

SOLO AGENT **MARKETING**

FREE GUIDE · DO IT YOURSELF

The 90-Day Social Media **Roadmap**

The exact system we run for clients paying \$4,000 a month — written out so you can run it yourself. Research, scripting, filming, editing, posting, and reading your numbers.

12 WEEKS · 5 SKILLS · ONE PHONE

thesoloagents.com

Solo Agent Marketing LLC · San Diego, CA

v1.0

Read this page before you post anything.

Most local business owners don't fail at social media because they're bad on camera. They fail because they post without a reference, get no feedback, and quit around week six — right before the compounding starts.

What this guide actually is

We manage content for local businesses at \$4,000–\$5,000 a month. This document is that same process, stripped of the parts you're paying us to do for you. If you have a phone, a few hours a week, and ninety days, you can run it yourself.

The one idea everything is built on

Stop inventing content. **Find formats that have already proven they work in your market, break down why they worked, and rebuild them in your voice with your expertise.** We call it the Reference Method. It removes the guessing, and guessing is what kills consistency.

THE FIVE SKILLS YOU'RE BUILDING

Research	Finding outlier content and knowing why it outperformed.
Scripting	Turning a proven structure into your words in under 20 minutes.
Filming	Batching a month of video on a phone in two hours.
Editing	Cutting for retention, not for beauty.
Distribution	Posting, replying, and reading the five numbers that matter.

What it costs you

COMMITMENT	WEEK 1–4	WEEK 5–12
Research	2 hrs/wk	45 min/wk
Scripting	2 hrs/wk	1 hr/wk
Filming	2 hrs (one batch day)	2 hrs/month
Editing	30 min per video	15 min per video
Posting & replies	20 min/day	20 min/day

SET YOUR EXPECTATIONS NOW

Month one produces almost no visible results. That is not failure — that is you building the machine. Most people who quit, quit inside the first thirty days. That is exactly why the ones who don't, win.

The weekly loop.

Every week for twelve weeks, you run the same five-step loop. It gets faster every time. Nothing else in this guide matters if you don't run the loop.

- 1 **Research (45 min).** Add 3–5 new outliers to your Outlier Bank. An outlier is a post that got roughly **five times** the median views of the account that posted it. That multiple — not raw view count — is what tells you the *format* did the work, not the follower count.
- 2 **Script (1 hr).** Take each outlier, strip it to its skeleton, and refill the skeleton with your business, your customer, your story.
- 3 **Film (batched).** Never film one video. Film four to eight in a sitting, in the same shirt if you have to. Batching is the difference between a system and a mood.
- 4 **Edit (15–30 min each).** Cut dead air, add captions, put your written hook on screen for the first three seconds. Done beats pretty.
- 5 **Post & reply (20 min/day).** Post on your cadence, then stay in the comments for the first sixty minutes. That hour is worth more than the edit.

Pick your cadence now — and don't change it

TIER	POSTS PER WEEK	HONEST WEEKLY TIME	WHO IT'S FOR
Easy	3	~3 hrs	Owner-operator, no help, busy season
Moderate	5	~5 hrs	You want visible traction by Day 60
Hard	7	~7 hrs	You're going after this seriously

Choose the tier you can hold on your *worst* week, not your best one. A held cadence of three beats a broken cadence of seven, every time.

CONTENT MIX — USE THE RIGHT RULE

New or near-dead account → the 90/10 rule. 90% broad content that would be useful to someone who has never heard of you. 10% about your business, your offer, your team. You have not earned the right to talk about yourself yet.

Established account with real reach → the 70/20/10 rule. 70% broad value, 20% proof and results, 10% direct offer.

ONE RULE THAT WILL SAVE YOU MONTHS

Only make **educational** or **storytelling** content. No trending audios, no dances, no fluff. And lean toward the **harder** topic over the easy one — complex content converts viewers into followers at a far better rate, because easy content is entertaining and hard content is useful.

01

DAYS 1 - 30

Foundation

Build the machine before you turn it on. Research your market, rebuild your profile, write your first scripts, and get your first batch of video into the world.

BY DAY 30 YOU WILL HAVE

A profile that converts in five seconds, 20+ outliers banked, 12 scripts written, one full batch filmed, and your first 8-12 videos live.

Weeks 1–2

WEEK 01 Research & positioning

DAYS 1–7

Before you write a word, you need two things on paper: who you're talking to, and what already works when someone talks to them.

Build your Client Brain (do this once, use it forever)

Open a document and answer these honestly. Every script you ever write pulls from here.

- **Business & offer** — what you sell, what it costs, what makes you different in one sentence.
- **Audience** — who buys, what they're afraid of, what they've already tried that failed.
- **Story** — how you got here, and the moment things changed.
- **Voice** — words you use, words you'd never use, how blunt you're willing to be.
- **Proof** — five customer wins with specifics. Numbers, names, before-and-afters.
- **Objections** — the five reasons people don't buy from you. These become content.

Start your Outlier Bank

- 1 List 10–15 accounts: direct competitors, businesses like yours in *other* cities, and creators your customer already follows.
- 2 For each, eyeball the median view count, then find posts doing **5x** that. Those are outliers.
- 3 Log each one in a spreadsheet: link, account, views, format, hook type, why you think it worked.
- 4 Target: **20 outliers by end of Week 1.**

Copying accounts in other cities is the cheat code — the format is proven and nobody local has seen it.

WEEK 02 Rebuild your profile

DAYS 8–14

You'll spend 90 days sending strangers here. If it doesn't explain who you help and what to do next in five seconds, the content is wasted.

THE 4-LINE BIO FORMULA

- **Line 1** — Who you help and what you do for them.
- **Line 2** — Proof. A number, a credential, a years-in-business.
- **Line 3** — What they'll get from following you.
- **Line 4** — One clear call to action, pointing at one link.

- ☐ Name field contains your keyword, not just your name — "*Danny · San Diego Roofing*" beats "*Danny Q.*" because the name field is searchable.
- ☐ Profile photo is a face, cropped tight enough to read at thumbnail size.
- ☐ Five highlights: Start Here · Reviews · Before & After · The Process · Book Now.
- ☐ Three pinned posts: what you do, your best proof, your best-performing piece.
- ☐ One link. Not five. One.
- ☐ Contact button and location set, so local search can actually find you.

Then pick your cadence and content mix from page 3 and write both at the top of your Client Brain doc.

Week 3 — Scripting

The highest-leverage skill in this guide. A great script filmed badly still performs. A bad script filmed beautifully does not.

WEEK 03

Turn outliers into your scripts

DAYS 15–21

The breakdown process

- 1 Pick an outlier from your bank. Pull its transcript — retype it, or run the link through a transcription tool.
- 2 Strip out every specific detail until only the **skeleton** remains. You should be left with something like: "*[Bold claim about a mistake] → [why everyone does it] → [what to do instead, 3 steps] → [what happens if you don't].*"
- 3 Save that skeleton in a **Script Template Bank**. You now own a reusable format forever.
- 4 Refill the skeleton with your business, your customer, your proof, your voice.
- 5 Read it out loud. If you stumble, it's written, not spoken. Rewrite it the way you'd say it to a customer standing in front of you.

EVERY VIDEO NEEDS THREE HOOKS

- **Verbal hook** — the first sentence out of your mouth. No greeting. No "hey guys." Start on the claim.
- **Written hook** — 3–7 words on screen for the first three seconds, saying something different from the verbal hook so the viewer gets two reasons to stay.
- **Visual hook** — what's physically happening in frame at second zero. Movement, an object, a mess, a reveal. Never a static talking head.

Hook angles that reliably work

ANGLE	SHAPE
The mistake	"Nine out of ten [customers] do this, and it costs them [amount]."
The insider	"I've done this for 12 years. Here's what nobody tells you."
The objection	"You think [X] is too expensive. Let me show you the math."
The comparison	"This one costs \$200. This one costs \$2,000. Here's the actual difference."
The story	"A customer called me at 11pm last Tuesday. Here's what I found."

Length and structure

- **0:00–0:03** — hook. If they leave here, nothing else you shot matters.
- **0:03–0:10** — the stakes. Why this costs them money, time, or embarrassment.
- **0:10–0:40** — the payload. Two or three concrete points, no padding.
- **0:40–0:50** — the close. A takeaway, then a soft call to action or a question.

Target: 12 scripts written by end of Week 3. That's three to four weeks of content depending on your cadence.

Week 4 — Filming

Your phone is not the bottleneck. Nobody has ever scrolled past a useful video because it was shot on an iPhone.

WEEK 04

Your first batch day

DAYS 22–30

Setup — do this once

- Rear camera, 4K at 30fps. Never the selfie camera.
- Phone on a tripod at eye level. Not below — nobody looks good from below.
- Face a window at roughly 45°. Free, better than most lights.
- Audio matters more than picture. A \$30 lav mic, or record a voice memo on a second phone.
- Clean background with depth behind you. Your shop, your truck, your job site — not a blank wall.
- Look at the lens, not at yourself on screen.

The batch method

- Block two hours. Film 6–8 videos in one sitting.
- Bring two shirts and change halfway so the batch doesn't look like one day.
- Film every hook **three different ways** before moving on. You'll pick the best in the edit, and you'll get a spare video out of it.
- Don't restart the whole take on a stumble — pause, breathe, say the line again. You'll cut it.
- Shoot **three times more b-roll than you think you need**: hands working, tools, the product, the before and after, walking in. This is what makes the edit good.

THE FIRST THREE VIDEOS WILL BE BAD

Everyone's are. Film them anyway and post them anyway — the version of you on camera in Week 10 only exists because the bad Week 4 version showed up. Waiting until you're good on camera is the most expensive form of procrastination in this guide.

Before you leave the batch day

- ☐ Every script on the sheet has at least one usable take.
- ☐ B-roll captured for each video.
- ☐ Footage backed up off the phone.
- ☐ Next batch day already on the calendar.

DAY 30 CHECKPOINT

- Client Brain written and 20+ outliers banked
- Profile fully rebuilt — bio, highlights, pinned posts, one link
- 12 scripts written, 6–8 videos filmed
- First 8–12 videos edited and live
- Baseline numbers recorded: reach, profile visits, followers, DMs

02

DAYS 31 – 60

Volume

Produce enough content to separate signal from noise. You cannot know what works from eight videos. You can start to know it from forty.

BY DAY 60 YOU WILL HAVE

40+ videos published, a repeatable editing workflow, a comment-to-customer process, and at least one format you can prove works for your audience.

Weeks 5–6 — Editing

WEEK 05 Build your editing workflow

DAYS 31–37

Use CapCut on your phone or desktop. It's free and it does everything you need. The goal is a repeatable 15-minute edit, not an award.

The edit order — same every time

- 1 **Cut the fat.** Remove every pause, breath, "um," and restart. If a sentence doesn't move the video forward, delete it. Most first drafts lose 30% of their runtime here and get better for it.
- 2 **Fix the first three seconds.** Trim so the video opens *on the word*. No dead frame, no settling into place.
- 3 **Add the written hook.** Large text, top third of frame, on screen 0:00–0:03. High contrast. Readable on a cracked phone in sunlight.
- 4 **Auto-captions on, then proofread.** Auto-captions are 90% right and the 10% is usually your product name. Most people watch on mute.
- 5 **Layer b-roll** over every point where you're just talking. A cut every 2–4 seconds keeps retention alive.
- 6 **Music low** — background only, around 10–15% volume. Voice must always win.
- 7 **Pick your cover frame.** A clear shot of your face, text overlay, consistent style across the grid.
- 8 **Export 1080×1920, 30fps.** Done.

RETENTION RULES THAT BEAT PRODUCTION VALUE

- Never let two seconds pass with no visual change.
- Cut the ending hard — the moment the value is delivered, stop. Trailing outros kill your average watch time.
- If you can loop the last line back into the first, the replay counts as watch time.

WEEK 06 Second batch, second format

DAYS 38–44

- Refresh the Outlier Bank against what performed for *you* in your first 30 days.
- Write 12 more scripts, weighted toward whatever indexed highest.
- Batch-film 6–8 more videos.
- Introduce a second format so you're not only doing talking-head: a walkthrough, a teardown, a POV, a side-by-side comparison, or a customer story.

Weeks 7–8 — Posting & conversion

WEEK 07 Posting & distribution

DAYS 45–51

How to actually post

- **Post when you can reply**, not at a "best time." The first hour of comments is a ranking signal you control.
- **Caption structure:** line one repeats or extends the hook · two or three lines of context · one question to the reader. Keep hashtags to three to five, specific and local.
- **No links in the caption.** Point to the profile instead.
- **Cross-post everything** to Reels, TikTok, and YouTube Shorts — same file, native upload, no watermarks. Same work, triple the surface area.
- **Stories daily** — behind the scenes, polls, a re-share of the day's post. Stories hold the audience you already have; Reels bring new ones.
- **Repurpose:** one shoot day should produce reels, carousels, and stills.

WEEK 08 Turning attention into customers

DAYS 52–60

This is where most people leave money on the table. Views don't pay you. Conversations do.

- **Reply to every comment** within the first hour, and reply with a question so the thread keeps going. Threads count as engagement.
- **Answer good comments with a video.** A real question from a real person is the highest-converting content you'll ever make, and it's free.
- **Pin your best comment** — usually a clarification or the offer, in your own words.
- **DMs get answered same day.** Speed closes more business than polish.

A DM FLOW THAT DOESN'T FEEL LIKE SALES

- **They react to a story or comment** → "Appreciate you — are you dealing with [problem] right now, or just researching?"
- **They describe the problem** → Give one genuinely useful answer. Free. No pitch.
- **Then** → "Happy to look at your specific situation if it helps. Want me to take a look?"
- **Then** → Move to a call, a quote, or a booking link. Never pitch before you've helped once.

TRACK IT OR IT DIDN'T HAPPEN

Keep one sheet: date · person · which video · what they wanted · what happened. By Day 90 it tells you exactly which content makes you money.

DAY 60 CHECKPOINT

- 40+ videos published across three platforms
- 1–2 validated formats you can point to with numbers
- Measurable lift in reach and profile visits vs. your Day 30 baseline
- First inbound conversations traced back to specific videos

03

DAYS 61 – 90

Compound

Stop guessing entirely. Read what your own audience told you, rebuild the winners, and turn a content habit into a system that runs without motivation.

BY DAY 90 YOU WILL HAVE

60–90 videos published, two or three proven formats that are yours, a documented system anyone could run, and a pipeline you can trace to specific posts.

Weeks 9–10

WEEK 09

Read your numbers

DAYS 61–67

Ignore the vanity dashboard. Five numbers tell you everything.

METRIC	WHAT IT ACTUALLY TELLS YOU	WHAT TO FIX
3-second hold rate	Whether your hook works at all	Rewrite hooks; open on the claim
Average watch time	Whether the middle earns the hook	Cut harder; tighten the payload
Saves & shares	Whether it was <i>useful</i> , not just entertaining	Go more specific, more practical
Follows per view	Whether you seem worth following	Go harder on expertise, less on trends
Profile visits → DMs	Whether your profile and CTA work	Rewrite bio; clarify the next step

Sort your last 60 days by watch time. Look at your top five and your bottom five and write down what the top five have in common. That sentence is your content strategy for the next 90 days — and you didn't have to guess it, your audience told you.

WEEK 10

Double down on the winners

DAYS 68–74

- Take your best-performing video and **rebuild it five different ways** — new hook, new example, new angle, longer version, story version. This is the 5x rule applied to your own outliers, and it is the single fastest growth lever you have.
- Retire the pillar that consistently underperformed. Stop defending it.
- New ratio for the next batch: **70% proven formats, 30% experiments**. Never stop experimenting entirely — that's how you find the next winner.
- Raise the production floor slightly: better b-roll, a consistent on-screen text style, a recognizable cover format across the grid.

Your best video is a template, not an event.

Weeks 11–12

WEEK 11 Authority & proof

DAYS 75–81

You've earned the right to talk about your business now. Shift the mix — if you started at 90/10, move to 70/20/10.

- **The objection series.** Take the five reasons people don't buy from you and make one video per objection. These convert better than anything else you'll post.
- **Proof content.** Before-and-afters, customer stories, real numbers, a job walkthrough narrated start to finish.
- **Process content.** Show how the work actually gets done. Transparency out-sells persuasion for local businesses.
- **Soft CTAs.** "If you want this looked at, my DMs are open" outperforms "Call now" — and doesn't suppress your reach.

WEEK 12 Systemize, then decide

DAYS 82–90

Write your 90-day review

- ☐ Followers, reach, profile visits, and DMs — Day 1 vs. Day 90.
- ☐ Total videos published, and your held cadence vs. your planned cadence.
- ☐ Top five videos and the one thing they share.
- ☐ Conversations, bookings, and revenue you can trace to a post.
- ☐ Your real cost per conversation — in hours, since you did this yourself.

Lock the system down

- Your Client Brain, Outlier Bank, and Script Template Bank are now business assets. Keep them in one folder.
- Write your shoot-day checklist and your edit checklist so a future you — or a future hire — can run this without thinking.
- Put next quarter's batch days on the calendar now, before motivation wears off.

DAY 90 CHECKPOINT

- 60–90 videos published and a library that no longer starts from zero
- 2–3 proven, repeatable formats that belong to you
- A documented voice and script system any editor could run
- Day 1 → Day 90 numbers written down and compared
- A traceable pipeline, however small — and a real cost per conversation

Or you could just hand it to us.

This roadmap works. We know, because it's the system we run for our own clients every month. But it takes roughly five to seven hours a week, and if those hours are worth more to you inside your business than behind a phone, that's not a failure of discipline — that's just math.

DONE FOR YOU · \$4,000-\$5,000 / MONTH

We run the entire roadmap for you

- Research, outlier sourcing, and strategy — handled
- Every script written in your voice and sent before the shoot
- Monthly in-person shoot days — you just show up and talk
- Full editing: captions, b-roll, hooks, covers, exports
- Posting, captions, comments, and DMs managed
- Monthly strategy call and a performance report you can actually read

Book a free 20-minute content audit. We'll look at your account, tell you the three things holding it back, and you can take that advice and run it yourself — no obligation either way.

thesoloagents.com