

INTERNAL PLAYBOOK

The IG + TikTok Launch Kit.

Ten free guides. Ten videos. One machine. Every video below is built to stop the scroll, hold to the payoff, and turn viewers into leads through one comment.

Here is the whole system. You post the video. The hook stops the scroll and the screen recording of Claude actually working holds them to the end. The CTA asks for one word in the comments. You reply to every comment and DM the guide, by hand or through ManyChat. **The comments are the point:** comment velocity is the strongest signal IG and TikTok have, so every keyword comment buys you more reach, and every DM captures a lead without a link killing the post. Each kit below has 3 hooks to test, the full word-for-word script, the caption, and why it ranks.

THE TEN GUIDES AND THEIR KEYWORDS

The One Move	MOVE	The Two-Move Combo	COMBO
The Big Three	THREE	The Social Platform Playbook	PLATFORM
The Content X-Ray	XRAY	Inbox Zero with Fable 5	INBOX
The Life Maximizer	SUNDAY	The One-Page Dashboard	DASH
Connect QuickBooks to Claude	BOOKS	The Meeting Money Machine	MEETING

MOVE

The One Move

HOOK 1

Stop learning AI tools. Do this one move instead.

HOOK 2

10 minutes with Claude and your biggest bottleneck has a name.

HOOK 3

You're not behind on AI. You just started in the wrong place.

THE SCRIPT · 30-45 SECONDS

[0-3s] **HOOK** [SCREEN: Talking head, tight frame. Hook text overlay on screen.]

"Most business owners are doing AI backwards."

[3-10s] **THE PAIN** [SCREEN: Stay on talking head. Quick zoom punch-in on "Nothing changes."]

"They sign up for ten tools and watch tutorials for a month. Nothing changes. So they quit and blame the tech. The tools were never the problem."

[10-35s] **THE DEMO PAYOFF** [SCREEN: Cut to screen recording. The Brain Dump prompt gets pasted into Claude, enter key hit.]

"Here's the one move. The 10-Minute Business Brain Dump. You paste one prompt and Claude interviews you like a consultant. One question at a time."

[SCREEN: Claude's first question fills the frame: "What do you sell, and who actually buys it?" Then quick cuts of the interview, one question per beat: revenue drivers, where your time goes, 90-day goal.]

"You just answer in plain English."

[SCREEN: Claude's final output scrolls. "TOP 3 PRIORITIES" numbered on screen, the bottleneck line highlighted, "THIS WEEK" plan visible, "AUTOMATE FIRST" at the bottom.]

"Ten minutes later you get your top three priorities ranked, your biggest bottleneck named, a plan for this week, and the first thing worth automating. No tool stack. One conversation. It feels like a 500 dollar consult in ten minutes."

[35-45s] **CTA** [SCREEN: Back to talking head. "MOVE" text overlay, bottom third.]

"The exact prompt is in a free guide called The One Move. Comment MOVE and I'll send you the free guide."

CAPTION

You don't need ten AI tools. You need one conversation.

One prompt turns Claude into a consultant that interviews you, then hands back your top priorities and the one bottleneck holding everything up.

Free guide. Just the prompt and how to run it.

Comment MOVE and I'll send it over.

[#aiforbusinessowners](#) [#smallbusinessowner](#) [#solopreneur](#) [#claudeai](#) [#businesssystems](#)

RETENTION MECHANIC

The hook promises a payoff the viewer can't see until second 30, so they hold through the real screen recording to watch Claude hand back the actual output. Real output on screen reads as proof instead of talk.

COMMENT MECHANIC

Every MOVE comment plus your reply counts as double engagement, which tells the algorithm this video starts conversations and earns it wider distribution.

COMBO

The Two-Move Combo

HOOK 1

Everyone is testing the new Claude wrong.

HOOK 2

2 prompts. 1 hour. Both pay for themselves.

HOOK 3

Your unclosed quotes didn't die. They're buried in your inbox.

THE SCRIPT · 30-45 SECONDS

HOOK (0-3s) [SCREEN: Talking head, tight crop. Text overlay of the hook.]

"Everyone is testing the new Claude wrong."

THE PAIN (3-10s) [SCREEN: Quick cut to a chat window with a goofy prompt like "write a poem about my dog" half typed.]

"New model drops and grown adults spend the whole week making it write poems about their dog. Meanwhile your customer list is sitting on money nobody ever went back for."

THE DEMO PAYOFF (10-35s)

"Two moves fix that. Move one, the Money Finder. Paste your customer list and your services into Claude."

[SCREEN: Real screen recording. A customer spreadsheet and a short services list getting pasted into Fable 5, send button hit.]

"It flags who's overdue to come back, who never bought your other stuff, which quotes went quiet, and where your prices have gaps."

[SCREEN: Claude's actual output scrolling. A table with customer names blurred, columns like "last visit" and "quote sent, never closed." Circle one row with the on-screen pen.]

"All from your own data. Nothing invented."

"Move two, the Time Auditor. Brain-dump your typical week."

[SCREEN: Typing a messy, honest brain-dump. Invoicing, DMs, driving to the supplier, redoing the schedule again.]

"Claude sorts every task into keep, delegate, automate, or delete, then hands you a stop-doing list."

[SCREEN: The sorted four-column table appearing, then the stop-doing list. Zoom in on the delete column.]

"It's built to find you about five hours back. One hour of work for both moves."

CTA (35-45s) [SCREEN: Back to talking head. Text overlay: "COMBO"]

"I put both prompts in a free guide. Guardrails and fill-in blanks included, so you can't mess it up. Comment COMBO and I'll send you the free guide."

CAPTION

New model week. Everybody's making it write poems.

Run these two prompts instead. One reads your customer list and finds the money already sitting there. The other reads your week and finds about 5 hours you're wasting.

One hour total. The free guide has both prompts, guardrails included.

Comment COMBO and I'll send it over.

[#aiforbusiness](#) [#smallbusinessowner](#) [#claudeai](#) [#solopreneur](#)

RETENTION MECHANIC

The payoff is a real screen recording of Claude's output landing mid-video, so viewers who came for the hook have to hold through the 10-35s window to see the found money and the stop-doing list appear on screen.

COMMENT MECHANIC

The COMBO keyword turns every viewer into a comment, comments are the strongest engagement signal on IG and TikTok, and the DM delivery captures the lead without a link killing reach.

THREE

The Big Three

HOOK 1

You answer the same 20 questions every single week. Stop typing.

HOOK 2

Stop hiring help for problems 3 prompts already solve.

HOOK 3

Most owners run their week on vibes. Not anymore.

THE SCRIPT · 30-45 SECONDS

[0-3s] **HOOK** (talking head, deadpan, no intro)

"You answered the same customer question five times before lunch. Same words, same typing."

[3-10s] **THE PAIN**

"And it doesn't stop there. Asking for reviews feels awkward so you skip it. Then Friday hits and you can't say what actually happened in your own business. Not lazy. No system."

[10-35s] **THE DEMO**

"Here's the fix. Three Claude systems, running by Friday.

System one, the Customer Answer Bank. Paste your 20 most common questions and your best past replies.

[SCREEN: real recording of questions being pasted into Claude, then Claude generating a clean answer library organized by topic, written in the owner's voice]

Claude builds an answer library in your voice. That reply you keep retyping? You never type it again.

System two, the Review Getter. After a happy customer, Claude drafts a short personal ask that mentions what they actually told you.

[SCREEN: Claude drafting a review request that references the customer's exact compliment, with a visible guardrail note: never fake, customer writes their own words]

No fake reviews. The customer writes their own words.

System three, the Friday CEO Report. Paste your week into Claude. The sales, the problems, all of it.

[SCREEN: Claude returning a plain-English weekly report ending with a section titled 'The One Fix for Next Week']

Claude hands back what actually happened and the one fix for next week."

[35-45s] **CTA**

"All three prompts are in a free guide. Guardrails included, zero fluff. Comment THREE and I'll send you the free guide."

CAPTION

Your business repeats itself more than you think.

Same answers typed all day. Same fog every Friday.

I built 3 Claude systems that catch the repeats. The guide is free and every prompt ships with guardrails.

Comment THREE and I'll send it over.

[#aiforsmallbusiness](#) [#claudeai](#) [#businesssystems](#) [#solopreneur](#)

RETENTION MECHANIC

The numbered countdown opens a loop viewers stay to close, and real Claude output on screen proves the payoff instead of claiming it.

COMMENT MECHANIC

Every THREE comment is an engagement signal that pushes the post to more feeds, and each one triggers a DM that delivers the guide and starts a real conversation.

PLATFORM

The Social Platform Playbook

HOOK 1

You don't have a content problem. You have a consistency problem.

HOOK 2

One brain dump just became 30 days of posts. Watch.

HOOK 3

Claude interviewed me. Now it writes like I talk.

THE SCRIPT · 30-45 SECONDS

[0-3s] **HOOK** [You on camera, close framing. Text overlay: "You don't have a content problem."]

You don't have a content problem. You have a consistency problem.

[3-10s] **THE PAIN** [Still on camera, slight push-in.]

Most people go hard for two weeks, then vanish. Not because they're lazy. Because coming up with fresh ideas every single day is a losing game.

[10-35s] **THE DEMO PAYOFF**

[SCREEN: screen recording of Claude asking interview questions, then the finished voice doc on screen]

So I made Claude do the heavy lifting. First it interviewed me and built a doc on how I actually talk.

[SCREEN: raw brain dump pasted into Claude, then the 30-day calendar filling in line by line]

Then I dumped in my real stories. The wins. The mistakes I'd rather forget. Claude turned that into 30 days of post ideas.

[SCREEN: the hook bank, 20 first lines scrolling]

Then 20 hooks pulled straight from those stories.

[SCREEN: one idea expanding into 5 formats side by side]

And every idea becomes five formats. Short video, carousel, story, caption, email. Nothing invented. All from my real life.

[35-45s] **CTA** [Back on camera, guide cover on screen behind you.]

The whole system is in a free guide called The Social Platform Playbook. Comment PLATFORM and I'll send you the free guide.

CAPTION

Consistency was never about talent. It's a system problem.

Claude learned how I talk, then built 30 days of posts from my real stories. Zero made-up anything.

The exact four moves are in a free guide.

Comment PLATFORM and I'll send it over.

[#aiforcreators](#) [#contentsystems](#) [#claudeai](#) [#creatorworkflow](#)

RETENTION MECHANIC

The screen recordings are the retention engine. Viewers hold to watch Claude actually generate the calendar and hooks in real time, and every SCREEN cut resets attention before the 3-second drop-off window.

COMMENT MECHANIC

The PLATFORM keyword turns viewers into commenters, and comment velocity is the strongest signal IG and TikTok have for pushing a video to new feeds. Every DM reply then compounds it by telling the algorithm this account starts conversations.

HOOK 1

Your last 20 posts already told you what to post next.

HOOK 2

You don't have a content problem. You have a blind spot.

HOOK 3

Ten minutes of data beats another week of guessing.

THE SCRIPT · 30-45 SECONDS

[0-3s] **HOOK** (Straight to camera. No intro, no name, no logo animation. First frame is you mid-sentence.)

"Your last 20 posts already told you exactly what to post next."

[3-10s] **THE PAIN**

"Most creators post blind. Make the video, pray, check the numbers once, move on. Meanwhile the answer is sitting right there in their own data, and nobody ever reads it."

[10-35s] **THE DEMO PAYOFF**

"Watch this."

[SCREEN: Claude open. You paste in a list of your last 20 posts, each one with views, likes, comments, and saves next to it. Keep this raw. Real screen, real scroll.]

"I paste my last 20 posts into Claude. Views, likes, comments, saves."

[SCREEN: Claude generating the analysis in real time. Do not cut away. Let them watch it type.]

"Ten seconds later it tells me which topics pull and which ones I've been wasting whole weeks on."

[SCREEN: The output. A ranked list with topics and hooks sorted strongest to weakest, and a KILL list at the bottom.]

"Mine flagged screen recordings as my strongest format. Which is why you're watching one right now."

"And it won't fake certainty. If 20 posts isn't enough data to call a trend, it tells you that too."

[SCREEN: Zoom in on one output line: "Only 3 posts in this format. Weak signal. Don't build a strategy on this yet."]

"No guru takes. Just what your audience already voted on."

[35-45s] **CTA**

"The exact prompt is in my free guide, The Content X-Ray. It comes with a Monthly Post Autopsy prompt, so you rerun it every 30 days and your content gets smarter every month. Comment XRAY and I'll send you the free guide."

CAPTION

Most creators are guessing. Your last 20 posts already know the answer.

Paste them into Claude with the numbers and it tells you what to kill and what to double down on.

Ten minutes of data beats another week of posting blind.

Comment XRAY and I'll send it over.

[#aiforcreators](#) [#contentstrategy](#) [#claudeai](#) [#realestatemarketing](#)

RETENTION MECHANIC

The hook opens a loop that only closes inside the screen recording, so viewers hold through the demo waiting for Claude's verdict, and real output on screen reads as proof instead of a pitch.

COMMENT MECHANIC

The XRAY keyword turns passive viewers into commenters, every reply doubles the thread, and both platforms read that comment velocity as high interest and push the video to more feeds.

INBOX

Inbox Zero with Fable 5

HOOK 1

Inbox zero is not a discipline problem.
You're doing it manually.

HOOK 2

Three prompts. That's my whole inbox
system now.

HOOK 3

Your inbox is a to-do list other people
wrote for you.

THE SCRIPT · 30-45 SECONDS

[0-3s] **HOOK** [SCREEN: Gmail inbox packed with unread emails, scrolling fast]

"Inbox zero is not a discipline problem. You're doing it manually."

[3-10s] **THE PAIN** [SCREEN: cut to talking head]

"Every morning you open Gmail and play defense. Newsletters and notifications stacked on top of the one email that actually matters. You dig for it. The digging became the job."

[10-35s] **THE DEMO PAYOFF**

"So I connected Claude to my Gmail. Claude dot ai. Settings. Connectors. Connect Gmail. Two minutes."

[SCREEN: screen recording of claude.ai, clicking Settings, then Connectors, then Connect next to Gmail]

"Now watch this. Prompt one. What actually needs me today. It sorts my whole inbox into reply now, this week, or ignore, with a one-line summary on each."

[SCREEN: Claude output rendering the sorted triage list live, one-line summaries visible]

"Prompt two. It drafts replies to the reply-now stack in my voice. Drafts only. It never sends. I read every word before it goes out."

[SCREEN: a drafted reply sitting unsent in Gmail drafts, cursor hovering over it]

"Prompt three. It finds every newsletter eating my attention and lines them up for one unsubscribe session."

[SCREEN: Claude listing the unsubscribe hit list]

[35-45s] **CTA** [SCREEN: back to talking head]

"The exact prompts plus the 15-minute Friday ritual that keeps it clean are all in a free guide. Comment INBOX and I'll send you the free guide."

CAPTION

Your inbox is a to-do list other people wrote for you.

I handed mine to Claude. It sorts what needs me and drafts the replies.

Nothing sends without me. Setup took two minutes.

Comment INBOX and I'll send it over.

[#inboxzero](#) [#claudeai](#) [#emailoverload](#) [#aiworkflow](#) [#realestateagents](#)

RETENTION MECHANIC

Each prompt opens a loop that the next screen recording closes, so viewers hold through the full demo to see real Claude output instead of another talking head making claims.

COMMENT MECHANIC

Every INBOX comment reads as engagement velocity to the algorithm, which pushes the reel wider while the DM automation delivers the guide and starts a real conversation.

SUNDAY

The Life Maximizer

HOOK 1

Your business has a system. Your life runs on vibes.

HOOK 2

20 minutes on Sunday night. That's the whole system.

HOOK 3

I fired myself as my own project manager.

THE SCRIPT · 30-45 SECONDS

HOOK (0-3s) [SCREEN: talking head, tight crop, hook as text overlay]

"Your business runs on systems. Your life runs on vibes."

PAIN (3-10s)

"Monday shows up and you're already behind. The calendar is full and none of it matters. If an employee ran your company that way, you'd fire them by lunch."

DEMO (10-35s)

"So every Sunday night I run one 20-minute conversation with Claude. It asks what worked last week and what drained me."

[SCREEN: screen recording of Claude asking "What drained you most last week?" and the reply being typed out in real time]

"Then it builds the week with me. Top 3 priorities, real calendar blocks."

[SCREEN: Claude's output, a clean weekly plan showing three priorities with time blocks next to each one]

"And the part nobody does. One thing I'm saying no to, in writing, before Monday talks me out of it."

[SCREEN: Claude asking "So what's the one thing you're saying no to this week?" and the answer getting locked into the plan]

"It only works off what I tell it. Thinking partner, not a therapist."

CTA (35-45s) [SCREEN: back to talking head, guide cover as a small overlay]

"The whole setup, plus two more systems I use for big decisions and the weeks you run on fumes, is in The Life Maximizer. Comment SUNDAY and I'll send you the free guide."

CAPTION

Your business has systems. Your weeks are winging it.

The Sunday System is 20 minutes with Claude every Sunday night. It asks what drained you, then plans the week with you.

You even pick one thing to say no to. In writing.

Comment SUNDAY and I'll send it over.

[#claudeai](#) [#sundayreset](#) [#weeklyplanning](#) [#aiproductivity](#) [#entrepreneurhabits](#)

RETENTION MECHANIC

The screen recording is an open loop. Viewers hold through the middle to see what Claude actually writes, and the plan reveal around 25 seconds is the payoff they stayed for.

COMMENT MECHANIC

The SUNDAY keyword turns passive viewers into commenters, and comment volume is one of the heaviest signals both platforms use to push a video wider.

DASH

The One-Page Dashboard

HOOK 1

Most owners check their bank app and call that bookkeeping.

HOOK 2

5 numbers every Monday. That's the whole system.

HOOK 3

Your business keeps score whether you look or not.

THE SCRIPT · 30-45 SECONDS

[0-3s] **HOOK** (straight to camera, no intro, no logo)

"Most owners have no clue how last week actually went."

[3-10s] **THE PAIN**

"They check the bank app and feel a feeling. Then back to work. That's not tracking. That's vibes. And vibes won't catch a slow leak in your pipeline."

[10-35s] **THE DEMO PAYOFF**

"Every Monday I paste my numbers into Claude. Sales, leads, cash in the bank, ad spend."

[SCREEN: real screen recording. Raw, messy numbers pasted into Claude. No spreadsheet anywhere.]

"It hands back a one-page scorecard. Every number sits next to last week's with a trend arrow."

[SCREEN: the scorecard rendering live. Arrows up and down next to each number.]

"It shows three things going right and three red flags. Then it circles the one number to fix this week."

[SCREEN: zoom in on the section labeled THE ONE NUMBER TO FIX THIS WEEK.]

"It won't guess either. Missing a number, it asks. Shaky trend, it flags it."

[SCREEN: Claude replying "I don't have last week's ad spend. Paste it and I'll finish the scorecard."]

"Track nothing yet? The guide starts with the five numbers every business should watch."

[SCREEN: quick pan down the starter list of five numbers in the guide.]

[35-45s] **CTA**

"The guide is free. Comment DASH and I'll send you the free guide."

CAPTION

Your bank app balance is not a bookkeeping system.

Every Monday I paste my numbers into Claude and get a one-page scorecard back. Trend arrows on every number, plus the one thing to fix this week.

No spreadsheets. About ten minutes.

Comment DASH and I'll send it over.

[#smallbusinessowner](#) [#solopreneur](#) [#claudeai](#) [#businessnumbers](#) [#aiforbusiness](#)

RETENTION MECHANIC

The payoff is a real screen recording of Claude building the scorecard, so viewers hold through the middle to watch the output appear instead of hearing it described.

COMMENT MECHANIC

The DASH keyword turns passive viewers into commenters, comment velocity pushes the post into more feeds, and every guide delivery adds a reply plus a DM that count as fresh engagement on the same post.

BOOKS

Connect QuickBooks to Claude

HOOK 1

Most owners check their P&L once a year. At tax time.

HOOK 2

I connected Claude to QuickBooks in 5 minutes. Zero code.

HOOK 3

Your books aren't the problem. Nobody translated them for you.

THE SCRIPT · 30-45 SECONDS

[0-3s] **HOOK** [SCREEN: claude.ai open in browser, hook text overlaid on screen]

"I connected Claude to my QuickBooks in five minutes. Zero code. Watch."

[3-10s] **THE PAIN** [SCREEN: cut to talking head]

"Most owners treat their P&L like a check engine light. Glance at it, hope it goes away. The answers are sitting in QuickBooks right now. Nobody ever translated them into English."

[10-35s] **THE DEMO** [SCREEN: screen recording, cursor clicks Settings, then Connectors, scrolls to Intuit QuickBooks, QuickBooks sign-in appears]

"Setup. Claude dot ai. Settings. Connectors. Pick Intuit QuickBooks and sign in with your normal QuickBooks login. That's it."

[SCREEN: typing the prompt, Claude's plain-English P&L breakdown appears line by line]

"Prompt one. What changed in my P&L this month and why. Plain words, no accountant-speak."

[SCREEN: ranked list of overdue invoices, then a polite chase-up email draft appears]

"Prompt two. Who owes me money. Overdue invoices ranked, plus chase-up drafts you review and send yourself."

[SCREEN: 60-day cash look-ahead built from invoices and bills]

"Prompt three. Where does cash get tight in the next 60 days. It reads your invoices and bills and tells you before it happens."

[SCREEN: expense creep breakdown, subscription list highlighted]

"Prompt four. Where am I bleeding. It flags the subscriptions creeping up while you weren't looking."

[35-45s] **CTA** [SCREEN: back to talking head, keyword BOOKS overlaid]

"One thing. It's read-only. Claude never edits your books, and you verify every number before you act on it. The full setup and all four prompts are in a free guide. Comment BOOKS and I'll send you the free guide."

CAPTION

Your books already know what's going on. QuickBooks just won't say it in English.

So I connected Claude to mine. Five minute setup with no code. Four prompts do the rest.

Read-only, so nothing in your books gets touched.

Comment BOOKS and I'll send it over.

[#quickbooks](#) [#smallbusinessfinance](#) [#claudeai](#) [#bookkeepingtips](#) [#aiforbusiness](#)

RETENTION MECHANIC

Retention comes from the screen recording. Real Claude output on screen is the payoff, and the four numbered prompts open a fresh loop every few seconds so viewers stay to see the next one land.

COMMENT MECHANIC

Every BOOKS comment is an engagement signal the algorithm feeds on, and each DM reply doubles the comment count, which pushes the video into more feeds.

MEETING

The Meeting Money Machine

HOOK 1

You didn't lose the deal on the call.
You lost it after.

HOOK 2

One transcript in. Four things back,
follow-up ready the same day.

HOOK 3

Your follow-up is three days late. The
deal already died.

THE SCRIPT · 30-45 SECONDS

HOOK (0-3s) [SCREEN: talking head, text overlay: "You lost the deal AFTER the call"]

"You didn't lose the deal on the call. You lost it after."

THE PAIN (3-10s) [SCREEN: still talking head, lean in slightly]

"The fortune is in the follow-up. Most reps send it three days late or never. By then the prospect forgot half of what you said."

THE DEMO PAYOFF (10-35s) [SCREEN: screen recording, copying the raw call transcript out of Fathom]

"Here's the fix. Grab the raw transcript. Zoom, Fathom, Meet, even phone notes."

[SCREEN: pasting the full transcript into Claude and hitting enter]

"Paste it into Claude."

[SCREEN: output appears, follow-up email draft at the top]

"Four things come back. The follow-up email, ready to send the same day."

[SCREEN: scroll to the objections section]

"The objections you missed and what to say next time."

[SCREEN: deal temperature line with the single next step highlighted]

"Deal temperature with one next step."

[SCREEN: coaching notes on talk-to-listen balance and question quality]

"And how much you talked versus how much you listened."

[SCREEN: small on-screen text: "Record calls with permission. Rules vary by state."]

"It only uses what's in the transcript. Quotes your prospect word for word. Every email is a draft you check first."

CTA (35-45s) [SCREEN: back to talking head, text overlay: "Comment MEETING"]

"The exact setup is in my free guide, The Meeting Money Machine. Comment MEETING and I'll send you the free guide."

CAPTION

The deal doesn't die on the call. It dies in the follow-up you never sent.

Now I paste the transcript into Claude and the email is ready the same day. Plus every objection I missed.

The whole setup is in a free guide.

Comment MEETING and I'll send it over.

(Record calls with permission. Rules vary by state.)

[#salescoaching](#) [#salesfollowup](#) [#aiforsales](#) [#realestateagents](#)

RETENTION MECHANIC

The payoff is a live screen recording of Claude producing four real outputs, so viewers hold through the middle to watch each one land instead of bailing after the hook.

COMMENT MECHANIC

Every MEETING comment is raw engagement signal the algorithm rewards with reach, and each comment triggers a DM that delivers the guide and starts a conversation.

The 30-Day Posting Calendar

Three posts a week, both platforms, widest appeal first. Film each video once, post it native to IG Reels and TikTok the same day. The SUNDAY video posts on an actual Sunday for a reason. After 30 days, run your own numbers through The Content X-Ray and let the data pick the next month.

WEEK	DAY	POST	WHY THIS SLOT
Week 1	Monday	The One Move · MOVE	Widest audience. Everyone who has done nothing with AI yet.
	Thursday	Inbox Zero · INBOX	Universal pain. The packed-inbox opener stops almost anyone.
	Sunday	The Life Maximizer · SUNDAY	Sunday-night planning content, posted Sunday evening. Timing is the hook.
Week 2	Monday	The Two-Move Combo · COMBO	Rides the new-model conversation while it is still loud.
	Wednesday	The Meeting Money Machine · MEETING	Your natural sales audience. Highest bridge to the certification.
	Friday	The Big Three · THREE	"Running by Friday" framing lands best going into the weekend.
Week 3	Monday	The One-Page Dashboard · DASH	Monday-numbers ritual content on the day the ritual happens.
	Wednesday	Connect QuickBooks to Claude · BOOKS	The strongest demo video. Money in the title, connector on screen.
	Friday	The Content X-Ray · XRAY	Creator-leaning. Weekend scrollers are planning next week's content.
Week 4	Monday	The Social Platform Playbook · PLATFORM	Consistency message hits hardest at the start of a fresh week.
	Wednesday	Remix: The One Move, Hook 3 · MOVE	Same guide, different hook, two weeks later. New viewers, zero extra work.
	Friday	Remix: best performer, new hook	Check the numbers, take the winner, refilm it with its unused hook.

The comment playbook (this is where the reach comes from)

- ✓ **Reply to every keyword comment inside the first hour.** Early comment velocity decides how far the platform pushes the video.
- ✓ **Reply with a question, not just the guide.** "Sent. What kind of business are you running?" doubles the thread and starts a real conversation.
- ✓ **Post windows: test, don't trust gurus.** Start with lunch (11am-1pm) and evening (7-9pm) in your audience's time zone, then let 30 days of your own data decide.
- ✓ **DM the guide, don't post the link in comments.** Use ManyChat to automate it or send by hand. Links in captions and comments choke reach.
- ✓ **Pin the best comment.** Pin one where someone got the guide and said thanks. Social proof at the top lifts every later viewer's odds of commenting.
- ✓ **Every DM ends with the same line.** "If you want this built around your actual business, that's what the 12-Week Certification is. brainvaultai.com." Soft, every time.

Before you hit post

- ✓ The screen recording shows real Claude output, not a mockup
- ✓ The keyword appears twice: spoken in the CTA and in the caption
- ✓ No income promises anywhere. The demo is the claim.
- ✓ Hook text overlay is on screen inside the first second
- ✓ Captions/subtitles are burned in. Most viewers watch muted.
- ✓ ManyChat (or you) is ready to DM before the video goes live

The guides are the gift. The comments are the machine.