

# Posting Guidelines

## Please review BEFORE posting

The Launchpad Content Kit and Momentum Content Framework are designed to give you **clarity, direction, and confidence**—without overcomplicating your workflow.

These guidelines help ensure your content performs as intended while still allowing room for your voice and creativity.

<b>1. Follow the Content Direction Provided</b>	<b>3. Creative Expression Is Encouraged</b>
<p>Your content has been intentionally structured.</p> <ul style="list-style-type: none"><li>● Topics are sequenced to build consistency and recognition</li><li>● Post formats are recommended to match the message (static, carousel, or light video)</li><li>● Hooks and captions are written to start conversations, not overwhelm</li></ul> <p>You are encouraged to <b>use the guidance provided as your foundation</b> when posting.</p>	<p>Your personality is part of your brand.</p> <p>You're welcome to:</p> <ul style="list-style-type: none"><li>● Adjust wording to sound natural to you</li><li>● Add context in captions</li><li>● Incorporate light visuals that fit your brand</li></ul> <p>The goal is <b>clarity first, creativity second</b>—so your message lands before it entertains.</p>
<b>2. Use the Visual &amp; Messaging Guidance as Intended</b>	<b>4. Posting Timing Best Practices</b>
<p>Unlike BLITZ, Launchpad and Momentum content is <b>guided, not rigid</b>—but consistency still matters.</p> <p>When posting:</p> <ul style="list-style-type: none"><li>● Keep the core message and hook intact</li><li>● Use the suggested format for best results</li><li>● Maintain alignment with the tone and visual direction provided</li></ul> <p>Small personal touches are welcome, but avoid completely reinventing the post</p>	<p>To support consistency and avoid content fatigue:</p> <ul style="list-style-type: none"><li>● Space posts evenly throughout the week</li><li>● Avoid posting multiple pieces back-to-back on the same day</li><li>● Let each post have time to perform before introducing the next</li></ul> <p><b>Momentum is built through rhythm, not volume.</b></p>