

THE 1% RULE: SMALL IMPROVEMENTS, REAL RESULTS

THE PROBLEM

MANY BUSINESSES OPERATE UNDER THE MISCONCEPTION THAT THEY NEED A COMPLETE RESET TO SUCCEED. THEY BELIEVE THAT A NEW STRATEGY, FRESH CONTENT, AND A TOTAL OVERHAUL ARE NECESSARY TO ACHIEVE THEIR GOALS. CONSEQUENTLY, THEY KEEP STARTING OVER, ONLY TO FIND THEMSELVES FACING THE SAME RESULTS TIME AND AGAIN.

THE REALITY

IN TRUTH, YOUR CONTENT ISN'T BROKEN—IT SIMPLY ISN'T IMPROVING. USING THE SAME HOOKS, MESSAGE, AND STRUCTURE LEADS TO STAGNANT GROWTH. THE ISSUE ISN'T THE NEED FOR SOMETHING NEW; IT'S THE LACK OF PROGRESSION AND REFINEMENT IN WHAT ALREADY EXISTS.

THE 1% RULE

YOU DON'T NEED A FULL OVERHAUL. INSTEAD, FOCUS ON GETTING SLIGHTLY BETTER EVERY TIME YOU POST. SMALL IMPROVEMENTS WILL COMPOUND INTO REAL, TANGIBLE RESULTS OVER TIME.

WHAT TO IMPROVE

1. **THE HOOK:** IF IT DOESN'T GRAB ATTENTION, NOTHING ELSE MATTERS. THE INITIAL IMPACT IS CRUCIAL.
2. **THE MESSAGE:** IT SHOULD BE CLEAR, DIRECT, AND TAILORED FOR YOUR AUDIENCE, ENSURING IT RESONATES AND ENGAGES.
3. **THE STRUCTURE:** CONTENT SHOULD BE EASY TO FOLLOW AND CONSUME, FACILITATING UNDERSTANDING AND RETENTION.

HOW IT COMPOUNDS

IMPROVING BY JUST 1% EACH TIME LEADS TO SHARPER CONTENT, STRONGER POSITIONING, AND ULTIMATELY, MORE INBOUND LEADS. IT'S A PROCESS OF CONTINUOUS ENHANCEMENT THAT BUILDS ON ITSELF.

WHAT MOST PEOPLE DO WRONG

MANY CHASE PERFECTION INSTEAD OF PROGRESS. THIS RESULTS IN OVERTHINKING, OVER-EDITING, AND OVERCOMPLICATING CONTENT CREATION. THE FOCUS SHOULD BE ON CONSISTENT, INCREMENTAL IMPROVEMENTS RATHER THAN AN UNATTAINABLE IDEAL.

WHAT THIS MEANS

YOU DON'T NEED MORE CONTENT; YOU NEED BETTER EXECUTION, CONSISTENCY, AND FOCUS. BY HONING IN ON THESE AREAS, YOU CAN ACHIEVE SIGNIFICANT GROWTH AND SUCCESS.

FINAL THOUGHT

AT BRUDER MEDIA, WE DON'T JUST CREATE CONTENT—WE EMPOWER YOU TO SECURE MORE WORK, ONE PERCENT AT A TIME. EMBRACE THE SIMPLE FLOW AND ENJOY A PREMIUM EXPERIENCE AS YOU WITNESS THE POWER OF SMALL, CONSISTENT IMPROVEMENTS.