

BUSINESS IN A BOX

BUILD THE TRAFFIC CONTENT & GROWTH SYSTEM

Turn useful ideas into repeatable content that attracts the right people and leads them toward the right next step.

POSITION • TEACH • CONNECT • INVITE • MEASURE • IMPROVE

No viral guarantees. No content hamster wheel. No rebuilding the offer daily.

Created by Mr. Mike

The Funnel Works Only When the Right People Reach It

Guide 06 built the customer journey. Guide 07 builds the repeatable organic content system that sends qualified attention into it.

Traffic is not merely a larger view count. Useful traffic means people who recognize the problem, trust your perspective, understand the next step, and have a reasonable chance of benefiting from the offer.

YOUR FINISH LINE: One approved Traffic and Content Playbook containing platform roles, audience journey, content pillars, problem library, formats, hooks, scripts, CTA rules, profile path, calendar, batching plan, measurement system, tests, and a 90-day operating rhythm.

What you will build

- A dedicated Traffic Studio grounded in the approved offer and live funnel.
- A platform strategy that gives each channel a specific job.
- Content pillars tied to real buyer problems rather than random trends.
- A reusable idea matrix that works in any ethical niche.
- Hooks, scripts, calls to action, and profile language that remain honest.
- A realistic publishing and batching system.
- A method for repurposing without posting lazy duplicates everywhere.
- A basic search-content process without duplicating the paid CSI system.
- A scorecard that separates reach, resonance, action, and revenue signals.
- A 90-day test plan that improves the system without changing everything at once.

CONTENT DOES NOT GUARANTEE DISTRIBUTION OR SALES. It gives the right audience repeated opportunities to understand, trust, and act.

REQUIRED INPUTS

Bring the Live Business Forward

Guide 07 must promote what actually exists. Do not build content from an early product idea, an expired bonus, or a checkout path that has not passed testing.

Open these items

1. FINAL_Funnel_Record_[Product_Name]_[Date] from 07 - SALES AND CONTENT.
2. FINAL_Offer_Brief_[Product_Name]_[Date] from 07 - SALES AND CONTENT.
3. The final Product Handoff and customer-ready product files.
4. The approved buyer profile, problem evidence, FAQs, objections, and limitations.
5. The free guide, bonus, opt-in URL, sales URL, and support path.
6. Existing platform profiles, recent content, analytics, and audience comments.
7. Your realistic weekly time, energy, equipment, and editing capacity.
8. Any commercial relationships, affiliate links, music rights, or disclosure duties.

Traffic readiness prompt

Audit the Final Funnel Record, Offer Brief, Product Handoff, audience evidence, and platform information I provide. Create a TRAFFIC INPUTS table with APPROVED, MISSING, CONFLICT, VERIFY, and NOT NEEDED. Confirm the entry URL, buyer, problem, promise, free offer, paid offer, CTA, profile access, disclosures, and production constraints. Do not create content yet. End with TRAFFIC INPUTS READY or TRAFFIC INPUTS NOT READY.

NEVER SEND TRAFFIC TO AN UNTESTED OR OUTDATED PATH. Fix the funnel before writing thirty videos for it.

Open the Sixth Dedicated Business Chat

Either device works for planning. A computer is recommended for comparing analytics, organizing the content bank, and maintaining the calendar. Recording can remain phone-first.

Start a fresh ChatGPT conversation and rename it:

06 - TRAFFIC STUDIO - [SHORT PRODUCT NAME]

The connected workspace

1. 01 - Business Command Center: Stable business foundation.
2. 02 - Product Research and Validation: Evidence and Product Brief.
3. 03 - Product Studio: Finished product and Product Handoff.
4. 04 - Offer Studio: Positioning, price, and Offer Brief.
5. 05 - Funnel Studio: Pages, checkout, delivery, and Final Funnel Record.
6. 06 - Traffic Studio: Content, platform roles, publishing, and improvement.

Keep this chat focused

- Do not rewrite the product, price, or funnel promise silently.
- Do not use one disappointing post as proof the offer is invalid.
- Do not chase an unrelated audience merely because a topic is trending.
- Do not treat AI-generated claims as audience research.
- Do not paste private follower or customer data.

PASTE THE FUNNEL CONTEXT CAPSULE FIRST. Then supply the full records only when the Traffic Studio identifies what it needs.

Set Up the Traffic Studio

TRAFFIC STUDIO SETUP PROMPT

Act as my ethical organic-content strategist, audience researcher, script editor, repurposing planner, and performance analyst. Build a repeatable content system that attracts the approved buyer and directs them to the live funnel without changing the approved product or offer.

SOURCE PRIORITY: Final Funnel Record; Offer Brief; Product Handoff; verified audience evidence; platform analytics; documented creator experience; current official platform guidance. If sources conflict, stop and ask.

PROCESS: Work in stages: traffic goal, platform roles, audience journey, content pillars, problem library, idea matrix, format selection, hooks, scripts, CTA, profile path, calendar, batching, repurposing, search basics, engagement, disclosure, scorecard, testing, 90-day plan, and Final Traffic and Content Record. Ask for approval between stages.

TRUTH RULES: Never guarantee views, followers, ranking, virality, income, sales, or platform distribution. Never invent trends, search demand, customer quotes, results, proof, urgency, or personal stories. Separate observed data, audience language, creator opinion, hypothesis, and test.

CONTENT RULES: Give useful value before the CTA. Match each topic to the approved audience and one funnel stage. Keep the main product complete without requiring the CSI companion offer. Teach only a basic search-content workflow here; reserve the detailed Creator Search Insights operating system for its separate product.

COMPLIANCE: Flag commercial-content disclosures, affiliate relationships, music rights, health, legal, financial, or other claim-sensitive topics. Mark unknowns [VERIFY], missing owner decisions [CREATOR INPUT], compliance questions [REVIEW], and experiments [TEST].

First summarize the buyer, product, free offer, paid offer, funnel entry, platforms, content capacity, proof, limitations, and unresolved traffic decisions. End with READY TO BUILD TRAFFIC SYSTEM or NOT READY.

Approve setup only when

- The correct buyer, funnel URL, and offer are repeated.
- The plan will serve the audience before asking for a sale.
- Search basics and the CSI product remain clearly separated.
- Production limits are treated as design inputs.
- No result is presented as guaranteed.

Choose the Business Result Before the Content

A content goal should describe what useful audience movement you want, not merely the number of posts you want to publish.

Four layers of traffic goals

1. Attention: Reach people who recognize the relevant topic or problem.
2. Resonance: Earn saves, replies, watch time, return viewers, or meaningful comments.
3. Action: Encourage a profile visit, free-guide opt-in, email click, or sales-page visit.
4. Business: Produce qualified leads, purchases, low refund rates, and successful customer use.

Good goal example

Publish at a sustainable weekly cadence for beginner creators who want to monetize knowledge. Use a planned mix of teaching, belief-shift, proof, and product-building content. Direct relevant viewers to the free guide, then review opt-ins, questions, purchases, audience fit, and support quality each week.

Weak goal example

Post as often as possible until something goes viral.

Goal prompt

Create three 90-day organic traffic goals using my approved buyer, funnel, offer, production capacity, and current baseline. Include attention, resonance, action, and business measures. Do not invent forecasts. Identify what is fully controlled, partly influenced, and platform-controlled. Recommend one goal and explain the tradeoff.

POSTING VOLUME IS AN INPUT. QUALIFIED AUDIENCE MOVEMENT IS THE GOAL.

Give Each Channel One Clear Job

The same business can use several platforms without treating every platform identically. Choose roles based on audience behavior, content strength, link access, production capacity, and the life span of the content.

Possible roles

- TikTok: Fast testing, discovery, personality, tutorials, and problem awareness.
- YouTube Shorts: Short-form discovery with a searchable channel library.
- YouTube long-form: Deeper education, demonstrations, and durable search value.
- Instagram: Reels, carousels, Stories, relationship, and visual proof.
- Facebook: Community conversation, longer text, groups, and mature audiences.
- Email: Direct follow-up with people who granted permission.
- Owned site: Stable product information, checkout, and delivery.

Selection rules

- Choose one primary discovery platform first.
- Choose one secondary platform only when repurposing is sustainable.
- Use email as a relationship channel, not a duplicate social feed.
- Document where the profile link lives and what happens after the click.
- Do not open five channels just to leave all five inconsistent.

Platform prompt

Create a PLATFORM ROLE SCORECARD using audience fit, creator skill, content format, discoverability, search life, link path, production time, repurposing potential, policy risk, and measurement access. Recommend PRIMARY, SECONDARY, EMAIL, and NOT NOW roles without assuming every platform is required.

A PLATFORM IS A DISTRIBUTION CHOICE, NOT YOUR BUSINESS FOUNDATION. The product, list, files, and customer relationship should remain portable.

Match Content to the Viewer's Current Question

A stranger, an interested follower, a lead, and a customer should not receive the same message every time. Content becomes more useful when it meets the viewer at the correct stage.

Five content stages

1. Problem unaware: Help them notice an expensive or frustrating pattern.
2. Problem aware: Name the obstacle and correct common misunderstandings.
3. Solution aware: Explain approaches, decisions, tools, and tradeoffs.
4. Offer aware: Show who the product helps, what it includes, and what it requires.
5. Customer: Help buyers use the product, avoid mistakes, and complete the process.

Example: digital-product audience

- Unaware: "You may already have a sellable product idea hiding in your comments."
- Problem aware: "Knowing your niche is not the same as knowing what your audience will buy."
- Solution aware: "Validate one painful problem before opening Canva."
- Offer aware: "Here is what Business in a Box helps you build - and what it does not do for you."
- Customer: "Open your Product Brief before asking ChatGPT to write the guide."

Journey prompt

Build an AUDIENCE JOURNEY CONTENT MAP. For each stage list viewer situation, question, misconception, evidence needed, useful content job, appropriate CTA, content to avoid, and funnel destination. Keep customer education separate from acquisition content.

THE CTA SHOULD MATCH THE STAGE. A stranger may need the free guide; a ready buyer may need the sales page; a customer may need support.

Build Around Problems the Offer Actually Solves

Content pillars are durable subject areas. They keep the channel recognizable while allowing hundreds of distinct angles.

Create four to six pillars

- Problem pillar: Repeated struggles the buyer recognizes.
- Process pillar: Decisions and steps that move the work forward.
- Mistake pillar: Common errors and their consequences.
- Tool pillar: Software, templates, prompts, or resources used responsibly.
- Proof pillar: Demonstrations, process evidence, lessons, and customer-approved examples.
- Perspective pillar: Honest beliefs, boundaries, and unpopular but supportable opinions.

Pillar test

1. Does the approved buyer care about this subject?
2. Does it connect naturally to the product or free guide?
3. Can you produce multiple formats without repeating the same script?
4. Do you have experience, evidence, or research to support it?
5. Can you discuss it without overstating results?
6. Would you still post about it if one video underperformed?

Pillar prompt

Using the approved buyer problems, product method, FAQs, objections, and creator strengths, propose six content pillars. For each include PURPOSE, BUYER STAGE, SUBTOPICS, PROOF AVAILABLE, NATURAL CTA, RISK OF DRIFT, and 10 example angles. Recommend the strongest four to begin.

A PILLAR IS NOT “MOTIVATION” BECAUSE MOTIVATION GETS VIEWS. It must have a documented relationship to the audience and offer.

Turn Audience Language Into an Idea Source

The most reliable content bank begins with real questions, frustrations, attempts, and decisions. Capture audience language without collecting unnecessary personal information.

Approved sources

- Public comments and questions on your relevant posts.
- Frequently asked support or sales questions, anonymized.
- Search suggestions and platform discovery tools.
- Public reviews of related tools or books, used as research rather than copied claims.
- Community discussions where observation is permitted.
- Your own documented mistakes, process, and lessons.
- Customer feedback you have permission to use.

Record each problem

- Exact or carefully paraphrased audience language.
- Source type and date.
- Buyer stage and likely goal.
- Current workaround or failed attempt.
- Practical consequence.
- Evidence strength.
- Relevant pillar, format, and funnel destination.
- Permission status if a specific person could be recognized.

Mining prompt

Analyze the anonymized comments, questions, and notes I provide. Extract distinct problems, desired progress, attempted solutions, objections, language patterns, and content opportunities. Do not infer private traits or claim frequency beyond the sample. Separate direct language, paraphrase, and your hypothesis.

DO NOT TURN ONE ANGRY COMMENT INTO “EVERYONE IS STRUGGLING.” Audience research requires context, repetition, and humility.

Create Many Angles Without Repeating One Video

One useful topic can support many videos when each video serves a different viewer question or psychological reason to watch.

Angle categories

- Mistake: What people commonly do too early, too late, or in the wrong order.
- Tutorial: One clear action or decision.
- Myth: A belief that needs evidence-based correction.
- Question: A direct answer to what the audience asks.
- Comparison: Two approaches and the tradeoff.
- Story: A relevant personal or customer-approved lesson.
- Checklist: A fast self-assessment.
- Opinion: A supportable point of view that invites discussion.
- Example: Show how the process changes across niches.
- Objection: Address time, money, skill, trust, or readiness.

Five-video method

Take one evidence-supported topic and create five distinct videos: one mistake, one tutorial, one unpopular opinion, one biggest question, and one example or result. Keep the topic stable while changing the reason to watch.

Matrix prompt

For each approved problem, create 10 distinct content angles using mistake, tutorial, myth, question, comparison, story, checklist, opinion, example, and objection. State the buyer stage, useful takeaway, proof required, natural CTA, and how this angle differs from the others. Reject cosmetic rewrites of the same script.

REPETITION BUILDS ASSOCIATION. DUPLICATION BUILDS FATIGUE. Keep the core subject recognizable while changing the promise, evidence, and teaching job.

Give Every Post a Reason to Exist

Not every post needs to sell. Every post should still have a documented relationship to the audience, the creator, or the business.

Five useful content jobs

1. Attract: Introduce a relevant problem or opportunity.
2. Teach: Help the viewer make one better decision.
3. Trust: Show judgment, consistency, evidence, or personality.
4. Invite: Point the right viewer to a free or paid next step.
5. Support: Help existing customers complete the process.

Alignment test

- Which approved buyer would care?
- Which problem or goal does it address?
- Which pillar and journey stage does it serve?
- What will the viewer know, believe, decide, or do afterward?
- What proof supports the message?
- Is a CTA appropriate, and where should it lead?
- Would the post still be useful without the CTA?

Alignment prompt

Audit these content ideas against the Offer Brief and funnel. Label each ATTRACT, TEACH, TRUST, INVITE, SUPPORT, or OFF-STRATEGY. Explain the audience connection, buyer stage, takeaway, proof, CTA, and destination. Rewrite only ideas that can become aligned without misleading the viewer.

OFF-STRATEGY CONTENT IS NOT AUTOMATICALLY BAD CONTENT. It is simply not evidence that this funnel or offer is attracting the right people.

Teach Enough to Create Trust and Action

Free content should be genuinely useful. The paid product earns its place through structure, sequence, depth, tools, convenience, examples, support, and a complete implementation path.

Good free content can provide

- One decision, distinction, checklist, or step.
- A clear explanation of why a common approach fails.
- A small demonstration of the product method.
- A useful prompt with the context needed to use it responsibly.
- An honest answer to a question.
- A mistake to avoid and what to do instead.

The paid product can provide

- The full sequence from starting point to completion.
- Connected prompts and handoffs that prevent context loss.
- Templates, quality checks, examples, and recovery paths.
- The organized files and implementation system.
- Updates or support only when explicitly included.

Boundary prompt

For every content pillar, define what can be taught freely in one post and what belongs in the paid product because it requires sequence, depth, templates, implementation, or support. Keep the free advice complete enough to be useful. Do not withhold a critical safety detail to force a purchase.

DO NOT MAKE FREE CONTENT DELIBERATELY USELESS. The paid product should be easier and more complete - not the only place where the truth appears.

Match the Idea to the Best Delivery

A strong idea can fail in the wrong format. Choose the format based on what the viewer must see, understand, or feel.

Short-form formats

- Direct-to-camera: Opinion, truth, story, or mindset shift.
- Step demonstration: Screen recording, hands-on process, or visual walkthrough.
- Voiceover: Explanation over relevant footage or steps.
- Reply video: Answer a real public question with context.
- List: Three mistakes, signs, decisions, or checks.
- Before/after process: Show an improvement without implying universal results.
- Photo or carousel: Saveable teaching, checklist, or comparison.

Longer formats

- Deep tutorial: Complete a task from start to finish.
- Case analysis: Explain why something worked or failed.
- Build in public: Show decisions, tradeoffs, and revisions.
- FAQ collection: Answer connected questions in one resource.
- Live session: Teach and answer questions when safe and sustainable.

Format prompt

Recommend the best format for each approved idea using viewer need, demonstration requirement, creator strength, production time, platform behavior, accessibility, repurposing value, and CTA. Give a low-effort and high-effort version. Do not assume more editing means better content.

USE THE SIMPLEST FORMAT THAT DELIVERS THE IDEA WELL. A clear face-to-camera explanation can outperform a complicated edit because the message fits the format.

Earn the Next Second Without Lying

A hook is the first useful promise, tension, question, or recognition point. Its job is to help the right viewer decide whether to continue.

Reliable hook families

- Recognition: “If you keep getting stuck at [specific step], this may be why.”
- Mistake: “Do not build the product before you answer this question.”
- Contradiction: “More content ideas may be the last thing you need.”
- Specific result: “Turn one audience question into five different videos.”
- Demonstration: “Watch how I turn this comment into a product angle.”
- Question: “Would your audience pay for the answer you keep giving away?”
- Story tension: “I built the whole guide before realizing I skipped the one part that mattered.”

Hook quality test

- Specific enough to attract the intended viewer.
- Delivered by the video instead of abandoned after the opening.
- Understandable without fake shock or missing context.
- Does not guarantee money, views, health, or personal outcomes.
- Sounds like the creator rather than a generic marketing robot.

Hook prompt

Write 15 hook options for this approved topic across recognition, mistake, contradiction, specific result, demonstration, question, and story tension. State what each hook promises and how the content must fulfill it. Reject hooks that overclaim, shame, or attract an audience unrelated to the offer.

A HOOK IS NOT SUCCESSFUL IF IT WINS THE CLICK AND BREAKS THE PROMISE.

Move From Hook to Value to Next Step

A repeatable script structure helps the creator speak naturally without wandering or sounding memorized.

Short-form structure

1. Hook: Identify the problem, question, tension, or result.
2. Context: Explain why this matters to the intended viewer.
3. Value: Give the decision, method, demonstration, or example.
4. Boundary: Add the important condition or limitation.
5. CTA: Offer the next useful action only when appropriate.

Natural delivery rules

- Use language the creator would actually say.
- Write for breath and speech, not an essay.
- Keep one primary promise per short video.
- Show the step when seeing it matters.
- Cut repeated setup before cutting necessary context.
- Use captions for accessibility and clarity.
- Do not force a CTA into every ending.

Script prompt

Write a natural script for [PLATFORM] and [TARGET LENGTH] using HOOK, CONTEXT, VALUE, BOUNDARY, and CTA. The audience is [BUYER STAGE]. The single takeaway is [TAKEAWAY]. Use my voice notes and verified facts only. Add [VISUAL] cues separately. Then audit whether every hook promise is fulfilled.

Long-form adaptation

For longer content, expand VALUE into clear sections: problem, decision framework, steps, demonstration, mistakes, recap, and next action. Do not stretch a 20-second idea into eight minutes.

SCRIPT FOR CLARITY, THEN SPEAK LIKE A HUMAN. The outline supports the creator; it should not erase them.

Ask for the Next Logical Action

A call to action should match the content value, viewer stage, platform, and live funnel. “Buy now” is not the correct ending for every post.

CTA ladder

- Engage: Answer a relevant question or share an experience.
- Save: Keep a checklist, process, or reference.
- Follow: Continue learning a clearly defined subject.
- Profile: Find the free guide or product information.
- Opt in: Receive the free guide and helpful emails.
- Review offer: Decide whether the paid system fits.
- Customer action: Open the correct guide or complete the next step.

CTA rules

- Name the destination or benefit honestly.
- Do not say “link below” when the platform places it elsewhere.
- Do not pretend the free guide is available for only minutes when it is not.
- Do not require engagement as a condition for promised access unless clearly explained and allowed.
- Use one primary CTA per short post.
- Ensure the linked page matches the spoken promise.

CTA prompt

Create CTA options for this content by buyer stage: ENGAGE, SAVE, FOLLOW, PROFILE, FREE GUIDE, SALES PAGE, and CUSTOMER ACTION. For each state the destination, exact action, what happens next, and when not to use it. Keep the wording natural and platform-accurate.

THE CTA COMPLETES THE CONTENT PROMISE. It should not feel like a trapdoor into an unrelated sales pitch.

Make the Channel Explain Who It Helps

A viewer who visits the profile should quickly understand the subject, intended audience, credibility, and next step.

Profile components

- Name: Recognizable creator or business identity.
- Photo or logo: Clear at a small size.
- Bio: Audience, useful subject, and reasonable next step.
- Link: The correct funnel entry, not a broken or unrelated homepage.
- Pinned content: Start-here explanation, strongest teaching, and free-guide or offer path.
- Visual consistency: Covers or titles that improve browsing without obscuring the creator.

Current TikTok link note

Last reviewed October 14, 2026: TikTok's official help page states that a website link can be added with at least 1,000 followers or a Verified Business Account, and availability may vary. Verify the current rule. This is a link-access condition, not a requirement to create a product.

Current YouTube link note

Last reviewed October 14, 2026: YouTube's official help page states that a channel may display up to 14 profile links, subject to its external-links policy. Verify the current channel settings and eligibility.

Profile prompt

Create five concise profile-bio options from my approved buyer, topic, credibility, and funnel entry. Include a pinned-content plan and link-label options. Do not use unsupported credentials, income claims, or vague "helping you win" language.

IF DIRECT LINK ACCESS IS UNAVAILABLE, USE ONLY A PLATFORM-PERMITTED ALTERNATIVE. Never hide or obfuscate a prohibited destination.

Make the Click Match the Spoken Promise

The content, bio, link label, page headline, and delivered asset should feel like one uninterrupted conversation.

Message-match sequence

1. The video names one specific problem or desired progress.
2. The CTA offers one relevant next step.
3. The profile bio confirms the same audience and topic.
4. The link label describes the destination.
5. The opt-in or sales-page headline continues the promise.
6. The email delivers exactly what the page promised.
7. The paid offer expands the process without changing the claim.

Mismatch examples

- A hook about TikTok views sends to a generic business homepage.
- A free-guide CTA opens a checkout before delivering the guide.
- A profile says beginner creators while the product assumes advanced software skills.
- A video promises a template but the email delivers a long essay.
- A CTA says free while the destination requires payment details.

Journey audit prompt

Audit one complete content-to-funnel path: HOOK, VIDEO VALUE, CTA, PROFILE, LINK LABEL, ENTRY PAGE, EMAIL, FREE ASSET, SALES PAGE, PRODUCT. Identify promise drift, audience drift, missing disclosures, broken expectations, and weak transitions. Rewrite only the smallest necessary element.

A HIGH CLICK RATE INTO A MISMATCHED PAGE IS NOT QUALIFIED TRAFFIC. Message match protects the viewer and improves diagnosis.

Choose a Cadence You Can Sustain and Learn From

The correct cadence is the highest useful pace the creator can maintain without collapsing quality, health, customer support, or product delivery.

Build the weekly mix

- Teach: Practical decisions, steps, and demonstrations.
- Relate: Honest observations, stories, and creator perspective.
- Respond: Questions, objections, and relevant comments.
- Invite: Free-guide or product-aware content.
- Support: Customer implementation and common mistakes.

Cadence questions

- How many strong ideas can be prepared weekly?
- How many can be recorded without rushing or resentment?
- Which formats require editing or screen capture?
- How much time must remain for customers and product work?
- Can analytics be reviewed without changing direction daily?
- What is the minimum viable cadence during a difficult week?

Cadence prompt

Create three weekly publishing plans - MINIMUM, STANDARD, and PUSH - using my available hours, energy, formats, platforms, and support duties. Include content mix, recording blocks, editing, posting, comment review, analytics, rest, and stop conditions. Recommend the standard plan without claiming higher frequency guarantees growth.

CONSISTENCY MEANS RETURNING TO THE SYSTEM. It does not mean punishing yourself for missing an arbitrary number.

Plan Themes and Tests - Not Thirty Random Posts

A calendar should balance repetition, variety, funnel stages, and learning. It is a hypothesis schedule, not a guarantee.

Calendar fields

- Date and platform.
- Pillar and specific topic.
- Buyer stage and content job.
- Format and target length.
- Hook promise.
- Single takeaway.
- Proof or source required.
- CTA and destination.
- Reuse or repurposing plan.
- Test variable and success signal.
- Production status and result.

Balance rules

- Repeat important subjects through different angles.
- Do not schedule a sales CTA for every post.
- Include answer videos generated by real questions.
- Leave room for timely relevant topics.
- Do not fill the calendar with ideas lacking proof.
- Schedule review days before changing the plan.

Calendar prompt

Build a 30-day calendar from the approved pillars and cadence. Use a balanced mix of ATTRACT, TEACH, TRUST, INVITE, and SUPPORT. For every post include buyer stage, format, hook direction, takeaway, proof, CTA, destination, reuse plan, and one test variable. Reuse core topics through distinct angles without duplicating scripts.

THE CALENDAR ORGANIZES DECISIONS. It should not force the creator to publish an irrelevant idea merely because a box contains a date.

Separate Thinking, Recording, and Editing

Batching reduces repeated setup and decision fatigue. It should create efficiency without flattening every video into the same delivery.

Five-stage batch

1. Select: Choose approved topics from the problem library.
2. Outline: Write hook, takeaway, proof, boundary, CTA, and visuals.
3. Record: Capture several compatible videos in one setup.
4. Edit: Remove dead time, add captions, and verify examples.
5. Package: Add cover, description, disclosure, links, and schedule.

Pre-record checklist

- The hook matches the body.
- Facts and platform steps are current.
- The example has permission and context.
- The CTA destination is live.
- The script is marked commercial when needed.
- Required screen recordings or props are ready.
- The creator can say it naturally.

Batch prompt

Turn these approved calendar entries into a production batch. Group by location, outfit, format, screen-recording need, editing complexity, and CTA. Create a shot list, script status list, asset checklist, recording order, filename convention, and quality gate. Keep room for natural delivery and timely changes.

BATCH THE REPETITIVE WORK - NOT YOUR PERSONALITY. Change examples, pacing, framing, and emotional tone when the idea requires it.

Preserve the Idea While Adapting the Experience

Repurposing is not blindly uploading the same file everywhere. Keep the core teaching while adapting the opening, length, visual framing, CTA, caption, and destination.

Repurposing chain

1. Start with one evidence-supported core idea.
2. Create the primary platform version.
3. Extract a shorter question or mistake version.
4. Expand the idea into a deeper tutorial or email.
5. Turn the framework into a carousel or checklist.
6. Answer a comment with a new example.
7. Update the evergreen version when the platform changes.

Platform adaptation checks

- Aspect ratio and safe zones.
- Opening speed and context.
- Maximum useful length.
- Caption and title behavior.
- Link placement and CTA wording.
- Music and commercial-use rights.
- Watermarks and platform policies.
- Audience expectations and comment style.

Repurposing prompt

Repurpose this approved core idea for TikTok, YouTube Shorts, YouTube long-form, Instagram Reel or carousel, Facebook, and email. Preserve the claim and evidence. Adapt hook, structure, duration, visuals, CTA, caption, and destination. Flag versions that should not be made because the format or audience fit is weak.

ONE IDEA CAN BECOME MANY ASSETS. ONE EXPORT SHOULD NOT BECOME MANY LAZY DUPLICATES.

Create Content People Can Recognize and Find

Search content begins with a real audience question and a clear answer. The platform decides distribution; the creator controls relevance, clarity, and accurate language.

Basic search workflow

1. Choose one approved pillar and audience problem.
2. Observe how people naturally phrase the question.
3. Verify the topic remains relevant to the offer and creator expertise.
4. Create one focused answer or demonstration.
5. Use the primary phrase naturally in the opening, spoken explanation, on-screen text, title, or description where appropriate.
6. Deliver the answer instead of repeating the phrase unnaturally.
7. Track whether the content reaches and helps the intended audience.

Search-content mistakes

- Choosing a massive phrase unrelated to the offer.
- Stuffing keywords into captions or speech.
- Treating a trend line as guaranteed distribution.
- Copying another creator's script or distinctive packaging.
- Making five identical videos instead of distinct angles.
- Ignoring platform changes or regional feature availability.

Basic search prompt

Using the approved topic and audience language I provide, create five distinct search-friendly content angles. For each state the natural phrase, viewer question, hook, answer, proof, CTA, and why it remains relevant to the offer. Do not invent search volume, competition, ranking, or trend data.

THIS GUIDE TEACHES THE FOUNDATION. The optional CSI product provides the deeper TikTok-specific research, demand, momentum, competition, and topic-testing workflow.

Keep the Companion Product Valuable and Optional

Business in a Box must teach customers how to create and promote useful content. The CSI companion product can still earn its place by providing a specialized TikTok research operating system.

Business in a Box includes

- Audience and problem research from the core product process.
- Content pillars, formats, hooks, scripts, CTAs, batching, and analytics.
- A basic search-content workflow using observed audience language.
- A complete organic content plan that works without CSI access.

The CSI companion offer can add

- Current navigation and feature-availability checks.
- Topic discovery inside the creator's actual niche.
- A structured comparison of demand, momentum, relevance, and competition signals.
- A repeatable scoring and selection worksheet.
- The five-angle method applied to validated search topics.
- A testing log for search labels, traffic sources, ranking observations, and refresh decisions.
- Adaptation when TikTok changes the interface or available data.

Boundary prompt

Audit Guide 07 against the CSI Companion Offer Brief. Mark what the main product must include to remain complete and what specialized depth belongs in CSI. Reject artificial withholding. Ensure a customer can market the product without CSI, while CSI still offers clear TikTok-specific convenience, depth, and research structure.

THE UPSELL IS NOT “THE SECRET MISSING STEP.” It is a specialized shortcut and deeper system for buyers who want that platform-specific workflow.

Use Engagement as Research and Relationship

Comments can reveal confusion, language, objections, examples, and future content. They are not automatically representative of the entire market.

Useful comment actions

- Answer a sincere question directly.
- Ask for clarification when the question is too broad.
- Create a reply video when the answer helps more people.
- Add repeated questions to the problem library.
- Update the sales page or product when confusion reveals a real gap.
- Thank useful correction and verify it before changing guidance.
- Move customer-specific support to the proper channel.

Do not

- Argue endlessly to increase comments.
- Reveal private customer information.
- Promise personalized consulting that is not included.
- Use a vulnerable comment as entertainment.
- Treat criticism as proof the algorithm is against you.
- Delete legitimate product questions merely because they are uncomfortable.

Comment prompt

Classify these anonymized comments as QUESTION, CONFUSION, OBJECTION, EXPERIENCE, CORRECTION, SUPPORT, TROLLING, or CONTENT IDEA. Suggest a concise public reply, whether a reply video is warranted, what requires verification, and whether the product, page, or FAQ should change. Do not invent tone or intent.

ENGAGEMENT IS NOT ONLY A METRIC. It is one of the clearest places to learn whether the message landed.

Continue the Useful Conversation Off-Platform

Social content creates the first contact. Email can deepen the same subject after the person chooses to join the list.

Content-to-email bridge

1. Publish a useful social post tied to an approved problem.
2. Offer the free guide when it genuinely expands the answer.
3. Deliver the guide immediately.
4. Send a related action or example in the next email.
5. Address a common objection or mistake.
6. Introduce the paid system when the reader understands the job.
7. Stop inappropriate sales messages after purchase.

Email content sources

- A strong social post expanded with context.
- A repeated comment answered in depth.
- A customer-use lesson.
- A new example for an existing framework.
- A product update or corrected platform instruction.
- A decision story that teaches rather than performs success.

Bridge prompt

Turn this approved social topic into an email that adds new value instead of repeating the transcript. Identify the subscriber state, one deeper lesson, one action, an optional product bridge, and buyer suppression. Preserve the original claim and include any needed update or limitation.

DO NOT MOVE PEOPLE TO EMAIL JUST TO SEND MORE OF THE SAME. The inbox should provide continuity, depth, and reliable delivery.

Introduce the Product Without Turning the Channel Into an Ad

A product launch can be a focused series of useful messages. The content should help the audience understand the problem, process, fit, and decision even if they do not buy.

Seven-message launch arc

1. Problem: Name the repeated struggle using audience language.
2. Mistake: Explain the costly wrong order or assumption.
3. Method: Teach the organizing framework.
4. Build story: Explain why and how the product was created.
5. Inside look: Show actual deliverables without exaggeration.
6. Fit and objection: Explain who it is for, effort, tools, and limitations.
7. Decision: Summarize the offer, price, next step, and genuine timing.

Launch rules

- Continue mixing useful non-promotional content.
- Use only genuine deadlines or limits.
- Do not manufacture customer demand or sold-out claims.
- Answer questions and correct confusion openly.
- Track qualified action, not only views.
- Keep the evergreen path available after the launch when intended.

Launch prompt

Create a seven-message organic launch sequence across my primary platform and email. For each message include job, buyer stage, hook, value, proof, limitation, CTA, destination, disclosure, and reuse. Keep at least half the message useful without requiring purchase. Use only documented urgency.

A LAUNCH CONCENTRATES ATTENTION. It does not suspend honesty.

Keep Teaching After the Launch Window

Evergreen content continues helping and attracting the audience after a launch. It should be reviewed when tools, platform steps, prices, links, or policies change.

Evergreen categories

- Start-here explanations.
- Foundational mistakes and decisions.
- Frequently asked questions.
- Core process demonstrations.
- Buyer-fit and product-use explanations.
- Case analysis with lasting lessons.
- Free-guide invitations connected to durable problems.

Refresh triggers

- The interface or feature changes.
- The product or price changes.
- A link or download changes.
- A policy, disclosure, or prerequisite changes.
- Audience language changes significantly.
- New evidence corrects an earlier claim.
- A strong topic can be taught with a better example.

Evergreen audit prompt

Audit my content library for evergreen potential. Label each KEEP, UPDATE, RE-RECORD, REPURPOSE, ARCHIVE, or VERIFY. Check factual currency, platform steps, offer match, link destination, disclosure, proof, audio or music rights, and current buyer relevance. Recommend the smallest responsible update.

REPEATING A CORE TOPIC IS NORMAL. Reposting obsolete instructions because they once performed well is not.

Disclose the Business Relationship Clearly

Last reviewed October 14, 2026: TikTok's official help center says posts promoting your own business or a third-party brand must use its content-disclosure setting. It identifies own-business posts as Promotional content and third-party relationships as Paid partnership. Verify the current setting before posting.

FTC principle

The FTC advises creators to disclose material connections such as payment, free products, discounts, employment, family, or other relationships that could affect how viewers evaluate an endorsement. Disclosures should be clear and hard to miss.

Disclosure checklist

- Identify whether you are promoting your own product, an affiliate offer, or a sponsor.
- Use the platform's required commercial-content setting.
- Add clear language in the content when a material connection may not be obvious.
- Place the disclosure where viewers can notice it before or with the endorsement.
- Do not rely on an ambiguous hashtag or a buried profile statement.
- Disclose free or discounted items when they create a material connection.
- Keep claims truthful even when the disclosure is correct.

Disclosure prompt

Classify this planned post as NONCOMMERCIAL, OWN PRODUCT, AFFILIATE, SPONSORED, GIFTED, or VERIFY. List the platform setting, plain-language disclosure, placement, music-rights check, and claim risks. Use current official guidance and flag jurisdiction-specific review.

A DISCLOSURE DOES NOT FIX A FALSE CLAIM. Transparency and truthfulness are separate requirements.

Do Not Let Background Audio Create a Business Problem

Last reviewed October 14, 2026: TikTok states that when content promotes a brand, product, or service, it recommends music from its Commercial Music Library because music outside that library may not be licensed for commercial use.

Rights checklist

- Confirm the creator owns or has permission to use every video, image, audio, font, and template.
- Check whether a personal-use license allows commercial promotion or resale.
- Use platform-cleared commercial music where required.
- Do not assume a trending sound is cleared for a product post.
- Keep license evidence and source information.
- Review AI-tool terms for commercial use and redistribution.
- Do not redistribute stock or generated assets as standalone files unless the license permits it.
- Credit when required by the license.

Pre-publish rights prompt

Create a RIGHTS CHECK for this content asset. List each visual, audio, font, template, quote, customer example, and AI-generated element; source; owner; license; commercial-use permission; attribution; redistribution limit; evidence location; and unresolved risk. Do not infer permission from availability online.

When uncertain

1. Replace the asset with original or clearly licensed material.
2. Obtain written permission.
3. Use a platform-approved commercial library.
4. Seek qualified advice for a material business risk.

“EVERYONE USES THIS SOUND” IS NOT A LICENSE.

SCORECARD

Measure Reach, Relevance, Action, and Business Separately

A post can have high reach and weak business relevance, or modest reach and strong qualified action. Use several layers before deciding what to repeat.

Content measures

- Reach: Views, impressions, unique viewers, and traffic source.
- Attention: Early retention, average watch time, completion, and rewatch behavior.
- Resonance: Saves, shares, meaningful comments, and return viewers.
- Audience fit: Questions, profile visits, follows, and language indicating relevance.
- Action: Link clicks, opt-ins, email engagement, and sales-page visits.
- Business: Purchases, refund rate, support quality, and customer completion signals.

Interpretation rules

- Compare similar formats, lengths, stages, and time windows.
- Do not declare a winner from one metric.
- Use platform analytics as directional evidence, not a complete explanation.
- Separate content performance from funnel performance.
- Record changes that affect the comparison.
- Use small samples carefully.

Scorecard prompt

Create a weekly CONTENT AND TRAFFIC SCORECARD with post, pillar, stage, format, hook, CTA, destination, reach, attention, resonance, audience fit, action, business result, context, hypothesis, next test, and keep/change/stop decision. Do not invent benchmarks or treat correlation as causation.

THE QUESTION IS NOT ONLY “DID THIS GET VIEWS?” Ask whether the right people stayed, understood, acted, and were served well.

Change One Meaningful Variable at a Time

Testing creates learning only when the comparison is understandable. Changing topic, hook, format, length, CTA, and posting time simultaneously produces a new video, not a clean test.

Useful variables

- Hook family or wording.
- Topic angle.
- Format or visual demonstration.
- Length and pacing.
- Proof or example.
- CTA and destination.
- Cover or title packaging.
- Posting time when enough comparable data exists.

Test cycle

1. State the question.
2. Choose one variable.
3. Define the comparison and minimum observation window.
4. Publish without changing unrelated elements unnecessarily.
5. Record reach, relevance, action, and business signals.
6. Explain alternative reasons for the result.
7. Keep, change, repeat, or stop.
8. Run the next test.

Experiment prompt

Design a clean content test for [QUESTION]. Define hypothesis, controlled elements, single variable, versions, audience, platform, observation window, measures, confounders, stop conditions, and decision rule. Do not predict a result or require a statistically confident conclusion from a tiny sample.

THE PURPOSE OF A TEST IS TO REDUCE UNCERTAINTY - NOT TO PROVE YOUR FAVORITE IDEA RIGHT.

Find the Broken Stage Before Rebuilding Everything

A weak result can originate in the topic, hook, value, audience fit, CTA, profile, page, checkout, delivery, or offer. Diagnose the stage instead of blaming the entire business.

Common patterns

- Low initial attention: Topic recognition, opening clarity, packaging, or distribution may be weak.
- Strong views, weak retention: Hook may overpromise, context may be slow, or the value may arrive late.
- Strong saves, few profile visits: Content may be useful but CTA or offer connection may be weak.
- Profile visits, few clicks: Bio, link label, pinned content, or link access may be unclear.
- Clicks, few opt-ins: Message match, page clarity, trust, or form friction may be weak.
- Opt-ins, few purchases: Education, offer fit, sales page, price, proof, or readiness may be weak.
- Purchases, high refunds: Promise, buyer fit, delivery, product quality, or support may be wrong.

Diagnosis prompt

Diagnose this content-to-customer path using only the evidence I provide. Separate observed facts from hypotheses. Identify the earliest stage where expected behavior breaks, list plausible causes, request missing evidence, and recommend the smallest safe test. Do not blame the algorithm, audience, price, or product without support.

FIX THE EARLIEST BROKEN STAGE FIRST. A new sales page cannot repair a video that attracts the wrong audience.

Protect the Creator and the Customer

A system that requires constant exhaustion is not a durable business system. Capacity, health, family, support, and creative energy belong in the plan.

Sustainability rules

- Use a minimum viable publishing plan for difficult weeks.
- Maintain a bank of evergreen low-production ideas.
- Separate recording days from analytics review when possible.
- Limit how often you check early performance.
- Pause experiments that create misleading claims or excessive support.
- Keep customer delivery and support ahead of posting volume.
- Reuse systems and assets without publishing low-quality duplicates.
- Schedule time with no filming or platform metrics.

Burnout signals

- Resenting the audience for not watching.
- Copying topics without caring whether they help.
- Posting more solely to escape anxiety about income.
- Ignoring product or support problems to maintain cadence.
- Changing strategy every day.
- Using anger, shame, or fear because calmer content feels too slow.

Sustainability prompt

Build a sustainable operating week from my actual energy, health, family duties, recording preferences, editing capacity, customer support, and revenue priorities. Include minimum, standard, and recovery modes; stop conditions; reusable assets; and a weekly review. Do not optimize only for maximum posting volume.

THE CREATOR IS PART OF THE SYSTEM. A plan that destroys the operator eventually destroys the customer experience.

Run the System Long Enough to Learn

The first 90 days should establish a repeatable rhythm, not force a predetermined revenue result.

Days 1-30 - establish

- Confirm platform roles, profile path, pillars, and baseline.
- Publish the standard content mix.
- Test message match and funnel mechanics.
- Capture real questions and update the problem library.
- Fix functional failures immediately.

Days 31-60 - concentrate

- Repeat the strongest relevant subjects through new angles.
- Improve weak hooks, CTAs, and profile transitions.
- Build evergreen content from repeated questions.
- Review lead and buyer quality, not only reach.
- Retire content that repeatedly attracts the wrong audience.

Days 61-90 - systemize

- Document repeatable formats and production batches.
- Strengthen email bridges and customer content.
- Confirm measurement definitions and review rhythm.
- Decide whether CSI depth or another companion product is warranted.
- Create the next 90-day hypothesis from observed evidence.

Plan prompt

Create a 90-day content and traffic operating plan using ESTABLISH, CONCENTRATE, and SYSTEMIZE phases. Include weekly outputs, learning questions, controlled tests, funnel checks, support duties, review dates, stop conditions, and deliverables. Do not include promised follower, view, lead, or revenue numbers.

Create the Traffic and Content Playbook

The final record turns content from a daily improvisation into a maintainable operating system.

Required sections

- Traffic goal, baseline date, and controlled versus platform-controlled outcomes.
- Primary, secondary, email, and not-now platform roles.
- Audience journey, content stages, and funnel destinations.
- Approved content pillars and problem library.
- Idea matrix, format library, hook rules, script structure, and CTA ladder.
- Free-versus-paid boundary and CSI product boundary.
- Profile copy, pinned-content plan, link label, and live funnel URL.
- Minimum, standard, and push publishing rhythms.
- Thirty-day calendar, batch plan, filenames, and asset locations.
- Repurposing and evergreen refresh rules.
- Commercial disclosure, affiliate, music, and asset-rights checks.
- Scorecard definitions, experiment log, and diagnosis tree.
- Ninety-day plan, review dates, sustainability limits, and stop conditions.
- Current platform facts with source and last-reviewed date.

Final record prompt

Create the FINAL TRAFFIC AND CONTENT PLAYBOOK using only approved decisions and observed evidence from this chat. Mark each item APPROVED, TEST, VERIFY, PAUSED, or RETIRED. Include goals, platforms, journey, pillars, problems, idea matrix, formats, hooks, scripts, CTA, profile, links, cadence, calendar, batching, repurposing, search basics, CSI boundary, email bridge, launch, evergreen, disclosures, rights, scorecard, experiments, diagnosis, sustainability, and 90-day plan. End with a TRAFFIC CONTEXT CAPSULE for future maintenance.

SAVE AS FINAL_Traffic_Content_Playbook_[Product_Name]_[Date] in 07 - SALES AND CONTENT. Save calendars, scripts, scorecards, and tests beside it using clear dated filenames.

The Hands-On Business Build Is Complete

The operating system now moves from evidence to product, product to offer, offer to funnel, and funnel to qualified attention. The active build is complete, but Business in a Box continues with two reference guides that make the entire system easier to run.

Completion checklist

- The Traffic Studio is named 06 - TRAFFIC STUDIO - [SHORT PRODUCT NAME].
- The live funnel and approved offer remain the source of truth.
- Platform roles and traffic goals are documented.
- The audience journey, pillars, problem library, and idea matrix are approved.
- Formats, hooks, scripts, CTA rules, profile, and link path are connected.
- The free and paid boundary provides useful value without artificial withholding.
- The core traffic system works without any separate platform-specific product.
- Optional outside products are not required to complete Business in a Box.
- Cadence, calendar, batching, and repurposing fit real capacity.
- Search basics never invent demand or promise ranking.
- Commercial disclosures, music, and asset rights are reviewed.
- The scorecard measures reach, relevance, action, and business separately.
- Testing, diagnosis, sustainability, and the 90-day plan are documented.
- The Final Traffic and Content Playbook and Context Capsule are saved.

THIS IS THE LOOP: RESEARCH WHAT PEOPLE NEED. BUILD SOMETHING USEFUL. EXPLAIN IT HONESTLY. DELIVER IT WELL. CREATE CONTENT THAT HELPS THE RIGHT PEOPLE FIND IT. LEARN AND IMPROVE.

What happens now

Do not launch from memory or search through seven guides every time you need a prompt. Continue into the two remaining Business in a Box reference guides, then operate the system from those finished tools.

NEXT: GUIDE 08 - COPY-AND-PASTE PROMPT VAULT
Then complete Guide 09 - Master Checklists and Worksheets. These final guides organize the finished system; they do not restart the build.

Verify Platform Rules Before Publishing

Platform rules, features, interfaces, and eligibility can change. The platform-specific statements in this guide were reviewed against current official sources on October 14, 2026.

Official references used

- TikTok profile links: <https://support.tiktok.com/en/getting-started/setting-up-your-profile/linking-another-social-media-account>
- TikTok commercial disclosure: <https://support.tiktok.com/en/business-and-creator/creator-and-business-accounts/promoting-a-brand-product-or-service>
- TikTok commercial music: <https://support.tiktok.com/en/business-and-creator/creator-and-business-accounts/commercial-use-of-music-on-tiktok>
- YouTube profile links: <https://support.google.com/youtube/answer/2657964>
- YouTube sharing links: <https://support.google.com/youtube/answer/13748639>
- YouTube external-links policy: <https://support.google.com/youtube/answer/9054257>
- FTC Disclosures 101: <https://www.ftc.gov/business-guidance/resources/disclosures-101-social-media-influencers>
- FTC endorsement guidance: <https://www.ftc.gov/business-guidance/advertising-marketing/endorsements-influencers-reviews>

Verification record

1. Open the current official page.
2. Confirm the rule applies to the account, country, content, and relationship.
3. Record the exact requirement and review date.
4. Update the Traffic Playbook and affected checklist.
5. Correct or pause scheduled content that no longer complies.

WHEN THE PLATFORM AND THIS GUIDE DIFFER, USE THE CURRENT OFFICIAL RULE AND UPDATE THE RECORD. Do not teach an old interface as if the customer made a mistake.