

THE DISTRIBUTION & GROWTH SYSTEM

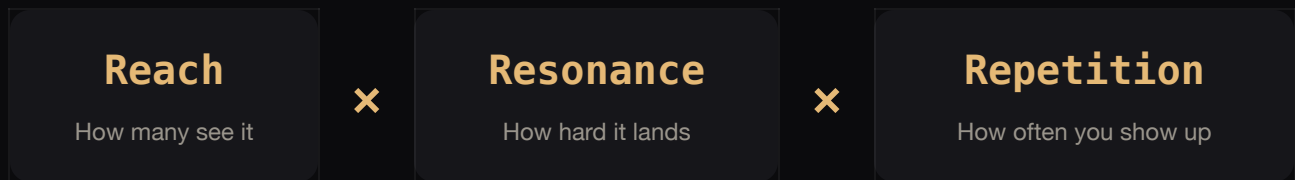
GROWTH PLAYBOOK

Great content nobody sees isn't growth. This is the system for getting watched, building an audience on purpose, and turning that audience into customers.

PUBLISHING · DISTRIBUTION · PSYCHOLOGY · SELLING · COMPOUNDING

Reach isn't luck. It's a **system** you run.

Creators love to believe growth is a lottery — post, pray, and hope the algorithm smiles. It isn't. Reach is the output of three inputs you control, multiplied together.



Because they multiply, a zero anywhere zeroes the whole thing. Brilliant content posted once a month barely moves. Constant posting of forgettable content burns you out for nothing. This playbook builds all three — deliberately.

How this fits with Creator OS

Creator OS makes content people **finish**. The Growth Playbook makes sure it gets **seen** — and converts the audience into income. One builds the asset; the other distributes it and monetizes it. Run them together and the flywheel spins.

How to use it

- 01 Fix your publishing engine first.** Consistency beats brilliance you can't sustain.
- 02 Then widen distribution.** Turn one idea into many surfaces, and borrow other people's audiences on purpose.
- 03 Then convert.** Use the buyer psychology and selling system to turn attention into customers.

The system

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The loop

A reliable publishing cadence creates reach. Reach plus distribution borrows new audiences. Audience psychology makes your message land. The selling system converts. And every customer and fan feeds the next cycle of reach — that's the loop.

01

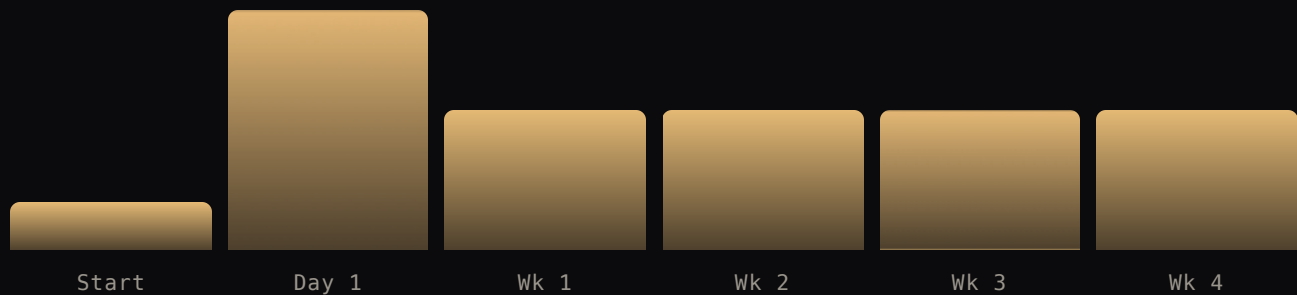
MODULE ONE

The Publishing Engine

Growth rewards the creator who reliably shows up. Before tactics, build a cadence you can actually sustain — and a production system that makes shipping the default.

The cadence that compounds

One viewer finding you is worthless if there's nothing for them to binge. The goal of early publishing is **depth**: enough content that a new fan can fall in. Front-load a library, then sustain a rhythm you can hold for years.



Launch with a cluster so day-one visitors have something to binge — then settle into a steady, repeatable rhythm. The exact numbers matter less than the shape: **a strong start, then relentless consistency.**

Consistency > intensity. A pace you can hold for a year beats a heroic week you can't repeat. Pick the cadence you'd be embarrassed to miss, not the one that looks impressive.

Pick a rhythm and protect it

- ◆ Choose a frequency you can sustain on your **worst** week, not your best
- ◆ Put publishing days on the calendar like appointments you can't cancel
- ◆ Build a backlog buffer so one bad week doesn't break the streak

Production as a repeatable unit

Burnout comes from treating production as chaos. Break every piece into the same fixed blocks, and shipping becomes a checklist instead of a crisis.

Block 01

1 Idea

Validated angle, pulled from your idea bank.

Block 02

1 Thumbnail

The visual promise — designed before filming.

Block 03

1 Title

The verbal promise — locked up front.

Block 04

1 Filming session

Capture in a focused block, not in pieces.

Block 05

1 Edit

One pass against a fixed standard.

Block 06

1 Upload

Publish + distribute (Module 02).

Batch the blocks

The power move: do **like with like**. Script several pieces in one session, film several in another, edit in a third. Context-switching is the silent tax on creators — batching removes it and multiplies output from the same hours.

The standard, not the mood

Define "good enough to ship" once, in advance. Then you publish to a **standard** instead of to a feeling — which is how you stay consistent on the weeks you're uninspired (most of them).

02

MODULE TWO

Distribution

Publishing is not distribution. One idea should touch many surfaces — and the fastest reach is borrowed from audiences that already exist.

YOU'VE SEEN THE PUBLISHING ENGINE

Now go get seen.

This preview covered the growth equation and your publishing engine. The full Growth Playbook hands you the rest of the system — distribution, buyer psychology, and the selling engine that turns audience into income.

- ◆ **Distribution** — one idea, many surfaces + the engagement funnel
- ◆ **The 3 Buyer Brains** — convert all three decision styles
- ◆ **The Selling System** — the 6-step formula + honest urgency
- ◆ **The Growth Loop** — make every fan a distribution channel
- ◆ **The Toolkit** — cadence planner, distribution & message-map worksheets

GROWTH PLAYBOOK · FULL SYSTEM

\$49

· one-time, lifetime access

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