

# Bonus 3

## *Daily Execution System*

(What to focus on depending on your growth stage)

A lot of people try to follow the exact same routine forever. That usually doesn't work.

Because your bottleneck changes as you grow.

In the beginning, the problem is that nobody knows you yet. Later, the problem becomes turning attention into trust and sales.

That's why your focus should evolve over time. Not randomly, but strategically.

Also keep in mind, I strongly recommend doing batch weekends. Take a few hours on a saturday or sunday and create as much content as possible. Once you have let's say 100 posts, you can schedule them. 3 posts per day is 3 months of content.

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## PHASE 1: ATTENTION PHASE

(0–1k followers / very small audience)

Okay, so in the beginning, your biggest bottleneck right now is: visibility

Not funnels.

Not automation.

Not optimization.

Just attention. That means your main goal is:

- getting seen
- building recognition

- understanding what resonates
- improving positioning

This phase is heavily social-focused. Especially on X.

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## Your 60-Minute System

### 15 min: Content

Write:

- 2–3 short posts
- hooks
- simple insights
- CTA posts

Do NOT overthink quality too much. Your goal right now is:  
volume + repetition + learning

Simple content compounds faster than perfect content.

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### 40 min: Engagement

This is your growth engine early on.

Reply to:

- creators in your niche
- people discussing your topic
- comments under your posts

Good replies help you:

- get visibility

- build trust
- become recognizable
- understand your audience faster

Most small creators massively underestimate this and this is usually where the fastest growth happens in the beginning.

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## Good Replies Sound Like This

“That’s actually a really good point.”

“Most people overcomplicate this.”

“Honestly, this changed a lot for me too.”

“Simple systems usually work better long term.”

Short.

Human.

Clear.

That’s enough.

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## 5 min: System Improvement

Improve ONE small thing.

Examples:

- better hook
- cleaner CTA
- stronger bio
- clearer positioning
- better lead magnet title
- stronger pinned post

Tiny improvements compound over time.

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## IMPORTANT

Do NOT spend hours:

- redesigning funnels
- rebuilding websites
- tweaking software
- watching endless tutorials

At this stage: attention matters most.

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## PHASE 2: AUDIENCE PHASE

(consistent traffic + first subscribers)

Now things start changing.

You are getting:

- profile visits
- clicks
- subscribers
- replies
- conversations

At this stage, email becomes more important. Because now you are not only building attention, but you are also building ownership + trust.

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# Your 60-Minute System For Phase 2

## 20 min: Content

Still important. But now your content should become:

- clearer
  - more intentional
  - more connected to your offer
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## 25 min: Engagement

Still valuable. But you do NOT need to spend all your time here anymore.

At this point: quality conversations matter more than pure volume.

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## 15 min: Email / System

Now you improve:

- welcome emails
- value emails
- CTA emails
- lead magnet
- offer positioning
- landing page clarity

Because now, people are entering the system consistently.

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# PHASE 3: MONETIZATION PHASE

(active offer + growing audience)

Now your audience already exists.

People know your positioning, recognize your message and trust your content more

At this stage, monetization matters more.

Not because you become “salesy”. But because your system now needs:

- better conversion
  - clearer offers
  - stronger CTAs
  - better email sequences
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## Your 60-Minute System For Phase 3

### 20 min: Content

Now your content should:

- reinforce authority
  - build trust
  - create desire
  - connect to your offer naturally
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### 15 min: Engagement

It's still important. But no longer the main growth driver. Now engagement becomes more relationship-focused.

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## 25 min: Offer / Email / Optimization

This becomes the core.

You improve:

- sales emails
- offer clarity
- checkout flow
- CTA performance
- landing pages
- objections
- conversion points

Small optimization improvements now create real revenue differences.

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## The Biggest Mistake Most People Make

They focus on funnels, automations and optimization before they even have attention. That's backwards.

No audience = no business.

Attention comes first, then trust, and then monetization.

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## Your Goal Right Now

Be honest with yourself.

Which phase are you currently in?

- Attention Phase
- Audience Phase
- Monetization Phase

Now follow the matching system.

Do NOT copy creators who are 5 years ahead of you.

Their bottlenecks are different.

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## Final Thought

Your system should fit real life and not internet fantasy.

Especially if:

- you work
- have kids
- already feel mentally full sometimes

Simple systems win because they survive stressful weeks. That matters more than intensity ever will.