

Tom Sharman

The Content Operators Playbook

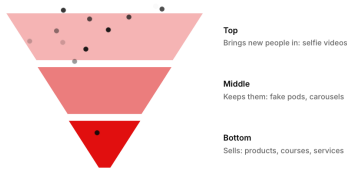
Funnel. 3 principles.

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3. Funnel

Top, middle, bottom

Every format has a job in the funnel. The top brings people in, the middle keeps them, and the bottom sells to them directly.



Most people stop at the top, some stay for the middle, a few reach the bottom.

- 01 Give every format one stage and write it next to the format's name.
- 02 Judge the top on reach and follows, the middle on return viewers, the bottom on sales.
- 03 Keep the middle going even when its numbers look small. It was never built for big numbers.

THE CONTENT OPERATORS

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Funnel, 1 of 3

Top, middle, bottom

The top brings people in, the middle keeps them, the bottom sells.

I see every format as having a job. Top of funnel brings new people in, that's the selfie video. Middle of funnel keeps them, the fake pods and carousels, and it's never designed to do crazy numbers. Bottom of funnel sells: products, courses, services. So for each thing you make, which job is it doing?

How do I use it?

1. Give every format one stage and write it next to the format's name.
2. Judge the top on reach and follows, the middle on return viewers, the bottom on sales.
3. Keep the middle going even when its numbers look small. It was never built for big numbers.
4. Check each week that all three stages got something.

In his words

I very much see formats designed around top of funnel, middle of funnel, bottom of funnel.

Tom Sharman, 2026

Questions

What does "Top, middle, bottom" mean? Every format has a job in the funnel. The top brings people in, the middle keeps them, and the bottom sells to them directly.

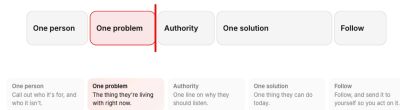
How do I put "Top, middle, bottom" into practice? Give every format one stage and write it next to the format's name. Judge the top on reach and follows, the middle on return viewers, the bottom on sales. Keep the middle going even when its numbers look small. It was never built for big numbers.

Why does "Top, middle, bottom" matter? I see every format as having a job. Top of funnel brings new people in, that's the selfie video.

tomsharman.com/playbooks/funnel/top-middle-bottom/

One person, one problem

One person, one problem, your authority, one solution, then follow and send it to yourself. Every top of funnel video, every time.



The shape, drawn to explain it. Not measured.

- 01 Script the hook: who is it for, and what is their problem, in one breath.
- 02 Add one line of authority. A number from their own story beats a CV.
- 03 Give one solution they could act on today. Two solutions are two videos.

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Funnel, 2 of 3

One person, one problem

Top of funnel in five beats: one person, one problem, authority, one solution, follow.

Every top of funnel video is five beats. One person: call out exactly who it's for. One problem they're living with. One line on why you're the person to listen to. One solution they can do today. Then follow, and send it to yourself so you actually act on it. Script the hook, talk the rest.

How do I use it?

1. Script the hook: who is it for, and what is their problem, in one breath.
2. Add one line of authority. A number from their own story beats a CV.
3. Give one solution they could act on today. Two solutions are two videos.
4. End on follow, and send it to yourself so you actually act on it.
5. Keep the rest as talking points. Only the hook is scripted.

In his words

I think before you get into the solution, it's like credibility.

Tom Sharman, 2026

Questions

What does "One person, one problem" mean? One person, one problem, your authority, one solution, then follow and send it to yourself. Every top of funnel video, every time.

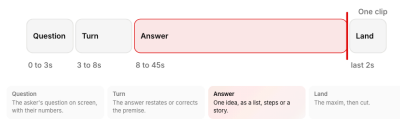
How do I put "One person, one problem" into practice? Script the hook: who is it for, and what is their problem, in one breath. Add one line of authority. A number from their own story beats a CV. Give one solution they could act on today. Two solutions are two videos.

Why does "One person, one problem" matter? Every top of funnel video is five beats. One person: call out exactly who it's for.

tomsharman.com/playbooks/funnel/one-person-one-problem/

Fake pods and hotlines

A fake pod is a format: real answers to questions written in advance, recorded in one sitting. An hour in the studio is two months of daily clips.



The Q&A cutdown from Clip anatomy, the shape every fake pod and hotline answer is cut to. The times are from the page; the widths are not to scale.

- 01 Write 50 to 60 questions from the DMs, the comments and what people ask competitors.
- 02 Record them in one sitting. The host is only there to ask.
- 03 Answer through the eight things, then land on a story.

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Funnel, 3 of 3

Fake pods and hotlines

Questions you wrote, answered on camera in bulk. The middle of the funnel, a clip a day.

The best way to do the middle of the funnel is fake pods. You write the questions, someone asks them, you answer on camera. I did an hour in the studio for Creator Hotline and got 59 clips out of it, two months of posting every day. It's a format, so it repeats, and every answer comes back to your eight things.

How do I use it?

1. Write 50 to 60 questions from the DMs, the comments and what people ask competitors.
2. Record them in one sitting. The host is only there to ask.
3. Answer through the eight things, then land on a story.
4. Cut each answer to one idea and post one a day as middle of funnel.

In his words

But the best way to do it is just fake pods.

Tom Sharman, 2026

Questions

What does "Fake pods and hotlines" mean? A fake pod is a format: real answers to questions written in advance, recorded in one sitting. An hour in the studio is two months of daily clips.

How do I put "Fake pods and hotlines" into practice? Write 50 to 60 questions from the DMs, the comments and what people ask competitors. Record them in one sitting. The host is only there to ask. Answer through the eight things, then land on a story.

Why does "Fake pods and hotlines" matter? The best way to do the middle of the funnel is fake pods. You write the questions, someone asks them, you answer on camera.

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