

draconic

AI Trading Intelligence

DRACONIC CONTENT STRATEGY README: DOCUMENT NAVIGATION GUIDE

Four Documents, One Mission: Launch Draconic as a Movement

Document 1: Content Strategy V2 - Complete Topic Architecture

Purpose: Your evergreen content playbook for building a trader community

- **What it is:** 8 categories, 48 topics targeting trader evolution (lazy → curious → serious)
- **When to use:** For all trader-focused content creation post-launch and beyond
- **Who uses it:** Content team, agency partners, community managers
- **Key insight:** This is your CORE strategy that never expires

Document 2: Multi-Audience Content Strategy (Agency Version)

Purpose: Guide content creation for different audiences during launch

- **What it is:** Platform-specific content themes with psychological intents
- **When to use:** For all non-trader content (LinkedIn, technical Twitter, general audience)
- **Who uses it:** Agency partners, content team, marketing lead
- **Key insight:** Every piece drives specific emotional outcomes leading to action

Note: Internal team has access to confidential VC strategy document separately

Document 3: Launch Playbook - 3-Week Warmup to 45-Day Campaign

Purpose: Tactical execution timeline from now through September 7

- **What it is:** Day-by-day content calendar with specific goals and metrics
- **When to use:** Daily reference for next 10 weeks - this is your execution bible
- **Who uses it:** Entire team, agency partners, coordinating launch efforts
- **Key insight:** Timing and sequencing matter - this orchestrates everything

Document 4: Firefighting Strategy - Apex Responses to Predictable Attacks

Purpose: Anticipate and dominate critiques with brand-aligned responses

- **What it is:** Response arsenal for 68+ content pieces, organized by attack type
 - **When to use:** Whenever facing criticism on any platform
 - **Who uses it:** Everyone - from community managers to CEO
 - **Key insight:** Don't defend, educate. We're predators, not prey.
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How The Documents Work Together

Multi-Audience Strategy

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Creates FOMO for funding/talent during launch

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Launch Playbook (July 18)

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Executes both strategies in coordinated campaign

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Content Strategy V2

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Sustains community post-launch forever

Quick Decision Tree

"What content should I create?"

- For traders → Use V2 Topic Architecture
- For LinkedIn/professional audience → Use Multi-Audience Strategy
- For technical audience → Use Multi-Audience Strategy (Twitter/X section)

- For general awareness → Use Multi-Audience Strategy (Cross-platform)

"When should I post it?"

- Check Launch Playbook for specific dates/platforms

"How should I position it?"

- V2 tells you emotional journey
- Multi-Audience tells you psychological triggers
- Launch Playbook tells you context/timing

"How do I respond to critics?"

- Check Firefighting Strategy for response arsenal
 - Match tone to platform (Twitter=sharp, LinkedIn=data)
 - Remember: Markets aren't fair. Neither is Draconic.
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Critical Success Metrics

By Launch (July 18):

- 10K+ followers across platforms
- 50+ VC/investor followers identified
- 10+ technical talent inquiries

By September 7:

- 50K+ waitlist signups (V2 strategy working)
 - \$2M seed closed (Multi-Audience strategy working)
 - 100 beta testers selected (Launch execution working)
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Team Responsibilities

CEO: Own professional content, LinkedIn presence, founder story, internal VC strategy **Marketing Lead:** Execute Launch Playbook daily

Agency: Create trader content from V2, amplify across platforms

Product Team: Provide demos/screenshots for authentic content

Everyone: Reshare, engage, amplify

Remember: We're not just launching a product. We're starting a movement to evolve how humans trade.

© 2025 Draconic AI - Evolve into the apex trader

Markets aren't fair. Neither is Draconic.