

v1 - PassivePost_Sitemap_Mechanics_Full_View_Bible

PassivePost Full View Bible

Version: 1.0

Date: February 19, 2026

Purpose: Single source of truth for PassivePost (Muse 2) — mechanics, sitemap, flows, personas, business context, and portfolio role. MVP is the immediate ship target; full vision guides reuse for Muse 3+ (the needle-mover money maker).

Portfolio Hierarchy & Acceleration Flywheel (The North Star)

- Muse 1 (non-saleable, internal) = MuseKit — reusable SaaS factory (auth, billing, admin, metrics, AI/n8n/BullMQ, extensions pattern). Enables fast cloning.
- Muse 2 (saleable + dogfooding) = PassivePost — passive AI social scheduler for giggers/solos/small biz. Hits \$1K–\$2K MRR ASAP, proves the clone pattern, and generates reusable marketing/lead-gen playbooks (onboarding, AI gen/approval, alerts, engagement → lead flagging, nurture). Primary job: fund portfolio + supply acquisition/nurture mechanics.
- Muse 3+ (saleable, focused SaaS) = Needle-movers (e.g., heuristic algo for SMB inventory/factory scheduling). Inherit MuseKit speed + PassivePost playbooks for faster launch, cheaper users, higher MRR. Goal: 15–25 apps → \$20K–\$50K/mo passive total.

PassivePost is saleable for early revenue/proof but secondary — it's the enabler, not the endgame hero.

01 Business Context & Personas

Overview: PassivePost enables busy solopreneurs, side-hustlers, giggers, and small biz owners to maintain consistent social presence without effort/skill, turning it into passive lead-gen. Free tier drives adoption; goal \$1K–\$2K MRR in launch +2 months.

Unified Master Persona: Time- and skill-starved solo operators (W2 or survival self-employed) running passion/service/creative/small-biz side thing. Love delivering work but lack time/trends knowledge/content ideas/confidence for social → leads stay low → growth stalls. Need dead-simple, AI-powered passive posting for authentic leads so they focus on craft and build freedom/scale.

Personas by Bucket (all need leads to grow/supplement/escape grind)

Bucket	Description & Examples	Motivation / Stage	Shared Pain (Time + Skill)	PassivePost Resonance
Blue-Collar / Hands-On Service Providers	Electrician, painter, housekeeper, pet sitter, handyman	Extra cash, transition to full self-employed	On-site all day; no time/energy/trends knowledge; unsure authentic posting	FB connect + niche/location tuning = local "hero" posts → immediate calls/texts
White-Collar / Creative / Desk-Adjacent	Bookkeeper, writer, artist, woodworker, Etsy seller	Supplement income, turn passion viable	AI commoditizing work → need visibility; no bandwidth/ideas/confidence	AI tunes to "creative voice" from samples → passive showcase → inquiries without grind
Small Businesses (few employees)	Restaurateurs, small retail, service shops wanting expansion	Grow revenue, hire help, open location	Owner-operator mode — can't delegate marketing yet; time split	Weekly auto-posts (specials, tips) + summaries → foot traffic/repeat biz without hours
Pure Gig / Hobby Performers	Magician, musician, DJ, band	Get paid for fun/passion; scale if opportunity	Gigs eat time; social afterthought → missed bookings/fans	Fun/niche-tuned AI posts + trend monitoring → RSVPs/ticket sales passively

Commonalities (unbreakable thread)

- Dual grind: Main job + side thing → no time left for social learning/posting
- Low/no delegation: Solo — can't outsource → social never happens
- Non-tech/low-tech: Struggle with trends/ideas/tone; posting feels intimidating
- Immediate/local lead-gen: Bookings/jobs/traffic/RSVPs — trust-based

PassivePost Solution: One-time wizard + AI handles trends/content/voice → passive posts.
Free tier + extreme passivity (<2 min sessions).

02 Passive Posting Mechanics (Full Vision)

Users connect once, set prefs → AI agents handle 95%+ passively (n8n/BullMQ orchestrate, Grok reasons, APIs post/pull).

Phase	Trigger	Agents/Automation	User Interaction	MVP Full Note
Setup Complete	Onboarding done (accounts, prefs, toggles)	n8n schedules recurring jobs (BullMQ)	None	MVP prefs Reput uploa auto-toggl
Trend/Mention Monitoring	Scheduled job (every 4-24hrs)	n8n pulls trends/mentions (X semantic, FB mentions, LI posts)	None	MVP Full: Com pulls urgen scori
AI Post Generation	Trend detected or cycle	Grok generates (tuned to brand/samples/niche/goals)	Optional Quick Generate	MVP tunin Reput engin comp insig
Alert/Approval	Draft ready + approval required	n8n sends email with preview/actions	Email: Approve/Edit/Ignore	MVP only; app c confi expla
Scheduling/Posting	Approved or auto-mode	BullMQ queues/posts (retries, optimal timing)	Optional queue edit	MVP timin Dyna from
Ongoing Optimization	Daily/weekly + metrics	Grok refines (tone/timing/hashtags from engagement)	None	MVP Full: feedl loop conv track

03 Lead Generation Mechanics (Full Vision)

Leads = high-intent engagement from your posts (comments/DMs/mentions with sales signals).
No scraping — only your account data via APIs.

Step	How Detected	Pulled/Analyzed Data	User Touchpoint	MVP
Engagement Pulling	Scheduled job (1-24hrs lookback)	Likes/comments/replies/DMs/mentions	None	Minimal Scoring
Lead Detection	Grok scans text for intent (keywords: quote/price/book + urgency/sentiment)	Comment/DM text + post context	None	Minimal Filtering
Lead Nudge/Alert	Flagged → n8n triggers email with snippet/draft	Snippet + Grok reply draft	Email nudge + app modal to reply	Minimal Automation
Nurture & Close	Optional follow-up/drip	Tracked funnel (flagged → replied → booked)	Optional tagging ("booked!")	Minimal Conversion Tracking

MVP: Flagged intent = lead (enough for "holy shit, leads!" proof). Full: Multi-signal scoring, auto-nurture, conversion tracking for ROI dashboard.

04 Sitemap (User-Facing Only, with MVP/Full Notes)

Indented tree — MVP = beta launch scope; Full = post-beta roadmap.

v1 - PassivePost Sitemap (User-Facing Only)

Last updated: February 19, 2026
Notes: MVP = beta launch scope (mid-Feb–Mar 2026). Full = post-beta roadmap for reuse in Muse 3+. Keep flows modular for cloning.

- └─ Public Pages (MVP + Full)
 - | └─ Landing Page - Hook "set it and forget it" + Free tier CTA for rapid adoption (MVP)
 - | └─ Pricing Page (Standalone) - Detailed tier comparison (Free/Starter \$19/Basic \$39/Premium \$69) + annual discounts (MVP)
 - | └─ About Page - Vision + personas pains/resolutions (MVP)
 - | └─ Blog/Changelog - SEO + self-dogfooding tips/updates (MVP)
 - | └─ Legal Pages - Terms/Privacy/etc. (dynamic from MuseKit) (MVP)
 - | └─ Waitlist Mode (Pre-Launch) - Email collection + teaser (MVP)
- └─ Auth Pages (MVP)
 - | └─ Login Page - Email/password + OAuth (Google/X/etc.) (MVP)
 - | └─ Signup Page - Free tier auto-enroll + OAuth (MVP)
 - | └─ Forgot Password / Reset - Email-based recovery (MVP)
- └─ Onboarding Wizard (MVP core — one-time, low-friction, 4 steps)
 - | └─ Step 1: Connect Accounts - FB first, then LI/X, skip option, progress bar (MVP)
 - | | └─ Connected Success Modal - Confirmation + add more option (MVP)
 - | └─ Step 2: Content Preferences (Define Brand Style) - Upload 3-5 samples, niche/tone/location dropdowns (MVP)
 - | | └─ Upload Success State - Inline feedback/preview AI voice match (MVP)
 - | └─ Step 3: Posting Preferences - Frequency (Daily/Weekly), notification toggles (Content Alerts ON default) (MVP)
 - | | └─ Advanced Toggles (Premium Unlock) - Auto-reply/lead capture opts + upgrade hint (MVP gated)
 - | └─ Step 4: All Set Confirmation - Motivational wrap + dashboard teaser (MVP)
- └─ Core App / Dashboard (MVP core + Full expansions)
 - | └─ Overview / Dashboard Home - Glanceable: queue snippet, recent alerts, quick stats (posts/engagement/leads), new leads card (MVP)
 - | | └─ Empty State - "AI working – first post soon!" + prefs edit CTA (MVP)
 - | | └─ Upgrade Banner - Triggers at 80%+ usage (MVP)
 - | └─ Post Queue - Full view, filters (All/Scheduled/Pending/Posted), bulk actions (MVP)
 - | | └─ Post Card Detail - Expandable preview/status/edit (MVP)
 - | | └─ Empty State - "No posts yet — AI monitoring" + Quick Generate CTA (MVP)
 - | └─ Calendar View - Monthly grid, day badges/counts/tooltips, tap for list (MVP)
 - | | └─ Day Detail Modal - Post list + reschedule (MVP)
 - | └─ Engagement Analytics - Cards + Recharts (posts/engagement/leads), line/bar charts (MVP + Full deeper insights)
 - | | └─ Lead Tracker Card - Flagged leads list + export CSV (Premium) (MVP gated)
 - | | └─ Empty State - "Data coming after posts" + summaries toggle (MVP)
 - | └─ Posts History / Library - Tabs (Scheduled/History), stats, repost for evergreen (MVP + Full repurposing)
 - | | └─ Post Detail View - Full metrics + "Why it worked" AI insight (Premium) (Full)

- | | — Brand Preferences - Edit samples/niche/tone/location/goals/frequency + toggles (MVP + Full auto-reply rules)
- | | | — Preference Update Confirmation - Success toast (MVP)
- | | — Quick Generate Modal (Floating) - On-demand AI post (niche/occasion → generate → copy/schedule) (MVP)
- | — Settings / Profile (MVP + Full)
 - | | — Profile & Security - Avatar/name/email/password/logout (MVP)
 - | | — Connected Accounts - List/manage/disconnect/reconnect + health checks (MVP)
 - | | | — Reconnect Modal - OAuth fix if disconnected (MVP)
 - | | — Notification Settings - Fine-tune alerts (content/activity/lead summaries) (MVP)
 - | | — Subscription / Billing - Current plan, usage meters, upgrade/downgrade, Stripe portal (MVP + Full dynamic tiers)
 - | | | — Upgrade Flow Modal - Tier selection + checkout (MVP)
 - | | — Help / Support - AI chatbot widget + FAQ/contact form (MVP)
- | — Modals & Overlays (MVP core + Full)
 - | | — Post Edit / Approve Modal - Preview/caption/hashtags/schedule/Approve (MVP)
 - | | — Lead Follow-Up Modal - Snippet + Grok draft reply + send/ignore (MVP + Full auto-send)
 - | | — Success / Confirmation Modals - Generic ("Post scheduled!", "Lead captured!") (MVP)
 - | | — Error / Disconnected States - Friendly messages + retry CTAs (MVP)
 - | | — In-App Notifications (Bell Icon) - Unread badge + popover alerts (MVP)
- | — Emails & Comms (Off-app, no-login value delivery — MVP core + Full drip)
 - | — Welcome Series (Drip 1–3) - Onboard + set expectations (MVP)
 - | — First Content Alert - Prove value fast (first draft) (MVP)
 - | — Ongoing Content Alert - Trend/opportunity drafts + actions (MVP)
 - | — Lead Nudge Alert - "Hot lead" with snippet/draft (MVP + Full auto-reply)
 - | — Weekly Activity Summary - ROI digest + optimizations (MVP + Full deeper)
 - | — Post Performance Deep-Dive - "Why it crushed" + repurpose CTA (Full)
 - | — Usage Limit Warning - Upgrade nudge at caps (MVP)
 - | — Subscription Events - Confirmations/invoices/receipts/failures (MVP)
 - | — Re-engagement Sequence - Dormant users (14/30/60d) (Full)
 - | — NPS / Feedback Request - After 7/30 days or events (Full)
 - | — Referral Invite - Milestone-triggered organic growth (Full)