



Grow your brand in 90 days

One video. Every platform. Every week.



Instagram



TikTok



YouTube



Facebook



LinkedIn



x



13

weekly
checklists

3 things I wish I'd known
before I started



@yourbrand



90 min

a week is enough

Contents

START HERE	Before you start
------------	------------------

CHAPTER 1	Why consistency beats going viral
-----------	-----------------------------------

CHAPTER 2	Decide what you're building
-----------	-----------------------------

CHAPTER 3	Pick a pace you can keep
-----------	--------------------------

CHAPTER 4	Make once, publish everywhere
-----------	-------------------------------

CHAPTER 5	The weekly 90-minute routine
-----------	------------------------------

CHAPTER 6	What to post
-----------	--------------

CHAPTER 7	Read the numbers without obsessing
-----------	------------------------------------

CHAPTER 8	When it gets hard
-----------	-------------------

CHAPTER 9	The 90-day plan
-----------	-----------------

CHAPTER 10	Running it for clients
------------	------------------------

APPENDIX A	Platform limits
------------	-----------------

APPENDIX B	Caption templates
------------	-------------------

APPENDIX C	The content calendar
------------	----------------------

APPENDIX D	The day-90 review
------------	-------------------

APPENDIX E	Superbridger at a glance
------------	--------------------------

START HERE

Before you start

Most brands don't fail on social media because their videos are bad. They fail because they stop. There's a burst of posts in a motivated week, then a month of nothing, then another burst. The audience never gets used to seeing them, the platforms never get enough to work with, and sooner or later the person doing the posting decides it "doesn't work".

This book is about doing the opposite: keeping one pace for 13 weeks, on every platform at once. It's written for people who run a business or a channel and do their own social media, usually squeezed in around everything else. If you run social media for clients, chapter 10 is written for you.

What you'll have after 90 days

Followers, probably. But the bigger win is harder to see from the outside. Somewhere in these 13 weeks, posting stops being a project you have to psych yourself up for and becomes part of your week, as ordinary as sending invoices. Without really noticing, you'll build a library of thirty to sixty short videos, each one live on every platform you use: more than most small brands publish in a year. And you'll have your own numbers, telling you which topics, formats and openings work for *your* audience, so you can stop following advice written for someone else's.

How the book works

Chapters 1 to 8 explain the method: why consistency matters, how to choose a pace, how to make one video work everywhere, and how to keep going when it gets hard. Chapter 9 is the plan itself: 13 weeks, one page

each, with a short checklist. Read the first eight chapters once, then live in chapter 9.

Every chapter ends with a box like this one:

**DO THIS IN SUPERBRIDGER**

How to do that step in Superbridger, if you use it. The method works without it; Superbridger just takes the repetitive parts off your hands.

The one rule

Never let a week go by without a post.

Your pace can be once a week or every day. Some weeks you'll do more, some less. But the week with nothing in it is the one that costs you, and it's the one this whole book is built to prevent. Chapter 1 shows why.

What you need

Less than you'd think. Whatever you already make content with will do, whether that's a phone that films in decent light, a design or animation app, or both. Beyond that, you need about 90 minutes a week, in one or two blocks, and accounts on the platforms you want to grow on: Instagram, TikTok, YouTube, Facebook, LinkedIn, X or whichever you prefer. You don't need them all. The worksheets work on paper or in a notes app, so bring a pen if you like paper.

CHAPTER 1

Why consistency beats going viral

Everyone has seen a small account blow up overnight. It happens, and it makes a great story. It's also the wrong thing to plan around, because you can't schedule luck. What you can schedule is showing up, and the data says showing up is what pays.

What the data shows

A study published in January 2025 followed more than 100,000 people posting to social media over six months. It didn't count how many posts each person made. It counted something simpler: **in how many of those 26 weeks did they post at least once?**

THE CONSISTENCY STUDY

People who posted in **20 or more** of the 26 weeks got about **450% more engagement per post** than people who posted in 4 weeks or fewer: more than five times as much. Even the middle group, who posted in 5 to 19 weeks, got about 340% more than the sporadic posters. And the effect kept building, with engagement per post rising for about 21 weeks of steady posting before it levelled off.

Engagement means likes, comments, shares and the like, measured per post. Source: Buffer, January 2025.

Look at what was being counted. The people at the top weren't the ones who posted the most; they were the ones who rarely skipped a week. Posting once a week, every week, puts you in the top group. Posting twenty times in one week and then disappearing doesn't.