

## 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.

## How The Documents Work Together

Multi-Audience Strategy



Creates FOMO for funding/talent during launch



Launch Playbook (July 18)



Executes both strategies in coordinated campaign



Content Strategy V2



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.

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*Markets aren't fair. Neither is Draconic.*