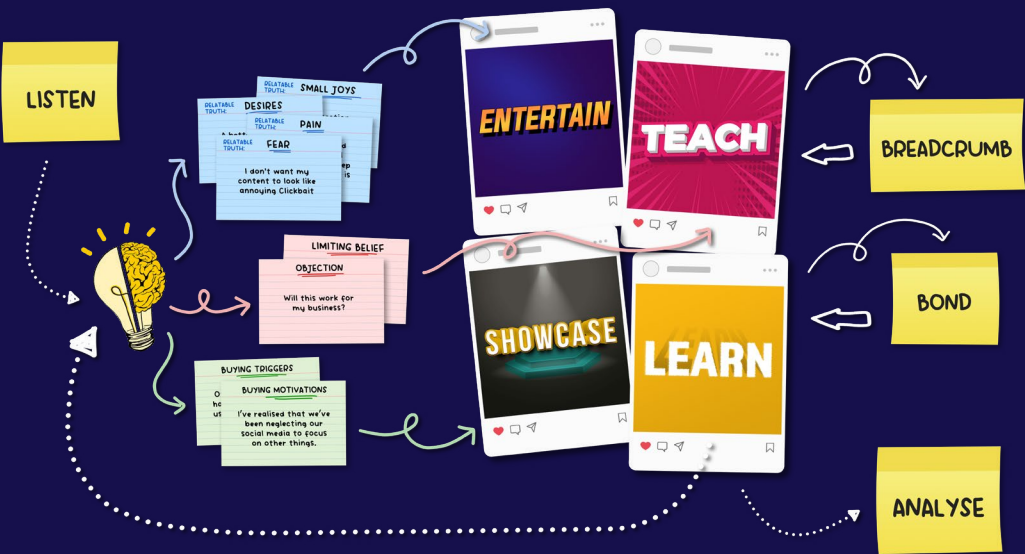# WHITE LABEL COMEDY

ENTERTAIN, ENGAGE, AND SELL

A System For Growing a Hyper-Engaged Audience Who Go Crazy For Your Content And The Stuff You Sell

Oh hi there. Welcome welcome welcome.

By downloading this guide - you've just made the most important decision of your year.

Bit bold, Adam?! Bit cocky, too?!

Maybe a little - but honestly - the model I'm going to share with you today is going to change the way you look at social media content forever.

I built White Label Comedy - a comedy-first Agency - so I could do more of the work I loved.

I needed a system for RELIABLY creating comedy content that gets the right reaction.

It took a while to get right - but once we'd nailed it, it turned out that system was applicable to ALL content - funny or not.

Today - I'm handing you this system on a silver platter.

ADAM HUNT
Creative Director,
White Label Comedy

WHITE LABEL COMEDY

4 ESSENTIAL ACTIVITIES:

- Listen
- Analyse
- Bond
- Breadcrumb

4 KEY POST OBJECTIVES:

- Entertain
- Teach
- Showcase
- Learn

4 Essential Activities

LISTEN

Keeping regular tabs on what really matters to your ideal customer right now - so you can craft content that speaks to the conversation they're currently having in their head.

When the stock photographer

is obsessed with The Shining

ANALYSE

Certain relatable truths, angles, topics or even whole post-types will work better (or worse) for your specific audience. Assess what's working well, and what's not - so you can double down on the most effective kind of content.

David was starting to regret asking "how was it for you?"

BREADCRUMB

Find out where (on your primary platform) your ideal customer is - and go there, to interact with them and "breadcrumb" them back to your profile, and your posts.

'Mallard duck' comes from 'madelhart' which is German for

'metaphorical stock photo'

BOND

Continue the conversation with those who've taken the time to engage with your content - building the bond further, and making it even more likely that they'll see your future posts.
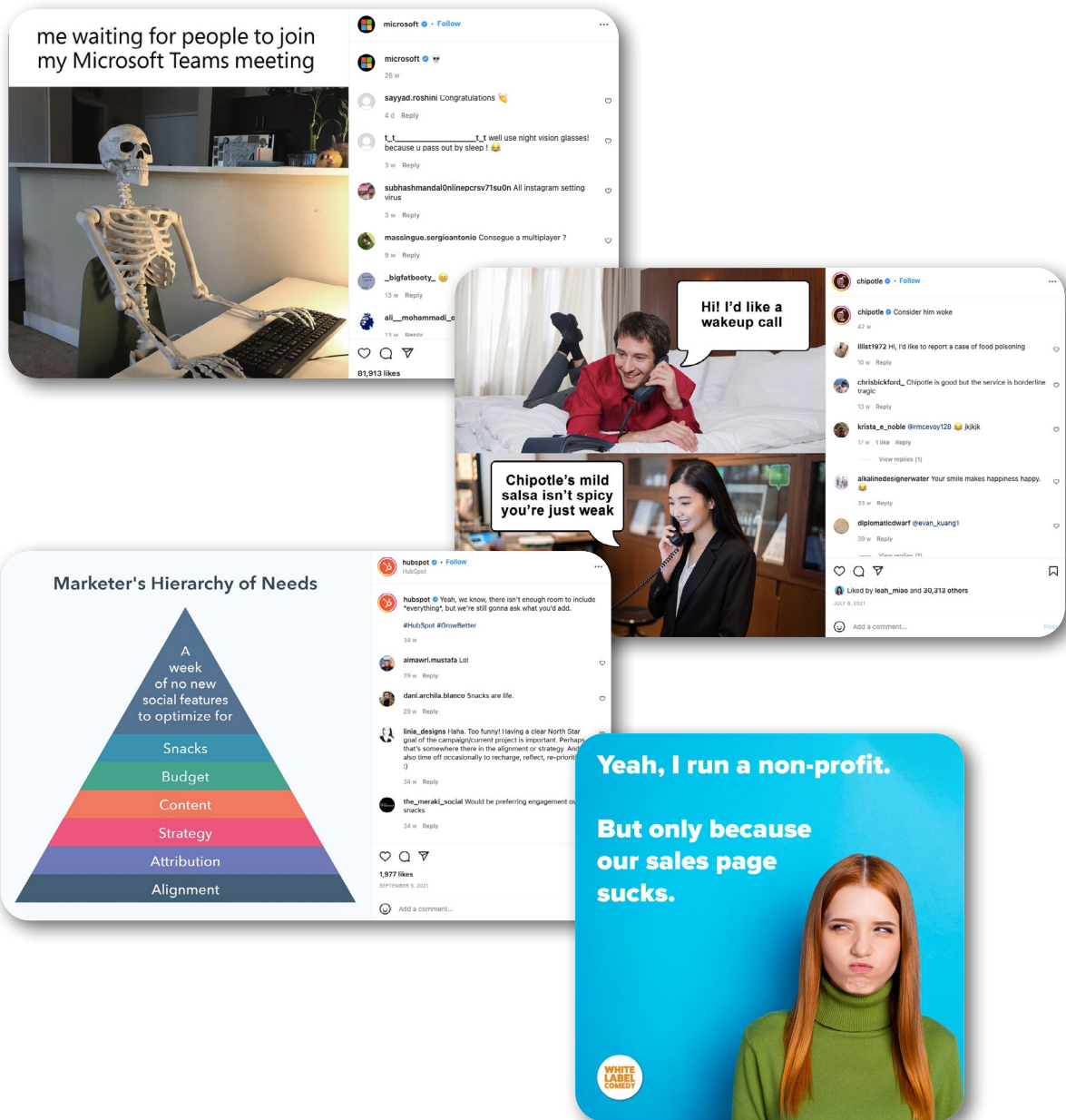

Predictable image choice

*James* Predictable Image Choice

4 Key Post Objectives

ENTERTAIN POSTS

Your ideal customer's fears, pains and desires - or what we call Relatable Truths* - turned into entertaining content that prompts a "that's so true!" or "that's so me!" response - triggering the "Share and Declare" effect.

*more on these later.

LEARN POSTS

Engaging content designed so that your ideal customer genuinely enjoys sharing their fears, pains and desires with you. A great way to top up that Relatability Matrix.
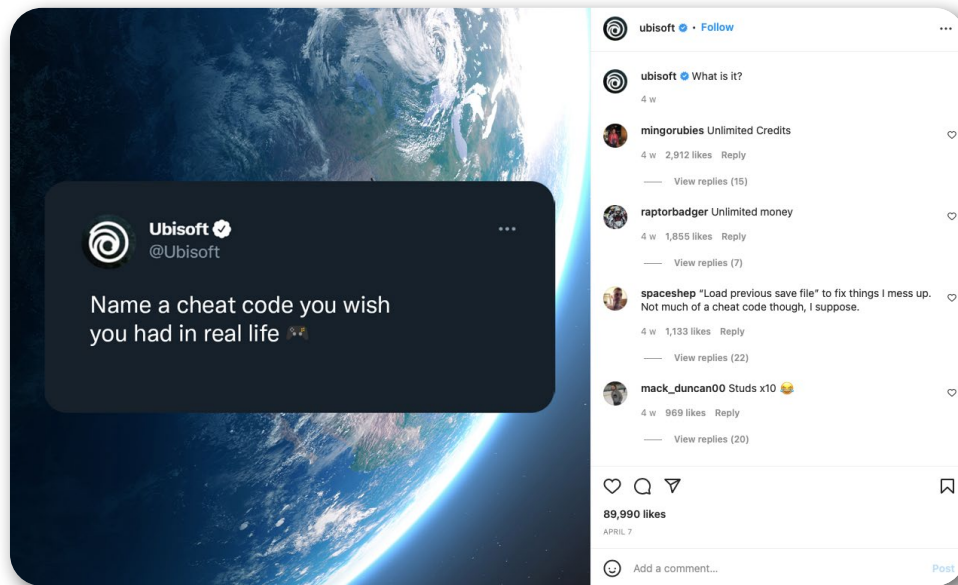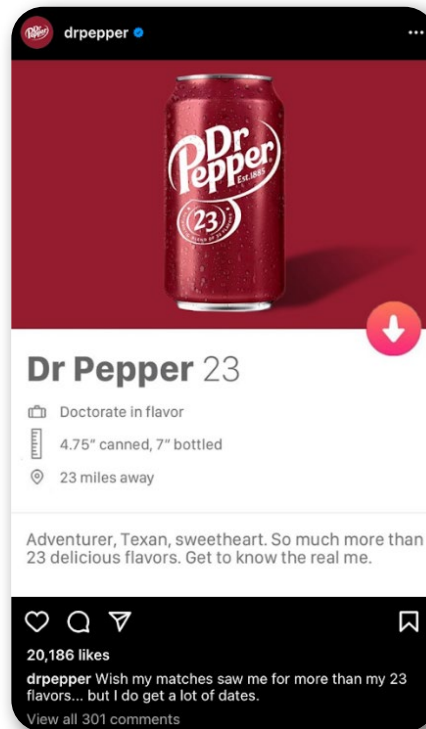
TEACH POSTS

Help your ideal customer get a few steps closer to their dream state - with educational content that shows them the way, while also building desire for your product or service.
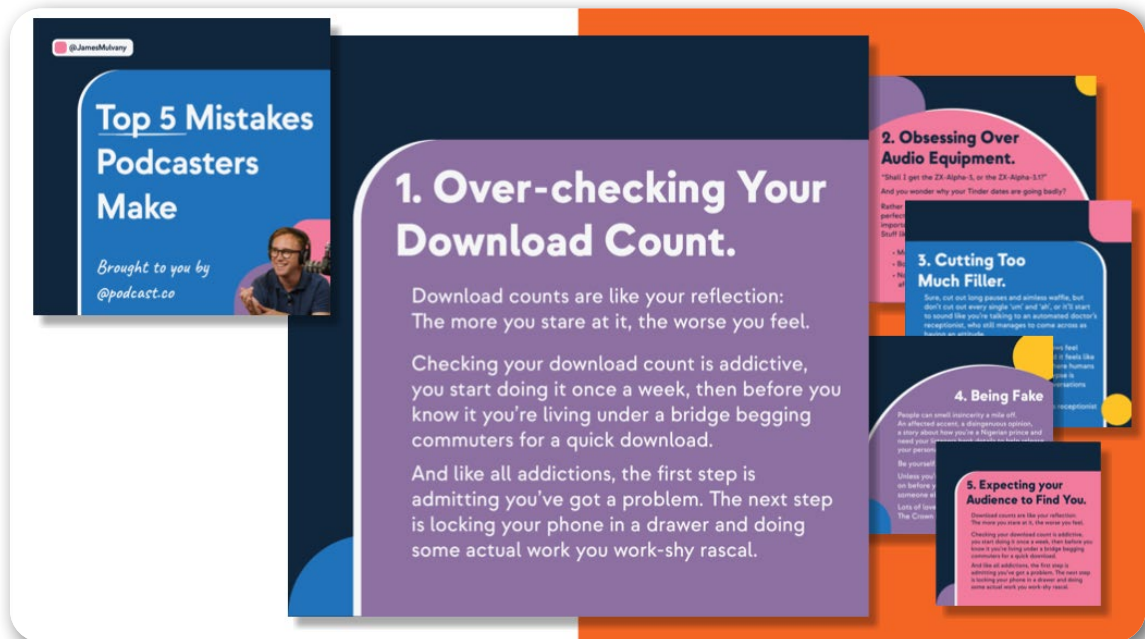
SHOWCASE POSTS

Show off your products, your best work, and / or the impact it's had on past clients / customers - while inspiring those whose interest has already been piqued to take action.

garminfitness

1:01:28

NEW RECORD!
Fastest 10k!

3,401 likes

garminfitness Remember to stop and celebrate how far you've come. ✨

📷 : @tkoman
⌚ : #GarminVenu

View all 22 comments

drpepper

Dr Pepper 23

Doctorate in flavor

4.75" canned, 7" bottled

23 miles away

Adventurer, Texan, sweetheart. So much more than 23 delicious flavors. Get to know the real me.

20,186 likes

drpepper Wish my matches saw me for more than my 23 flavors... but I do get a lot of dates.

View all 301 comments

airbnb
Puerto Vallarta, Jalisco

8,142 likes

airbnb At this welcoming house in the hills, your toughest decision each day will be whether to hang out in the pool and hammock or head down to the beach. Optional... more

The secret sauce that makes it all just "work"?

Relatable Truths

If you want to entertain and engage your audience (and ultimately, turn them into buyers too) - you need to base your content around that audience's Relatable Truths.

▼ Here's an example of a **RELATABLE PAIN** making the journey from Research Doc, to Relatable Truth, to Relatable Joke.

Quote: "I'm just sick to death of being ignored in meetings, and having guys repeat my ideas back to me as if that's not EXACTLY what I just said.."

Relatable Truth: It's SO frustrating having men claim my ideas as their own in meetings.

Kirsty Hulse
@Kirsty_Hulse

Feeling inspired today, remembering some of the amazing men I've worked with and the incredible ideas they've repeated back to me.

Fears, **Pains** and **Desires** make pheonemally effective starting points for entertaining content - because with the right truth at the heart of a joke or a post, you get a "that's so true!" or "that's so me!" response - triggering the engagement-driving "Share and Declare" effect.

These are just three of the twelve different types of Relatable Truth we use when creating content for our clients.

Does it ever feel like you're putting more and more time into your social content - and seeing less and less of a return?

Grab yourself a copy of...

THE SOCIAL SUCCESS MACHINE BLUEPRINT AND MASTERCLASS

FIND OUT MORE

In this 90 minute training, we will:

- Walk you through your Four Essential Activities - these are things you NEED to be doing on a regular basis if you want a healthy account, and content that gets the Organic Reach you've been missing.

- We'll introduce you to the 12 different types of Relatable Truth you need to include in your research in order to create a mix of content that pulls together to Entertain, Engage and Sell to your audience.

- And we'll show you how to put those Relatable Truths to work - across our four key post objectives: Entertain, Teach, Showcase and Learn - with a tonne of examples you can model your posts on.

For a limited time only...

~~$97~~
$27