

— THE PERSUASIAN GROWTH PLAYBOOK

Six frameworks *for growth.*

*The diagnostics, systems, and decisions we use to scale
founder-led brands from zero to category leader.*

— A NOTE BEFORE WE BEGIN

Most marketing *advice is junk.*

This isn't. We've spent the last decade building, scaling, and selling brands across DTC, SaaS, and services. We've made every mistake worth making — and a few that weren't. What's in here are the frameworks we actually use, with our actual clients, to actually move actual numbers.

No fluff. No "synergy." No 47-step funnels designed to confuse you into hiring someone. Just six frameworks — short enough to read in 20 minutes, sharp enough to deploy this week.

Use them. Steal them. Hand them to your team. If you find a part you'd rather we ran for you — that's why persuasian.com/apply exists.

— *The Persuasian Team*

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Six *frameworks.*

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— FRAMEWORK 01

The Bottleneck

Diagnostic.

Before you spend another dollar, find the one constraint that's eating your growth.

Most growth problems aren't growth problems. They're **diagnosis problems**. Founders pour budget into ads when the conversion rate is the issue, into branding when the offer is the issue, into hiring when the system is the issue.

Run these nine questions before you spend another dollar. Whichever one stings the most — that's where your money goes next.

→ THE NINE QUESTIONS

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- **Awareness.** Can you name three places your ideal customer hangs out — and prove you're there?

 - **Position.** Can a stranger explain in one sentence why you're different — without using your category?

 - **Offer.** Is your offer the obvious choice in the room, or do you have to argue for it?

 - **Traffic.** Do you have at least one acquisition channel scaling profitably?

 - **Conversion.** Is your conversion rate above category benchmark — or just "we think it's fine"?

 - **Retention.** Do customers come back, refer, or expand without you nagging them?

 - **Margin.** Can you afford to spend more than your competitors to acquire the same customer?

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- **Team.** Is the team's calendar full of execution — or full of meetings about execution?
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- **Founder.** Are you working on the business, or trapped inside it?
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If you said "no" to three or more, stop reading and book a call. You're not a marketing problem. You're a strategy problem.

— FRAMEWORK 02

The Brand

Preference Test.

If a buyer can't finish your sentence, you don't have a brand. You have a logo.

A brand isn't what you say it is. A brand is the **shortcut** a buyer's brain takes when they don't have time to think — the half-second before they check the price.

Real brands pass three tests. Most don't pass any.

01 / The Sentence Test

Can a customer who's bought from you twice finish this sentence: "I buy from [brand] because they're the only ones who _____." If the blank is generic — "high quality," "great service" — you're not preferred. You're tolerated.

02 / The Premium Test

Could you raise prices 20% tomorrow and watch demand stay flat? If yes, you have brand equity. If no, you have a price problem dressed up as a brand.

03 / The Substitute Test

If you disappeared, would your customers grieve — or just google a competitor? Brands people grieve are brands worth building.

Most companies try to differentiate on features. Features get copied in a quarter. Differentiate on belief, point of view, or aesthetic — those don't.

— FRAMEWORK 03

The Funnel Math

Framework.

Three numbers you should know in your sleep. If you don't, your agency does — and they're using them against you.

If you can't recite these three numbers without checking a dashboard, you're not running marketing. You're decorating it.

| Number | What it means | Healthy range |
|----------------|---|--|
| CAC | Customer Acquisition Cost. All-in: ad spend + tools + agency fees + time/3 of LTV | Less than 1/3 of LTV |
| LTV | Lifetime Value. Average revenue from a customer across the relationship, CAC of CAC | Minimum 3x CAC for CAC sustainability. |
| Payback | Months to recover CAC from gross profit. The clock that decides how fast you can scale. | Under 12 months can scale. 3 is rare. |

→ THE THREE LAWS

Law 1. The business with the highest LTV wins, not the one with the cheapest CAC.

Law 2. If your payback is over 12 months, you can't scale. You can only stretch.

Law 3. A 10% lift in retention is worth more than a 10% lift in acquisition. Always.

Marketing is math you can love. The brands that scale aren't the ones with the best ads — they're the ones with the best unit economics.

— FRAMEWORK 04

The Content

Compounding System.

One piece of content. Twelve outputs. The lazy way to ship at scale.

Most teams confuse content **volume** with content **velocity**. Volume is how much you publish. Velocity is how fast one good idea travels across channels. Velocity wins.

Here's the system we run with our founder-led clients. One pillar. Twelve outputs. Done in a week.

01 / The Pillar

A 30-minute conversation with the founder. Recorded. One sharp question, one strong opinion. This is the source.

02 / The Long Form

Edit the conversation into a 1,200-word essay or podcast. This is your authority play.

03 / The Short Forms

Cut three short videos (60-90 sec) from the recording. Native to TikTok, Reels, Shorts. Different hooks, same core idea.

04 / The Carousels

Pull two LinkedIn or Instagram carousels from the framework. Visual, scannable, savable.

05 / The Email

One newsletter — same idea, written in voice, with a soft CTA. This is where intent lives.

06 / The Threads & Posts

Three text-only posts (X, LinkedIn, Threads). Different angles. Test which one breaks.

07 / The Atomic Quotes

Pull two quote graphics. These are the ones that get screenshotted and re-shared. Free distribution.

Twelve assets from one conversation. The founder's calendar stays clean. The brand's feed stays full. The compounding does the rest.

— FRAMEWORK 05

The Paid Media *Audit.*

Six places agencies hide waste. Find yours before they find another way.

If you're spending over \$25K/month on paid media and you don't know where the leaks are, you're funding your agency's lifestyle. Here's where to look.

— 01 · **Branded search you'd win anyway**

Are you paying Google for clicks from people typing your brand name? Most of those would have come for free. Pause it for two weeks. Watch what actually drops.

— 02 · **Lookalikes built off bad data**

If you're feeding a lookalike audience built off email signups instead of actual buyers, you're scaling the wrong people. Rebuild on purchasers only.

— 03 · **Creative fatigue you're not measuring**

Every creative has a half-life. If your top performers are over 60 days old and CPM is climbing, you're paying premium rates for tired ads.

— 04 · **Attribution windows that lie**

Default 7-day click attribution overstates Meta's contribution by 30-50%. Compare blended ROAS (revenue ÷ total spend) to platform ROAS. The gap is the lie.

— 05 · **Audiences too narrow to scale**

Tight targeting feels safe. It also caps your spend ceiling. If you can't 3x budget without ROAS collapsing, your audience is too small.

— 06 · **Ad spend on a broken funnel**

If your landing page converts at 1.5%, you don't have a paid media problem. You have a conversion problem. Fix the funnel before you scale the spend.

Run this audit quarterly. The agencies that fight you on it are the ones you should fire.

— FRAMEWORK 06

The 90-Day *Growth Sprint.*

The plan we run when a client gives us one quarter to prove it.

Quarters are honest. They're long enough to ship something real and short enough to force decisions. Here's the structure we use.

— Days 1-14 · DIAGNOSE

Audit everything: brand, funnel, paid, content, retention. Surface the bottleneck. Pick the one lever that, if moved 30%, would change the business. Ignore the rest.

— Days 15-30 · DESIGN

Build the system. New positioning, new offer, new creative, new pages, new sequences — whatever the bottleneck demands. Done by week four. Templates not allowed.

— Days 31-60 · DEPLOY

Ship daily. Test in pairs. Read signal weekly. Kill what's losing inside ten days; double what's winning inside three. The team meets every Monday for 15 minutes.

— Days 61-90 · DECIDE

Compound the winners. Cut the losers. Stand up the next bottleneck on day 91. The sprint never ends — but each one ends with a number that wasn't there before.

Ninety days is enough time to change a metric. It's not enough time to change a business. Stack quarters. That's where compounding lives.

— READY TO BUILD?

are free.

Execution is harder. If you'd rather have us run any of these — or all of them — book a call.

Persuasion, engineered.