

One commercial isn't a strategy.

A great video creates a moment. Build the system that keeps your firm showing up.

THE MOMENT



One big appearance.

THE SYSTEM



A reason to show up again.

Two exercises. About an hour.

No budget required.

01 Audit the last 90 days

02 Choose one format

Type in the fields, or print and write.

EXERCISE 01

Audit the last 90 days.

01

Count what your firm put into a prospect's feed or inbox: posts, videos, comments and other appearances they didn't have to seek out.

Count a post, video, comment or send once on each channel. Include activity intended to reach prospects. This records publishing activity, not measured reach.

FIRM	90-DAY PERIOD / FROM - TO			
CHANNEL	MONTH 1	MONTH 2	MONTH 3	TOTAL
LinkedIn				
YouTube				
Instagram				
Email / newsletter				
Podcast				
Other qualifying appearances				
All channels				

For website content, count the post or send that put it in front of prospects. Add totals manually. Look at the spread across months as well as the total.

READ THE PATTERN

Did you show up throughout the period, or did most of the activity cluster around one launch? Write the pattern you see.

Carry that pattern into the format you choose next. →

EXERCISE 02

One format. Six months.

02

Choose something your team can keep making. A monthly partner commentary. One client question, answered. The explanation you give in every first meeting.

01 What will you keep explaining?

Name the recurring question and the format you'll use to answer it.

02 Who will own it?

Name the person who can make it happen without a huge lift.

03 Where will it live?

Choose one platform where your prospects already spend time.

04 How often can you keep showing up?

Weekly, every two weeks or monthly. Choose a cadence you can sustain.

05 What would make month six a win?

For example: the team keeps publishing, or prospects mention the series.

PUT IT ON THE CALENDAR

FIRST RELEASE

SIX-MONTH REVIEW

FIRST TOPIC

Ready to build the system around it?

Book My Strategy Session at zerocool.tv

