OMNI SOCIAL / CONTENT ENGINEERING / BUILD SPEC 001

CONTENT IS ENGINEERING, ~~NOT~~ POSTING.

The six-part build I run on every piece before it ships. Content stops feeling like luck when it stops being guesswork. **Miss one station and the post goes back to hoping.**

6 STATIONS · RUN IN ORDER

01 PROBLEM

Name the real problem this solves, **personal, financial, relational, or business.** If you can't name it in one sentence, don't build it yet.

KILLS: CONTENT MADE FOR ATTENTION INSTEAD OF A PERSON.

02 HOOK

Topic clear in two seconds, plus one tension: what they believe vs. what you're claiming. **Write the on-screen line and the spoken line as two separate levers.**

KILLS: THE SCROLL-PAST. NO HOOK, NO ANYTHING ELSE MATTERS.

03 HOLD

But / therefore between every beat, never "and then." Front-load your best line and best proof in the first ten to fifteen seconds.

KILLS: THE DROP-OFF AT SECOND EIGHT.

04 PAYOFF

One clear takeaway they can repeat out loud. **If they can't say what it was about, it wasn't clear enough** to save or share.

KILLS: "THAT WAS NICE," THEN NOTHING SAVED.

05 PATH

Every post has exactly one next step, a keyword, a link, or a DM. **One. Never zero, never three.**

KILLS: REACH WITH NOWHERE TO GO.

06 SYSTEM

Is this repeatable? **A series beats a one-off.** Same core message, new wrap, every week, until people know it's you.

KILLS: STARTING FROM SCRATCH EVERY SINGLE TIME.

"Architects don't just build, they design on purpose."

Want your brand run through this build? Get the free Brand Engine Scorecard.
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