

Editor guidelines — *TOF1 to TOF4.*

Four videos. Every one is split screen the whole way through: Moran on camera in the bottom panel, the board on screen above. The board is never static and never off screen.

All four are Moran's own recorded scripts — the words don't change. The editing is yours.

Raw footage: [Google Drive](#) — [Moran 22 July](#) · **PDF:** [download](#)

⚠️ READ THIS BEFORE YOU CUT ANYTHING

These instructions were written by AI. Use your common sense.

They are a starting point and a map of what's on the board — not a rule book. If something doesn't make sense for the video, **change it**. If you see a better cut, a better transition, a funnier or sharper visual — **take it**. You're the editor. Be flexible, be creative, and make it worth watching.

The only things that are **not** flexible are the four rules below: split screen throughout, the hook bar never leaves, something changes every 2–3 seconds, and the browser URL never appears.

Start here

Read this section once before you cut anything. Everything after it is reference.

The four things that make these videos work

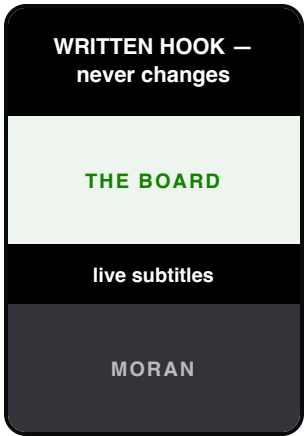
1. **Split screen, always.** Board on top, Moran underneath. **It never breaks** — not for the hook, not for the CTA, not for a single frame.
2. **The written hook never leaves.** Black bar at the top, same text for the entire video. Someone landing at second 19 still knows what they're watching.
3. **Something changes every 2–3 seconds.** A zoom, a pan, a circle drawn, a number appearing. If the board sits still for 4 seconds the video is broken.

4. **Every single line has its own instruction.** He says pre-market, the pre-market box is on screen. He says number eight, number eight is circled. Nothing is left for you to infer — but see the note above about improving on it.

NEVER ON SCREEN

The browser address bar. The board is a web page and the URL must never appear in any frame. Record in Chrome full screen (⌘F on Mac) so the address bar is gone before you hit record. If a clip already has it, crop the top 8% — do not blur it.

The layout



ZONE	HEIGHT (1080×1920)	WHAT'S IN IT
Written hook	~270px · 14%	The line at the top of each video below. Bold sans 52–56px. Two lines is normal. Same size on all 19 — never rescale per video.
Board	~730px · 38%	Screen recording. Always moving.
Subtitles	~190px · 10%	Own black bar. 3–6 words at a time. Never burned over the footage.
Moran	~730px · 38%	Medium shot, talking to camera.

Annotation

Use a screen-drawing tool (**Presentify** or **Screen Brush** on Mac) so the pen goes straight onto the board while recording. **Red, thick, rough.** Circle every number as it is said. Neat annotation

looks like a corporate slide; scrappy looks like someone working.

Getting the board footage

One page, everything on it: <https://acquisitions-how-we-work.pages.dev/board>

- **Chrome, full screen** (, **4K if you can**. You're cropping into a vertical frame, so you need the pixels.
- **Two-finger scroll** pans. **Pinch** zooms. **Fit** button snaps back to the whole board.
- **Click any image** to open it full-screen at native resolution — use that for every document being read out loud.
- The board's own toolbar can stay in frame. It reads as a real tool. Only the browser chrome is forbidden.

The board map — where things live

PART 1 — BUYING	PART 2 — GROWING
01 Your buyer profile / deal criteria	01 Getting found
02 Listed	02 Lead generation
03 Pre-market	03 Appointment setting
04 Off-market	04 Follow-up
05 We act as the buyer	05 Sales
06 Analysis	06 Reviews & referrals
07 The numbers	07 The numbers
08 Capital	08 Jarvis
09 The offer	09 What it's worth after
10 What you see	

THE OPENING SHOT, ON EVERY VIDEO

Start on the **full board, zoomed all the way out**, and hold for about two seconds before you push in. It is the most impressive frame we have — it is the reason someone keeps watching. Then push toward whatever the first line is about.

Why it's cut this way

Taken from a teardown of Perspective's Meta ads — their competitor ads have run continuously for over a year, which is the only proof that matters.

RULE	WHY
Cut every 1.5–3 seconds	Their winning ads never hold a frame longer. Not a zoom for the sake of it — a new piece of information each time.
Every visual is literal	They use a turtle for slow loading, cartoon spies for hidden problems, a man holding a "QUICK MATHS" sign. Show the thing he is saying, never a mood.
The number moves while he talks	Don't show a static figure. Change it on camera — 3x ticking to 4.5x is worth more than any explanation.
One styled word per beat	In the caption bar, one word per section gets colour or italic. That's the retention device — the eye keeps re-engaging.
Text lives in bars, never over footage	Nothing important is ever covered. On the board half this matters most, because the numbers are the point.
Screen recording carries ~40%	Of their best ad's runtime. Ours should be more — the board is the differentiator.

THE THING THAT GETS THESE REJECTED BY AN AUDIENCE

Decorative movement. A zoom that doesn't correspond to what's being said reads as filler and people leave. If a line names no card on the board, the B-Roll column says so — stay on Moran's face and keep it simple. That is always better than cutting to something irrelevant.

File naming

Raw footage: [Google Drive — Moran 22 July](#)

Every video has a code. It's printed in the black tag next to each title below, and it's what the delivered file must be called. Nothing else.

CODE	WHAT IT IS	WHICH VIDEOS
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<code>T0F1</code> — <code>T0F4</code>	Top of funnel — cold audience	Videos 1–4 (Moran’s recorded scripts)
<code>M0F1</code> — <code>M0F5</code>	Middle of funnel	Videos 5–9
<code>B0F1</code> — <code>B0F6</code>	Bottom of funnel — one client each	Videos 10–15
<code>AD1</code>	Paid ad	Video 16

What to call the files

THING	NAME IT
The delivered video	<code>T0F1-FINAL.mp4</code> · <code>M0F3-FINAL.mp4</code> · <code>B0F7-FINAL.mp4</code>
A revision	<code>T0F1-FINAL-v2.mp4</code> — bump the number, never overwrite
Its folder	<code>/T0F1/</code> — one folder per video, everything for it inside
A-Roll take	<code>T0F1-aroll-2.mov</code>
Board recording	<code>T0F1-board-capital.mov</code>
Testimonial clip	<code>clip-robert-hJvIK01w-K8.mp4</code>

WHY IT MATTERS

Moran needs to find a video months later by what it does, not by when it was made.

`B0F7-FINAL.mp4` tells him it’s bottom-of-funnel and which one. `video_final_v3.mp4` tells him nothing. **The code never changes**, even if the posting order does.

Delivery spec

1080×1920, H.264, 9:16 vertical. Subtitles burned into the caption bar, never over the footage.

The four videos

The black tag is the **delivery code** — that’s the filename. **Every instruction is built from the words in that specific line. Split screen never breaks. T0F1–T0F4 are Moran’s own recorded scripts** — don’t change the words.

T0F1 How private equity buys businesses with 10% down (60-second cut)

Video 1 · 270 words · ~98s · 12 beats · deliver as T0F1-FINAL.mp4

Written hook — stays on screen the whole video

HOW PRIVATE EQUITY BUYS BUSINESSES WITH 10% DOWN

✓ MORAN'S OWN RECORDED SCRIPT

These are the exact words he records. **Do not change the script.** The editing is still yours to improve.

⚠ AI-WRITTEN — USE COMMON SENSE

Change anything that doesn't serve the video. Be creative. Split screen and the hook bar stay; everything else is yours to improve.

1

I'm gonna give you the exact process private equity firms use to buy businesses with 10% of their own money.

Medium shot, bottom panel.

Top panel: the full board, zoomed all the way out. Hold 2s — the scale shot. Slow push begins on the last word.

2

And I know this because we've done hundreds of these deals — in fact over a billion dollars' worth of transactions.

Medium shot, bottom panel.

Top panel: kinetic type, one item at a time. \$1B+ in transactions, then hundreds of deals. Two seconds total — it's a credential, not a brag.

3

You start right here with your buyer profile and deal criteria — that's just making sure you're focused on what business you'll actually buy before you look at a single deal.

Medium shot, bottom panel.

Top panel: Part 1 · Box 01 — buyer profile / deal criteria. Zoom the document until lines are readable.

4

You need to know your goals as far as cash flow, price range, geography, ideally one industry.

Medium shot, bottom panel.

Top panel: Part 1 · Box 01 — buyer profile / deal criteria. Zoom the document until lines are readable.

5

Then you need deal flow, right?

Medium shot, bottom panel.

Top panel: pull out so Boxes 02, 03 and 04 are visible together.

6

Three ways to find deals.

Medium shot, bottom panel.

Top panel: pull out so Boxes 02, 03 and 04 are visible together.

7

Number one — Listed. We use sixteen marketplaces, not one, we scan them every day.

Medium shot, bottom panel.

Top panel: Part 1 · Box 02 — Listed. The marketplace grid. circle 16.

8

Number two — Pre-market. We have twenty-seven hundred brokers who send us stuff before they list it. Took us 10 years to build relationships with them.

Medium shot, bottom panel.

Top panel: Part 1 · Box 03 — Pre-market. The broker network card. circle 2,737.

9

And three, off-market — this is where you go straight to owners who never listed. We use Clay for enriching database & Instantly to warm up email accounts and outreach.

Medium shot, bottom panel.

Top panel: Part 1 · Box 04 — Off-market. The databases card. type **Clay** on screen as he says it; type **Instantly** on screen as he says it.

10

Everybody's fighting over option number one. Nobody's even knocking on two and three.

Medium shot, bottom panel.

Top panel: pull out so Boxes 02, 03 and 04 are all visible. Big red **X** over Box 02, red circles on 03 and 04.

11

And the money to close the deal. Everybody thinks they need two million dollars to buy a two million dollar business. You don't. Ten percent can come from you, ten from the seller, eighty from the bank.

Medium shot, bottom panel.

Top panel: Part 1 · Box 08 — Capital. The funding structure card. write **10 / 10 / 80** in red, one number at a time.

12

If you follow and comment or DM me the word ASSETS I'll send you the whole thing, with the templates scripts and what not... we're looking to invest and support operations in multiple AI powered sector rollups, so I'm happy to give u all the other juice for free.

Medium shot, bottom panel.

Top panel: the IG follow button animates in with a tap sound and flips to *Following*, then a phone mockup with **ASSETS** being typed into a comment box, then a DM notification landing with the file list. Literal, not abstract. Moran stays in the bottom panel throughout.

T0F2 If you own a business, buy your competitor — here's the whole machine

Video 2 · 269 words · ~98s · 16 beats · deliver as T0F2-FINAL.mp4

Written hook — stays on screen the whole video

IF YOU OWN A BUSINESS, BUY YOUR COMPETITOR

✓ MORAN'S OWN RECORDED SCRIPT

These are the exact words he records. **Do not change the script.** The editing is still yours to improve.

⚠ AI-WRITTEN — USE COMMON SENSE

Change anything that doesn't serve the video. Be creative. Split screen and the hook bar stay; everything else is yours to improve.

1

If you own a business, the fastest growth you'll ever get isn't marketing. It's buying your competitor.

Medium shot, bottom panel.

Open the top panel on the full board, all the way out, hold 2s. Then push into this: **Top panel: Part 1 · Box 01 — buyer profile / deal criteria.** Zoom the document until lines are readable.

2

You're not buying a business. You're buying revenue, bolted onto overhead you already pay for.

Medium shot, bottom panel.

Top panel: Part 1 · Box 01 — buyer profile / deal criteria. Zoom the document until lines are readable.

3

Here's the whole machine.

Medium shot, bottom panel.

Top panel: pull out so Boxes 02, 03 and 04 are visible together.

4

Three ways to find them. Listed — sixteen marketplaces scanned by AI daily.

Medium shot, bottom panel.

Top panel: Part 1 · Box 10 — What you see. Scroll the daily activity report. circle **16**.

5

Pre-market — relationships with twenty-seven hundred brokers.

Medium shot, bottom panel.

Top panel: Part 1 · Box 03 — Pre-market. The broker network card. circle **2,737**.

6

Off-market — straight to owners who never listed, using email & LinkedIn outreach at scale on multiple sub accounts.

Medium shot, bottom panel.

Top panel: Part 1 · Box 04 — Off-market. The databases card.

7

We use AI to analyse every memorandum doc we get and kill the bad ones as soon as possible, to not waste time.

Medium shot, bottom panel.

Top panel: Part 1 · Box 06 — Analysis. The memorandum doc and the 8 questions.

8

To finance the deal... ten percent from you, ten from the seller, eighty from the bank. We might invest alongside u as well if we like you & the deal.

Medium shot, bottom panel.

Top panel: Part 1 · Box 08 — Capital. The funding structure card. write **10 / 10 / 80** in red, one number at a time.

9

Post deal — start letting AI learn and eventually run your SOPs.

Medium shot, bottom panel.

Top panel: Part 2 · Box 08 — Jarvis. Zoom the card, then play the demo.

10

Install AI reception so the phone is answered even on Sunday nights. Every lead is chased.

Medium shot, bottom panel.

Top panel: Part 2 · Box 03 — Appointment setting. The Sunday-night call card.

11

Reviews are automated, and same goes for your content & advertising, all using AI UGC & funnel automations.

Medium shot, bottom panel.

Top panel: Part 2 · Box 06 — Reviews.

12

If you have one small business you could sell it for three times earnings.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement. **3x.**

13

If u have five combined you could sell for eight to twelve multiple your earnings... we call that a rollup.

Medium shot, bottom panel.

Top panel: Part 2 · Box 09 — What it's worth after. The valuation curve. **8–12x.**

14

Bring AI into acquisitions — that's what we call AI powered rollups. I know that because I just sold Rollups.com to Naval Ravikant's company.

Medium shot, bottom panel.

Top panel: Part 2 · Box 09 — What it's worth after. The valuation curve. cut to the Rollups.com site or the acquisition headline; cut to the Rollups.com acquisition headline.

15

If you follow and comment or DM me the word ASSETS I'll send you the whole thing — templates, scripts and what not...

Medium shot, bottom panel.

Top panel: the IG follow button animates in with a tap sound and flips to *Following*, then a phone mockup with **ASSETS** being typed into a comment box, then a DM notification landing with the file list. Literal, not abstract. Moran stays in the bottom panel throughout.

16

So eventually we might work on an acquisition, implementing AI, or a rollup together.

Medium shot, bottom panel.

Top panel: the full board zoomed all the way out, slow drift, then the end card over it. This line is the partnership offer — hold it long enough to read.

T0F3 How to find businesses for sale before they hit the market

Video 3 · 214 words · ~78s · 12 beats · deliver as **T0F3-FINAL.mp4**

Written hook — stays on screen the whole video

HOW TO FIND BUSINESSES FOR SALE BEFORE THEY HIT THE MARKET

✓ MORAN'S OWN RECORDED SCRIPT

These are the exact words he records. **Do not change the script.** The editing is still yours to improve.

⚠ AI-WRITTEN — USE COMMON SENSE

Change anything that doesn't serve the video. Be creative. Split screen and the hook bar stay; everything else is yours to improve.

1

If you're looking for businesses to buy for over six months, and everything's either under offer or priced at more than five times earnings — you don't have a search problem!

Medium shot, bottom panel.

Open the top panel on the full board, all the way out, hold 2s. Then push into this: **Top panel:** literal b-roll of what he's describing — a queue, the same listing site open on a laptop, months crossed off a calendar.

2

You're just in the same line as every other potential business buyer.

Medium shot, bottom panel.

Top panel: literal b-roll of what he's describing — a queue, the same listing site open on a laptop, months crossed off a calendar.

3

The line that actually matters is pre-market.

Medium shot, bottom panel.

Top panel: Part 1 · Box 03 — Pre-market. The broker network card.

4

Twenty-seven hundred brokers. Twelve hundred with a direct line. Took us ten years to build relationships with them.

Medium shot, bottom panel.

Top panel: Part 1 · Box 03 — Pre-market. The broker network card. circle **2,737**; circle **1,200**; "**10 years**" on screen.

5

The way we built those relationships was to run five emails over two weeks.

Medium shot, bottom panel.

Top panel: Part 1 · Box 03 — Pre-market. The broker network card. open the five emails full screen and move through them.

6

Introduction. Then sharing credentials, and then our deal criteria.

Medium shot, bottom panel.

Top panel: Part 1 · Box 03 — Pre-market. The broker network card.

7

And now 10 years later... we can just ask — anything pre-market you can send over? And of course I'm happy to sign as many NDAs as you want...

Medium shot, bottom panel.

Top panel: Part 1 · Box 05 — We act as the buyer. The signed NDA.

8

That's the process that produces us deal flow of businesses for sale nobody else sees.

Medium shot, bottom panel.

Top panel: pull out so Boxes 02, 03 and 04 are visible together.

9

Remember, business brokers get paid by sellers.

Medium shot, bottom panel.

Top panel: Part 1 · Box 03 — Pre-market. The broker network card.

10

So all they care about is who can actually close, so they don't waste their time.

Medium shot, bottom panel.

Top panel: Part 1 · Box 03 — Pre-market. The broker network card.

11

If you follow and comment or DM me the word ASSETS I'll send you the whole thing that helped us build those relationships and get access to pre-market deals — the templates, scripts and all that...

Medium shot, bottom panel.

Top panel: the IG follow button animates in with a tap sound and flips to *Following*, then a phone mockup with **ASSETS** being typed into a comment box, then a DM notification landing with the file list. Literal, not abstract. Moran stays in the bottom panel throughout.

12

My goal is to eventually partner with you on an acquisition or an AI powered rollup, so let's get connected.

Medium shot, bottom panel.

Top panel: the full board zoomed all the way out, slow drift, then the end card over it. This line is the partnership offer — hold it long enough to read.

T0F4 You don't need to be a millionaire to buy a million-dollar business

Video 4 · 239 words · ~87s · 8 beats · deliver as T0F4-FINAL.mp4

Written hook — stays on screen the whole video

YOU DON'T NEED TO BE A MILLIONAIRE TO BUY A MILLION-DOLLAR BUSINESS

✓ MORAN'S OWN RECORDED SCRIPT

These are the exact words he records. **Do not change the script.** The editing is still yours to improve.

⚠ AI-WRITTEN — USE COMMON SENSE

Change anything that doesn't serve the video. Be creative. Split screen and the hook bar stay; everything else is yours to improve.

1

You don't need to be a millionaire to buy a million dollar business and quit your job, or grow your business by years worth of revenues in an afternoon when u finalised the transaction.

Medium shot, bottom panel.

Open the top panel on the full board, all the way out, hold 2s. Then push into this: **Top panel: Part 1 · Box 08 — Capital.** The funding structure card.

2

Every day people do it with about ten percent. And that ten percent doesn't even have to be yours.

Medium shot, bottom panel.

Top panel: Part 1 · Box 08 — Capital. The funding structure card.

3

You put in ten. The seller carries ten. The bank does eighty, usually on an SBA loan — and that ceiling just went to ten million dollars.

Medium shot, bottom panel.

Top panel: Part 1 · Box 08 — Capital. The funding structure card. circle the **\$10M** SBA ceiling.

4

I know that because I was involved in more than a billion dollars worth of those transactions, and just sold Rollups.com to Naval Ravikant's company.

Medium shot, bottom panel.

Top panel: kinetic type, one item at a time. cut to the Rollups.com site or the acquisition headline, then cut to the Rollups.com acquisition headline, then **\$1B+ in transactions**. Two seconds total — it's a credential, not a brag.

5

Here's what nobody says out loud, right? A bank will not fund your startup idea because you think you are the next Elon Musk.

Medium shot, bottom panel.

Top panel: Part 1 · Box 08 — Capital. The funding structure card.

6

But it will absolutely fund you to buy a business that already makes money. Because thirty years of cash flow is collateral, and an idea isn't.

Medium shot, bottom panel.

Top panel: Part 1 · Box 08 — Capital. The funding structure card.

7

So where does your ten percent come from? Can be your retirement account. Or investors — we're looking to invest in deals under LOI and got 1000s of accredited investors looking to passively invest in deals that we find.

Medium shot, bottom panel.

Top panel: Part 1 · Box 09 — The offer. Letter of intent, full screen. circle the investor count.

8

If you follow and comment or DM me the word ASSETS I'll send you the whole process — templates, scripts and what not... so we can potentially invest in your acquisition one day and grow an AI

powered rollup together like the big guys do...

Medium shot, bottom panel.

Top panel: the IG follow button animates in with a tap sound and flips to *Following*, then a phone mockup with **ASSETS** being typed into a comment box, then a DM notification landing with the file list. Literal, not abstract. Moran stays in the bottom panel throughout.
