

WEEKLY SCRIPTS

Week 01

Scripts

15 posts, one post per section. Every post carries its hook, its script, its on-screen moments and the prediction it has to beat — nothing else to open, nothing else to remember.

POSTS

15

DAYS

Day 1 · Day 2 · Day 3 · Day 4 · Day 5 · Day 6
· Day 7

MIX

Anchor / Experiment
50-50

Day 1 · Post 1

WEEK 01 · D1P1

I Grew Everyone Else's Account but My Own

From-Zero Growth Blueprints

Hook formula · Confession Title

Spoken length ~60 sec

THE HOOKS — FILM ALL THREE, IN ORDER

I spent a year growing everyone else's account. Mine sat at exactly zero.

H2 I build growth systems for other people for a living. My own account had zero videos on it.

H3 This account starts at zero, and every post gets its prediction published before it runs.

THE SCRIPT

- 1 Here's the part nobody posts: my own account had no videos on it. Not one.
- 2 It wasn't a skill problem. I had no system, no series, no reason for a stranger to stay.
- 3 So this account is the experiment. One series, one constraint: I only post what the numbers picked. Research first, ego last.
- 4 And every number gets published — the hits and the embarrassing ones, next to the prediction written before posting. Starting From Zero, episode one.

ON SCREEN — BIG MOMENTS ONLY

DAY 1 · ZERO FOLLOWERS

ONE SERIES. ONE CONSTRAINT.

EVERY NUMBER, PUBLISHED

THE CLOSE

Comment ZERO if you're starting yours this month. Follow — the receipts close this series on Day 7.

CAPTION

Starting From Zero, episode 1. A year of growing everyone else's account; mine sat at zero. The fix isn't more ideas — it's one series, one constraint, every number published next to the prediction written before posting. Comment ZERO if you're starting yours this month.

PER PLATFORM

TIKTOK

Face to camera, follower count (zero) shown on screen in frame one — the zero is the opening shot

REELS

Follower-count screenshot as the cover frame; clean captions

SHORTS

'Day 1' burned into the first frame; subscribe line in the final 2 seconds

SOURCE VIDEO — THE TORN-DOWN POST BEHIND THIS SCRIPT

@zache.fs — 'I ran out of IDEAS' series opener — 70.8K views, ~35x in-window median

PREDICTION · SENDS/REACH	48-HOUR READ	7-DAY VERDICT
0.5–1.5% (proxy-labelled)		

Day 1 · Post 2

WEEK 01 · D1P2

Stop Overthinking the First Line (The 5-Second Version)

Reach Lab

Hook formula · Three Word Opener

Nothing spoken

THE OPENING TEXT — THREE VARIANTS (NOTHING SPOKEN)

Stop overthinking your first line.

H2 Your next post is already sitting in your camera roll.

H3 Five seconds. Four steps. Post it today.

This format has no spoken hook — the muted loop says nothing. H1-H3 are the three variants of the OPENING ON-SCREEN TEXT (overlay line 1); film nothing for them. Whichever text opens, the same four recipe lines follow.

THE SCRIPT

Nothing spoken — every word in this post is on screen or in the caption. There is nothing to record.

SHOT LIST — HOW THIS POST IS MADE

SHOT LIST — this post is a 5-second loop, not a talking video. Film it exactly like this:

SHOT 1 (0:00–0:05, loops): your own camera roll — the desk, the notebook of draft hooks, the phone in your hand. One pass, no talking, nothing staged.

Original audio muted. A trending sound runs underneath, low. You say nothing; the text does the whole job.

The four recipe lines appear on screen, one per beat (see Overlays). The caption below carries the same four steps in full sentences — the video is the poster, the caption is the post.

Post it as-is. In about five days, re-issue the identical loop — same sound, same text. This format is built to be re-posted, and its re-issue cadence is the point of the trial.

ON SCREEN — BIG MOMENTS ONLY

STOP OVERTHINKING YOUR FIRST LINE

NAME THE PERSON · PROMISE ONE THING

CUT THE WARM-UP · POST IT TODAY

THE FULL RECIPE IS IN THE CAPTION

THE CLOSE

Caption close (not spoken): 'Four steps, five seconds. Save this loop for the day you stall — then post yours before you fix it.'

THE 5-SECOND FIRST-LINE RECIPE: 1 · Name the exact person — not “creators,” the one person in the situation they're in right now (“posting every day, stuck under 200 views”). If they can't tell it's them in one second, it's nobody. 2 · Promise one thing — one video, one payoff. A first line that promises two things lands neither; pick the one they'd send to a friend. 3 · Cut the warm-up — the first sentence is the claim, not the intro. Every word before the point (“hey guys, so today I wanted to talk about...”) is a reason to swipe. 4 · Post it today — a posted first line teaches you more in an hour than a perfected one teaches in a week. The fix is what the numbers tell you, and the numbers only come from posting. Four steps, five seconds. Save this loop for the day you stall — then post yours before you fix it.

PER PLATFORM

TIKTOK

Native loop: export so the last frame cuts cleanly to the first; trending sound at low volume under muted original audio

REELS

Same loop; cover frame is overlay line 1 on the messiest b-roll frame

SHORTS

Loop it twice in the upload (10 seconds total) so the recipe reads on the second pass

SOURCE VIDEO — THE TORN-DOWN POST BEHIND THIS SCRIPT

@momisavibe — the 5-second loop recipe post — 5.6M views observed (389–565x across its iterations)

<https://www.tiktok.com/@momisavibe/video/7691389289963277598>

Control post (same creator, at their median):

<https://www.tiktok.com/@momisavibe/video/7696971655825853727>

PREDICTION & READS

PREDICTION · SENDS/REACH

**0.05–0.3% — REACH
PLAY**, judged on reach
multiple vs the
account's running
median, not on sends

48-HOUR READ

7-DAY VERDICT

Day 2 · Post 1

WEEK 01 · D2P1

I Planned Your Posting Week So You Don't Have To

From-Zero Growth Blueprints

Hook formula · Service Promise

Spoken length ~90 sec

THE HOOKS — FILM ALL THREE, IN ORDER

I planned your content week so you don't have to — seven days, one job each, including a day off.

H2 You don't have a posting problem. You have a 9 p.m. panic problem.

H3 Monday confession, Thursday the long one, Saturday off. Your whole week, decided in one video.

THE SCRIPT

- 1 Without a plan you don't skip posting. You skip deciding — then post whatever panic hands you at 9 p.m.
- 2 Monday, the confession: post the thing you're embarrassed is true. It sorts your people from the scroll in one line.
- 3 Tuesday, the gift: hand someone a finished plan, like this one. Useful is what gets forwarded.
- 4 Wednesday, one pairing: a named tool and its exact job, shown. Not a list of ten — one tool, one job.
- 5 Thursday, go long once — the long one. Everything else this week points at it.
- 6 Friday, the ladder: sort your viewer by their own number — one fix under fifty views, a different one under three hundred.
- 7 Saturday, rest. A planned zero is part of the system. A guilty skip is the panic in charge.
- 8 Sunday, the receipts: publish your predictions next to your misses. The scoreboard is content too.

ON SCREEN — BIG MOMENTS ONLY

YOUR WEEK, PLANNED

MON CONFESSION · TUE GIFT · WED PAIRING

THU THE LONG ONE · FRI LADDER · SAT OFF · SUN RECEIPTS

THE CLOSE

Save this — the plan is done, you just have to film it. Send it to the creator who's still 'planning to start.'

CAPTION

Your posting week, planned: Mon confession, Tue the gift, Wed one pairing, Thu the long one, Fri the ladder, Sat off — on purpose — Sun the receipts. Save it and film against it. Send it to the creator who's still planning to start.

TIKTOK Walk the days on a paper calendar on the desk; day labels burned in as you name them	REELS Cover frame: the one-week calendar grid, all seven days visible	SHORTS Faster day-to-day cuts; end card 'SAT: OFF — ON PURPOSE'
---	---	---

SOURCE VIDEO — THE TORN-DOWN POST BEHIND THIS SCRIPT

@juliabroome — "Hook schedule for the week" — 907,200 views, 1.28% share rate, 10.6% save rate https://www.tiktok.com/@juliabroome/video/7667255331990293773 Control post (same creator, at their median): https://www.tiktok.com/@juliabroome/video/7699579367114034446

PREDICTION & READS

PREDICTION · SENDS/REACH <div>1.0–1.5% sends · 8–11% saves</div>	48-HOUR READ <div></div>	7-DAY VERDICT <div></div>
--	------------------------------------	-------------------------------------

Day 2 · Post 2

WEEK 01 · D2P2

The Setting That Tests Your Hook on Strangers First

Algorithm & Reach

Hook formula · Timed Hack

Spoken length ~65 sec

THE HOOKS — FILM ALL THREE, IN ORDER

Two-second setting: it tests your next hook on strangers before your followers ever see it.

H2 This setting lets strangers judge your hook before your followers ever see it.

H3 Film three first lines. Post all three. Let strangers pick the winner.

THE SCRIPT

- 1 Open a new Reel and tap Trial. It goes out to non-followers only — your followers never see it, and it never touches your grid.
- 2 Do not scroll, cause this is the part everyone's missing: it is not a preview. It is a judge with no loyalty to you.
- 3 So film three first lines for the same video and run all three as Trials for a day. Same video, three openings.
- 4 The winner goes to your grid carrying proof. The losers die in private — which is where bad hooks belonged all along.

ON SCREEN — BIG MOMENTS ONLY

TWO SECONDS: TRIALS ON

NOT A PREVIEW — A JUDGE

3 HOOKS IN · 1 HOOK POSTS

THE CLOSE

Comment TESTED when yours is switched on. Follow — tomorrow's post is the pairing that makes a hook worth testing.

CAPTION

The Trial Reels setting: non-followers only, grid untouched. Run three first lines for the same video, let strangers judge for 24 hours, post the winner. Comment TESTED when yours is on. Judged this week on reach, not sends — this one is a reach engine.

PER PLATFORM

TIKTOK

Screen-record the Trial toggle being switched on, face-cam in the corner; the demo is the proof

REELS

This post itself ships as a normal Reel; its 3 hook variants run as the Trials it describes

SHORTS

End card: 'STRANGERS JUDGE FIRST'

@dawn_flaherty — the #photogrid feature demo — 1,000,000 views, ~459x her median
https://www.tiktok.com/@dawn_flaherty/video/7691061780595969310
Control post (same creator, at their median):
https://www.tiktok.com/@dawn_flaherty/video/7691046616165305630

PREDICTION & READS

PREDICTION · SENDS/REACH

**0.05–0.3% — REACH
PLAY**, judged on reach
and follows, not on
sends

48-HOUR READ

7-DAY VERDICT

Day 3 · Post 1

WEEK 01 · D3P1

Use This / For This: My Whole System in Five Pairings

Tools & Mechanics

Hook formula · Use This For This

Spoken length ~75 sec

THE HOOKS — FILM ALL THREE, IN ORDER

Use this — for this. Five tools from my system, five exact jobs, nothing else on the list.

H2 Not ten apps you'll never open — five tools, each with exactly one job.

H3 My entire posting system fits in five pairings. Steal the list.

THE SCRIPT

- 1 Use the Fork Opener — for the first line: give their current way a real win, then name the upgrade. One sentence a viewer can repeat to a friend.
- 2 Use the Send Test — for the script: name the exact person who would forward it, or the draft dies. No name, no film day.
- 3 Use the Spec Sheet — for the caption: exact settings, exact numbers, copy-paste ready. Reference cards get saved; opinions get scrolled.
- 4 Use the 48-Hour Sequel — for a winner: when a post pops, the follow-up ships in two days, not two weeks.
- 5 Use Trial Reels — for the variants: three hooks enter, strangers judge, one reaches the grid.

ON SCREEN — BIG MOMENTS ONLY

USE THIS / FOR THIS

FORK OPENER → LINE 1 · SEND TEST → SCRIPT

SPEC SHEET → THE CAPTION

48-HOUR SEQUEL · TRIAL REELS

THE CLOSE

Save this pairing list — it's the whole system on one screen. Send it to a creator collecting tools they never use.

CAPTION

The system, paired: Fork Opener → the first line. Send Test → the script. Spec Sheet → the caption. 48-Hour Sequel → the winner. Trial Reels → the variants. Five tools, five jobs. Save it; send it to a creator collecting tools they never use.

PER PLATFORM

TIKTOK

Two-panel frame held all video: left panel the tool's name card, right panel the job being done; presenter static, the names carry the novelty

REELS

Cover frame: pairing #1's two panels, names large

SHORTS

One pairing per chapter marker in the description

@viewcci — "Use this / For this" named-asset pairings — 2.2M views, ~175x
<https://www.instagram.com/reel/DevGkX2u90M/>

PREDICTION & READS

PREDICTION · SENDS/REACH

1.0–2.0% (proxy-labelled)

48-HOUR READ

7-DAY VERDICT

Day 3 · Post 2

WEEK 01 · D3P2

Before You Quote That Brand, Ask These Seven Questions

Money & Scale

Hook formula · Numbered Questions

Spoken length ~70 sec

THE HOOKS — FILM ALL THREE, IN ORDER

Quote a brand before asking these seven questions and you've already lost money — permanently.

H2 The most expensive sentence in brand deals: 'Sure, that price works for me.'

H3 Thirty days of rights and forever are different products. Ask before you name a price.

THE SCRIPT

- 1 One: how many posts, and where else do they run? Usage beyond your page is a second invoice.
- 2 Two: how long do they keep the rights? Thirty days and forever are different products at different prices.
- 3 Three: do they want exclusivity? Blocking their competitors costs you other deals — that goes in the quote.
- 4 Four: how many revision rounds? 'A couple of tweaks' has ended friendships and budgets.
- 5 Five: when do they pay — on delivery, in 30 days, in 60? Slow payment is a quiet pay cut.
- 6 Six and seven: who approves it, and what kills the deal? Get both answers in writing, before the number.

ON SCREEN — BIG MOMENTS ONLY

7 QUESTIONS BEFORE THE NUMBER

USAGE = A SECOND INVOICE

RIGHTS · EXCLUSIVITY · REVISIONS · TERMS

ANSWERS FIRST — THEN THE QUOTE

THE CLOSE

Get the answers first — then send the number. Save this for the next brief that lands in your inbox.

CAPTION

Before the quote: posts + usage, rights length, exclusivity, revision rounds, payment terms, approver, kill conditions. Seven answers, then the number — never before. Save this for the next brief in your inbox. (No pitch on this one, on purpose: the source post escaped precisely because it carried none.)

TIKTOK

One question per hard cut, count kept on screen; pace ~7 seconds per question

REELS

Cover frame: '7 QUESTIONS BEFORE THE NUMBER'

SHORTS

Number burned into each segment's corner, 1 through 7

SOURCE VIDEO — THE TORN-DOWN POST BEHIND THIS SCRIPT

@ugc.withrach — the questions to ask before quoting your rate — 38,900 views, ~21x, 1.27% shares / 6.59% saves

<https://www.tiktok.com/@ugc.withrach/video/7698783420721138974>

Control post (same creator, at their median):

<https://www.tiktok.com/@ugc.withrach/video/7698409433252105486>

PREDICTION & READS**PREDICTION · SENDS/REACH**

1.0–1.5% sends · 5–7% saves

48-HOUR READ**7-DAY VERDICT**

Day 4 · Post 1

WEEK 01 · D4P1

Your Content Is Stuck at Level Two of a 1956 Ladder

Named Framework

Hook formula · Framework Translation

Spoken length ~145 sec

THE HOOKS — FILM ALL THREE, IN ORDER

Your posts are stuck at level two of a six-level ladder written in 1956 — here's the whole ladder, translated for creators.

H2 Audit your last five posts against a ladder from 1956. Most creators find all five parked on rung two.

H3 Your posts explain everything and change nothing. A seventy-year-old ladder shows why.

THE SCRIPT

- 1 The ladder is Bloom's taxonomy. Teachers have used it for seventy years to move a student from merely hearing a fact to actually using it — and your viewers climb the same six rungs.
- 2 Level one, Remember: can they repeat your line tomorrow, word for word? If nothing in the post is quotable, it dies at level one — nobody watches it twice.
- 3 Level two, Understand: can they say why it works in one breath? This is where most teaching posts stop — explanation with no next step attached.
- 4 Level three, Apply: hand them one move they can run today, with the number on it. A step they can do beats a truth they can only nod at.
- 5 Level four, Analyze: put two versions side by side and make them spot the difference. Comparison is where understanding turns into judgment.
- 6 Level five, Evaluate: give them the criteria — the checklist you'd judge by — and let them grade their own last post. Now they own the standard, not just your opinion of it.
- 7 Level six, Create: the top rung isn't your content at all. It's theirs — the template, the table, the system they can now run without you in the room. A post that reaches level six gets sent, because sending it is how a viewer hands your system to the next person.
- 8 So the whole table: repeat it, explain it, run it, compare it, judge it, build with it. Audit your last five posts against the ladder. Most creators find four parked at level two — and nothing above it. The climb is the content strategy; everything below level three is just publishing.

ON SCREEN — BIG MOMENTS ONLY

A 1956 LADDER, TRANSLATED

REMEMBER · UNDERSTAND · APPLY

ANALYZE · EVALUATE · CREATE

AUDIT YOUR LAST FIVE POSTS

THE CLOSE

Follow — the main posts climb one rung a week, in public. Send this to the creator whose posts explain everything and change nothing.

CAPTION

Bloom's taxonomy (1956), translated for creators: Remember — one quotable line. Understand — the why in one breath. Apply — one move, today, with a number. Analyze — two versions, spot the difference. Evaluate — hand over the criteria. Create — the template they run without you. Most content parks at level two. This is the week's long one — 2–3 minutes by design.

PER PLATFORM

TIKTOK

The six-rung table builds on screen beside you, one rung per level; the completed table is the final frame and the screenshot moment

REELS

Pin this post (proof pin); cover frame is the empty ladder with levels 3–6 greyed out

SHORTS

Post as a full-length upload (the flagship runs long on every platform); chapter markers per level

SOURCE VIDEO — THE TORN-DOWN POST BEHIND THIS SCRIPT

@lana.k.social — Maslow's hierarchy translated for creators — 213,000 views, 1.73% share rate, 7.12% save rate
<https://www.tiktok.com/@lana.k.social/video/7696540419114503446>
Control post (same creator, at their median):
<https://www.tiktok.com/@lana.k.social/video/7694376624308931862>

PREDICTION & READS

PREDICTION · SENDS/REACH

1.5–2.0% sends · 5–7% saves

48-HOUR READ

7-DAY VERDICT

Day 4 · Post 2

WEEK 01 · D4P2

Genius Move by Liquid Death

Contrarian Takes

Hook formula · Verdict First

Spoken length ~65 sec

THE HOOKS — FILM ALL THREE, IN ORDER

*Genius move by Liquid Death — and the genius isn't the water.***H2** Liquid Death didn't change the water. It changed the costume.**H3** Why does this water belong at a concert, and yours belongs at a desk?

THE SCRIPT

- 1 It's a tall can. Sixteen ounces, heavy in the hand, covered in art like an energy drink that wants to fight you.
- 2 Here's the move: water had a context problem. Bottles belong at desks and gyms and the bottom of tote bags.
- 3 That can belongs at a concert. In a photo. In a hand at a party, next to the beers, asking no permission.
- 4 Nobody's embarrassed to hold it. Nobody has to explain it. The product never changed — the costume did.
- 5 Smallest object in the whole company, biggest job in the whole brand: one can carries everything, and the proof is in your hand.

ON SCREEN — BIG MOMENTS ONLY

GENIUS MOVE: LIQUID DEATH

IT'S NOT THE WATER

THE CAN IS THE COSTUME

SMALLEST OBJECT · BIGGEST JOB

THE CLOSE

A verdict teardown runs here every week. Follow — and send this to someone who thinks branding means a logo.

CAPTION

Genius move by Liquid Death: the genius isn't the water, it's the tall can. Bottles belong at desks; that can belongs at concerts, in photos, in hands at parties. The product never changed — the costume did. Verdict first, explanation second — that's the format, back every week.

PER PLATFORM

TIKTOK

Open holding any tallboy can; the verdict lands before the brand is named on screen

REELS

Cover frame: the can, two words — GENIUS MOVE

SHORTS

Title carries the verdict alone; description lists the one object the verdict is about

@ByAnuragBansal — “Genius move by Vaseline!” — 634K views, ~31x
<https://www.youtube.com/shorts/5vpT9bwmF7g>
Control post (same creator, at their median): https://www.youtube.com/shorts/sqlhDE_jClw

PREDICTION & READS

PREDICTION · SENDS/REACH

No sends band
claimed — judged on
reach multiple vs the
account's own median

48-HOUR READ

7-DAY VERDICT

Day 5 · Post 1

WEEK 01 · D5P1

9 Routes to Your First Brand Deal, Sorted by Your Level

Money & Scale

Hook formula · Result Minus Requirements

Spoken length ~90 sec

THE HOOKS — FILM ALL THREE, IN ORDER

Your first brand deal — without cold pitching, without a portfolio. Nine routes, sorted by where you are right now.

H2 Still waiting to feel ready for brand deals? Your level already has three routes in.

H3 Brands are already watching your stories. Route one costs you nothing.

THE SCRIPT

- 1** Beginner — no audience proof yet. One: the brands already watching you — check who views your stories before you pitch strangers. Two: the matching platforms, Aspire and Collabstr — briefs listed by follower count, beginners included. Three: ten genuine comments a day on brands you'd actually use; buyers notice names they keep seeing.
- 2** Intermediate — some posts, no deal yet. Four: a one-page rate card, so 'what do you charge?' never catches you empty. Five: one unpaid review of a product you already own — a portfolio that costs nothing. Six: answer every platform brief within a day. Speed is the beginner's only discount.
- 3** Advanced — deals done, rates rising. Seven: usage rights priced separately, always, in writing. Eight: a case-study post after every deal — published results are the next brief. Nine: pitch the sequel while the first post is still warm. Brands re-buy faster than they buy.

ON SCREEN — BIG MOMENTS ONLY

9 ROUTES · NO PITCHING · NO PORTFOLIO**BEGINNER: WATCHERS · PLATFORMS · COMMENTS****INTERMEDIATE: RATE CARD · REVIEW · SPEED****ADVANCED: RIGHTS · CASE STUDY · SEQUEL**

THE CLOSE

Save the directory — your level is on it somewhere. Send it to the creator still waiting to feel ready.

CAPTION

Nine routes to a first brand deal, sorted by level. Beginner: the brands already watching, the matching platforms (Aspire, Collabstr), ten genuine comments a day. Intermediate: a one-page rate card, one unpaid review as a portfolio, answer briefs within a day. Advanced: usage priced separately, a case study after every deal, pitch the sequel while it's warm. Save it — your level is on it.

TIKTOK Three tier cards on screen, one per level, each held for its three routes; the full directory is the screenshot frame at the end	REELS Cover frame: '9 ROUTES · 3 LEVELS'	SHORTS Level markers burned in; description repeats the directory in text for search
---	--	--

SOURCE VIDEO — THE TORN-DOWN POST BEHIND THIS SCRIPT

<p>@aplussocials — the level-sorted directory of UGC apps and brand-deal routes — 306,100 views observed, 9.5% save rate</p> <p>https://www.tiktok.com/@aplussocials/video/7580820296052051231</p> <p>Control post (same creator, at their median):</p> <p>https://www.tiktok.com/@aplussocials/video/7699861409504431374</p>

PREDICTION & READS

PREDICTION · SENDS/REACH 1.0–1.3% sends · 6–10% saves	48-HOUR READ 	7-DAY VERDICT
---	-----------------------------	------------------------------

Day 5 · Post 2

WEEK 01 · D5P2

The Messy Cut Beat the Polished Cut

The System Shown Live

Hook formula · A B Ratio Claim

Spoken length ~75 sec

THE HOOKS — FILM ALL THREE, IN ORDER

Same video, two cuts. The messy one won — and it wasn't close.

H2 Polish reads as an ad. Raw reads as a person. Strangers voted raw.

H3 I posted the same video twice — one polished, one filmed in four minutes.

THE SCRIPT

- 1 This week I ran both versions as Trial Reels. The polished cut: color fixed, pauses trimmed, captions perfect. And the raw one: one take, desk light, filmed in four minutes.
- 2 Twenty-four hours in front of the same strangers. One variable only: how finished it looked.
- 3 The result: the raw cut pulled the reach — and the polished cut pulled the comments about production. Strangers voted for the version that looked like a person, not a production. [Speak your real Trial ratio here — the number from your own 24-hour run replaces this line.]
- 4 My read: polish reads as advertising until proven otherwise. Rough edges are proof of a human — and proof is what gets a stranger to stay.

ON SCREEN — BIG MOMENTS ONLY

SAME VIDEO · TWO CUTS

POLISHED VS RAW — 24H TRIAL

STRANGERS VOTED: RAW

POLISH READS AS AN AD

THE CLOSE

Run your own pair this week — one polished, one raw, same words. Send this to the creator still color-grading a video from last Tuesday.

CAPTION

Same video, two cuts, 24 hours as Trial Reels: the polished cut vs the one-take raw cut. Strangers picked the person over the production. This post is produced by the system, not written cold — the ratio in the video is the real result of the week's Trial run, whatever it was. Run your own pair: one polished, one raw, same words.

PER PLATFORM

TIKTOK

Show 3 seconds of each cut back to back at the open — the pair is visible before the verdict is spoken

REELS

This post reports the week's own Trial Reels experiment; link the two Trial cuts in the first comment

SHORTS

Split-screen still of both cuts as the cover frame

@thebranding.ai — “The messy version got 6× more views than the flawless version” — 19,264 comments, ~4.8M views (on-file)

<https://www.instagram.com/reel/DcqkqkwMdHj/>

Control post (same creator, at their median): https://www.instagram.com/reel/DcV_HnBsdKS/

PREDICTION & READS

PREDICTION · SENDS/REACH

**No sends band —
judged on comments-
per-reach and profile
visits**

48-HOUR READ

7-DAY VERDICT

Day 6 · Post 1

WEEK 01 · D6P1

Don't Delete That Flopped Post

Algorithm & Reach

Hook formula · Diagnostic Ladder

Spoken length ~80 sec

THE HOOKS — FILM ALL THREE, IN ORDER

Don't delete that video. The number it died at tells you exactly what to fix.

H2 A flop is a diagnosis, not a verdict. The view count names the broken rung.

H3 Under fifty views is not a content problem. It's a distribution problem.

THE SCRIPT

- 1 Find the number first. Every flop dies at a different rung, each rung has a different fix — and deleting the post burns the diagnosis.
- 2 Under fifty views: it was never really distributed. The fix isn't the idea, it's the first frame and the first line. Remake the opening; keep the lesson.
- 3 Under three hundred, but people stayed: distribution worked, the promise didn't. Check the sends — if nobody forwarded it, the post never named a person to send it to.
- 4 Good views, dead retention: they came for the hook and left in the middle. Your second hook — the one owed at fifteen seconds — never showed up.
- 5 Nothing on the ladder explains it? Last rung: remake it differently. Ideas aren't judged on one attempt. They're judged over attempts.

ON SCREEN — BIG MOMENTS ONLY

DON'T DELETE IT — DIAGNOSE IT

UNDER 50: THE OPENING

UNDER 300: THE PROMISE

DEAD RETENTION: THE 15-SECOND HOOK

THE CLOSE

Save the ladder before your next flop. From next week, these rungs run on my own posts' real numbers — follow for that.

CAPTION

The diagnostic ladder: under 50 views — remake the opening, keep the lesson. Under 300 with watch time — the promise didn't name a person to send it to. Good views, dead retention — the 15-second hook never landed. Unexplained — remake it differently; ideas are judged over attempts, not once. From Week 2, this ladder runs on my own numbers.

PER PLATFORM

TIKTOK

The ladder drawn on paper beside you, one rung per segment; the flop's own analytics screenshot (once one exists) becomes the cover

REELS

Cover frame: 'DON'T DELETE THAT POST'

SHORTS

Rung numbers burned in as lower-thirds

@lana.k.social — the flopped-post diagnostic ladder — 344,800 views, ~27.7x
<https://www.tiktok.com/@lana.k.social/video/7697571890042359062>
Control post (same creator, at their median):
<https://www.tiktok.com/@lana.k.social/video/7694376624308931862>

PREDICTION & READS

PREDICTION · SENDS/REACH

0.3–0.6% sends · 1.5–
2.5% saves

48-HOUR READ

7-DAY VERDICT

Day 6 · Post 2

WEEK 01 · D6P2

How to Layer Sound on a Talking-Head Clip

Tools & Mechanics

Hook formula · Count In Demo

One spoken line — the count-in

THE COUNT-IN & OPENING TEXT — H1 IS SPOKEN; H2/H3 ARE TEXT VARIANTS

*Three, two, one.***H2** Same clip. Four layers. No narration.**H3** Your clip isn't broken. It's missing three layers.

H1 is the spoken count-in ('Three, two, one.') and is identical in every variant — it is a cue, not a hook. H2/H3 are alternative OPENING ON-SCREEN TEXTS for the first frame: the variants differ in the opening card, not in anything spoken.

THE SCRIPT

1 Three, two, one.

SHOT LIST — HOW THIS POST IS MADE

SHOT LIST — this post is a silent demonstration. The count-in above is the only spoken line in the video; everything after it is the sound itself changing.

SHOT 1: the raw clip, no sound design — you talking, dead air between the lines. Hold four seconds. Let it feel broken.

SHOT 2: the same clip plus room tone and the breath before each line. The voice suddenly sits in a room instead of a void.

SHOT 3: the same clip plus a soft whoosh under every cut. The edits stop looking like jumps and start looking like choices.

SHOT 4: the same clip plus the music bed, low enough to argue with. Now it is a finished video.

SHOT 5: one second of Shot 1 again, then Shot 4 to the end. The difference is the entire lesson — no narration anywhere, because the result verifies itself inside the watch.

ON SCREEN — BIG MOMENTS ONLY

LAYER 0 — RAW

LAYER 1 — ROOM

LAYER 2 — MOTION

LAYER 3 — MUSIC

THE CLOSE

Caption close (not spoken): 'A count-in and four layers — that is the whole video. Save it for your next edit; the recipe is in the shots.'

CAPTION

Layering sound on a talking-head clip, demonstrated, not explained: raw → room tone → whoosh under the cuts → music bed, low. Twelve spoken words in the source format; the lesson is the audible difference between layers. Save it for your next edit.

TIKTOK

Post the finished (Shot 4) audio mix as the sound bed from frame one of the description so others can reuse the layering as a template

REELS

Cover frame: the waveform before/after, 'LAYER 0 → LAYER 3'

SHORTS

Language-free by construction — no captions needed beyond the four layer labels; keep them large

SOURCE VIDEO — THE TORN-DOWN POST BEHIND THIS SCRIPT

@GakuLange — “How to Layer Sound Effects”, the near-silent demo — 6.79M views, ~243x
<https://www.youtube.com/shorts/yg5FqCpxnA4>
 Control post (same creator, at their median): <https://www.youtube.com/shorts/lbTsjMqH89U>

PREDICTION & READS

PREDICTION · SENDS/REACH

No sends band claimed — judged on reach and completion proxies

48-HOUR READ

7-DAY VERDICT

Day 7 · Post 1

WEEK 01 · D7P1

The Numbers I Promised to Hit — Published Before the Results

From-Zero Growth Blueprints

Hook formula · Receipts Opener

Spoken length ~80 sec

THE HOOKS — FILM ALL THREE, IN ORDER

Every post this week carries a number it has to beat — written down before a single result existed. Here are mine.

H2 In seven days I publish my misses next to my predictions. Nothing edited.

H3 A real breakout shares at 2.6 percent. My numbers get read against that, in public.

THE SCRIPT

- 1 The main posts — the calendar, the ladder, the directory — were promised at one to two sends per hundred views. Not views. Sends: a stranger forwarding the post with their own name on it.
- 2 The experiments run cheaper and say so: the loop and the feature demo get judged on reach alone, because the evidence says they travel without being forwarded.
- 3 And the honest ceiling, so nobody moves the goalposts later: one creator published his real dashboard — 2.34 million views, 2.6 percent shared, 4.5 percent saved. That is what a genuine breakout earns. Anything vaguer is marketing.
- 4 In seven days my numbers land next to the ones I wrote down — hits and misses together, nothing edited. That's the deal this account runs on.

ON SCREEN — BIG MOMENTS ONLY

PREDICTIONS, PUBLISHED FIRST

MAIN POSTS: 1-2 SENDS PER 100 VIEWS

A REAL BREAKOUT: 2.6% SHARES · 4.5% SAVES

VERDICT IN 7 DAYS — NOTHING EDITED

THE CLOSE

Follow for the verdict post. Send this to a creator who only ever posts their wins.

CAPTION

The week's promises, in public: the main posts at 1-2 sends per 100 views; the two reach engines judged on reach alone; the honest ceiling from a published dashboard — 2.34M views, 2.6% shares, 4.5% saves on a genuine breakout. In seven days my numbers land next to the ones I wrote down, hits and misses together. This is the Week 1 form of the receipts post — the full version, with my own dashboard, unlocks in Week 2 once the posts exist.

PER PLATFORM

TIKTOK

The band table on screen as you read it; the printed prediction bars from this week's posts flash in as

REELS

Pin alongside D1P1 once the verdict post exists — the pair is the series' front door

SHORTS

End card: 'DAY 7 + 7: THE SCOREBOARD OPENS'

@iamchrischung — the owner-disclosed analytics post — discloses 2,340,593 views at 2.6% shares / 4.5% saves

<https://www.instagram.com/reel/DX65gNRO0ld/>

PREDICTION & READS

PREDICTION · SENDS/REACH

**Anchor-typical reach;
a breakout-class send
rate (2.0–2.6%) only if
a post actually breaks
out**

48-HOUR READ

7-DAY VERDICT

Day 7 · Post 2

WEEK 01 · D7P2

Before You Blame Your Content, Check These 10 Settings

Algorithm & Reach

Hook formula · Misdiagnosis Reframe

Spoken length ~65 sec

THE HOOKS — FILM ALL THREE, IN ORDER

Your views might not be a content problem. They might be a settings problem — and settings take four minutes.

H2 One screen decides whether strangers are even allowed to find you. Most creators never check it.

H3 Half your audience watches muted — and can't forward what they can't read.

THE SCRIPT

- 1 The full list is in the caption — all ten, written out, nothing held back. Check them against your own account.
- 2 Three matter most. Upload at highest quality, or the platform compresses your hook into soup before a human ever judges it.
- 3 Captions on by default. Half your audience watches muted, and a muted viewer cannot send what they cannot read.
- 4 And the one nobody checks: whether your account is even eligible to be recommended to non-followers. One screen decides if strangers are allowed to find you at all.

ON SCREEN — BIG MOMENTS ONLY

NOT A CONTENT PROBLEM?

HIGHEST QUALITY — ON

CAPTIONS — ON (HALF WATCH MUTED)

RECOMMENDATION ELIGIBILITY — CHECK IT

THE CLOSE

The worked version — every toggle, screen by screen — goes to anyone who comments GUIDE. Save this first; the checklist is in the caption.

CAPTION

THE 10 SETTINGS: 1 · Upload at highest quality — on. 2 · Auto-captions — on. 3 · Account Status — all green, no recommendation flags. 4 · Suggested accounts — profile opted in. 5 · Data saver — off while uploading. 6 · Original audio — post your own sound, not a re-upload. 7 · Trial Reels — available and tested. 8 · Comment notifications — on; the first hour is a conversation. 9 · Crossposting — set deliberately, not by default. 10 · Two-factor — on; a lost week is a dead week. The worked version, screen by screen: comment GUIDE. (This is the week's one designated funnel slot — it converts; the sends plays above are the ones built to travel.)

TIKTOK

Screen-record the three named toggles being checked on your own account; the Account Status screen is the closing frame

REELS

Keyword GUIDE pinned in the first comment; checklist cover frame

SHORTS

Description carries the same 10-item checklist in text for search

SOURCE VIDEO — THE TORN-DOWN POST BEHIND THIS SCRIPT

@dascreates.ai — the settings-audit post — 206K likes, 37,868 comments, ~1,031x his likes median

<https://www.instagram.com/reel/Dd3qURbPWKp/>

Control post (same creator, at their median): <https://www.instagram.com/reel/Dc-YEJZTZ6M/>

PREDICTION & READS

PREDICTION · SENDS/REACH

**No sends band —
judged on saves +
GUIDE keyword
comments**

48-HOUR READ

7-DAY VERDICT

Day 7 · Post 3

Week 1 of Starting From Zero: 14 posts, 2 a day, every number promised in advance

THE PIECE

Week 1 of Starting From Zero is on the board: fourteen posts, two a day, from an account that started last Monday at exactly zero followers. One anchor and one experiment a day — the anchor never drops, the experiment is allowed to fail in public. If you posted alongside me, you did more this week than most people who say they want to grow.

One: the week was rebuilt on counted evidence, not vibes. Over the break I tore down the top posts from a hundred verified outliers — small creators whose posts escaped their own averages — and the anchors in this week are the mechanics that survived it: a done-for-you calendar, a level-sorted directory, a diagnostic ladder, a framework translated rung by rung. Each one carries a measured share or save rate from a real post, not a guru's opinion.

Two: reach and sends are different sports. The two biggest multiples in the entire teardown pass — a five-second loop and a feature demo — had share rates under a tenth of a percent. The platforms pushed them; audiences didn't forward them. So this week they run as labelled experiments, judged on reach, while the anchors carry the sends target: one to two forwards per hundred views.

Three: the re-issue rule is now the operating system. When a post beats its median, it goes back up — identical asset, identical caption — inside a few days, and its sequel ships within 48 hours. Winners get re-drawn, not admired.

Four: the honest ceiling. A creator published his real dashboard: 2.34 million views, 2.6 percent shares, 4.5 percent saves on a genuine breakout. Every band I wrote this week is measured against that table, not against hope.

Week 2 preview: the first verdicts get read out loud, the full receipts post unlocks — my own dashboard, frame one — and whichever mechanic actually sent gets doubled down on. The timing experiment flips too: the evening slot moves to midday so the scoreboard can judge the window, not just the posts.

Your homework: before your next post, write down the send rate you expect and name the person your viewer would forward it to. Can't do both, the post isn't ready. Reply and tell me where it broke down — I read every reply. — Jude

PREDICTION & READS

<div>PREDICTION · SENDS/REACH</div> <div></div>	<div>48-HOUR READ</div> <div></div>	<div>7-DAY VERDICT</div> <div></div>
---	-------------------------------------	--------------------------------------

Week 01 at a glance

Every post in the week, by the name it's called everywhere — Day · Post. Fill the last two columns at the 48-hour read and the 7-day verdict.

POST	TITLE	HOOK FORMULA	48H SENDS/REACH	7-DAY VERDICT
D1P1	● I Grew Everyone Else's Account but My Own	Confession Title	—	—
D1P2	● Stop Overthinking the First Line (The 5-Second Version)	Three Word Opener	—	—
D2P1	● I Planned Your Posting Week So You Don't Have To	Service Promise	—	—
D2P2	● The Setting That Tests Your Hook on Strangers First	Timed Hack	—	—
D3P1	● Use This / For This: My Whole System in Five Pairings	Use This For This	—	—
D3P2	● Before You Quote That Brand, Ask These Seven Questions	Numbered Questions	—	—
D4P1	● Your Content Is Stuck at Level Two of a 1956 Ladder	Framework Translation	—	—
D4P2	● Genius Move by Liquid Death	Verdict First	—	—
D5P1	● 9 Routes to Your First Brand Deal, Sorted by Your Level	Result Minus Requirements	—	—
D5P2	● The Messy Cut Beat the Polished Cut	A B Ratio Claim	—	—
D6P1	● Don't Delete That Flopped Post	Diagnostic Ladder	—	—
D6P2	● How to Layer Sound on a Talking-Head Clip	Count In Demo	—	—
D7P1	● The Numbers I Promised to Hit — Published Before the Results	Receipts Opener	—	—
D7P2	● Before You Blame Your Content, Check These 10 Settings	Misdiagnosis Reframe	—	—
D7P3	● Week 1 of Starting From Zero: 14 posts, 2 a day, every number promised in advance		—	—

Edit appendix — effects & animations

One row per video post: the effects the torn-down source post used — labelled OBSERVED / CAPTION-INFERRED / NOT OBSERVABLE, exactly as the teardown supports — and the animations + sound pairings Jude's version is built with, called by library name. Standing finishes apply to every post and are not repeated here: house grain layer (footage and designed titles under it, reading text above), two-pass loudnorm at -14 LUFS, SFX ducked 12-18 dB under the voice.

POST	TITLE	EFFECTS USED — SOURCE	ANIMATIONS & SFX — JUDE'S VERSION
D1P1	I Grew Everyone Else's Account but My Own	<p>Kinetic typography as a second narration track — large animated text (red/white/yellow on dark, high-contrast) carrying the beats (CAPTION-INFERRED)</p> <p>Silhouette and airplane-window cutaway B-roll between talking beats (CAPTION-INFERRED)</p> <p>A held picture-frame prop in the closing beats (CAPTION-INFERRED)</p> <p>The same core video re-posted in multiple versions (indexed runs at 5-923 likes) (OBSERVED)</p> <p>One-word comment door on every teaching post in the series (OBSERVED)</p> <p>The 70.3K post's own spoken opening, duration and in-video effects (NOT OBSERVABLE)</p>	<p>Kinetic Full · H: pop on each big word (low); hit on the biggest word</p> <p>Pill Captions · L2: pop on the emphasised phrase</p> <p>Gold Title · L4: riser into the card; hit as it settles</p> <p>Punch-In · L4: — (camera move, not a graphic; no library pairing)</p>
D1P2	Stop Overthinking the First Line (The 5-Second Version)	<p>One camera-roll B-roll clip, hard-trimmed to 5 seconds (OBSERVED)</p> <p>Original audio muted; a trending sound runs underneath as the distribution vehicle (OBSERVED)</p> <p>The whole lesson carried by on-screen text + caption — zero talking (OBSERVED)</p> <p>Seamless loop construction — last frame cuts cleanly to the first (CAPTION-INFERRED)</p> <p>The exact on-screen wording and which clip was used (NOT OBSERVABLE)</p>	<p>Seamless Loop · Whole post: — (no designed sound; the trending track only)</p>
D2P1	I Planned Your Posting Week So You Don't Have To	<p>Spoken service hook, then a proof beat at ~13-16s — evidence argued before the list starts (OBSERVED)</p> <p>Calendar skeleton — name the technique, demonstrate it, one sentence on why — per day, with a deliberate rest day built in (OBSERVED)</p> <p>Minimal caption — title line + urgency clause + two hashtags; nothing is taught in text (OBSERVED)</p> <p>On-screen layout and graphics (NOT OBSERVABLE)</p>	<p>Gold Title · H: riser in; hit as it settles</p> <p>List Page · L2-L8: tick as each day lands; shimmer when the current day turns champagne</p> <p>Punch-In · L1: — (camera move)</p>
D2P2	The Setting That Tests Your Hook on Strangers First	<p>Follow-along phone demo inside the first 10 seconds — the taps narrated as they're done ('Okay, watch this') (OBSERVED)</p> <p>Spoken re-hook at ~13-15s: 'Do not scroll, cause this is the part everyone's missing' (OBSERVED)</p> <p>Talking-to-camera walkthrough of a phone action, original sound (OBSERVED)</p> <p>On-screen text and camera composition (NOT OBSERVABLE)</p>	<p>Gold Title · H + L4: riser in; hit as it settles</p> <p>Pill Captions · L2: pop on the emphasised phrase</p> <p>Punch-In · H + L2: — (camera move)</p>
D3P1	Use This / For This: My Whole System in Five Pairings	<p>Persistent two-panel split screen for the entire reel — 'Use this' (named asset) left, 'For this' (the footage it produces) right (OBSERVED)</p> <p>Presenter stays static; only the two panels change — the named assets carry all the novelty (OBSERVED)</p>	<p>Pairing Panels — NEW · H + L1-L5: whoosh on the panel swap; tick as the name card lands (the List Page pairings)</p>

narrative arc **(OBSERVED)**
Caption text and duration **(NOT OBSERVABLE)**

D3P2	Before You Quote That Brand, Ask These Seven Questions	Numbered spoken list — one question per beat, ~7 seconds apart; the list completes in full, nothing withheld (OBSERVED) Talking-head delivery with no pitch, no keyword and no funnel copy anywhere in the post (OBSERVED) On-screen numbering or graphics (NOT OBSERVABLE)	Gold Title · H + CTA: riser in; hit as it settles List Page · L1–L6: tick as each question lands; shimmer when the current question turns champagne Punch-In · L6: — (camera move)
D4P1	Your Content Is Stuck at Level Two of a 1956 Ladder	The framework is dated but unnamed in the hook, then named at ~12 seconds — the naming is the first payoff (OBSERVED) The body is a level-by-level translation table — every rung becomes one concrete action in the niche (OBSERVED) The caption names the framework the spoken hook withholds — hook and caption split the curiosity work (OBSERVED) Whether the source showed a graphic table on screen (NOT OBSERVABLE)	Gold Title · L1 + L8: riser in; hit as it settles List Page · L2–L7: tick as each rung lands; shimmer when the current rung turns champagne Punch-In · L8: — (camera move)
D4P2	Genius Move by Liquid Death	Verdict-first title — a one-word verdict + a household brand, the mechanism withheld; the video is the verdict's explanation (OBSERVED) The same title machine repeated at channel scale — Coke 4.7M, Heinz 10M, Puma 4.7M against a ~10K median (OBSERVED) In-video structure, editing devices and on-screen text (NOT OBSERVABLE)	Gold Title · H: riser in; hit as it settles Pill Captions · L2 + L5: pop on each emphasised phrase Punch-In · L3: — (camera move)
D5P1	9 Routes to Your First Brand Deal, Sorted by Your Level	Three-tier ladder structure — beginner / intermediate / advanced, three named routes per tier, real platform names throughout (OBSERVED) The caption doubles as the directory — a benefit headline plus every named platform @-mentioned in text (OBSERVED) Close on save + follow + the paid deeper resource, name-checked mid-video as well (OBSERVED) On-screen tier cards or graphics (NOT OBSERVABLE)	Gold Title · H: riser in; hit as it settles List Page · L1–L3: tick as each route lands; shimmer at each tier turn
D5P2	The Messy Cut Beat the Polished Cut	The entire hook is one caption line — a finished two-version result with the ratio in it: 'The messy version got 6× more views than the flawless version' (OBSERVED) A two-version comparison walked through in the body (CAPTION-INFERRED) Editing devices, on-screen text and beat order inside the video (NOT OBSERVABLE)	Kinetic Full · H: pop on each big word (low); hit on 'WON' A/B Split — NEW · L1: tick as each side's label lands Punch-In · L3: — (camera move) Gold Title · L4: hit as it settles (end card; no riser — the close is a verdict, not an entrance)
D6P1	Don't Delete That Flopped Post	Diagnostic ladder sorted by the viewer's own view count, a different named fix per rung, with checkable thresholds (60% FYP traffic; 50% still watching at 3s) (OBSERVED) Each tier boundary re-hooks — the secondary hook is structural, not a single line (OBSERVED) 177-second talking-head explainer, original sound — long by teaching standards, at her own median length band (OBSERVED) An on-screen ladder graphic (NOT OBSERVABLE)	Gold Title · H: riser in; hit as it settles Punch-In · H + L4: — (camera move)
D6P2	How to Layer Sound on a Talking-Head Clip	Almost no speech — the full retrieved transcript is 12 words: a count-in ('Three, two, one.') and one direction (OBSERVED) The lesson lives in the audio track — layers added audibly; the result is self-verifying inside the watch	Caption Pop · L2–L5: tick as each label lands (the phrase-change pairing — never per word)

A spoken summary, narration or before/after explanation **(NOT OBSERVABLE)**

D7P1	The Numbers I Promised to Hit — Published Before the Results	<p>Own analytics screenshot as the opening frame — the full rate table visible before any claim is spoken (CAPTION-INFERRED)</p> <p>Sticky-note grid as the teaching surface — one tactic per metric, taught in the table's order (CAPTION-INFERRED)</p> <p>A same-content duplicate posted the same morning — the low run (71 likes) first, the main run hours later (OBSERVED)</p>	<p>Gold Title · H: riser in; hit as it settles</p> <p>List Page · L1–L3: tick as each row lands; shimmer when the ceiling row turns champagne</p> <p>Punch-In · L4: — (camera move)</p>
D7P2	Before You Blame Your Content, Check These 10 Settings	<p>The caption carries the entire 10-item checklist in text — the full payload is readable without watching (OBSERVED)</p> <p>Only the worked version is gated — behind the one-word comment 'GUIDE'; the list itself is given away (OBSERVED)</p> <p>Rapid-fire list pace — ~3–4 seconds per item at 39 seconds (CAPTION-INFERRED)</p> <p>The video's on-screen text, graphics and item order (NOT OBSERVABLE)</p>	<p>Doodle · L2 + L3: soft pop as each stroke lands (the pairing in the Doodle entry)</p> <p>Gold Title · L4: hit as it settles</p> <p>Punch-In · H: — (camera move)</p>