A SOCIALLY LOUD PLAYBOOK FOR BRANDS AND FOUNDERS

THE SERIES PLAYBOOK.

How to build a social series that people come back for, and that turns views into sales. Short drama, hands on the work, the room coming together. The formats that are winning on TikTok, Reels and Shorts right now, and the ten episode plan to run one.

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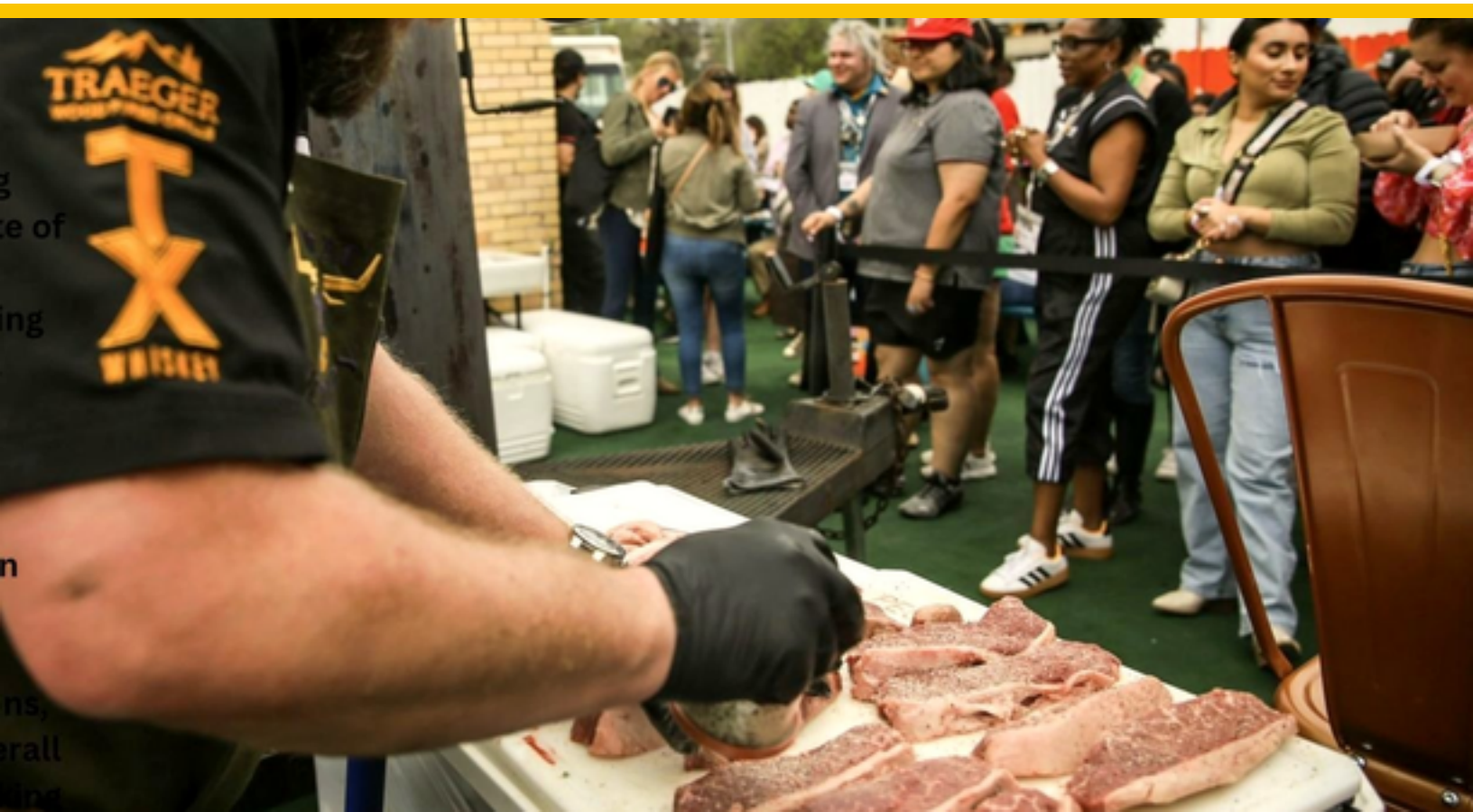

Rhythm and Roast, Wild Fork at SXSW 2024. The cook-off that became a series.

START HERE

POSTS DIE IN A DAY. A SERIES GETS A SECOND LOOK.

Everyone scrolls. Nobody stops for a one off post from a brand. People stop for a story they already know, a face they have seen before, hands doing work they want to watch. That is what a series is. The same format, the same promise, posted on a schedule, so the third time someone sees it they already know what they are getting.

We rebuilt Wild Fork's social around pillars instead of promos and ran every channel ourselves. In seven weeks: impressions up 80 percent to 496K, profile actions up 58 percent, followers up 23 percent to 76K, engagement rate up 468 percent. Not one viral post. Repeatable formats, posted on time, with a reason to come back.

HOW A SERIES ACTUALLY SELLS

1 See

Someone catches episode three mid scroll. They stay because the hook is movement plus five words on screen.

2 Recognise

Episode five shows up. Same frame, same opener. They know the show now. They watch to the end.

3 Trust

They have watched you do the work six times. Nobody told them to trust you. They just do.

4 Act

You ask once, cleanly. Comment a word, tap the link, use the code. They do it because they were already in.

5 Buy

The sale closes in the DM or on one landing page. Then they come back for episode eight.

THE THREE RULES WE DO NOT BREAK

One format, ten episodes, before you judge it. Three posts is not a series. The algorithm and the audience both need repetition to learn the show.

Same day, same time. Tuesday and Thursday at 7pm beats seven posts in one week and silence the next.

No selling until episode four. Earn the first three. Then ask once, clearly, and go back to the work.

FORMATS

FIVE SERIES THAT ARE WORKING RIGHT NOW.

01 SHORT DRAMA

A real tension with a payoff, told in two to four episodes. The venue that cancelled at 6pm. The client that wanted it live by Friday. Shot on a phone, cut tight, people talking like people.

LENGTH
15 to 45 seconds

THE HOOK
First line is the problem: "The venue cancelled. Doors in six hours."

02 HANDS ON THE WORK

The build, the setup, the cook, the install. Hands in frame, no talking head needed. This is the most watched content on TikTok and Shorts for a reason: people trust what they watch get made.

LENGTH
20 to 40 seconds

THE HOOK
Open on the hands already moving. Text: "Day one of building the room."

03 EMPTY ROOM TO FULL ROOM

One event, start to finish, in sixty seconds. 7am load in, 3pm sound check, 8pm the line outside. Works for launches, dinners, pop ups, store openings.

LENGTH
45 to 60 seconds

THE HOOK
Open on the empty space. Text: "This room is empty. Watch."

04 THE RECEIPTS

Show the number first, then show what made it. "600 people, 700 app downloads, one BBQ cook off. Here is how." Nobody else is brave enough to show the number.

LENGTH
30 to 60 seconds

THE HOOK
Open on the number, big, on screen. Then the first clip of the work.

05 ANSWER ONE COMMENT

Pick one real comment from the last episode and answer it on camera. Builds the habit of commenting, which builds the DM pipeline, which is where the sales close.

LENGTH
20 to 40 seconds

THE HOOK
Screenshot of the comment on screen for the first second. Then you, talking.

THE EPISODE

SIX BEATS.
EVERY EPISODE, EVERY TIME.

1. HOOK 0 to 1.5s

Movement and five words on screen, max. The viewer decides here. If the first frame is a logo or a title card, you lost them.

2. SETUP 1.5 to 5s

What are we doing and why is it hard. One sentence, spoken or on screen. "Two chefs, three judges, one grill, and it is raining."

3. THE WORK 5 to 20s

Hands, room, people. Cut every two to three seconds. Keep the real sound under the music. This is the part they came for.

4. THE TURN

The thing that went wrong, or the thing that surprised you. Every good episode has one. If nothing went wrong, show what almost did.

5. PAYOFF

The result. The full room, the plate, the number, the reaction. Hold on it for two full seconds. Let it land.

6. NEXT Last 3s

One line. "Episode four is the taste test." Or one question. "Would you have served it?" Never both.

ON SCREEN RULES

Captions always on. Most people watch on mute in a line, in a lift, in a meeting. Use the platform's native captions, not a burned in font the app will fight.

Vertical, 9 by 16, shot once, posted three times. Same cut on TikTok, Reels and Shorts. Change the caption text, not the video.

Faces straight to camera when you talk. Hands when you work. No zooms, no AI voices, no stock. People can tell in half a second.

Music under, never over. Trending sound at 20 percent, real room sound on top. The real sound is what makes it feel true.

THE ARC

TEN EPISODES. WHERE THE SALE SITS.

This is the order that works. The first three earn the right to ask. The middle shows the product living inside the work. The end is proof. If you sell in episode one, you are a commercial and people scroll.

Ep	Job	What it looks like	The ask
1	**Hook the show**	Best format, best story you have. Make the promise of the series clear in the first line.	None. Follow for episode two.
2	**Prove it**	Second story, same format. Same opener so people recognise it.	None.
3	**Go deeper**	The hardest part of the work. The turn is bigger here.	One question in the caption.
4	**Soft ask**	Episode about the thing you sell, shown in use, not pitched.	"Comment PLAN and I will send you the checklist."
5	**Answer them**	Pick the best comment from four. Answer it on camera.	Reply to every comment within the hour.
6	**The receipts**	The number and what made it. Yours or a client's.	"Link in bio has the full breakdown."
7	**Behind the price**	What it takes to do it right. Time, people, the stuff nobody sees.	None. Let it sit.
8	**The offer**	One offer, one line, one place to go. Say the price if you can.	"DM me OPEN. Three spots this month."
9	**Proof**	A client or a customer, on camera, in their words. Not a testimonial card.	Same offer, said once at the end.
10	**Season close**	Best moments from one to nine, and what season two is.	"Follow so you catch episode one."

CLOSING IN THE DM

When someone comments the word, reply in the DM within ten minutes while they are still in the app. Three messages, no more: **1.** "Hey, here is the checklist you asked for." with the thing. **2.** "What are you building?" and then shut up and listen. **3.** The offer, with the price and the next step, in two lines. If they go quiet, one follow up in three days. Then leave it. They come back on episode eight.

WORKSHEET

YOUR TEN EPISODES. FILL THIS IN BEFORE YOU SHOOT.

Pick one format from page three. Write the hook line out in full, the one that goes on screen in the first second.

Ep	Format	Hook line (first second)	Payoff	Ask	Post date
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

SHOOT DAY

Shoot three episodes in one session. One location, two outfits, phone on a tripod at chest height, a second phone in your hand for the close ups. Get the hook shot three different ways. Record ten seconds of room sound with nobody talking. You will need it in the edit.

SHOOT DAY NOTES

THE NUMBERS

WHAT TO READ. WHAT TO IGNORE.

Likes are noise. These six numbers tell you what to fix, and they are all in the app's native insights. Check them 48 hours after each episode, not at midnight.

3 SECOND HOLD	Of everyone who saw the first frame, how many were still there at three seconds. Under 60 percent, the hook is the problem. Nothing else matters until this is fixed.
AVERAGE WATCH TIME	Against the length of the episode. Under half, the middle is slow. Cut every shot shorter and move the turn earlier.
SAVES PER 1,000 VIEWS	Saves mean "I want to do this". Ten per thousand is good. Zero means it was entertaining but not useful.
SHARES PER 1,000 VIEWS	Shares are how a series grows. If saves are high and shares are low, the episode is useful but not worth sending to a friend. Add the turn.
KEYWORD REPLIES	Count the people who did what you asked. This is the only number the finance team needs to see.
FOLLOWS PER EPISODE	Follows mean they want the next one. If an episode gets views and no follows, the promise of the series was not clear.

READING THE PATTERN

High hold, low watch time: the hook is lying. The episode is not what it promised. Fix the setup line.

High saves, no sales: the offer or the landing page is the problem, not the content. Look at episode eight and the link.

Good numbers, no follows: they liked the episode but did not know there was a show. Say "episode three" on screen.

One episode spikes: that is your format. Make the next ten look like that one.

START

SEVEN DAYS.
EPISODE ONE IS LIVE BY FRIDAY.

DAY 1 **Pick the format**

One format from page three. The one you can shoot without hiring anyone.

DAY 2 **Write ten hooks**

Ten first lines, five words each. Read them out loud. Keep the three that make you a little nervous.

DAY 3 **Shoot three episodes**

One session, one location. Hook shot three ways. Ten seconds of room sound.

DAY 4 **Cut episode one**

Under 40 seconds. Captions on. The turn by second 15. Hold the payoff for two seconds.

DAY 5 **Post, then stay**

Post at the time you will post every week. Answer every comment for the first hour. That hour decides the reach.

DAY 6 **Post episode two**

Same opener. Same time slot. Do not change anything based on one day of numbers.

DAY 7 **Read the numbers**

Three second hold and watch time only. Fix the hook on episode three if hold is under 60.

WANT US TO BUILD THE SERIES WITH YOU?

We plan it, shoot it, cut it and run the channels, or we build the format with your team and hand it over. Wild Fork, Olive U, DIG and Life360 all started with one series. I bring a team or freelance the project solo. If it feels good and the vibes are right, I want in.

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