

LITMUS

7-Day TikTok Playbook

A Financial Reality Test

February 2026

Lead with the standard. Let the system follow.

Rules of Engagement

Format

- 30–45 seconds max per video
- No music or very low ambient
- Calm, slow delivery — never rushed
- Plain background — no props, no effects
- 1–2 hashtags maximum

What You Never Say This Week

- GhostLedger
- Product names
- Token or investment language
- "Founder" or "CEO"
- Links or calls to action
- "Follow me for more"

The Sequence Logic

LITMUS is the lens. Each day introduces one criterion of the LITMUS test. By Day 7, the audience has internalized the full framework without being sold anything. GhostLedger enters the conversation only when someone asks — in comments or DMs, never in the video.

When Someone Asks "What Do You Do?"

Reply calmly: "I'm working on financial accountability infrastructure for unresolved money." If they press further: "One system we're building is called GhostLedger." Stop there.

Day 1 — L

The Hook — Introduce LITMUS

I stopped arguing about crypto. I just apply a LITMUS test. If a system can't survive a bear market, doesn't work without speculation, and can't handle conflict – it's not finance. It's a narrative. Real finance survives reality.

Caption: LITMUS: a financial reality test.

Note: This is the anchor. Everything after builds on this frame.

Day 2 —

Bear Market Test

Here's a 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.

Caption: L = Lives in bear markets

Note: First deep criterion. Connects to real frustration people feel during downturns.

Day 3 — Speculation Test

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.

Caption: I = Independent of speculation

Note: This one filters out 90% of crypto. Let the silence after "narrative" land.

Day 4 – T

Conflict Test

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.

Caption: T = Tolerates conflict

Note: This is the strongest hook for freelancers, gig workers, and anyone who's been stiffed. Expect engagement here.

Day 5 — M

Execution Test

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

Caption: M = Measures execution, not promises

Note: Short, punchy. The repetition of "cheap" creates rhythm. Don't rush it.

Day 6 – U

Transparency Test

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.

Caption: U = Uncomfortable transparency

Note: This speaks to anyone who's ever had evidence disappear in a dispute. It resonates beyond crypto.

Day 7 – S

Consequence Test

Here's 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.

Caption: S = Settles real-world consequences

Note: The closer. After this, people will start asking what you're building. That's when GhostLedger enters — quietly, in replies only.

After Day 7

By the end of this week, you will have introduced the complete LITMUS framework without pitching, selling, or naming any product. The audience has been given a lens, not a funnel.

Expected Signals

- Comments asking "so what actually fixes this?"
- DMs asking what you're building
- People tagging others or sharing clips
- Engagement clustering around Day 4 (Conflict) and Day 7 (Consequences)

Response Protocol

Reply only when asked directly. Use neutral, calm language.

First reply:

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

If they press further:

One system we're building is called GhostLedger.

Stop there. Let them come to you.