1. Productivity
   1. Actually make sure we are on schedule
      1. Inner flow
         1. Doing it
         2. Creating DEPs
            1. Assembling bonuses

Break out Journeys

Enum obstacles

Rev Eng solutions

* + 1. Outer flow
       1. Compassion in action
       2. Production schedule
       3. System chains
          1. Input the How To Clickup information for each task type
  1. THIS IS PRELIMINARY, NOT AN ACTUAL PIECE OF WORK: Collating everything I send you into the correct deliverables BY YOUR OWN IDEAS
     1. If I send you a chat, BREAK IT DOWN: is it for a video, a bonus, adcopy? I am NEVER JUST SENDING YOU STUFF TO READ!
     2. Once X is categorized, then it needs to be mapped to its potential deliverables
     3. NEVER EVER leave something related to any of THESE JOBS as simply inputted into the system. That is NEVER what I am implying by giving you info. It is a sign of work that needs to be done.

Match this into the weekly schedule:

**How we make a YouTube video:**

**BUILD**:

1. Wesley looks at current channel and compares to competitors
2. Wesley brainstorms the future of the channel
   1. Perception of Isaac knowledge
   2. Divided by Wesley interest
   3. = Hypothesis of What audience needs
   4. => build MVP ⇔ PTYA frameworks
3. Wesley cross references his idea with all the work Isaac has already done
   1. Wesley creates video idea and script (according to 7-stage TWI template w/ HIVES and hero’s journey)
   2. Wesley sends that to Isaac
4. Isaac and Wesley finalize the script
   1. Wesley schedules the shoot
5. Wesley and Isaac set up the shoot and shoot the video
   1. Wesley edits
   2. makes thumbnail, title
   3. Posts
   4. Social media
      1. LinkedIn
      2. TikTok
      3. Facebook

**MEASURE:**

1. Wesley gathers data
   1. Wesley and Isaac review data
      1. **LEARN:** continue or pivot

Today:

* 10 min meeting on this document
* Wesley actually do the chain to get the video made
* Wesley actually produce the channel and come up with what the entire array of content is GENERALLY GOING TO BE and what I need to make for it besides the script - ie prompts, writing, stories, etc whatever (PER HAVING READ THE DOCS AND CHATS I SENT and being INTERESTED IN IT to make OVP)
  + This is the whole reason Wesley has PTYA
  + And marketing machine

Because IDEALLY, Wesley does all of that, Isaac writes prompts and sanctuary, and we get a technical cofounder to do the data and stuff, and they can easily use rivet.

Until then, we will need to do this ourselves. Is it easiest for Wesley to do it or is it too much?

My needs:

I need YOU to come to work every day like this:

1. before me
2. With a list of what we are gonna do, based off the clickup (this is so that you know it off hand)
3. And then MANAGE THAT every minute of the day
4. Start the day with standup of THAT
5. Continue with leading the entire schedule
6. Because you actually need me to make content, write books, and you actually need to make the website and channels by requesting that stuff. This is actually just a preliminary aspect of your job, which is to actually a) understand b) develop the tech.

Meaning: it is just a fact of life we have to have this channel and I’m telling you that is how I need you involved, as a PRELIMINARY to being able to be of use.

List of preliminaries you should be RELYING ON ME TO HELP YOU ACCOMPLISH YOURSELF:

1. understanding SANC
   1. Asking me to clarify what you don’t understand/WHAT IS NOT PUBLIC (aka all of it/I am saying you should VERIFY YOUR UNDERSTANDING by writing the DRAFTS of the scripts for the videos for each part)
2. Practicing SANC
   1. Mastering an aspect of inner flow (pls do exercise)
   2. Mastering outer flow (this means mastering SANC as it applies to your capabilities and skills)
3. Content production
   1. Actually doing PTYA
   2. Maxing out PTYA vids
   3. Learning all of the analytics stuff
   4. Taking the entire responsibility from me
4. Ribcage
   1. Learning what a film production is
      1. Learning how it works
      2. Learning how to talk to people
         1. So we can create outreach chains
   2. Creating bonuses
      1. Canned Emails for productions
         1. Crew to crew
         2. Crew to union
         3. Crew to CSATF
   3. Content
      1. What is Ribcage? how do we help?
      2. What is an arcangel kit? how does it work?
   4. Creating schedule of important yearly events like taxes, fees, etc
      1. On a spreadsheet
      2. With all expenses and income between all events
5. AI
   1. How to make money with Rivet
   2. Setting up all capabilities
6. Website
   1. Having actual funnel structure that we talked about
   2. Building templated version w me using personas where we can without an engineer
   3. Create rivet agent hook with payment option and balance feature