

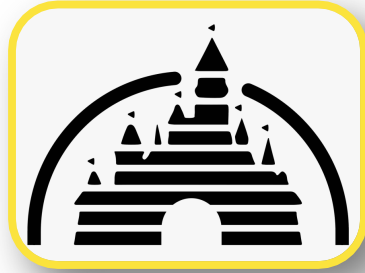
PLAYING FAVORITES

how to ensure they
pick you and stick with you
(against the odds)

**JAY
ACUNZO***

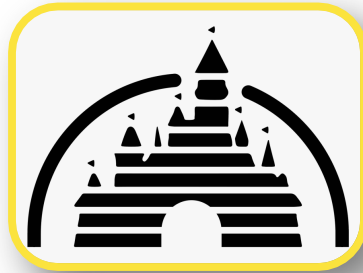


what's the **best** disney film of all-time?





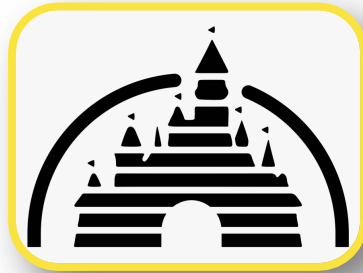
we are not rational creatures.
we're subjective first, then rationalize.



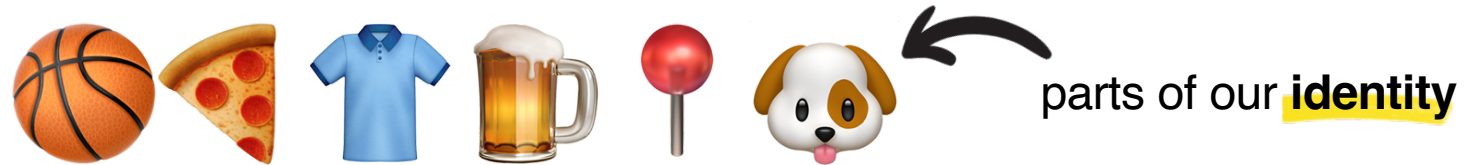
“my favorite”



what's the best disney film of all-time?



you don't need to be the biggest or the best.
you need to be their favorite.



**be their personal, preferred pick
for a specific purpose.**



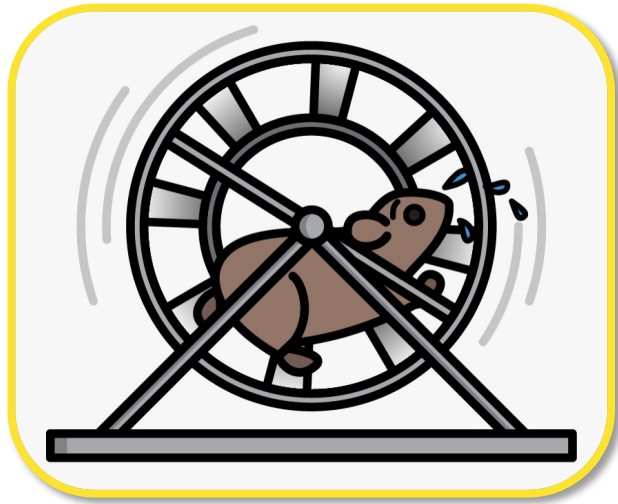
when your audience makes choices,
they play favorites.

are you one of them?

be their favorite



don't be the best.
be their favorite.



our shared enemy:

**COMMODITY
CONTENT**

fiverr.

What service are you looking for today?



Business solutions

Graphics & Design

Programming & Tech

Digital Marketing

Video & Animation

Writing & Translation

Home / Writing & Translation / Articles & Blog Posts

I will repurpose your video or podcast content into a blog post

GET MORE EXPOSURE

1 Podcast Episode =
20+ Pieces of Content

Easily convert each podcast episodes into 20+ videos and automatically publish them to all your favourite social media platforms.

Start Today for Free: 14 Day Trial
(no credit card required)

Unlimited Video Podcast Editing & Repurposing for SaaS Companies

Just upload your podcast recording, we'll take care of complete post production and repurposing.

book a demo

Let's setup the ultimate podcast repurposing machine



what if...

...more of our work *worked*?

...we could stop competing on volume,
and start competing on *impact*?

the impact of your content
is directly proportional
to its **value** + its **originality**

IDEA IMPACT MATRIX

value



CREATOR KITCHEN

established
= 2023 =



originality

insightful

value

informational content updates people.
insightful content **empowers them**

to increase the value of your content,
make it more insightful.

informational

originality

insightful

value

A.I. is trained on internet content.
YOU are trained on the content of your life.
nobody else has access to that.

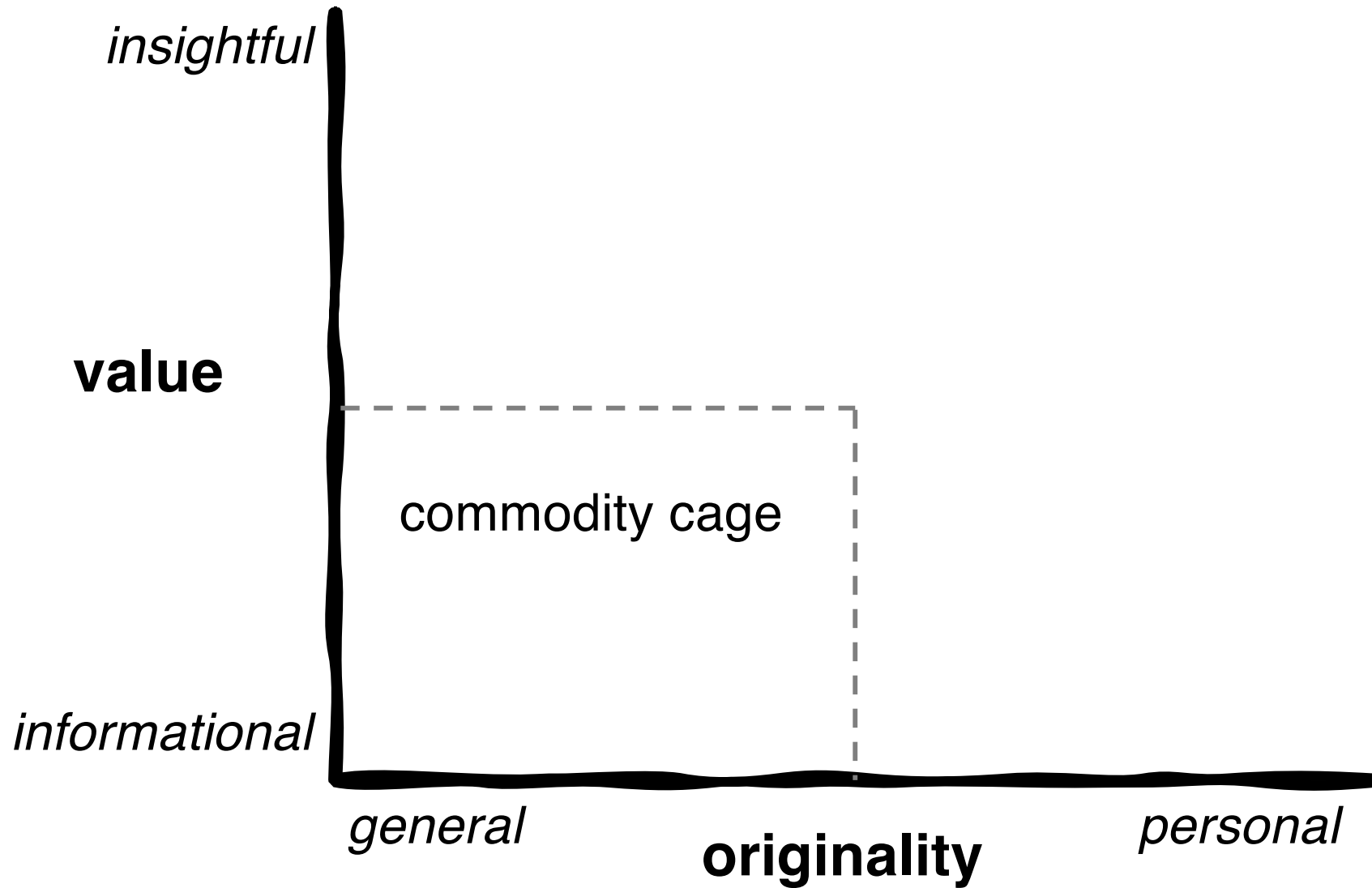
your personal perspective is your
biggest advantage. are you using it?

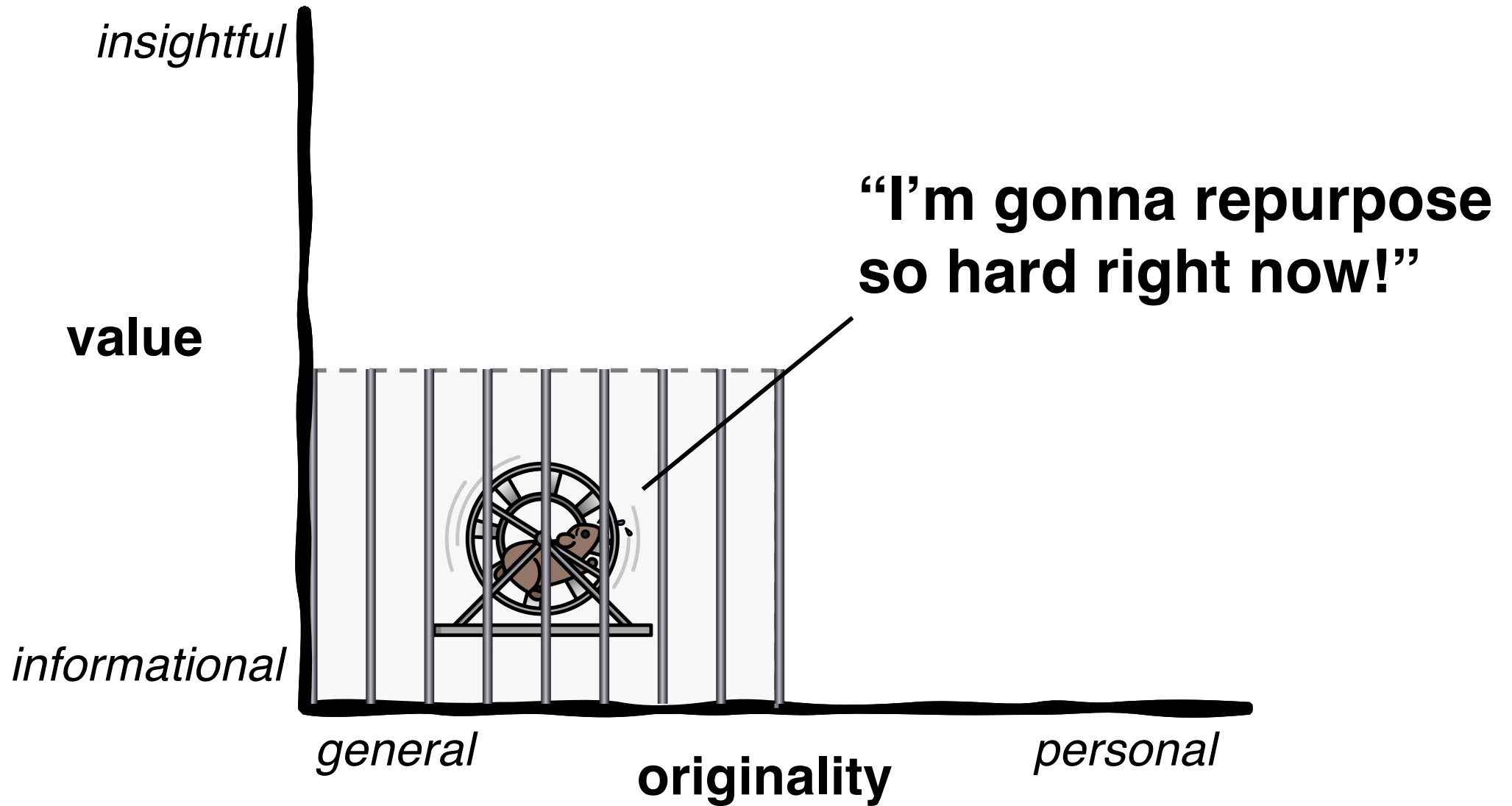
informational

general

originality

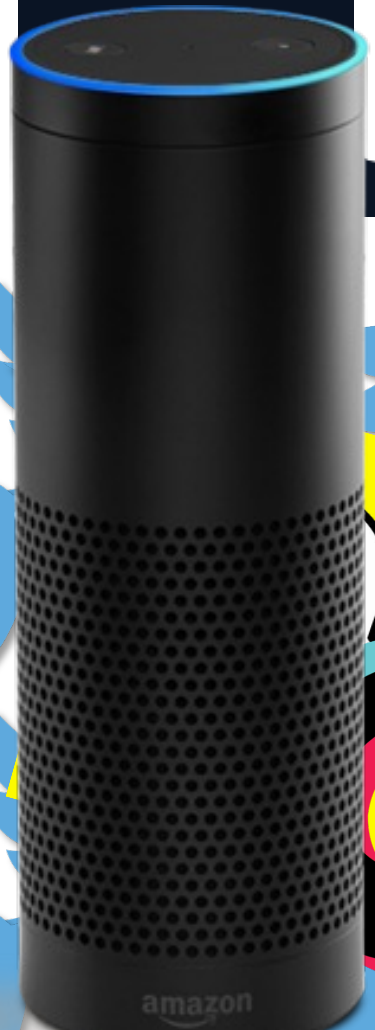
personal







(yes "Twitter")



Voice

Big Data

Advertising

Introducing

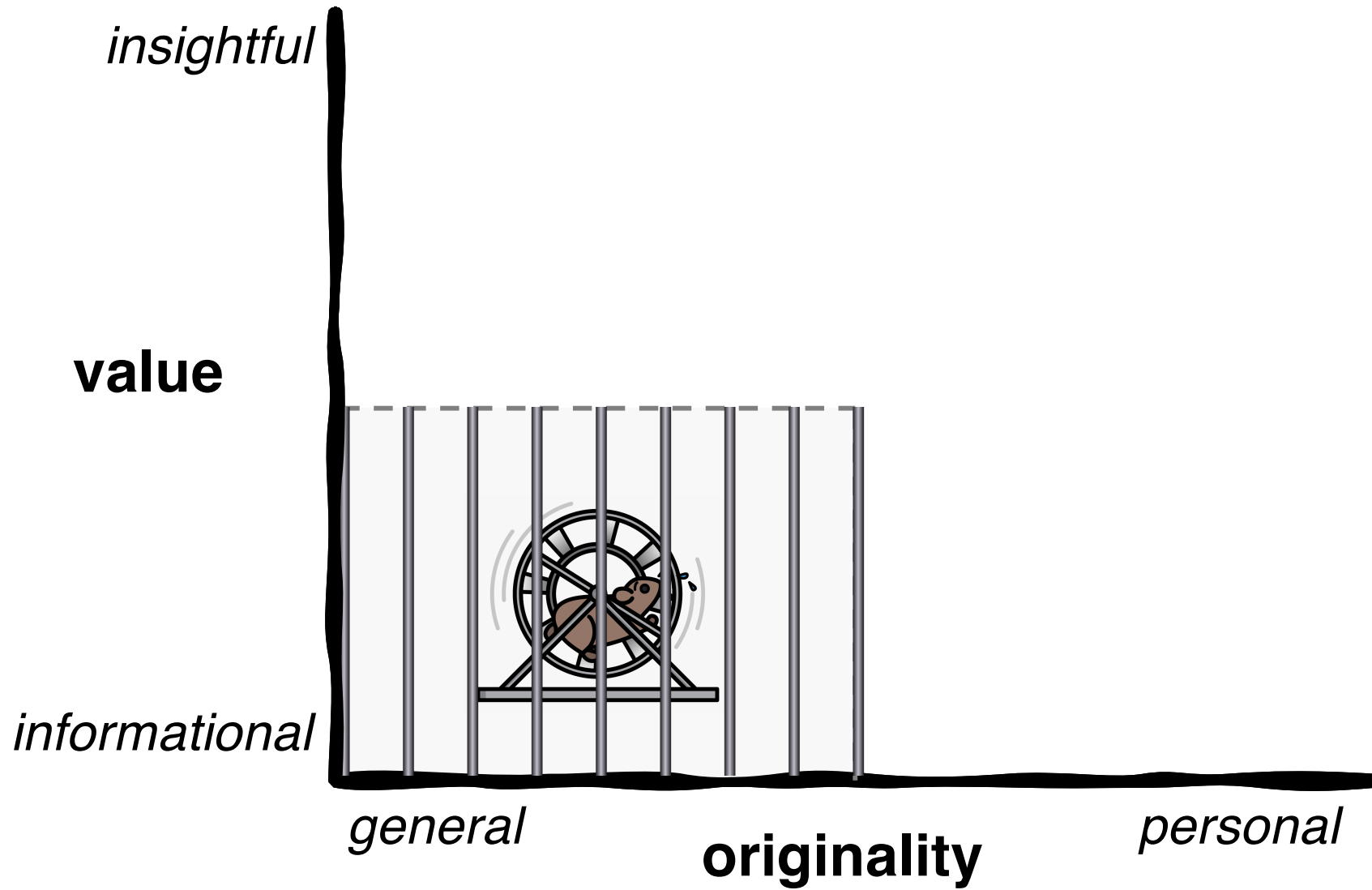
rowth

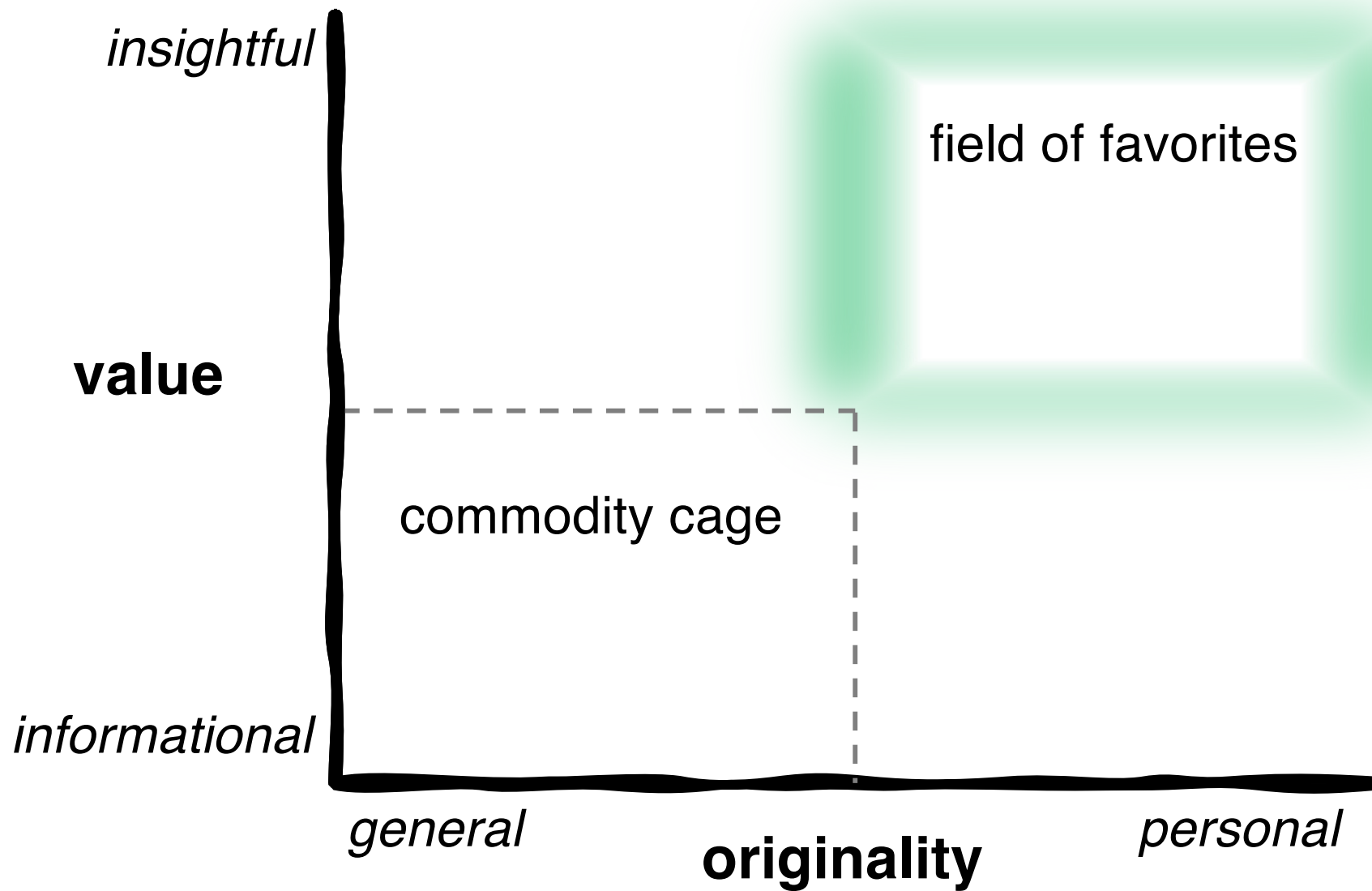
How Brands Are Experimenting
with AI

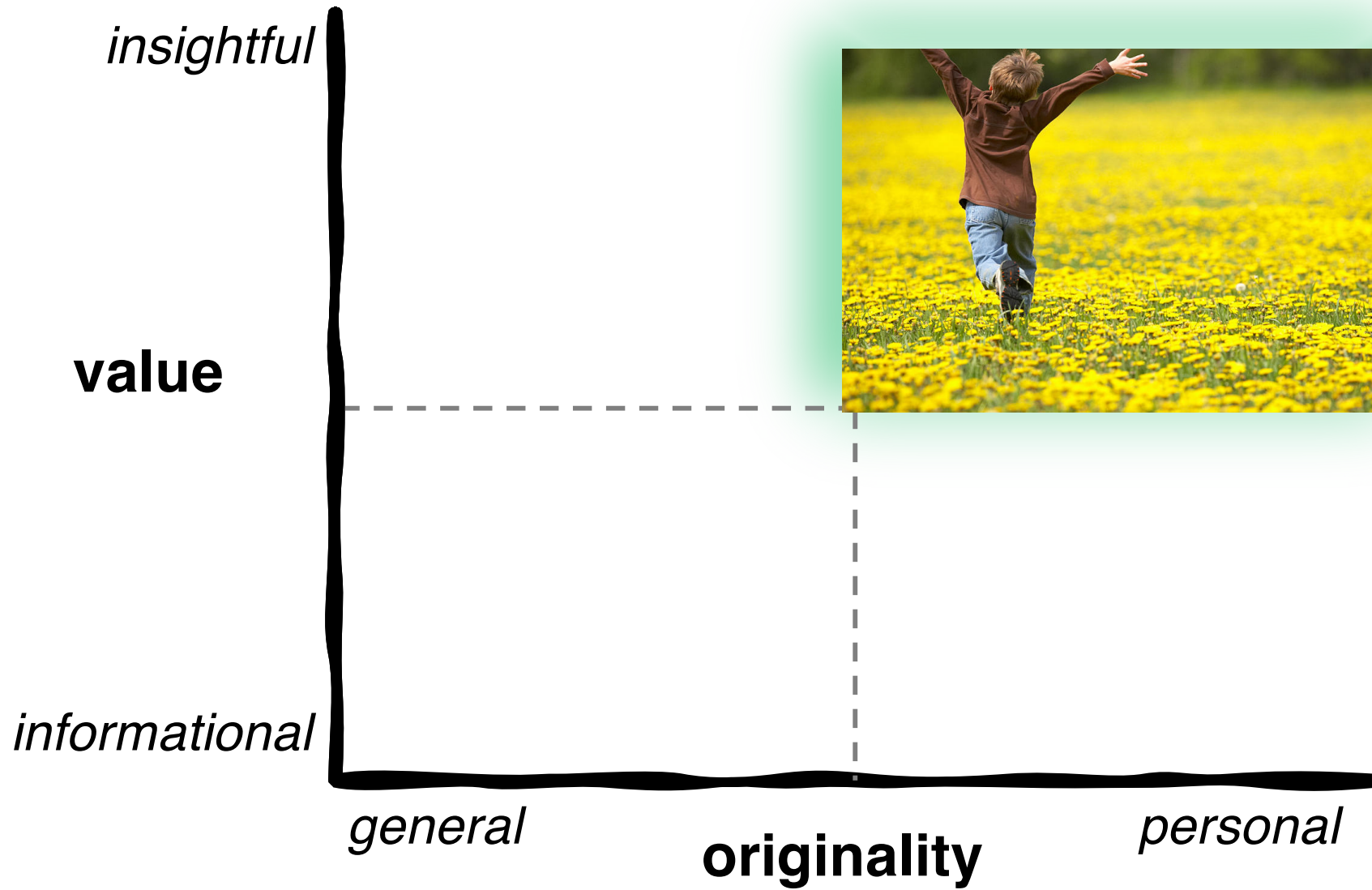
How Can Marketers Use ChatGPT?
How Brands Should
Use NFTs

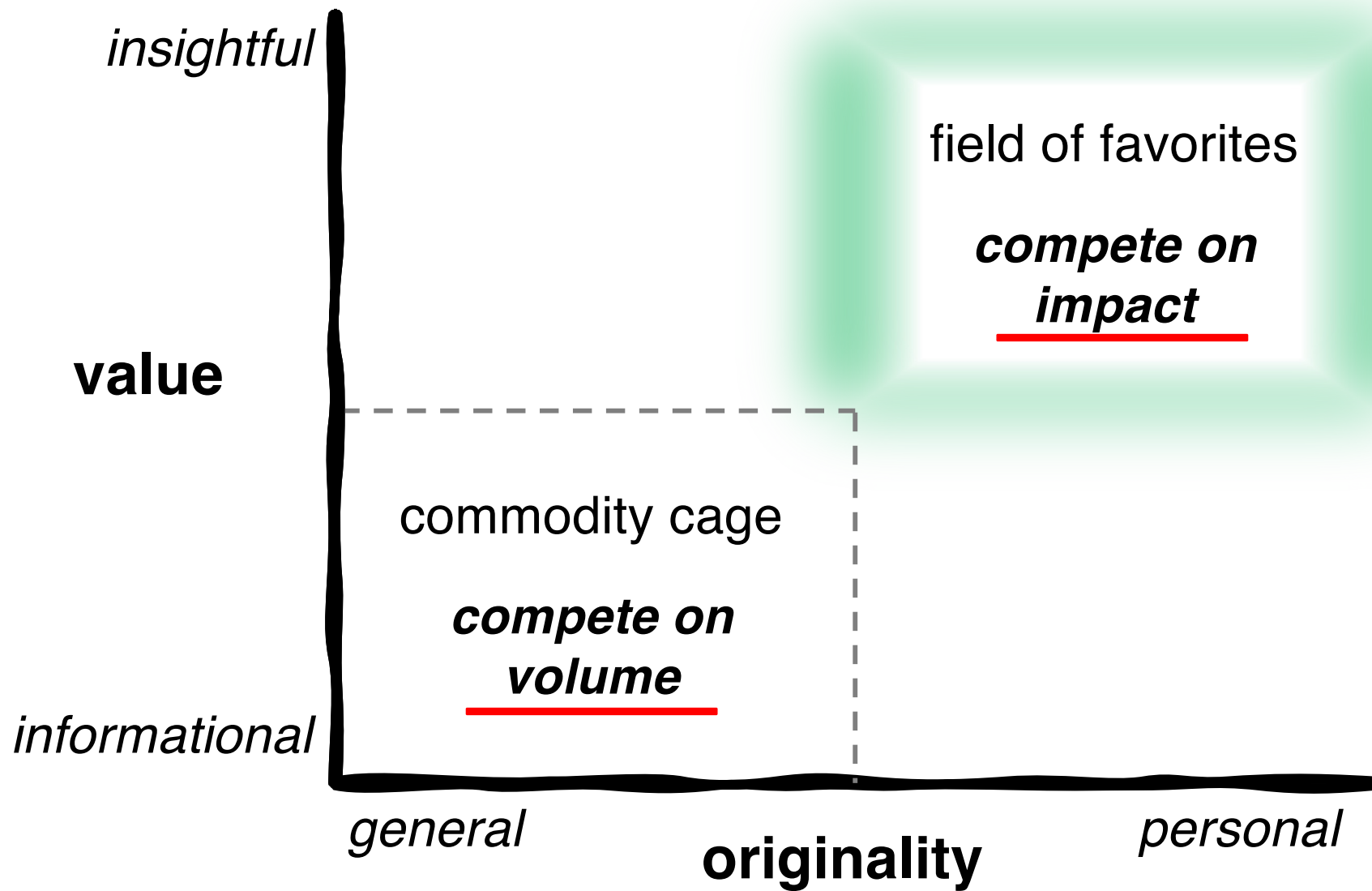
How to Design an AI
Marketing Strategy
with

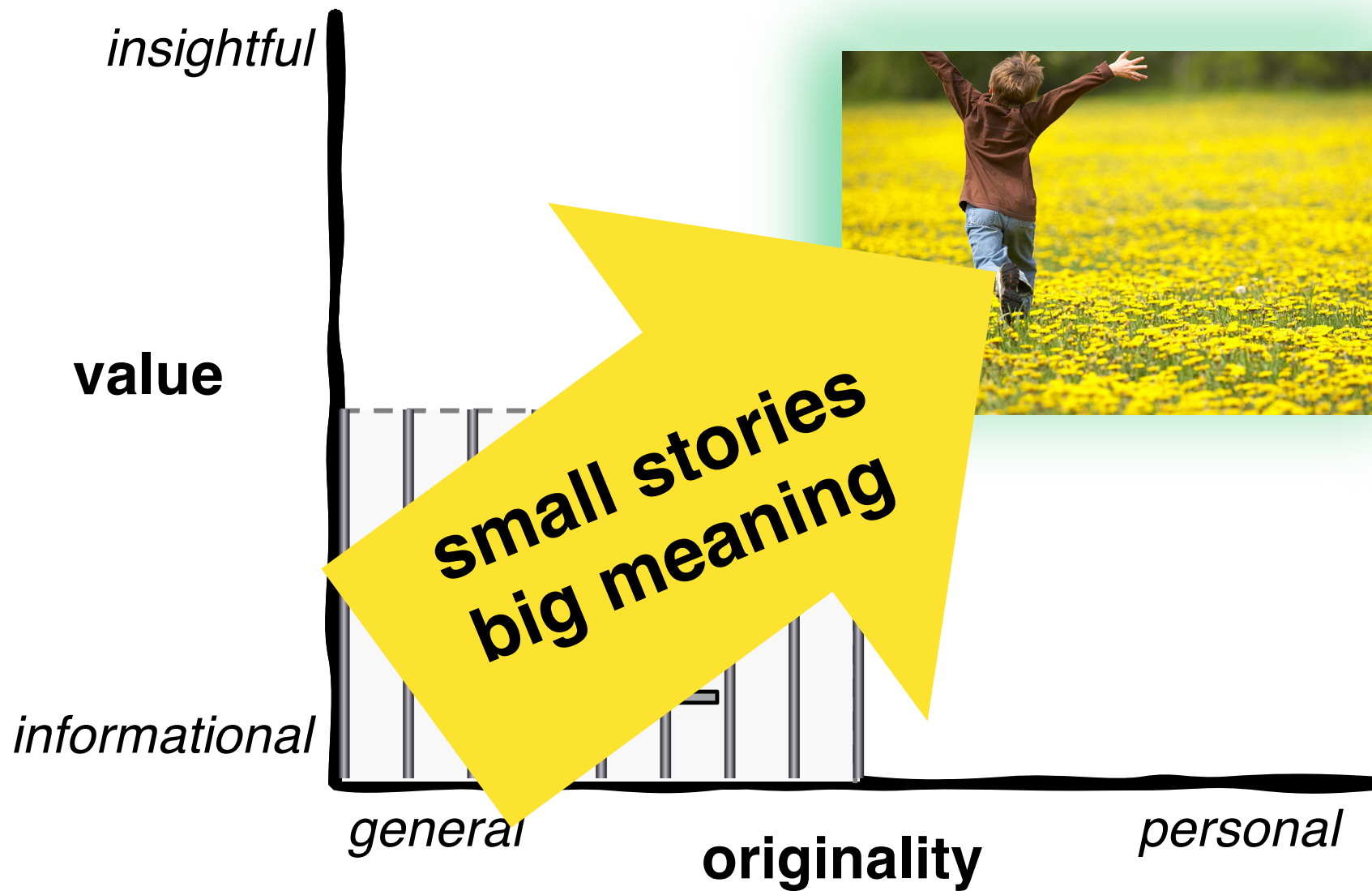














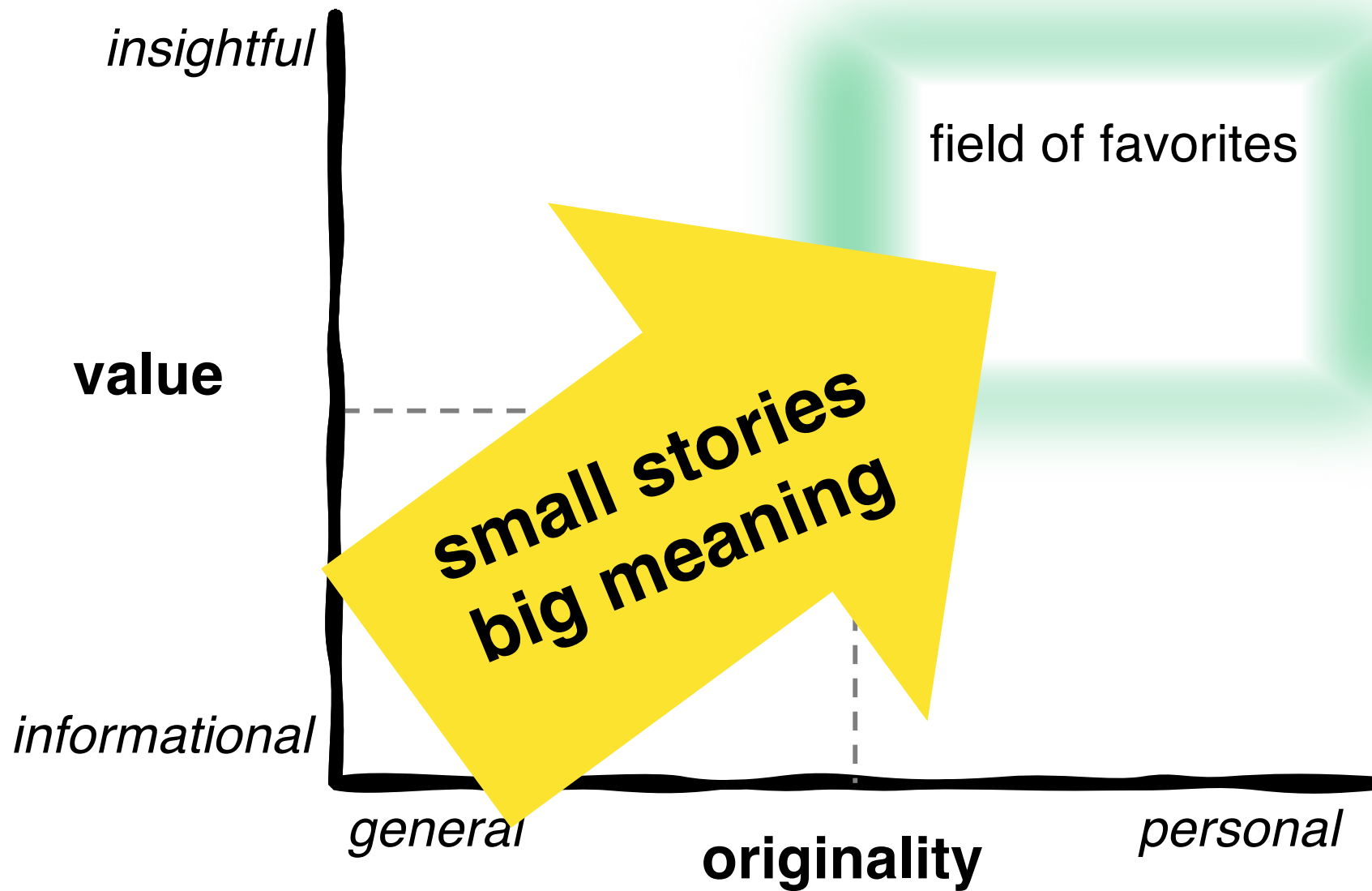
**A.I. and people both rely on LLMs
as their foundations.**

A.I. has large language models.

↪ **people have little life moments.**

be their favorite





Michelle Warner ... and our needs for leads



Hi! I'm Michelle

I'll design you a tiny company that's built to last and teach you how to build the relationships that will power it.

TheMichelleWarner.com



How to be intentional with your business connections

I talk a lot about intentionally building relationships and connection and keeping it a consistent priority if you want to keep consistent income flowing in your business.

insightful

value

field of favorites

*compete on
impact*

mw.

[About](#) [Networking That Pays](#) [Work With Me](#) [Blog](#) [Contact Me](#) [Login](#)

**How to be intentional with your business
connections**

informational

general

originality

personal

when we want more results,

REACH MORE

reach is how many see it.
resonance is how much they care.

reach is how many see it.
resonance is how much they care.

why they act



when we want more results,

~~**REACH MORE**~~

RESONATE DEEPER



1

2

3

3 things to remember

to ensure we resonate deeper

be their favorite





1

2

3

**when our work matters more,
we need to hustle for attention less.**

be their favorite





How to be intentional with your business connections

I talk a lot about intentionally building relationships and connection and keeping it a consistent priority if you want to keep consistent income flowing in your business.



Michelle Warner Aug 25



to me ▾

Pop Quiz: What's the first thing you should do when you're sitting on your couch late on a Saturday night and out of nowhere a bat flies over your head?



Answer: Not what I did.

What did I do?

I googled (obviously).

I was freaking out and looking for strategies to get it out of the house NOW.

But the advice was mixed.

Yes I should open the doors so it had a clear path.

But should I open all the doors or only one?

“my best-performing email in months”

The next morning, when I could think more clearly, I realized I'd fallen into my own trap: I chased strategy, demanded immediate results, instead of prioritizing sequence.

I worried more about what to do instead of focusing on what order to do things.

Which is always the wrong choice. You want to think sequence over strategy, NOT strategy over sequence.

Sequence first. Always.

Such a great email, Michelle!!!

This is an issue so many of us struggle with - and one of the hard parts is recognizing when we are on strategy vs sequence!

I've definitely been in and out of sync (lost in strategy, ignoring sequence) over the years - and I'm not on the right track now, but I'm never sure.

After spending the first part of the year trying to build my content (YouTube = strategy, right?) I'm not sure my business model now (adding the mid-price course = sequence, right?) is the best. I think I will be more focused around what I'm doing.

Ack, I just need to send my empathy and well wishes. I think I told you about the flying squirrel (which I learned is essentially a bat) that flew over my head one night and then terrorized us for 6 weeks before we finally were able to escort it out. This story totally brings back memories. I am SO sorry you had to go through that.

And I love that you could turn it into a business message. Sequence vs strategy, love it.

Hope that you are otherwise doing well!

Hiya — not answering your good q right now (because focusing on immediate to do, ahaha) but did not want to delay anymore saying thank you for this concept. Sequence over strategy, esp in those moments of wheel spinning.

This email came at just the right time for me to help redirect/support someone on a client's team. And a resonant phrase that can be the right "spell" for myself next time I'm spinning.

For now, just a quick appreciation. Thank you thank you for sharing this story and idea.

general

originality

personal

1

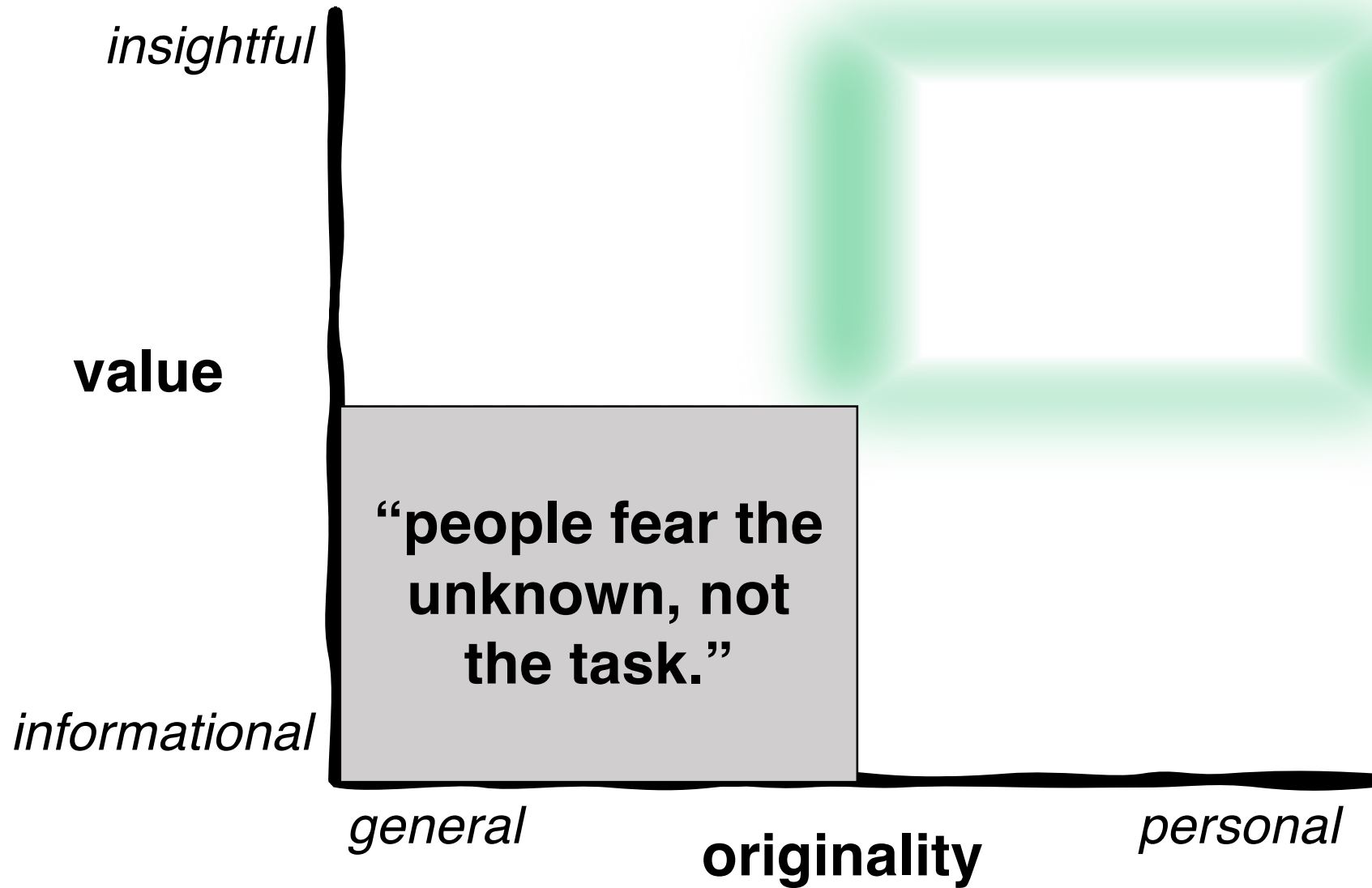
“this happened...” (a personal memory or moment)

2

“which made me realize...” (an idea sparked by that)

3

“that’s the thing about...” (the topic → the insight)



1

“this happened...”

for years, I was afraid to make espresso.

2

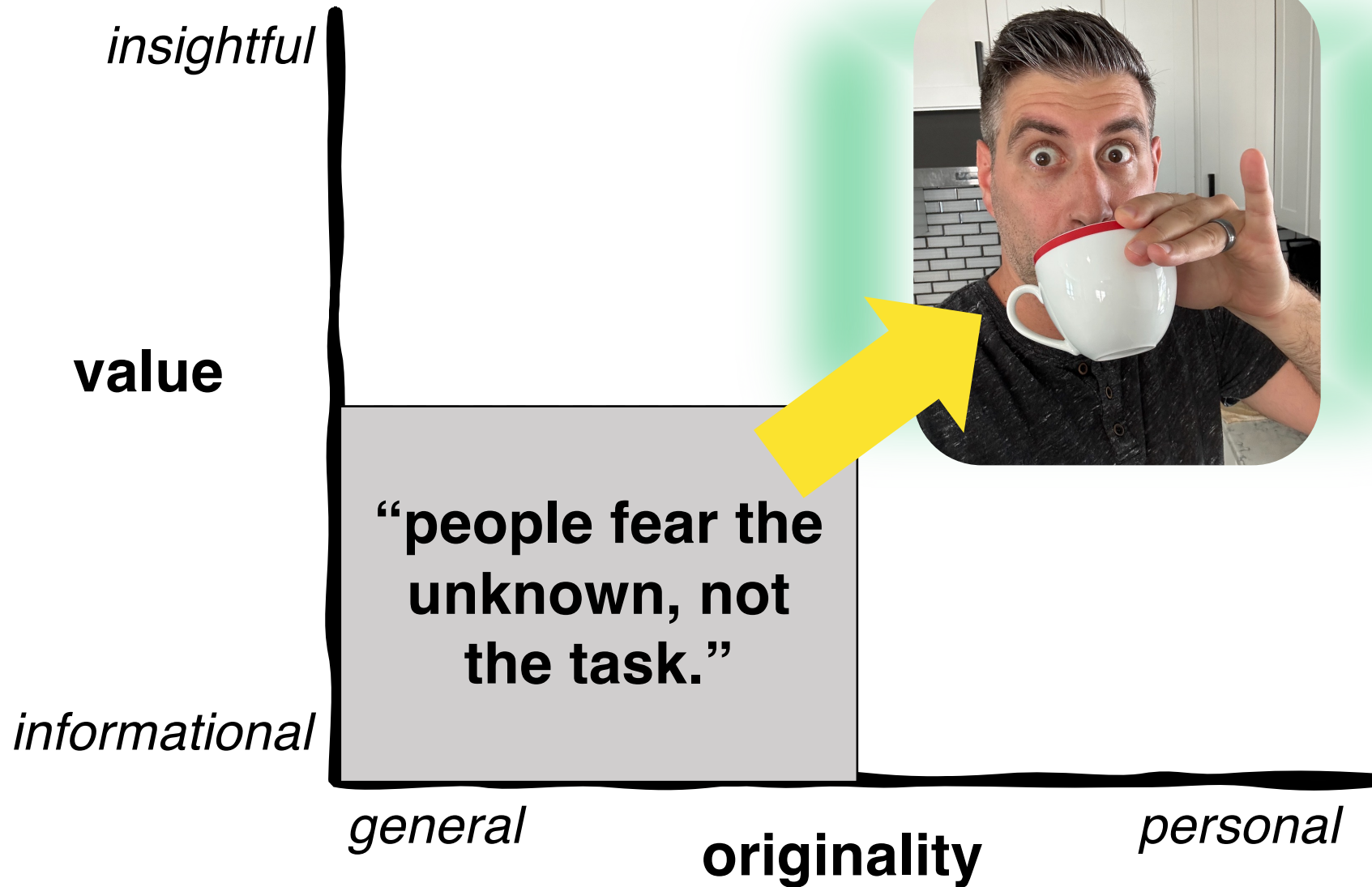
“which made me realize...”

I wasted time being afraid (researching, asking, seeking). I wasn't afraid of the task itself.

3

“that's the thing about...”

trying new things → if what we fear is the unknown, not the task, move faster to make the unknown, known. try it first.





Michelle Warner Aug 25



to me ▾

Pop Quiz: What's the first thing you should do when you're sitting on your couch late on a Saturday night and out of nowhere a bat flies over your head?

1 “this happened...”

Answer: Not what I did.

What did I do?

I googled (obviously).

I was freaking out and looking for strategies to get it out of the house NOW.

But the advice was mixed.

Yes I should open the doors so it had a clear path.

But should I open all the doors or only one?

2

“which made me realize...”

The next morning, when I could think more clearly, I realized I'd fallen into my own trap: I chased strategy, demanded immediate results, instead of prioritizing sequence.

3

“that's the thing about...” [searching for solutions]

Which is always the wrong choice. You want to think sequence over strategy, NOT strategy over sequence.

Sequence first. Always.



**this isn't about creating content.
this is about creating **connection**.**

“that’s the thing about...” forces us
to bridge the gap between
what we’re saying + what they want



be their favorite





1

2

3

**when our work matters more,
we need to hustle for attention less.**
ensure your stories matter using
“that’s the thing about” moments



be their favorite





1

2

3

thing #2

be their favorite



aimee carrero



elena of avalor



1. Elena's story is universal.

Elena is a young princess who was trapped for 41 years by an evil sorceress—inside a magical amulet—while her grandparents and sister were protected within a magical painting. Now that she's free, Elena must now learn to rule as crown princess.





elena of avalor



D23



LOG IN

1. Elena's story is universal. **?!**

Elena is a young princess who was trapped for 41 years by an evil sorceress—inside a magical amulet—while her grandparents and sister were protected within a magical painting. Now that she's free, Elena must now learn to rule as crown princess.



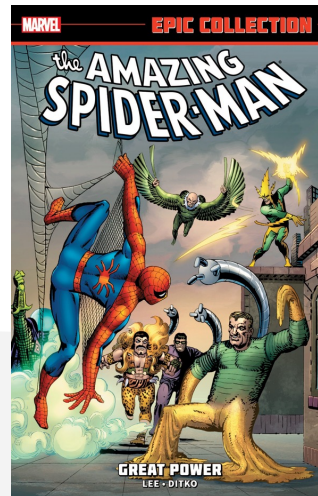
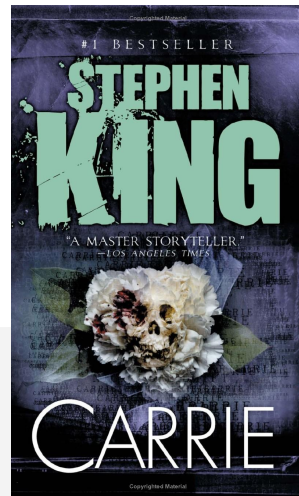
1

2

3



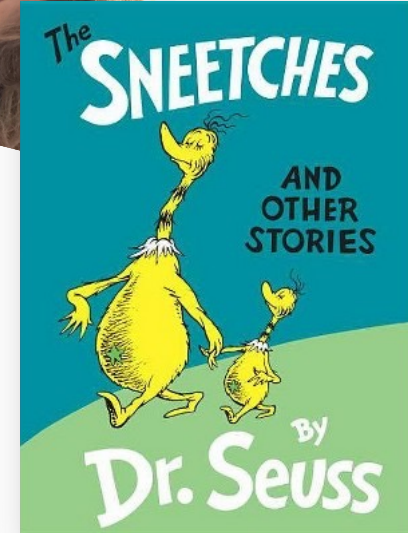
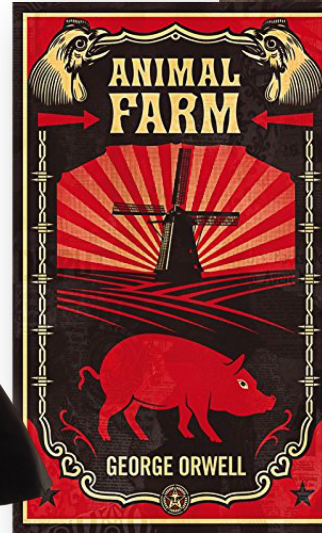
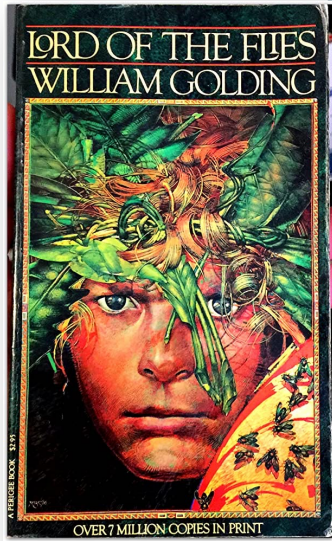
a story is relatable because of its **emotional stakes**,
NOT its topics or action



be their favorite



allegory



from latin **allegoria**, meaning “implying something else”
 (“that’s the thing about...”)

allegory

in *The Matrix*,
the “thing” about
society is **not**



“robots will imprison
humans in a false reality
and use us as batteries”

allegory

that's the thing
about society



“what we think is reality
is a collection of systems
created by others
to keep us compliant
so they can gain power”





your stories aren't about YOU.
they're about the meaning
that connects you and others.

be their favorite





1

2

3

thing #3

be their favorite



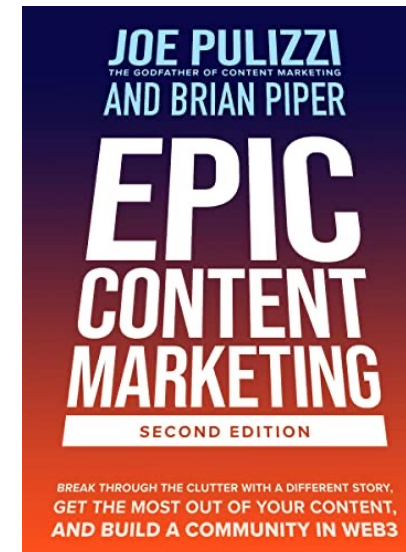
elena of avalor



brian of rochester



brian piper



skydiving (like water diving, but instead of splash, you go splat)



**normal reaction to
leaping from an airplane**

“how I do it + how you can too”



Brian Piper (He/Him)
Director of Content Strategy and Assessment, University of Rochester | Author | International Keynote Speaker | Consultant | Con...

Experience

- Director of Content Strategy and Assessment**
University of Rochester · Full-time
Aug 2017 - Present · 5 yrs 10 mos
Rochester, New York
Responsible for creating comprehensive analyses that track whether or not constituents are receiving timely, relevant content aligned with the University's goals. Work with communications colleagues, advising on content formats and channels to meet program goals and objectives, and evaluating success. Consult with deans, directors, and senior leadership at the University on important communications projects and strategies.
- Digital Marketing Manager**
Harris Corporation
Jan 2016 - Sep 2017 · 1 yr 9 mos
Rochester, NY
Responsible for managing and optimizing all web content for the Communication Systems segment of Harris Corporation. Support social media strategy, content and presence for the business segment. Collaborate with traditional Marketing and Communications team to create the most compelling digital messages to drive organic traffic to the Harris site using latest SEO strategies. Identify and execute digital elements of the strategic go to market plans and develop measurable digital marketing goals and key performance indicators. Plan and execute all digital marketing deliverables to support product or capability launch and create collateral to drive awareness, leads and revenue for the business.
- Multimedia Developer**
Harris RF
Nov 2014 - Jan 2016 · 1 yr 3 mos
Rochester, NY
Developing training applications for military/municipal radios and supporting multimedia needs of internal customers. Supporting and managing corporate initiatives including Joomla development, internal communications and exploring emerging technologies for use in training, marketing and trade show presentations. Managing group of developers and designers to meet deadlines. Estimating pricing and schedules to ensure over-delivery to customers.
- Multimedia Developer - Consultant at Harris RF Communication**
Miller & Associates Sourcing Specialists, LLC
Sep 2012 - Nov 2014 · 2 yrs 3 mos
Rochester, New York Area



what if
the case study is
less powerful
than the
allegory?

LinkedIn profile for Brian Piper (He/Him), Director of Content Strategy and Assessment, University of Rochester. The profile highlights four roles:

- Director of Content Strategy and Assessment** (University of Rochester - Full-time, Aug 2017 - Present, 5 yrs 10 mos): Responsible for creating comprehensive analyses that track whether or not constituents are receiving timely, relevant content aligned with the University's goals. Work with communications colleagues, advising on content formats and channels to meet program goals and objectives, and evaluating success. Consult with deans, directors, and senior leadership at the University on important communications projects and strategies.
- Digital Marketing Manager** (Harris Corporation, Jan 2016 - Sep 2017, 1 yr 9 mos): Responsible for managing and optimizing all web content for the Communication Systems segment of Harris Corporation. Support social media strategy, content and presence for the business segment. Collaborate with traditional Marketing and Communications team to create the most compelling digital messages to drive organic traffic to the Harris site using latest SEO strategies. Identify and execute digital elements of the strategic go to market plans and develop measurable digital marketing goals and key performance indicators. Plan and execute all digital marketing deliverables to support product or capability launch and create collateral to drive awareness, leads and revenue for the business.
- Multimedia Developer** (Harris RF, Nov 2014 - Jan 2016, 1 yr 3 mos): Developing training applications for military/municipal radios and supporting multimedia needs customers. Supporting and managing corporate initiatives including Joomla development, inter communications and exploring emerging technologies for use in training, marketing and trade presentations. Managing group of developers and designers to meet deadlines. Estimating price schedules to ensure over-delivery to customers.
- Multimedia Developer - Consultant at Harris RF Communication** (Miller & Associates Sourcing Specialists, LLC, Sep 2012 - Nov 2014, 2 yrs 3 mos): Developing Flex training applications for military/municipal radios. Supporting and managing corporate initiatives including Joomla development, internal communications, video producing, taping and exploring emerging technologies for use in training, marketing and tradeshow presentations.



what do you understand or feel
that you want them to understand or feel?
what was your **personal journey**
to that **universal insight**?



(not brian)



Competitive Skydiving and Content Marketing

[/ Content Marketing, Content Strategy](#) / By [Brian W. Piper](#)

I watched my teammate kick his feet out of my parachute lines and disappear from view over the top of my canopy as I had seen him do hundreds of times before. I focused on the horizon and then got yanked back into the parachute below me and engulfed with slippery nylon fabric as my canopy collapsed. It was then that I realized that things had gotten ugly...but I was sure it would all turn out fine.



1

2

3

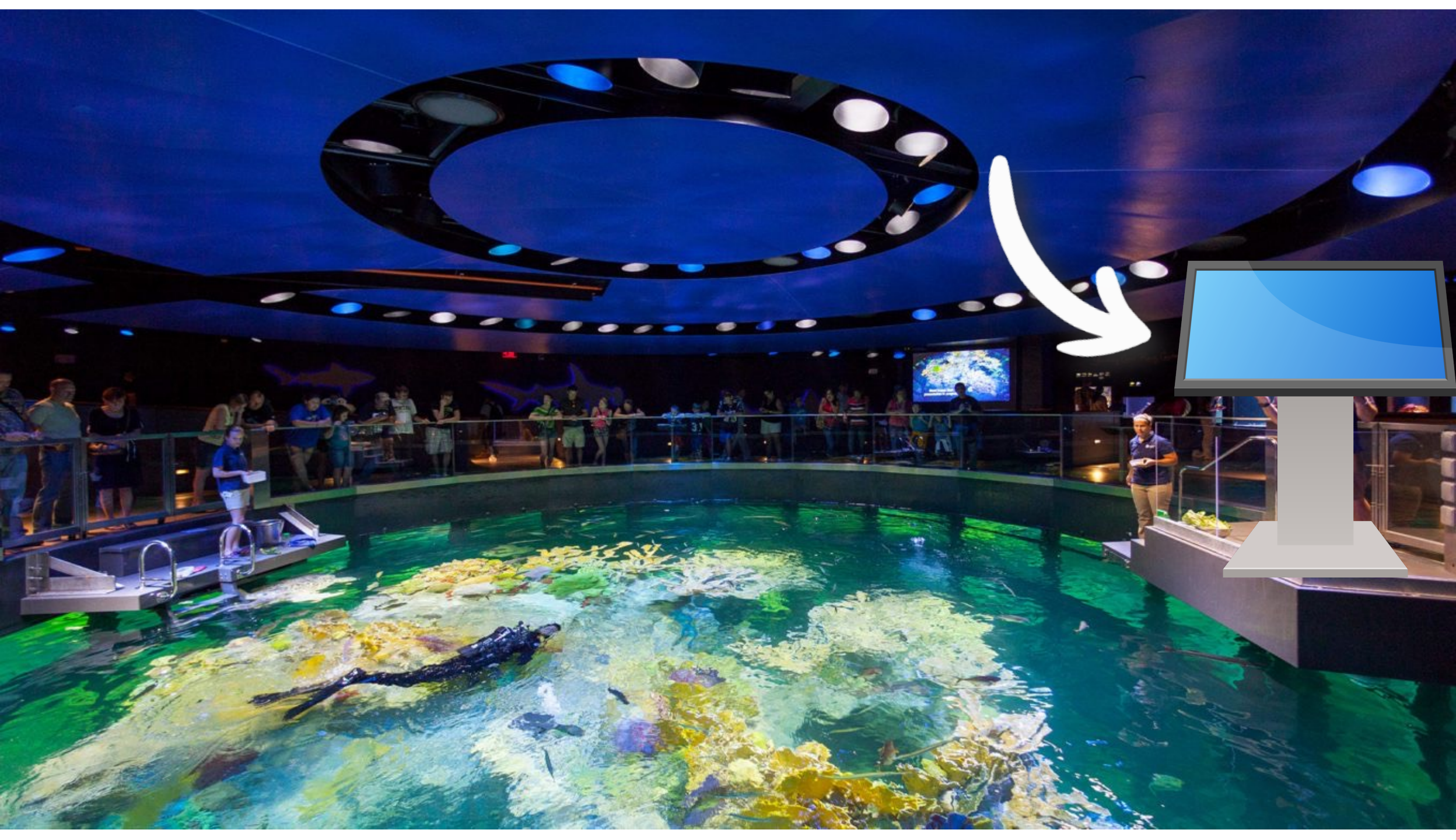
**to find worthy stories to tell,
think noteworthy, not newsworthy.**

case studies illustrate, but allegories illuminate

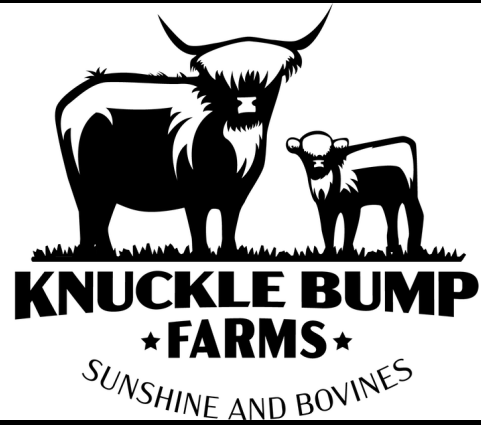


be their favorite

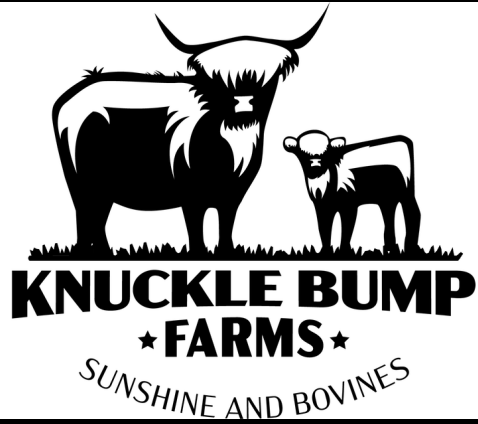




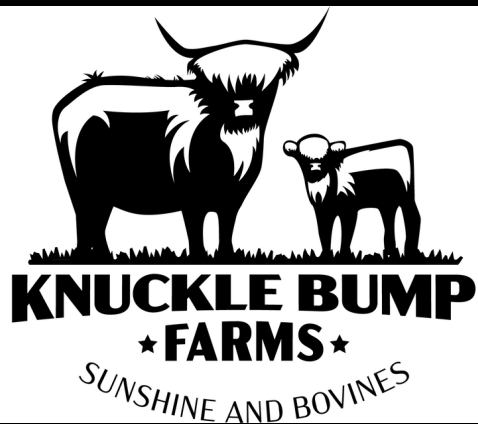
taylor blake and emmanuel the emu



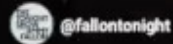
**taylor blake and
emmanuel the emu**



taylor blake and emmanuel the emu

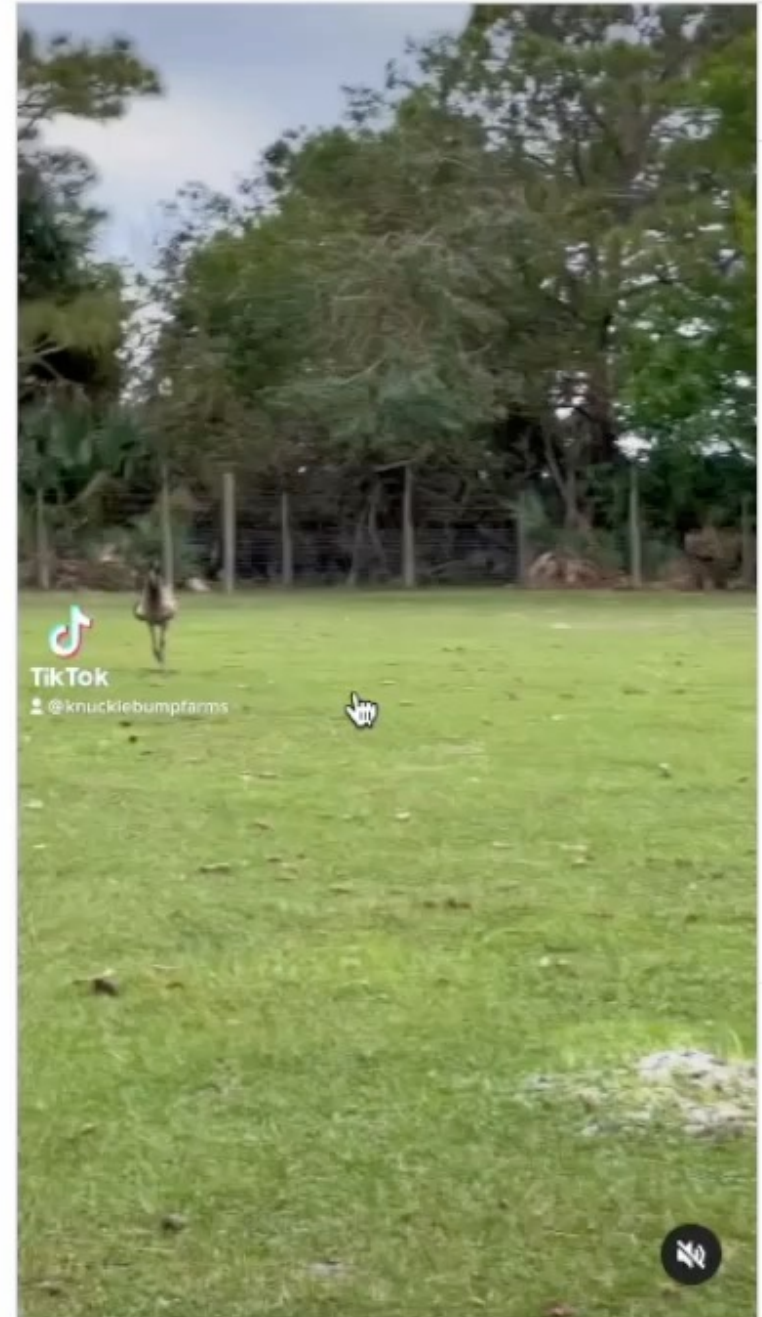
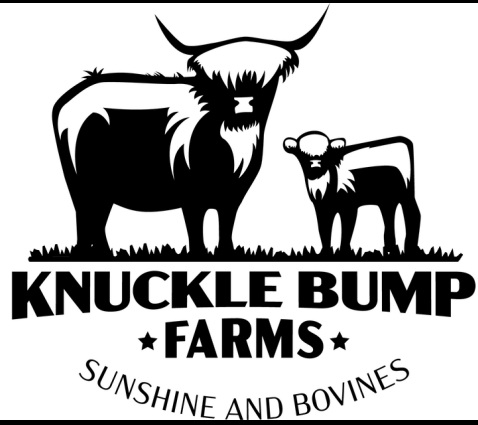


"Jimmy Don't Do It" -#TaylorBlake #KnuckleBumpFarms #Emmanuel #FallonTonight



Subscribe

taylor blake and emmanuel the emu





myrtle

more original

means

more you

more original

means

more you



the problem isn't that
bots will replace humans.
**the problem is that too many humans
are acting like bots**



be their favorite



insightful

value

informational



posture



process

general

originality

personal



to create commodity content, trust your checklist.
to create something original, **trust yourself**



be their favorite



join me for a free roundtable

jayacunzo.com/goofy



SMALL STORIES WITH BIG MEANING

1

to spark action, learn to **resonate deeper**, not reach more
(“this happened → which made me realize → that’s the thing about”)

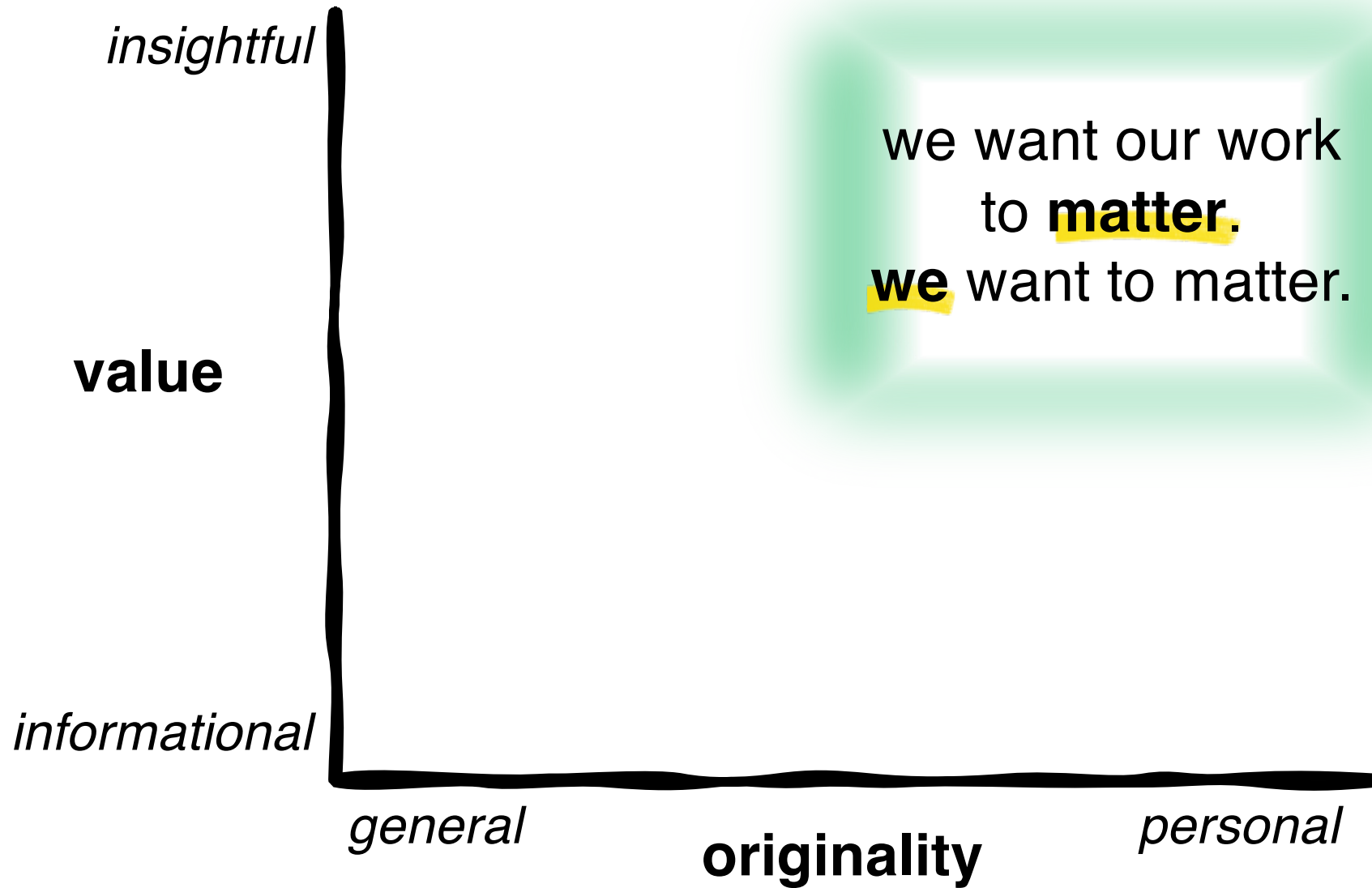
2

to **matter more** to them, tell stories that matter to YOU
(stories connect on emotional stakes, not topics)

3

to find **stories worth telling**, think “noteworthy”
(not newsworthy)

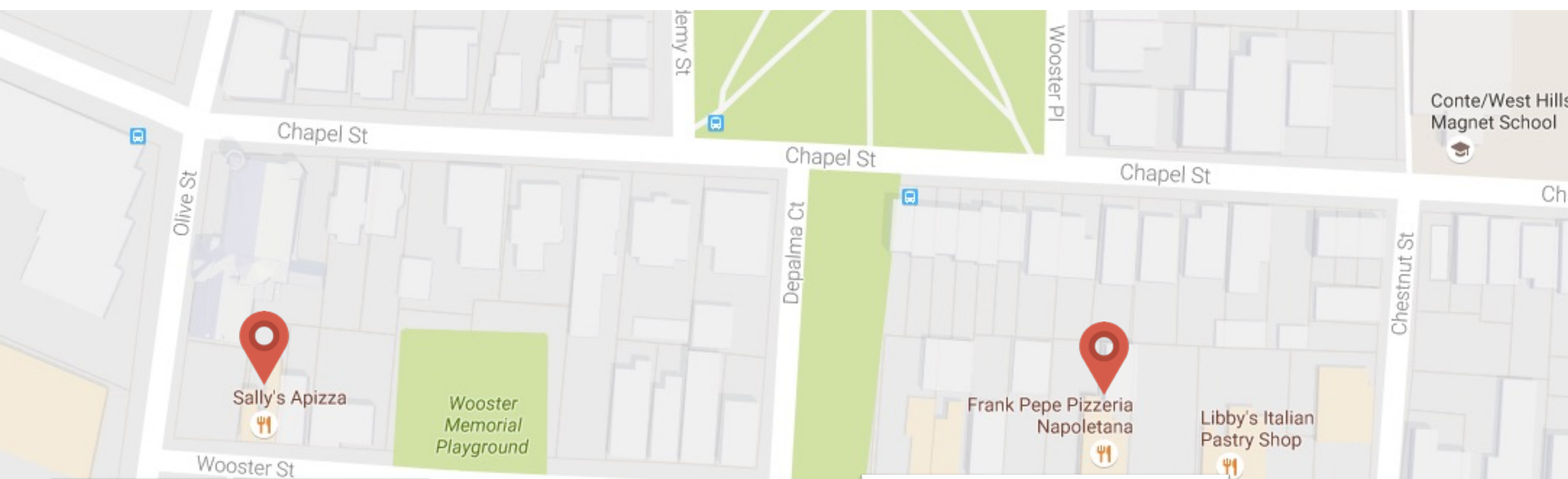
TRUST YOURSELF



Sally's

PIZZA

EST. 1936

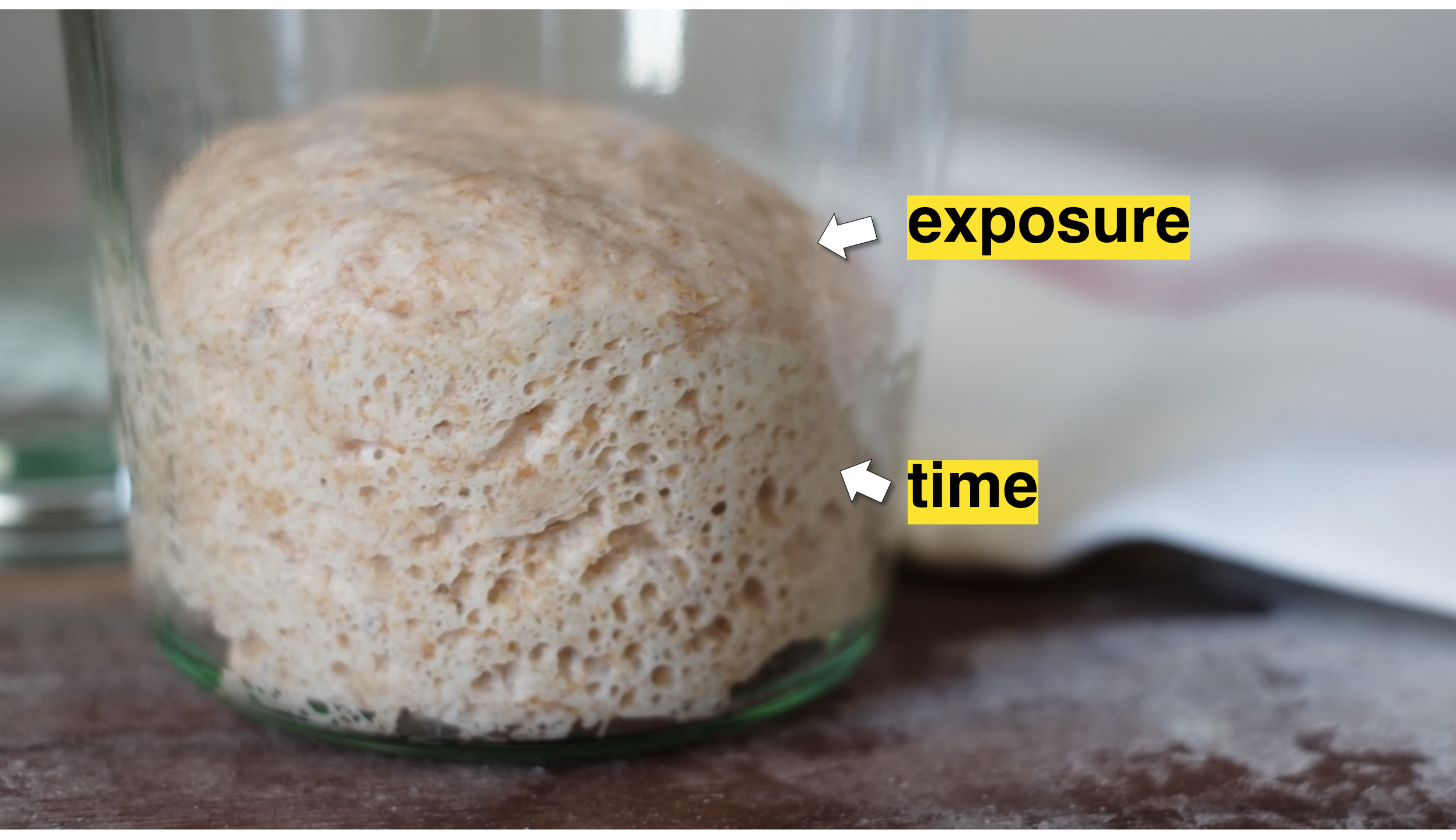


A man in a bright pink polo shirt is leaning over a bar counter, serving a white plate to a group of people. On the bar, there are two large pizzas in boxes, several glasses, and a water bottle. A woman in a blue top is looking at a tablet displaying a sports game. In the background, a man in a grey sweater and a woman in a plaid shirt are standing near a doorway with a red neon sign. The room has wood-paneled walls and a rack of coats.

Lorenzo



the starter



exposure

time

The O.G.





the yeastie boys



**no two starters can
make the same dough**

that's the thing about

[creative work]

**you're spending so much time
looking for answers from others,
when your biggest advantage is**

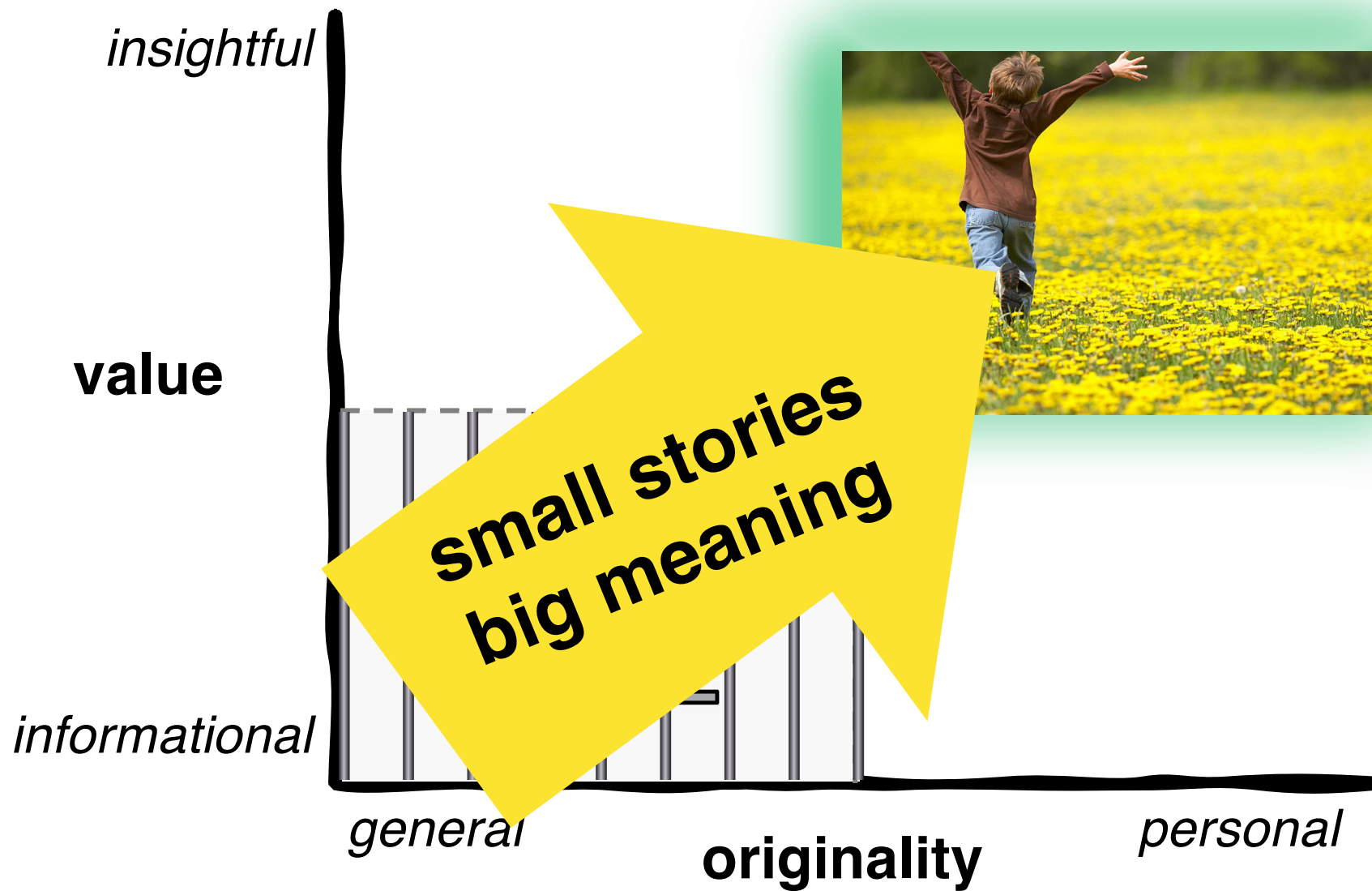
YOU



YOU

are the starter

you are the starter.
and no two starters can
make the same dough.





**don't market more.
matter more.**

be their favorite



don't be the best.
be their favorite.