- Before: "I was unemployed, couldn't get a job"
- After: "Flying around the world meeting my idols"
- Gap between where you are and where she is = MISSING SOMETHING

PART 19: THE TEMPLATES

TEMPLATE 1: "STOP [WRONG THING] / START [RIGHT THING]"

- "Stop asking 'What if I fail?' / Start asking 'What if I succeed?'"
- "Stop waiting for permission / Nobody's coming"
- "Stop perfecting / Start talking"
- "Stop dreaming / Start shipping"

TEMPLATE 2: "HERE'S WHAT MOST PEOPLE DON'T UNDERSTAND"

- "Most people wait for perfect moment"
- "Most people are afraid of falling short"
- "Most people ship 3 things and quit"
- "Most people build jobs, not businesses"

TEMPLATE 3: "[BIG CLAIM] / HERE'S THE SECRET"

- "One person, zero employees, million-dollar opportunity"
- "I built 8-figures in 6 years"
- "55,000+ customers, zero sales calls"
- Then reveals simple system

TEMPLATE 4: "THE PROBLEM IS [X] / THE SOLUTION IS [Y]"

- "Failure keeps you safe / Success makes you visible"
- "People wait for permission / You have to give it to yourself"
- "Most build jobs / I built options"

TEMPLATE 5: "I SEE A CONCERNING PATTERN"

- "People building in silence"
- "Never speaking to anyone"
- "Perfecting every detail"
- "Then they launch... crickets"

TEMPLATE 6: "[NUMBERED LIST]"

- "Here are 12 steps to \$1M+ business"
- "3 systems I use"
- "90% failure = 10% success math"

TEMPLATE 7: "EXPERIENCE TAUGHT ME [LESSON]"

- "Experience is brutal - test first, lesson after"
- "I failed for years before figuring it out"
- "Lost money, wasted time, built wrong things"
- "But every failure taught me something"

TEMPLATE 8: "[INSPIRATIONAL IMAGE + SHORT CAPTION]"

- "Create a life you can't wait to wake up to"
- "Move like everything is gonna work out"
- "Experience gives test first, lesson after"
- "Make money so you can walk out"

TEMPLATE 9: "THE MARKET REWARDS [TRUTH]"

- "Market doesn't reward best idea, rewards best execution"
- "Done beats perfect every time"
- "Volume with system = 6, 7, 8-figure business"

TEMPLATE 10: "LET ME EXPLAIN"

- Opens with bold statement
- "Let me explain:"
- Then 3-5 short paragraphs
- Ends with CTA to products

TEMPLATE 11: "POV: [IDENTITY TRANSFORMATION]"

- "pov: you become the first millionaire in your family"
- "pov: you're building a business in austin w your friends"
- "pov: you're building a 7-figure online business in dubai"
- Opens with aspirational identity shift

TEMPLATE 12: "VULNERABILITY → TRIUMPH"

- "i never thought i'd get to write this post"
- "not long ago i was yet another unemployed student"
- "struggled with anxiety and depression"
- Then: massive transformation story
- Classic hero's journey structure

TEMPLATE 13: "I GOT REJECTED → NOW I CREATE OPPORTUNITIES"

- "I got rejected from (nearly) every single job I applied to"
- "5yrs of Industry experience. 2 degrees. But 0 offers"
- "Writing a CV made me \$0. Writing daily on LinkedIn made me \$\$\$"
- "Stop hunting for opportunities. Create them."

TEMPLATE 14: "TACTICAL BREAKDOWN"

- "This simple LinkedIn funnel made us hit \$200k+"
- "0 outbound. 0 cold emails. Here's the breakdown:"
- Then numbered list of exact system

TEMPLATE 15: "I SPENT [X] DAYS TRACKING [Y]"

- "I've spent the last 90 days tracking content on LinkedIn"
- "Analysed at the top 100 NEW creators growing fast"
- "Something is changing. Dead simple to implement"

TEMPLATE 16: "THE BEST ADVICE BEFORE [DEADLINE]"

- "The best career advice I can give you before 2025 ends"
- "Stop setting dreams. Start setting goals"
- Then framework breakdown

TEMPLATE 17: "HERE'S EXACTLY HOW TO BUILD [SPECIFIC OUTCOME]"

- "Here's exactly how to build a \$2.1M+ business on LinkedIn"
- Then 5-step breakdown with social proof

TEMPLATE 18: "CELEBRATION/GRATITUDE POST"

- Photos with mentors/team/friends
- "Thank you [name] for putting up with me as a beginner"
- "PS: Who has supported you from day 1? Tag them below!"

TEMPLATE 19: "I JUST MADE MY MOST IMPORTANT [X]"

- Story about hiring without CV/interview
- "Track record proven by reputation on LinkedIn"
- Shows new way of doing business

TEMPLATE 20: "BIG CONFESSION + CELEBRATION"

- "Big confession: I'm a big fan of 'small accounts'"

- Then celebrates 10 underrated accounts
 - Community building + authority positioning
-

PART 20: THE MULTI-CTA STRATEGY

Always use 2-4 CTAs per post:

CTA LAYER 1: Engagement

- "Repost to help others grow"
- "Comment 'masterclass'"

CTA LAYER 2: Action

- "Join here: [link]"
- "Grab it here: [link]"

CTA LAYER 3: Social Proof

- "Tag that 1 person that claps loudly for you!"
- "PS: Who has supported you from day 1?"

CTA LAYER 4: Future Commitment

- "PS: Comment what I should breakdown next!"
- "PS: Is this useful? Should I make more videos like this?"

This creates MULTIPLE paths to engagement. If someone doesn't click the link, they might repost, comment, tag someone, or answer the PS question.

EVERY post gets SOME action.

PART 21: THE CHECKLIST

BEFORE YOU WRITE:

- Which emotion am I mirroring?
- What pattern am I interrupting?
- What transformation am I showing?
- What result makes them believe?

WHILE YOU WRITE:

- Did I open 3+ loops?
- Did I create curiosity gap?
- Did I make them self-audit?
- Did I create FOMO?

AFTER YOU WRITE:

- Is the PS a strong open loop?
 - Did I show I understand their position?
 - Are there nested loops for spinoff posts?
 - Will they feel behind if they don't follow?
-

PART 22: MY PERSONAL CHECKLIST (WHAT MAKES THIS DIFFERENT)

These are the things I personally check before posting. This is what separates real content from AI slop:

Before I post, I ask:

1. Is this TRUE to my experience? (Not just theory)
2. Does this sound like ME? (Not like a template)
3. Would I read this if someone else posted it?
4. Is there a REAL story behind this?
5. Am I saying something I actually believe?
6. Would someone screenshot this?
7. Would someone tag a friend?
8. Does this make the READER look good if they share it?

9. Is there tension that makes them need more?
10. Am I leaving room for curiosity?

The difference:

Templates give you structure. YOUR VOICE gives it life. YOUR STORY gives it truth. YOUR PERSPECTIVE gives it edge.

Without those, it's just words. With them, it's magnetic.

PART 23: NEW RULES FOR EVERY POST

Ask yourself before you post:

- Who am I posting this for?
 - What is the big main idea?
 - What is the emotion behind this?
 - Does this fit ME?
 - Is this share worthy?
 - Does this fit a trend that people are talking about RIGHT NOW?
-

PART 24: THE LEARNING PATH

This is a training wheel document.

The goal is for you to start THINKING different. Start SEEING different.

The progression:

1. **Stage 1:** Use templates consciously (training wheels)
2. **Stage 2:** Start noticing patterns everywhere you look
3. **Stage 3:** Internalize the patterns until they're automatic
4. **Stage 4:** Write freely with patterns in your bones
5. **Stage 5:** Develop your OWN patterns that work for YOU

Soon you will see it everywhere.

Every viral post. Every ad that stops you. Every creator who's winning. You'll see the patterns. You'll feel the structure. You'll understand WHY it works.

Master this first. Then write freely.

Not the other way around.

PART 25: THE META-PATTERN

Top creators cycle through 10 core templates and fill them with slightly different angles on the SAME BIG IDEAS:

1. Bias to action over perfection
2. Volume beats quality
3. Systems > effort
4. Solo business optimal
5. Start before ready
6. Fear works both ways
7. Meaningful work > money
8. Exit strategy mindset
9. Do'ers vs dreamers
10. Two years transforms everything

They just rotate through these 10 messages using different templates.

That's the whole playbook.

PART 26: YOUR MOVE

1. What are YOUR 10 core messages?
2. Apply them to these templates
3. Post 2-3x per day cycling through them

THAT'S IT. THAT'S THE MACHINE.

No need to re-invent the wheel.

RECOMMENDED READING

These books cover this really well:

- **Contagious** by Jonah Berger
- **Breakthrough Advertising** (Classic)
- **Made to Stick** by Chip and Dan Heath

THE REAL SECRET

The templates are training wheels.

Use them until you don't need them.

Study them until you FEEL the rhythm.

Then write from your gut, with the patterns internalized.

That's when content becomes effortless.

That's when it stops being "content" and starts being communication.

The best creators don't think about templates anymore.

They just write. And it works. Because the patterns are in their bones.

That's where you're headed.

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