NOTHING DOWN MEDIA — EXECUTION LEVEL PLAN

🚀 NOTHING DOWN MEDIA — EXECUTION LEVEL PLAN

0–90 Days Operational Model

This plan is designed to:

- Build authority
- Establish professional presence
- Showcase technology capability
- Create long-term brand trust

It follows your ecosystem structure where **media builds authority that supports technology services and future SaaS growth**.

🧭 EXECUTION MODEL OVERVIEW

Platforms Focus

Primary Platform:

🎥 **YouTube — Authority Engine**

Secondary Platforms:

📱 Instagram — Visibility

💼 LinkedIn — Corporate Trust

🌐 Blog — SEO Authority

🏗️ PHASE 1 — SYSTEM SETUP

Timeline: Days 1–14

This phase builds your **production system**, not just content.

Week 1 — Media Infrastructure Setup

Objective:

Create professional structure.

Tasks

1️⃣ Brand Setup

Create:

- Logo variations (Media version)
- Banner design
- Thumbnail template
- Intro animation (5–7 sec)

2️⃣ Channel Optimization

Set up:

YouTube:

- Channel description
- About section
- Playlist structure

Instagram:

- Bio
- Highlights

LinkedIn:

- Company profile optimization

3️⃣ Create Core Templates

Mandatory templates:

- Thumbnail template
- Video frame template
- Reel template
- Carousel template

Week 2 — Production System Setup

Objective:

Build repeatable workflow.

Create Standard Workflow

Follow this:

1 — Topic Selection

2 — Research

3 — Script

4 — Recording

5 — Editing

6 — Thumbnail

7 — Publish

8 — Distribution

Repeat weekly.

Create Content Library Structure

Folders:

Media/

│

├── Scripts

├── Raw Footage

├── Edited Videos

├── Thumbnails

├── Captions

├── Assets

🧱 PHASE 2 — FOUNDATION CONTENT

Timeline: Days 15–45

Now you begin publishing.

This is your **foundation authority phase**.

Publishing Frequency (Minimum)

YouTube:

2 Videos per week

Instagram:

5 Posts per week

LinkedIn:

3 Posts per week

Blog:

1 Article per week

🎥 FIRST 12 CORE VIDEOS (YouTube)

These are **mandatory foundation videos**.

Week 3

Video 1:

What is Digital Transformation?

Purpose:

Establish concept authority.

Video 2:

Why Every Business Needs a Website

Purpose:

Educate business owners.

Week 4

Video 3:

Website vs Web Application

Video 4:

Types of Websites Explained

Week 5

Video 5:

How Domains Work

Video 6:

How Hosting Works

Week 6

Video 7:

What is CMS?

Video 8:

How WordPress Works

Week 7

Video 9:

What is CRM?

Video 10:

What is ERP?

Week 8

Video 11:

Introduction to AI in Business

Video 12:

What is Automation?

📱 INSTAGRAM EXECUTION MODEL

Post Types:

You will rotate:

1 — Reels

2 — Carousels

3 — Graphics

Weekly Instagram Schedule

Monday:

🎬 Reel

Topic from YouTube video.

Tuesday:

📊 Carousel

Educational post.

Wednesday:

🎬 Reel

Short tip.

Thursday:

🖼️ Graphic

Technology fact.

Friday:

📊 Carousel

Business insight.

💼 LINKEDIN EXECUTION MODEL

Posting Frequency:

3 posts weekly

Post Types:

- Thought leadership
- Business insights
- Case studies

Example:

Post:

"Why Most Small Businesses Fail Without Systems"

🌐 BLOG EXECUTION MODEL

Publishing:

1 Article per week

First Blog Topics:

1 — Why Every Business Needs Website

2 — Website Types Guide

3 — Hosting Explained

4 — Domain Guide

These articles support SEO authority.

🧱 PHASE 3 — AUTHORITY BUILDING

Timeline: Days 45–75

Now content becomes deeper.

New Content Types Introduced

You will start:

- Tutorials
- Case studies
- Workflow demos

Required Authority Videos

Examples:

- Build Website from Scratch
- Create Business Email Setup

- Deploy Website Live
- Connect Domain to Hosting

These demonstrate **real capability**, not theory.

🧪 PHASE 4 — PROOF CONTENT

Timeline: Days 75–90

Now show **real work**.

This builds **trust**.

Proof Content Types

Mandatory:

- Project walkthroughs
- Client demo systems
- Portfolio breakdown

Examples:

- Website Build Walkthrough
- Automation Demo
- Dashboard Creation

This matches your service offerings including **web systems, automation, and business tools**, which are core to your operations.

🧠 DAILY EXECUTION SYSTEM

This is your **weekly working model**.

Weekly Workflow Model

Day 1 — Topic Planning

Day 2 — Script Writing

Day 3 — Recording

Day 4 — Editing

Day 5 — Publishing

Day 6 — Promotion

Day 7 — Review

Repeat weekly.

🛠️ PRODUCTION STACK (Recommended)

Use practical tools.

Recording Tools

- OBS Studio
- Screen recorder
- Microphone
- Webcam

Editing Tools

Choose:

- Premiere Pro

  OR

- DaVinci Resolve

Design Tools

- Canva
- Photoshop

Automation Tools

Use:

- n8n
- Google Drive
- Notion

📊 KPI TRACKING SYSTEM

Track performance.

Weekly.

Core Metrics

YouTube:

- Views
- Watch time
- Subscribers

Instagram:

- Reach
- Engagement

LinkedIn:

- Profile visits
- Post engagement

Blog:

- Traffic

- Search ranking

👥 TEAM STRUCTURE — REALISTIC MODEL

Even if solo.

Founder Roles

Initially:

You handle:

- Strategy
- Recording
- Publishing

Next Hire Priority

1 — Video Editor

2 — Designer

3 — Content Writer

📈 90-DAY TARGET GOALS

Realistic startup goals.

YouTube:

20–30 videos

Instagram:

60–80 posts

LinkedIn:

30–40 posts

Blog:

12 articles

If achieved:

Authority begins.

🔥 CRITICAL EXECUTION RULES

Never break these.

Rule 1 — Consistency beats perfection

Publish regularly.

Rule 2 — Show proof

Don't just talk.

Show work.

Rule 3 — Teach value

Every content must help.

Rule 4 — Stay professional

Always maintain corporate tone aligned with your brand communication standards emphasizing clarity, confidence, and practical value.
