LITMUS

7-Day Content Kit

Text Posts for TikTok, Reddit, and Discord

February 2026

How to Use This Kit

Each day includes three ready-to-post texts: a TikTok caption, a Reddit post, and a Discord message. Copy them exactly as written. Do not add links, product names, or calls to action.

Posting Schedule

- TikTok: Post 1 caption daily (pair with a video or use as text post)
- Reddit: Post every other day in r/solana, r/cryptocurrency, r/freelance, or r/antiwork
- Discord: Post 1 field note daily in your server

What Never Appears

- GhostLedger (not until someone asks)
- Product names, tokens, or links
- Calls to action or "follow me"
- Hashtags beyond #LITMUS or #finance

Day 1 — L
The LITMUS Hook

TikTok Caption

```
I stopped arguing about crypto.
I just apply a LITMUS test.
If it can't survive a bear market, doesn't work without speculation, and can't handle conflict
Real finance survives reality.
#LITMUS
```

Reddit Post (Title: The LITMUS test: how I separate finance from narrative in crypto)

```
Most crypto debates go nowhere because they're opinion-based.

Finance doesn't care about opinions — it cares about reality.

I use a simple LITMUS test to tell whether something is real financial infrastructure or just

Does it survive bear markets?
Does it work without speculation?
Can it handle disputes and conflict?
Does it measure execution, not promises?
Are records permanent and uncomfortable?
Does it settle real-world consequences?

If it fails most of these, it's not finance.

Curious how others think about this — especially builders.
```

Discord Message

```
Field Note — Day 1

Started applying a simple test to every crypto project I look at. Six questions. If it fails m
```

Day 2 — I
Bear Market Test

TikTok Caption

```
Simple question: does this still matter when prices crash?
Unpaid money doesn't disappear in bear markets. Disputes don't pause.
If your system only works when markets are up, it's not financial infrastructure.
#LITMUS
```

Reddit Post (Title: The fastest way to tell if something is real finance in crypto)

```
One question filters out most of the noise:

Does it still matter when prices crash?

Unpaid wages don't disappear in a bear market. Delayed payouts don't pause because ETH is down

If usage disappears when prices fall, it was never financial infrastructure. It was a narrativ

This is the first criterion of something I call the LITMUS test — L: Lives in bear markets.
```

Discord Message

```
Field Note — Day 2

L = Lives in bear markets. If usage disappears when prices fall, it was never finance. Unpaid
```

Day 3 — T

Speculation Test

TikTok Caption

```
If something needs hype to function, it's fragile.
Finance works without applause. It works when no one is watching.
If price action is required for relevance, you're looking at a narrative.
#LITMUS
```

Reddit Post (Title: If it needs speculation to survive, it's not finance)

```
Second criterion of the LITMUS test:

I = Independent of speculation.

If a system requires constant inflows, token price appreciation, or hype cycles to remain func

Real finance operates when no one is watching. It doesn't need applause. It doesn't need bull

Most DeFi fails this test. Not all — but most.
```

Discord Message

```
Field Note — Day 3

I = Independent of speculation. If it needs hype to function, it's fragile. Finance works wher
```

Day 4 — M
Conflict Test

TikTok Caption

```
Most apps only work when everyone agrees.
Finance exists for when people don't.
Disputes. Delays. Withheld money.
If your system breaks during conflict, it was never finance.
#LITMUS
```

Reddit Post (Title: Why unpaid online money rarely gets resolved)

```
Unpaid wages, delayed payouts, frozen balances — these aren't edge cases.

They fail for the same reason every time: they're treated like support tickets instead of fina

Once something enters a support queue, it stops being enforceable. There's no persistent recor

That's not a tech failure — it's a financial design failure.

This is the T in LITMUS: Tolerates conflict. If a system only works when everyone cooperates,
```

Discord Message

```
Field Note — Day 4

T = Tolerates conflict. Most systems only work when everyone agrees. Finance exists for when t
```

Day 5 — U

Execution Test

TikTok Caption

```
Promises are cheap. Announcements are cheap. Roadmaps are cheap.
Finance only cares about execution.
What actually happened?
#LITMUS
```

Reddit Post (Title: Execution is the only metric that matters in crypto finance)

```
Promises don't settle debts. Announcements don't recover funds. Roadmaps don't resolve dispute

The only thing that matters in finance is execution — what actually happened.

M in the LITMUS test: Measures execution, not promises.

If a system can't show you what was attempted, what succeeded, and what failed — it's not prod
```

Discord Message

```
Field Note — Day 5

M = Measures execution, not promises. What actually happened matters more than what was announ
```

Day 6 — S

Transparency Test

TikTok Caption

```
Transparency that's comfortable isn't transparency.
Real records make people uncomfortable.
If outcomes can be edited, hidden, or quietly erased, accountability doesn't exist.
#LITMUS
```

Reddit Post (Title: Crypto doesn't need more apps — it needs accountability layers)

```
High throughput chains are great, but speed isn't the missing piece.

The missing layer is accountability: persistent records, execution tracking, resolution outcom

Most apps optimize for usage. Finance optimizes for settlement.

U in the LITMUS test: Uncomfortable transparency. If records can be hidden, edited, or quietly
```

Discord Message

```
Field Note — Day 6

U = Uncomfortable transparency. If records can be edited or erased, accountability doesn't exi
```

Day 7 — L

Consequence Test

TikTok Caption

```
The final test: does anything change in the real world?
Does money actually move? Does an obligation actually get resolved?
If not, it's a simulation.
#LITMUS
```

Reddit Post (Title: The LITMUS test: a complete framework for evaluating crypto finance)

```
Over the past week I've been sharing a framework I use to evaluate whether something in crypto

The LITMUS test — six criteria:

L — Lives in bear markets
I — Independent of speculation
T — Tolerates conflict
M — Measures execution, not promises
U — Uncomfortable transparency
S — Settles real-world consequences

The last one matters most: does anything actually change? Does money move? Does an obligation

If the answer is no, it's a simulation — regardless of how sophisticated the technology is.

Curious if anyone else uses a framework like this.
```

Discord Message

```
Field Note — Day 7

S = Settles real-world consequences. The final test. Does anything actually change in the real

Full LITMUS framework:
L — Lives in bear markets
I — Independent of speculation
T — Tolerates conflict
M — Measures execution, not promises
U — Uncomfortable transparency
S — Settles real-world consequences

We don't debate narratives here. We apply LITMUS.
```

When Someone Asks

After Day 5-7, expect comments and DMs asking what you're building. Use these replies only when directly asked.

First reply:

```
I'm working on financial accountability infrastructure for unresolved money.
```

If they press further:

```
One system we're building is called GhostLedger.
```

If they ask what GhostLedger does:

```
It treats unpaid money as a financial object, not a support ticket. Records, escalation, settl
```

Stop there. Let them come to you.