

# The SLAPS Method

Content that slaps isn't luck. It's a method.

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Most content is forgettable because it's built on vibes. Content that slaps is built on five levers — SLAPS. Work through each one and you'll never stare at a blank screen wondering what to post again.

Subcategory · Language · Audience Education · POV · Superconsumer. Fill these in once, then run every piece of content through them.

## I S — SUBCATEGORY CREATION

"Mount Different, not Mount Better." Don't try to beat established creators — plant your flag on an empty mountain.

BROAD CATEGORY

SPECIFIC AUDIENCE

UNIQUE ANGLE

YOUR SUBCATEGORY — THE THREE ABOVE, IN ONE SENTENCE

### L – LANGUAGE MASTERY

Generic language = generic results. Coin terms only your world uses. Three formulas: Unexpected Adjective + Common Noun · Action + Outcome · Problem Metaphor.

e.g. "Feral Creator," "Big Platypus Energy," "Sawdust Method."

#### COIN YOUR TERMS

|   |  |
|---|--|
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |

### A – AUDIENCE EDUCATION

Walk your people up three levels — meet them where they are, then lead them to your category.

LEVEL 1 – PROBLEM AWARENESS: THE PROBLEM THEY DON'T FULLY SEE YET

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LEVEL 2 – CURRENT SOLUTION CRITIQUE: WHY THE USUAL FIX FAILS

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LEVEL 3 – NEW CATEGORY INTRODUCTION: THE BETTER WAY (YOURS)

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## **P – POV DEVELOPMENT**

A real position makes someone uncomfortable. "I believe in being authentic" is NOT a position.

WHAT YOU'RE FOR

WHAT YOU'RE AGAINST

WHAT YOU BELIEVE – THAT OTHERS IN YOUR SPACE WON'T SAY OUT LOUD

## **S – SUPERCONSUMER TARGETING**

The top 1% drives most of the revenue. 100 superconsumers × \$2K - \$200K/year — better than 10,000 casual followers.

WHO IS YOUR SUPERCONSUMER – THE 1% YOU'RE REALLY CREATING FOR?

## **RUN IT THROUGH THE CONTENT MATRIX**

Four quadrants. The sweet spot is Obvious-to-Non-Obvious: obvious problems, unexpected solutions.

Obvious-to-Obvious is brain rot. Non-Obvious-to-Non-Obvious is academic rambling.

Non-Obvious-to-Obvious is cold authority. Obvious-to-Non-Obvious is THE SWEET SPOT.

AN OBVIOUS PROBLEM YOUR PEOPLE HAVE + YOUR UNEXPECTED SOLUTION (A POST YOU CAN MAKE THIS WEEK)