

FounderCreated

/35

THE BRANDED FOUNDER PLAYBOOK

# How *branded* are you?

7 steps. Score yourself out of 35. Find the one gap to fix first.

*You run a company that would impress most people if they ever saw it. They haven't.*

01 The five levels of a founder brand

02 Seven steps, scored 1 to 5

03 Your one gap, and what fixing it costs

04 What it looks like done for you

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8 MINUTES

WIL • @BUILDWITH.WIL

7 STEPS • SCORE OUT OF 35

# Most founders have no problem being consistent.

You've been posting for a while. You might have hired someone to help, it didn't stick, and you ended up doing it yourself again. You're getting views. You're not getting calls.

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## 1 Silent 7 TO 12

"I know I should be posting." You don't. Other founders do.

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## 2 Posting 13 TO 18

Posts go up when there's time. The account sits at 2,000 to 5,000.

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## 3 Consistent 19 TO 24 MOST FOUNDERS

You post on a schedule, you might have an editor. You get views, but no calls. This is where most founders get stuck.

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## 4 Pipeline 25 TO 30

Your DMs fill up with different opportunities. Sales, outreach, coaching calls.

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## 5 Asset 31 TO 35

It turns into a flywheel. Reliable opportunities fill your pipeline, even when you're hands off.

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I've sat at every one of these. Six companies, two exits, raised millions and made millions, and more than 300,000 people follow me across YouTube, Instagram, LinkedIn and X. Figure out where you're at now, then fix it so more opportunities open up.

A *branded founder* is the founder people know, trust and buy from before they ever meet the company.

People buy into people. I've watched smaller founders win deals over bigger ones, because the buyer already felt like they knew them.

Polish used to be proof. A clean video cost money and people. Now anyone can make a perfect video for twenty dollars a month. I do content marketing for enterprise brands, so I see it every day. When polish costs nothing, polish stops being proof.

What's left is the person. AI can make the content. It can't make the founder. The seven steps below show you where you're at, and which parts actually need you.

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#### HOW TO SCORE

- 1 Seven steps, scored 1 to 5. Pick the line that is true this month, not the one you plan to make true.
- 2 A 5 means you have a whole system behind that step, not a good month. Score what's true, not what sounds good.
- 3 Only two of the seven steps need you in person. The other five can be done for you. On those, tick the box if you'd rather not do that step yourself.

# Who it's for

Is every post about the person watching?

## WHAT LEVEL 5 LOOKS LIKE

Every post is about a problem your buyer has this week. Your company shows up as proof, not as the subject.

### WHAT WE'VE SEEN

We've coached 750+ founders and creators one on one. The ones who grew made it about the person watching. The ones who stalled made it about themselves.

## SCORE YOURSELF. PICK THE LINE THAT IS TRUE THIS MONTH.

- 1 I post about the company. Launches, wins, awards.
- 2 I post what I did this week.
- 3 My lessons, about my business.
- 4 Most posts name a problem my buyer has.
- 5 Every post starts from one buyer's real problem, found in the numbers and the comments, and is written for that one person.

# Only you

Could AI, or anyone, have posted it?

WHAT LEVEL 5 LOOKS LIKE

It’s stuff only you could say. Your real numbers, the calls you got wrong, what actually happened. An AI tool can’t make that up for you. Neither can a content hire.

SCORE YOURSELF. PICK THE LINE THAT IS TRUE THIS MONTH.

- 1

Swap my name and nothing changes.
- 2

Generic advice, with my face on it.
- 3

My stories, told the safe way.
- 4

Real numbers and real misses, most weeks.
- 5

Every post has something in it only I could say. My numbers, my calls, my misses. People tell me so.

# Capture

One planned day a month, or squeezed in?

WHAT LEVEL 5 LOOKS LIKE

Filming is one planned day a month, from a shot list. You show up, talk, go back to work. The month comes out of it.

WHAT WE'VE SEEN

I was my own brand’s operator for six companies. An intern took four months to train, and I still made every call. It was a nightmare.

SCORE YOURSELF. PICK THE LINE THAT IS TRUE THIS MONTH.

- 1

I film when I remember. Weeks go by.
- 2

Between meetings, on the day I post.
- 3

I batch when I can. It slips.
- 4

One planned block a month, most months.
- 5

One shoot day a month, from a shot list built off my numbers. I film. Everything else is handled.
- ☐

I want this off my plate.

# Hooks

Do you test more than one hook?

## WHAT LEVEL 5 LOOKS LIKE

Every video gets two or three hooks. They run as small tests on people who don't follow you yet. Only the winner lands on your page.

### WHAT WE'VE SEEN

When I stopped testing hooks on my own account, views fell from about a million a month to about 150,000.

## SCORE YOURSELF. PICK THE LINE THAT IS TRUE THIS MONTH.

- ☒ 1 I don't think about the first line.
- ☐ 2 One hook. Post it.
- ☐ 3 I rewrite it a few times, then post one.
- ☐ 4 Two hooks on some videos.
- ☐ 5 Every video gets two or three hooks, tested on strangers first. Only the winner goes on my page.
- ☐ I want this off my plate.

# Formats

Do you know your two best formats?

WHAT LEVEL 5 LOOKS LIKE

You know the two formats your audience watches to the end, and the month is built on them. New ones get tested on the side, never in place of the winners.

WHAT WE'VE SEEN

One of my winning formats has done millions of views. The same message in a different format got a few thousand. Lesson learned.

SCORE YOURSELF. PICK THE LINE THAT IS TRUE THIS MONTH.

- 1

Whatever I made that day.
- 2

A favourite format. I don't know if it's the best.
- 3

I've noticed what works. I don't act on it.
- 4

Two best formats, used most weeks.
- 5

The month runs on formats already proven in my space, and new ones get tested on the side.
- ☐

I want this off my plate.

# The ask

Does every post with reach invite one next step?

## WHAT LEVEL 5 LOOKS LIKE

Every post that reaches people ends with one clear next step. One, not three. Reply with a word, or send your handle. Big reach with no ask is the most common waste we see.

## SCORE YOURSELF. PICK THE LINE THAT IS TRUE THIS MONTH.

- ☐ 1 Posts end when I run out of things to say.
- ☐ 2 “Follow for more”, sometimes.
- ☐ 3 A link in bio I point at now and then.
- ☐ 4 Most posts end with one clear next step.
- ☐ 5 Every post with reach ends with one clear ask, and someone tracks how many people took it.
- ☐ I want this off my plate.

# The loop

Does someone read the numbers every week and change next month?

## WHAT LEVEL 5 LOOKS LIKE

Somebody reads the numbers every Monday. What held, what leaked, what's next. Next month's scripts come out of that report.

WHAT WE'VE SEEN

I built a YouTube channel to 211,000 subscribers, stepped back, and it kept growing. The early years ran as a loop: post, read, change, post.

## SCORE YOURSELF. PICK THE LINE THAT IS TRUE THIS MONTH.

- 1

I don't look at the numbers.
- 2

I check likes. Nothing written down.
- 3

A monthly look. Nothing changes.
- 4

A weekly review. I adjust sometimes.
- 5

Every Monday someone reads what held and what leaked, and next month's scripts come out of it.
- ☐

I want this off my plate.

YOUR SCORE

Add up the seven. Your lowest score is your gap.

|   |              |                      |
|---|--------------|----------------------|
| 1 | Who it’s for | <input type="text"/> |
| 2 | Only you     | <input type="text"/> |
| 3 | Capture      | <input type="text"/> |
| 4 | Hooks        | <input type="text"/> |
| 5 | Formats      | <input type="text"/> |
| 6 | The ask      | <input type="text"/> |
| 7 | The loop     | <input type="text"/> |

|                                         |                                               |
|-----------------------------------------|-----------------------------------------------|
| <input type="text"/> Score<br>out of 35 | <input type="text"/> Off my plate<br>out of 5 |
|-----------------------------------------|-----------------------------------------------|

|                   |                     |                        |                      |                   |
|-------------------|---------------------|------------------------|----------------------|-------------------|
| Silent<br>7 to 12 | Posting<br>13 to 18 | Consistent<br>19 to 24 | Pipeline<br>25 to 30 | Asset<br>31 to 35 |
|-------------------|---------------------|------------------------|----------------------|-------------------|

Fix your lowest score first. If two are tied, start with the earlier step. Each step feeds the next one.

Level 5 feels like this: a buyer you’ve never met books a call and opens with “I’ve been watching you for months.”

Score it online and get your full report by email:  
[foundercreated.com/brand](https://foundercreated.com/brand)

# You can do all seven. Here’s what each one costs, every week.

|              |                                                                    |                        |
|--------------|--------------------------------------------------------------------|------------------------|
| Who it’s for | Research your buyer’s week. Write for one person.                  | About 3 hours          |
| Only you     | Sit with your own numbers and stories until the real ones surface. | About 1 hour           |
| Capture      | One shoot day, from a shot list somebody wrote.                    | 8 to 12 hours, monthly |
| Hooks        | Three hooks per video, posted as tests, results read.              | About 4 hours          |
| Formats      | Track every post by format. Decide monthly.                        | About 1 hour           |
| The ask      | One next step per post. Count who took it.                         | About 1 hour           |
| The loop     | Read everything Monday. Rewrite next month from it.                | About 2 hours          |

About 12 hours a week, plus the shoot day. Rough numbers, from my account and our clients.

Years in, I was still doing all of this myself.

HERE'S THE TRAP

You’re the best person in your company at most things. Content included.  
So when someone else does it, it’s never quite right. You take it back.  
But you don’t have 12 spare hours a week either.  
So it gets done in the gaps. Or not at all.

Nothing to do with discipline. You ran out of hours.

Of those 12 hours, two really need you. The shoot day. And the hour where the real stories come out. The other ten are a job. Right now, that job is yours.

# One shoot day a month. Everything after the camera is ours.

YOU

Only you

Capture

US

Who it's for

Hooks

Formats

The ask

The loop

Founder Created is built by an operator and a strategist. I've built brands from nothing six times. Chris has coached 750+ founders and creators on content. One shoot day a month, a 90-day build with a set end, a system that gets smarter every week, and a brand you own outright when it's done. Every word your audience hears is one you said.

Every quarter you don't have a brand, someone with half your business and twice your presence is in the room you should be in.

If you already know you don't want to be the one running this, watch the training and apply at the bottom.

About 15 minutes with me on why \$2M+ founders stay invisible and how we build a brand from one shoot day a month. The application is under it. I read every one.

→ Watch the training:

[foundercreated.com/training](https://foundercreated.com/training)



Wil

CO-FOUNDER, FOUNDER  
CREATED

Not there yet? Follow  
@buildwith.wil, where the  
engine runs in public. Score  
yourself again in 90 days.