

The Attention Framework

A Practical System for Earning Distribution

The Core Principle

Attention is not awarded for quality.

It is allocated for ****predictable engagement****.

Platforms ask one question:

“If we show this to more people, will it keep them here longer?”

The Four Components of Attention

1. Trigger

The first seconds decide everything.

Your content must immediately signal:

- relevance
- clarity
- low effort to consume

No trigger → no test distribution.

2. Retention

Platforms measure:

- watch time
- scroll depth
- completion

Clarity beats cleverness.

3. Feedback

Not all engagement is equal.

Saves and rewatches signal future value.

They matter more than likes.

4. Expansion

Distribution widens only after strong early signals.

Most content never reaches this stage.

Why Effort Doesn't Matter

Effort is invisible to algorithms.

Only behavior exists.

How To Use This Framework

Before publishing, ask:

1. Is the trigger obvious?
2. Is comprehension effortless?
3. Is there a reason to return?
4. Does it match platform incentives?

If not → redesign.

Final Note

Growth is not about posting more.

It is about designing content systems want to amplify.