

BRAND WRLD



# THE FOUNDER'S FIELD GUIDE TO CONTENT THAT CONVERTS

10 Rules On How to Turn Real-World Behavior Into  
Story-Driven Social Content



# 10 RULES + GEOTARGETING TRIGGERS

## Rule 1 — Speak to Your Tribe, Not the World

When your content speaks to everyone, it connects with no one.

Focus on people who share your humor, your habits, your worldview — and talk to them like insiders.

*Geotargeting Trigger: Once you know who you're talking to, the next step is finding where they gather. That's what we'll uncover in The Micro-Niche Blueprint.*

## Rule 2 — Build a World, Not Just a Brand

Consistency isn't boring — it's magnetic. Every post, reel, and caption should feel like it came from the same universe.

*Geotargeting Trigger: In the next playbook, we'll show how your "brand world" can extend into real-world spaces — cafés, gyms, and neighborhoods where your vibe already exists.*

## Rule 3 — Treat Organic as a Test Lab

Think of your feed as R&D. Every comment, share, or DM is data — use it to refine what hits.

*Geotargeting Trigger: Once you see which ideas your audience reacts to, we'll map those reactions to geography — finding which cities and zones are your creative hot spots.*

## Rule 4 — Offline Insights = Online Gold

The best ideas don't come from spreadsheets. They come from overheard conversations, facial reactions, and market-booth moments.

*Geotargeting Trigger: In The Micro-Niche Blueprint, we'll show how to capture those offline signals and turn them into geo-based content strategy.*

## Rule 6 — Show Craft, Don't Claim Quality

Prove it. Show the hands, tools, and process that make your product better.

*Geotargeting Trigger: Later, we'll show how local content — factory tours, pop-ups, small-batch scenes — can fuel both storytelling and regional targeting.*

## Rule 7 — Let the Founder Be the Face

Founders are the new media. When your face shows up, your community feels like they're part of something real.



*Geotargeting Trigger: Founder stories don't just connect emotionally — they help identify which communities respond most strongly. That data drives your geo strategy next.*

## **Rule 8 — Sell the Crave, Not the Claim**

People don't remember "low sugar." They remember "that one that tastes like childhood."

*Geotargeting Trigger: Once you understand which cravings resonate, we'll map them to specific cultural pockets and use them to shape your next campaign.*

## **Rule 9 — Let Customers Write Your Copy**

Your best headlines are already in your comments section. Use their words — not marketing speak.

*Geotargeting Trigger: Those voices reveal where your movement lives. We'll use location data in the next playbook to turn those voices into clusters of loyal fans.*

## **Rule 10 — Document the Evolution**

People don't follow perfection. They follow progress. Show your climb — it builds trust and momentum.

*Geotargeting Trigger: Your next stage of growth is turning that audience momentum into mapped communities.*

*We'll cover how to do that in The Micro-Niche Blueprint.*

## **You Have the Message. Now Find the Map.**

You now have the 10 rules that turn your brand lessons into scroll-stopping stories.

**But here's the truth:** even the best content can underperform when it's shown to the wrong crowd.

*The next step is knowing where your tribe lives, digitally and physically.*

That's where The Micro-Niche Blueprint comes in.

## **It's the next chapter in this trilogy.**

*We'll show you how to:*

- Identify your micro-tribes by behavior, geography, and culture.
- Map where they already hang out — in cities, stores, and online corners.
- Geotarget your creative so it lands exactly where your buyers are

most likely to engage.

**You've mastered storytelling.**

**Now, let's master placement.**

**STORY ► STRATEGY ► SCALE**

Niche-to-Nation ► The Micro-Niche ► Nostalgic Hacking

***Next Up: MICRO-NICHES: The Hidden Audience Playbook***

Discover how to pinpoint and target the exact audiences who'll fall in love with your brand.

[DOWNLOAD THE FREE PDF](#)

***Already want to test your own micro-tribes?***

Book a free 15-minute call and I'll show you how challenger brands use geotargeting to outsmart Big Food.

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