

— THE PERSUASIAN SOCIAL OPERATING SYSTEM

Six systems for a feed *that compounds.*

The diagnostics, calendars, and hooks we use to turn social from a chore into a channel.

— A NOTE BEFORE WE BEGIN

Most social advice *is a calendar and a prayer.*

This isn't. We've spent the last decade building feeds that actually produce inbound — for DTC brands, B2B founders, and service businesses that were tired of posting into the void.

What's in here is the operating system we run with clients. Not a 90-day content calendar you'll abandon in week three. Six systems you can steal this week.

Use them. Hand them to whoever owns the phone. 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 *systems.*

— 01	The Feed Diagnostic	Nine questions that tell you if social is a channel — or a hobby.
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— 04	The Hook Bank	Twelve openings that stop the scroll. Steal them.
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— SYSTEM 01

The Feed *Diagnostic.*

Before you post another reel, find out whether the feed is even the problem.

Most social problems aren't social problems. They're diagnosis problems. Founders post daily when the offer is unclear. They hire a VA when the voice is the issue. They buy ads when nobody replies.

Run these nine questions before you spend another hour on the calendar. Whichever one stings the most — that's where the next 30 days go.

→ THE NINE QUESTIONS

Audience.	Can you name the one person this feed is for — in a sentence a stranger would recognize?
Platform.	Do you have one primary platform with a weekly cadence — or five half-alive accounts?
Voice.	If your logo was hidden, would a customer still know it was you?
Proof.	In the last 12 posts, how many show a result, a customer, or a specific number?
Hook.	Does the first line earn the second — or does it start with “Excited to announce”?
Cadence.	Could someone who follows you predict when the next useful post lands?
Conversation.	Are comments and DMs answered inside a day — by a human who can sell?
Conversion.	Is there a clear next step besides “follow for more”? A link, a reply word, a booking path?
Founder.	Is a real person on camera or on the byline at least twice a week?

If you said “no” to three or more, stop posting more. You don’t have a volume problem. You have a system problem.

→ HOW TO SCORE IT

Count the nos. One or two: tighten the weak spot this week and keep shipping. Three to five: pick the single worst answer and make it the only project for 30 days. Six or more: the feed is not a channel yet. Do not buy ads. Do not hire a “content person.” Fix audience, platform, and voice first.

The diagnostic is not a vibe check. Write the answers down. Share them with whoever posts. If you cannot agree on the audience sentence, nothing else in this document will save you.

THE RULE

Social does not fail because you posted too little. It fails because nobody could tell who it was for, why it mattered, or what to do next.

— SYSTEM 02

The Platform *Filter.*

Posting everywhere is not a strategy. It is how good ideas go to die.

Pick one primary platform and one secondary. Ignore the rest until the first is compounding — meaning you can describe, in a sentence, who shows up, what they do, and what you ship each week.

IF YOU SELL	PRIMARY	SECONDARY	IGNORE FOR NOW
DTC / product	Instagram	TikTok	LinkedIn, X
B2B / high-ticket	LinkedIn	YouTube	TikTok, IG Reels
Local service	Instagram	Google / YouTube	X, LinkedIn
Founder brand	LinkedIn	X	TikTok until voice is sharp
Creator → company	YouTube	Instagram	Anywhere you cannot show the work

A dead account on a second platform is worse than no account. It teaches people you are inconsistent.

- SYSTEM 03

The Three Pillars.

Opinion. Proof. Process. If a post is none of these, it is decoration.

A compounding feed is not a mood board. It is a mix you can defend. We run 40% opinion, 30% proof, 30% process. Adjust the ratios; do not invent a fourth pillar called “announcements.”

01 / Opinion

A point of view someone in your category would argue with. Not a quote card. A belief. “Most agencies sell hours. We sell outcomes.” If nobody would disagree, it is not an opinion.

02 / Proof

A specific result, a named customer moment, a before/after, a number with a time window. “2K to 218K in 18 months.” Vague praise is not proof. Screenshots without context are not proof.

03 / Process

How the work actually gets done. The checklist, the hook formula, the weekly ritual. Process posts get saved. Saved posts get you hired. Teach the method; keep the execution.

If the last twelve posts are all announcements, you do not have a content system. You have a press release habit.

— SYSTEM 04

The Hook *Bank.*

The first line earns the rest. Steal these. Rewrite them in your voice.

A hook is not a tease. It is a specific promise or a specific tension. If you could put it on any brand in your category, throw it out.

CONTRAST	We fired the agency and doubled inbound in 90 days.
CONFESSION	I wasted \$40K last year posting every day. Here's the part that actually worked.
RULE	If you cannot name the person this post is for, do not publish it.
NUMBER	One conversation. Twelve posts. We do this every Monday.
MISTAKE	The worst advice in social is "just be consistent." Consistent at what?
CHALLENGE	Show me your last 12 posts. I'll tell you why nobody is buying.
SCENE	A founder texted us: "We have 80K followers and no pipeline." That is a voice problem.
NEGATIVE	Stop posting carousels about "mindset." Your buyer is trying to make payroll.
HOW-TO	How we turn one 20-minute founder talk into a week of native content.
LIST	Three places your comments are leaking revenue — and the reply that closes them.
IDENTITY	Quiet operators make the best personal brands. Here's why loud is optional.
DEADLINE	You have 30 days. One platform. One pillar. Then we look at the numbers.

Write the hook before you film. If the hook is weak, the video is already dead.

— SYSTEM 05

The Comment *Close.*

Likes are applause. Replies are the beginning of a sale.

The most expensive leak in social is an unanswered comment from someone ready to buy. Community management is not “thanks!!” It is a conversation with a next step.

→ FIVE REPLIES WORTH STEALING

01 / CURIOUS

“What’s the one thing you’d want this to solve in the next 30 days?” Then take it to DMs.

02 / SPECIFIC

“We did this for a skincare brand at 2K followers. I’ll send the three posts that moved it.”

03 / FILTER

“If you’re spending over \$10K/month and the feed still feels random — that’s the call we take.”

04 / TEACH

Answer the question in public. The lurkers are the buyers. Then offer the deeper version privately.

05 / CLOSE

“Want us to run the diagnostic on your account? Reply AUDIT and we’ll send the nine questions filled in.”

If nobody on your team is allowed to invite a stranger onto a call from the comments, you do not have a social channel. You have a brochure.

— SYSTEM 06

The 30-Day *Social Sprint.*

The first month we run when a feed has gone quiet — or never worked.

Thirty days is long enough to install a system and short enough that you cannot hide. One primary platform. One audience sentence. Twelve to sixteen posts. A reply ritual. Then you look at the numbers.

WEEK 01 • DIAGNOSE

Run the nine questions. Screenshot the last 30 posts. Circle the three that earned saves, replies, or inbound. Write the audience sentence. Pick the primary platform. Everything else goes dark for the month.

WEEK 02 • DESIGN

Lock three pillars. Write twelve hooks. Build a calendar you can see on one page. Decide the conversion path: reply word, link in bio, booking link, or DM. No posting yet if the path is fuzzy.

WEEK 03 • SHIP

Publish four to five times. Founder on camera at least twice. Reply to every comment inside a day. Track: saves, replies, profile visits, inbound conversations. Kill any format that gets only likes.

WEEK 04 • COMPOUND

Double the winning format. Cut two losers. Write next month's hooks from what actually moved. If nothing moved, the audience sentence or the offer is wrong — not the algorithm.

→ THE WEEKLY CADENCE (PRIMARY PLATFORM)

DAY	WHAT SHIPS	WHO
Mon	Founder opinion — short-form or text. One belief.	Founder
Tue	Reply block. 30 minutes. Every comment and DM.	Whoever owns replies
Wed	Proof post. A number, a customer, a specific result.	You + proof
Thu	Process post. Teach one step of how you work.	Operator
Fri	Founder clip or carousel. Recut Monday if it worked.	Founder
Sat	Optional. Only if a format is compounding.	Skip unless winning
Sun	30-minute review. Keep / kill / double. Next week’s hooks.	The two of you

Thirty days is enough to change a feed. It is not enough to change a business. Stack months. That’s where compounding lives.

— READY TO BUILD?

Frameworks are free.

Execution is harder. If you'd rather have us run the diagnostic, the calendar, and the voice — book a call.

Persuasion, engineered.

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