🧲 Marketing Strategy - Hijacking the Programming

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☰ Tags	

Using the same psychological hooks that drive addiction—but redirecting them toward building

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The Strategic Question8

You asked: Can we use the "control programming" that made people voided—and tap into that programming in a way that's good, redirecting them to want to explore Legacy Rising?

Answer: Yes. That's exactly what we're doing.

The Programming: What Hooks People

The same psychological mechanisms that drive addiction, obsession, and destructive cycles are the ones we'll use to pull people toward Legacy Rising.

1. Identity & Belonging

The destructive version:

- "I'm an addict." (Identity becomes the problem)
- "I belong with people who use." (Community reinforces destruction)
- "This is who I am." (Fixed, shame-based identity)

The redirect:

- "I'm a cycle-breaker." (Identity becomes the solution)

- "I belong with builders." (Community reinforces creation)

- "This is who I'm becoming." (Growth identity)

Marketing hook:

> "You're not broken. You're a builder who's been aiming at the wrong target."

2. Escape & Transcendence

The destructive version:

- Substances/behaviors as escape from pain

- Getting high = temporary relief from reality

- Oblivion feels better than presence

The redirect:

- Entrepreneurship as escape into possibility

- Flow state = healthy transcendence

- Building something meaningful = purpose larger than self

Marketing hook:

> "What if you could get lost in something that builds you up instead of tears you down?"

3. Obsession & Dopamine Loops

The destructive version:

- Compulsive focus on the next hit

- Can't stop thinking about it

- Everything else fades

The redirect:

- Compulsive focus on business problem

- Can't stop thinking about the solution

- Obsession becomes fuel for creation

Marketing hook:

> "Your obsessive mind isn't a curse. It's a superpower aimed at the wrong target."

4. Rebellion & "Fuck the System"

The destructive version:

- Drugs/crime as middle finger to society
- Self-destruction as protest
- "I don't fit in your box"

The redirect:

- Entrepreneurship as ultimate rebellion
- Build your own rules, your own income, your own legacy
- "I don't need your permission"

Marketing hook:

> "The system told you you're worthless. Prove them wrong. Build something they can't ignore."

5. Instant Gratification

The destructive version:

- Get high now, deal with consequences later
- Short-term pleasure > long-term pain

The redirect:

- Quick wins in entrepreneurship (MVP, first customer, first dollar)
- Gamify the journey (milestones, badges, celebrations)
- Early wins build momentum

Marketing hook:

> "8 weeks. Real business. Real results. No waiting."

6. Risk & Adrenaline

The destructive version:

- The thrill of danger (crime, risky behavior)
- Adrenaline = alive

The redirect:

- The thrill of launching a business
- Adrenaline = pitching, closing a deal, going public with your idea

Marketing hook:

> "Miss the rush? Try pitching your business to a room full of strangers."

7. Scarcity & FOMO

The destructive version:

- "Get it now before it's gone"
- Urgency drives compulsive action

The redirect:

- Limited cohort spots
- "If not now, when?"
- "Your future is waiting. Stop delaying."

Marketing hook:

> "This cohort starts [date]. 10 spots. First come, first served. Are you in or out?"

Marketing Channels & Tactics

Channel 1: Social Media (Instagram, TikTok, Facebook)

Content pillars:

1. Founder story (vulnerability)

- Short video: Ashley's journey from cycle-repeater to cycle-breaker
- Hook: "I used to obsess about [X]. Now I obsess about building legacies."
- CTA: "If you're ready to redirect, link in bio."

2. Alumni stories (proof)

- Before/after transformations
- "6 months ago, I was [X]. Today, I run [business name]."
- CTA: "Want to write your own comeback story? Apply now."

3. Educational content (value)

- "3 signs your obsessive mind is a gift, not a curse"
- "How to turn your darkest chapter into your greatest asset"
- "Why entrepreneurs in recovery outperform everyone else"
- CTA: "Learn more at Legacy Rising."

4. Provocative callouts (pattern interrupt)

- "Recovery programs teach you to manage your obsession. We teach you to aim it."
- "You're not an addict in recovery. You're a builder between projects."
- "The system wants you dependent. We want you dangerous."
- CTA: "Ready to break the cycle? Link in bio."

5. Behind-the-scenes (community)

- Cohort in action (workshop, pitch practice, celebration)
- "This is what cycle-breaking looks like."
- CTA: "Join the next cohort."

Channel 2: Posters & Flyers (Recovery Centers, Reentry Programs, Sober Living)

Design aesthetic:

- Bold, construction/building imagery

- Not clinical, not "recovery program" vibes

- Gritty, real, street-level

Headline options:

Option 1: Identity Flip

> **You're not broken.**

> **You're a builder.**

> Legacy Rising: 8 weeks to turn obsession into entrepreneurship.

> Free. Houston. Apply now.

Option 2: Redirect

> **Tired of aiming at the wrong target?**

> Channel your obsession into something that builds you up.

> Legacy Rising. Link/QR code.

Option 3: Rebellion

> **They said you'd never amount to anything.**

> **Prove them wrong.**

> Build a business. Break the cycle. Legacy Rising.

Option 4: Urgency

> **Next cohort starts [date].**

> **10 spots left.**

> Are you a cycle-breaker or a cycle-repeater?

> Apply: [URL/QR]

Channel 3: Google/Facebook Ads (Targeted)

Targeting:

- Location: Houston + surrounding areas

- Interests: Addiction recovery, entrepreneurship, reentry, self-improvement

- Behaviors: Recently searched "recovery programs," "start a business," "second chance jobs"

- Lookalike audiences: Website visitors, interest form submissions

Ad copy (Facebook/Instagram):

Ad 1: Hook - Obsession Redirect

Headline: Your obsessive mind is a gift.

Body: Most recovery programs teach you to kill your obsession. We teach you to aim it. Legacy Rising helps cycle-breakers turn obsessive energy into entrepreneurship. 8 weeks. Houston. Free.

CTA: Apply Now

Ad 2: Hook - Identity

Headline: You're not an addict. You're a builder.

Body: The system labeled you. We're relabeling you. Legacy Rising: Recovery-informed entrepreneurship for people ready to break cycles and build legacies. Free. Houston. Starting [date].

CTA: Join the Cohort

Ad 3: Hook - Rebellion

Headline: The ultimate middle finger to the system? Build your own.

Body: They said you'd fail. Prove them wrong. Legacy Rising turns cycle-breakers into business owners. 8 weeks. No cost. Houston.

CTA: I'm Ready

Ad 4: Hook - Social Proof

Headline: 87% of our participants launch a business within 6 months.

Body: Legacy Rising isn't traditional recovery. It's a launchpad. Learn from people like you who turned their past into fuel. Free 8-week program. Houston. Apply now.

CTA: Apply Today

Channel 4: Email Drip Campaign (For Interest Form Leads)

Email 1: Immediate (Auto-reply to interest form)

Subject: You're not broken. You're a builder.

Body:

Hey [Name],

Thanks for checking out Legacy Rising.

You're here because you're done with the old story. You're ready to build something new.

Legacy Rising isn't rehab. It's not a handout. It's a launchpad.

We help cycle-breakers turn obsession into entrepreneurship.

Here's what happens next:

1. We'll call you in 48 hours to talk (no pressure)

2. If it's a fit, you'll complete a full application

3. You'll join the next cohort starting [date]

In the meantime, watch this: [Alumni story video]

Your past is not a liability. It's raw material.

Let's build.

- Ashley Zeck, Founder

P.S. Have questions before we call? Reply to this email.

Email 2: Day 3 (If they haven't completed phone screen)

Subject: Still interested?

Body:

Hey [Name],

We tried calling but didn't connect.

No worries—I know life gets messy.

But here's the thing: This cohort starts [date]. We have [X] spots left.

If you're serious about breaking the cycle, now's the time.

Reply to this email or call/text [phone] to schedule a quick chat.

- Legacy Rising Team

P.S. Not ready yet? That's okay. We'll be here when you are.

Email 3: Day 7 (Final nudge)

Subject: Last call.

Body:

Hey [Name],

This is the last email.

Cohort starts [date]. Spots are filling.

You can:

1. Apply now: [link]
2. Schedule a call: [link]
3. Wait for the next cohort (probably [future date])

Your move.

- Ashley

Channel 5: Community Partnerships (Word of Mouth on Steroids)

Strategy: Turn partners into evangelists

Partner types:

- Recovery centers

- Reentry programs

- Parole/probation offices

- Sober living homes

- Workforce development orgs

What they get:

- Success stories to show their funders

- Free entrepreneurship resource for their clients

- Alumni who come back to mentor

- Co-branding opportunities

What we get:

- Direct referral pipeline

- Credibility by association

- Space (maybe)

- Data sharing

Outreach template:

Subject: Partnership opportunity: Entrepreneurship for your clients

Body:

Hi [Name],

I'm Ashley Zeck, founder of Legacy Rising—a free 8-week program that helps people in recovery and reentry launch businesses.

We're not traditional recovery. We're a launchpad.

I'm reaching out because I think [Partner Org] clients could benefit. Here's how it works:

- Your clients apply (we handle screening)

- They attend 8 weekly sessions (evenings, so no conflict with day programs)
- They launch a business, join our alumni network, and (often) come back to mentor

No cost to you or them. We just need referrals.

Interested? Let's talk. [Calendly link]

- Ashley

The "Hijack" Framework: Specific Tactics

Tactic 1: Dopamine-Driven Content (Short, Punchy, Addictive)

Platform: TikTok, Instagram Reels

Format: 15-30 second videos

Hook structure:

1. **Pattern interrupt** (first 2 seconds)
   - "Stop scrolling. This is for you."
   - "You're obsessed with the wrong thing."
   - "I used to be [identity]. Now I'm [new identity]."
2. **Tension** (next 10 seconds)
   - State the problem/pain in visceral terms
   - "I was stuck in the cycle. Using. Broke. Ashamed."
3. **Flip** (next 10 seconds)
   - The redirect
   - "Then I realized: My obsession wasn't the problem. My target was."
4. **CTA** (last 5 seconds)
   - "Legacy Rising helped me redirect. Link in bio if you're ready."

Why it works:

- Fast pace = dopamine hit

- Relatable pain = connection

- Clear transformation = hope

- Low barrier CTA = easy next step

Tactic 2: Tribal Language (In-Group Signaling)

Strategy: Create language that only "your people" understand

Terms to use consistently:

- **Cycle-breaker** (not "recovering addict")

- **Builder** (not "client" or "participant")

- **Obsession as fuel** (not "managing cravings")

- **Raw material** (not "baggage" or "past mistakes")

- **Redirect** (not "cope" or "abstain")

Why it works:

- Creates in-group identity

- Signals "we get you" without saying it

- Differentiates from clinical recovery language

Example messaging:

> "Cycle-breakers don't manage obsession. They redirect it. If you're ready to aim at something that builds instead of destroys, you're one of us."

Tactic 3: Manufactured Scarcity (The FOMO Lever)

Strategy: Limited cohorts create urgency

Implementation:

- Cohorts capped at 10-12 people (legitimately for quality)

- Applications close 1 week before start

- Waitlist for overflow

- "Next cohort not until [X months]"

Messaging:

> "Cohort 3 starts October 15. 10 spots. 27 applications. Apply by October 8 or wait until January."

Why it works:

- Scarcity triggers urgency (same mechanism as "last hit")
- FOMO = action
- Exclusivity = higher perceived value

Tactic 4: Social Proof Loops (Peer Modeling)

Strategy: Show people like them succeeding

Content types:

1. Alumni testimonials (video)

- 60-90 seconds
- Before/after story
- Specific results ("I launched [business], made [X dollars], hired [Y people]")
- Emotional hook ("I went from [shame] to [pride]")

2. "Day in the life" content

- Follow a participant through a cohort day
- Show community, realness, struggle + wins

3. Metrics with faces

- "87% launch a business within 6 months"
- Show faces of those 87%

Why it works:

- Mirror neurons = "If they can, I can"
- Reduces perceived risk

- Activates belonging drive

Tactic 5: Emotional Contagion (Founder Vulnerability)

Strategy: Ashley's story becomes the north star

Content:

Video: "Why I Started Legacy Rising"

- Raw, unpolished, real

- Ashley's cycle-breaking story

- The moment she realized obsession was fuel, not failure

- "I built this for people like me. Are you one of us?"

Why it works:

- Vulnerability = trust

- Founder-led = authentic

- Personal story = emotional contagion (viewers feel what you feel)

Tactic 6: Gamification (Progress Tracking & Wins)

Strategy: Make the journey feel like leveling up

In-program:

- Badges for milestones (first pitch, first customer, first dollar)

- Public celebrations (cohort cheers, social media shoutouts)

- Leaderboard (friendly competition for MVPs, first launches)

Marketing:

- "Week 1: Reframe your obsession. Week 8: Pitch your business."

- Show the progression visually (journey map)

Why it works:

- Dopamine hits from small wins

- Gamification taps into achievement drive

- Progress = motivation to continue

Messaging Matrix: Which Hook for Which Audience

Audience	Primary Hook	Secondary Hook	Avoid
Early recovery (< 1 year)	Identity shift	Belonging	Pressure, urgency
Reentry (recently released)	Rebellion, opportunity	Belonging	Pity, victimhood
Burnt out/stuck	Escape into purpose	Dopamine redirect	Shame, judgment
Entrepreneurs in recovery	Obsession as asset	Social proof	Clinical language
Family/supporters	Hope, transformation	Social proof	Blame, guilt

Sample Campaign: "The Redirect Challenge"

Concept: 7-day social media challenge to prime people for Legacy Rising

Mechanic:

Day 1: **Post what you used to obsess about** (substance, behavior, person)

Day 2: **What did that obsession give you?** (Escape? Energy? Purpose?)

Day 3: **What did it cost you?**

Day 4: **What if you could keep the energy but change the target?**

Day 5: **Name one thing you could obsess about that builds instead of destroys**

Day 6: **Take one action toward that thing today** (Google it, call someone, sketch an idea)

Day 7: **Share your redirect** + tag 3 people to start the challenge

Hashtag: #RedirectChallenge

CTA at end: "Ready to make this permanent? Apply to Legacy Rising. Link in bio."

Why it works:

- Low barrier to entry

- Builds momentum over 7 days

- Public commitment = accountability

- Viral loop (tag 3 people)

- Primes mindset for Legacy Rising

Next Steps: Launch Marketing System

- ☐ Film founder story video (raw, 2-3 min)

- ☐ Collect 3 alumni testimonial videos

- ☐ Design posters/flyers (3 headline options)

- ☐ Set up social media accounts (IG, TikTok, Facebook)

- ☐ Create content calendar (3 posts/week for 8 weeks)

- ☐ Launch Facebook/Instagram ads (test 4 ad variations)

- ☐ Build landing page with interest form

- ☐ Set up email drip sequence (3 emails)

- ☐ Outreach to 10 partner orgs

- ☐ Pilot Redirect Challenge with founder + 5 alumni