HyperKnowledge OS 101

A 250-page fast pedagogy book for educational viral content, trend intelligence, agentic IDEs, thinking models, RAG, GraphRAG, and cognitive production systems.

Based on SUPREME MEGA PROMPT v1.5

Book style: 101 lessons for people in a hurry - concise, operational, and model-readable.

Prepared for BEYOND AI ERA / Zouhair Moussaif.

Knowledge is not viral until it becomes curiosity. Curiosity is not useful until it becomes understanding.

FRONT SYSTEM ARCHITECTURE

Publishing Note and Scope

This book is a practical operating manual, not a normal essay. It transforms the uploaded HyperKnowledge OS mega-prompt into a 250-page field guide for fast learning and agentic execution.

- Primary source: the uploaded SUPREME MEGA PROMPT v1.5 for AGI-oriented educational viral content.
- Output style: short lessons, dense checklists, reusable templates, and repeatable operating loops.
- Audience: creators, founders, educators, AI agents, knowledge engineers, agencies, and non-technical builders.
- Use case: make educational content surprising, credible, visually premium, and continuously improvable.
- Important limit: this edition gives the source-research protocol and agentic system; it does not pretend to have live-verified 200 web sources.

Epistemic promise

Facts, interpretations, creative frameworks, forecasts, metaphors, and prompts are separated. Moussaif theories are treated as creative cognitive frameworks and operating lenses, not settled scientific laws.

Readable by humans and models

The page structure uses stable IDs, short headings, repeated schemas, typed checklists, and explicit input-output fields so an agentic IDE can crawl the book without losing principles.

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How to Read This Book in a Hurry

The book is designed for impatient experts and busy beginners. Each page should either teach a principle, give a tool, define a workflow, or provide a schema.

- First 30 minutes: read pages 3-28, then lessons L001-L013, then the appendices on pages 241-249.
- For production: jump to lessons about carousel flow, faceless authority, visual metaphor, hook clarity, evidence ranking, and destruction courts.
- For engineering: jump to the agentic layer, RAG/GraphRAG pages, chunk metadata, graph schema, and update loop.
- For brand teams: use the constitution, tone laws, visual laws, and content pillar pages before writing any campaign.
- For models: index by page number, lesson ID, principle, input, process, output, score, risk, and repair method.

The 101 lesson pattern

Every lesson has two pages: a human-readable principle page and an agent-readable operating card. Read the first page to understand; use the second page to execute.

The anti-fluff rule

A page is successful only if it changes the next action: a better question, a stronger hook, a cleaner visual, a safer claim, or a reusable content engine.

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Condensed Table of Contents

A compact map of the 250-page structure.

Pages 1-28	Front matter: constitution, epistemic safety, architecture, engines, agents, metrics, and 30-day implementation.
Pages 29-54	Moussaif cognitive virality frameworks: curiosity, doorway, surprise, visual displacement, patchwork, authority, and self-upgrade.
Pages 55-134	40 virality standards: hook, evidence, tension, visual hierarchy, retention, CTA, share value, and platform fit.
Pages 135-224	45 best practices: questions, scenes, contrasts, palettes, reports, subtitles, series, feedback, and update practice.
Pages 225-230	Three integration lessons: source research, destruction court, monthly update and memory loop.
Pages 231-250	Appendices: schemas, worksheets, compilers, RAG metadata, GraphRAG edges, agent specs, scorecards, and final OS kernel.

Navigation code

L001-L101 are lessons. A001-A020 are appendices. Use these stable codes in prompts, tickets, project boards, and vector metadata.

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The Operating Promise

The OS exists to turn knowledge into curiosity, curiosity into understanding, understanding into memory, and memory into behavior.

- A content idea is not enough. It must become an evidence-ranked, visually translatable, platform-native, testable asset.
- A trend is not enough. It must reveal a hidden difference the audience can feel and reuse.
- A hook is not enough. It must be paid off by an explanation stronger than the promise.
- A beautiful design is not enough. It must carry semantic function, hierarchy, and retention.
- A knowledge base is not enough. It must update, retrieve, critique, and regenerate.

Core formula

Trend signal + audience confusion + active difference + visual metaphor + evidence rank + platform rhythm + destruction court = publishable educational asset.

101 style

Every principle is written as a small mental tool. The reader should be able to apply it in one sprint, one prompt, or one content batch.

FRONT SYSTEM ARCHITECTURE

Epistemic Safety Declaration

The uploaded prompt explicitly requires source governance and non-fabrication. This page turns that requirement into a working rule system.

- Provided: the Supreme Mega Prompt v1.5, including the OS architecture, Moussaif frameworks, virality standards, best practices, and required output structure.
- Inferred: a publishing-book version should be more pedagogical, shorter per idea, stable by page ID, and useful to both humans and AI agents.
- Not claimed: this PDF has not live-read 200 magazines; therefore no fake source atlas is filled with invented URLs or invented trend checks.
- Theoretical synthesis: MCD, QMCD, MCAI, HAKIM-MCD, and Moussaif theories are creative operating frameworks.
- Verification needed: live trend claims, statistics, platform rules, algorithm changes, report data, and competitor analysis.

Established	Directly observed in a source or broadly documented.
Supported	Backed by credible repeated evidence, but still requires context.
Plausible	Reasonable inference from patterns, not a proven fact.
Hypothesis	Useful idea to test before treating as knowledge.
Metaphor	A teaching image; never confuse it with mechanism.

FRONT SYSTEM ARCHITECTURE

Domain Ontology

Educational viral content is not one thing. It is a system combining knowledge, psychology, platform behavior, visual communication, and feedback loops.

- As a process: research -> extraction -> compression -> generation -> critique -> publishing -> measurement -> update.
- As a network: sources, trends, claims, hooks, visuals, platforms, audiences, and metrics are connected by evidence and usefulness.
- As a cognitive field: attention, confusion, surprise, trust, clarity, identity, and memory shape what spreads.
- As a business system: content must create brand memory, demand, trust, leads, community, and product adoption.
- As an agentic architecture: every asset is created by specialized agents with rules, tools, memory, and courts.

Why ontology matters

If you treat content as posts, you optimize surfaces. If you treat it as an operating system, you optimize research, memory, production, evidence, and learning loops.

FRONT SYSTEM ARCHITECTURE

Whole-System Architecture Map

This is the architecture behind the book. It is intentionally modular so an agentic IDE can convert it into tickets, components, agents, schemas, or prompts.

Layer 1	Constitution: purpose, tone laws, visual laws, evidence laws, and failure boundaries.
Layer 2	Research: 200-source protocol, source quality, trend extraction, claim governance.
Layer 3	Cognition: curiosity compression, surprise gradient, MCD/QMCD, audience confusion.
Layer 4	Production: carousels, faceless videos, captions, prompts, newsletters, calendars.
Layer 5	Design: color roles, visual metaphors, patchwork logic, type hierarchy, platform crops.
Layer 6	Agents: research, trend, hook, carousel, video, evidence, design, critique, analytics.
Layer 7	Memory: RAG chunks, GraphRAG edges, content ledger, metrics, versioning, monthly updates.

Machine rule

Never generate an asset without metadata: source status, confidence, audience, platform, concept, hook, visual, court result, and next update date.

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The HyperKnowledge Kernel

A kernel is the smallest idea that can regenerate the whole system. This page gives the regeneration rule.

- Central question: How can a brand transform researched knowledge into educational viral content that is credible, surprising, useful, visual, and updatable?
- Central tension: people want speed, but trust needs depth; people want surprise, but learning needs clarity.
- Hidden variable: the active difference - the small distinction that changes the audience model of the topic.
- Minimum concept set: source, claim, trend, confusion, difference, hook, metaphor, format, evidence, court, metric, update.
- Failure boundary: any asset that is pretty, viral, or technical but does not teach a useful distinction fails the OS.

Regeneration rule

Given any trend, find the active difference, rank the evidence, compress curiosity, choose a visual metaphor, build a format, run courts, publish, measure, and update memory.

FRONT SYSTEM ARCHITECTURE

Source Atlas Protocol

The uploaded prompt requires exactly 200 sources when credible coverage exists. This book gives the protocol without pretending to verify sources it has not read live.

- Build categories: technology, creator economy, design, marketing psychology, learning science, startups, research communication, official platforms, reports, culture, niche, newsletters, academic, competitors.
- For each source, store: URL, type, relevance, main trend, surprising insight, content opportunity, evidence value, confidence, quality score, last checked, and limitations.
- Never fill a source row from memory when the goal is current trend intelligence.
- A source is useful only when it changes an asset: hook, myth, visual metaphor, explanation, evidence note, or forecast boundary.
- Adjacent sources are allowed only when marked as adjacent, not core.

Agentic source command

ResearchAgent must output source rows with evidence snippets and confidence tags. SourceQualityAgent must reject fabricated, stale, low-relevance, or untraceable claims.

FRONT SYSTEM ARCHITECTURE

Trend Intelligence Map

A trend is not a topic. A trend is a moving pattern that creates new questions, anxieties, opportunities, and misconceptions.

Macro trend	Large structural movement: AI work, platform shifts, learning changes, trust crisis, creator economy, automation
Micro trend	Small behavior change: new format, visual style, workflow, meme, tool habit, interface expectation
Weak signal	Early clue that may become important: odd adoption, strange phrase, new confusion, small tool pattern
Surprising fact	Evidence-backed detail that breaks a common assumption.
Content opportunity	A trend converted into a teachable asset with a clear audience and format.
Visual metaphor	A concrete image that carries the abstract movement.

Extraction rule

Do not ask what is popular. Ask what changed, who is confused, what experts see early, what beginners misunderstand, and what visual scene can carry the mechanism.

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Curiosity Engine

Curiosity is engineered by tension, not by empty mystery. The reader must feel a gap that is safe, relevant, and worth closing.

- Doorway: bridge what the audience thinks they know to what they are ready to learn.
- Compression: turn a large unknown into one visible question.
- Gradient: reveal the answer in staged micro-rewards, not one dump of information.
- Self-upgrade: make the learner feel more capable after saving or sharing the asset.
- Ethics: the revelation must be stronger than the hook; otherwise curiosity becomes manipulation.

Hook template

You think [common belief]. But [evidence-ranked contradiction]. The real mechanism is [active difference]. Here is the simple model.

FRONT SYSTEM ARCHITECTURE

Carousel Engine

A carousel is a learning journey broken into visual steps. It should not be a chopped-up article.

- Slide 1: visible tension and promise.
- Slide 2: why the old mental model fails.
- Slides 3-5: the mechanism in simple distinctions.
- Slides 6-8: example, counterexample, or mistake.
- Final slide: reusable mental model, save reason, and native CTA.
- Caption: context, evidence note, practical takeaway, and conversation prompt.

Carousel compiler

Input: claim + audience confusion + evidence + metaphor. Output: title, slide logic, visual direction, palette, caption, CTA, confidence, and court result.

FRONT SYSTEM ARCHITECTURE

Faceless Cinematic Video Engine

Faceless content transfers authority from the face to evidence, narration, pacing, symbolic visuals, subtitles, and clarity.

- First frame: state the tension in text the viewer can read instantly.
- Voiceover: one idea per beat, no generic hype, no unsupported certainty.
- B-roll: objects, interfaces, hands, scenes, diagrams, machines, books, crowds, timelines, and symbolic collisions.
- Motion: reveal concepts through transformation, not decoration.
- Sound: use rhythm to guide attention, not to hide weak thinking.
- Subtitle layer: make subtitles a meaning architecture, not a transcript dump.

Video compiler

Input: hook, mechanism, scene metaphor, retention beats. Output: 15s, 30s, 60s, or 3-minute script with visual direction and CTA.

FRONT SYSTEM ARCHITECTURE

Visual Prompt Engine

Conceptual visuals must carry meaning. The visual is not wallpaper; it is a compressed explanation.

- Composition: where the idea sits and how the eye travels.
- Subject: the object, human trace, interface, machine, environment, or symbol that carries the message.
- Symbolic objects: unexpected elements that encode the core distinction.
- Palette: semantic color roles for trust, shock, clarity, premium depth, or human warmth.
- Typography: readable hierarchy, minimal words, no tiny text.
- Negative prompt: remove clutter, fake details, bad hands, unreadable text, messy composition, and generic stock style.

Prompt skeleton

Create [format] showing [active difference] through [unexpected metaphor], with [composition], [palette], [lighting], [type area], [crop], and [readability constraints].

FRONT SYSTEM ARCHITECTURE

Patchwork and Color System

Patchwork design is useful only when fragments reveal hidden relationships. Color is useful only when it assigns meaning and keeps text readable.

Patchwork role	Show multiple layers, evidence fragments, timelines, models, or contradictions in one controlled composition.
Noise risk	Too many fragments create cognitive friction and destroy retention.
Color role	Assign semantic jobs: trust, warning, insight, action, depth, warmth, future, evidence.
Contrast rule	Titles must be readable at thumbnail size; body text must survive mobile brightness and compression.
Brand memory	Repeat palette logic, motif, footer, icon style, and typography so the brand becomes recognizable.

Design law

No visual effect is allowed unless it increases comprehension, memory, authority, surprise, or platform performance.

FRONT SYSTEM ARCHITECTURE

Agentic Layer

The OS is designed for specialized agents. Each agent must have a role, input, output, allowed operations, forbidden operations, and evaluation criteria.

- Research Agent gathers credible sources and extracts signals.
- Source Quality Agent ranks credibility and rejects weak evidence.
- Curiosity Agent finds gaps, tensions, myths, and self-upgrade angles.
- Hook Agent compresses the angle into first-frame language.
- Carousel and Video Agents compile format-specific assets.
- Visual Direction Agent turns mechanisms into images and prompts.
- Evidence Agent separates fact, interpretation, forecast, hypothesis, and metaphor.
- Destruction Court Agent attacks and repairs before publication.
- Analytics Agent converts performance into memory updates.

Orchestration rule

No agent owns the truth. The system becomes reliable by passing outputs between agents and forcing critique before publication.

FRONT SYSTEM ARCHITECTURE

RAG and GraphRAG Readiness

A book for agentic IDEs must be chunkable. Every idea should be recoverable by metadata and graph relation, not only by page number.

Chunk types	source, claim, trend, hook, concept, carousel, script, prompt, palette, pain, evidence, critique, metric, update
Metadata	domain, platform, source, confidence, novelty, audience, visual potential, risk, version, update status
Graph nodes	source, trend, claim, concept, hook, pain, metaphor, asset, skill, tool, agent, platform, metric, failure
Graph edges	supports, contradicts, inspires, generates, visualizes, operationalizes, tests, trains, retrieves, updates.

Retrieval law

Chunk by operational function, not by arbitrary page length. A model should retrieve exactly the concepts needed for the next action.

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Tool Layer

Tools convert the philosophy into repeatable actions.

- 200-Source Trend Miner: builds source rows and extracts signals.
- Source Credibility Ranker: scores reliability, recency, relevance, and limitations.
- Curiosity Gap Extractor: turns confusion into hooks.
- MCD Virality Evaluator: scores meaningful distinction, integration, transformation, agency, prediction, compression, and noise.
- Concept-to-Carousel Compiler: generates slide logic, visual direction, caption, CTA, and evidence note.
- Visual Metaphor Generator: maps abstract mechanisms to concrete scenes.
- Destruction Court Matrix: attacks hallucination, genericness, weak education, false novelty, visual noise, platform mismatch, and ethics.
- AGI-Readiness Index: evaluates whether the system can research, retrieve, generate, critique, and update.

Tool specification rule

Every tool needs purpose, problem, inputs, algorithm, outputs, evaluation, misuse risks, and update method.

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Destruction Courts

A destruction court is a structured attack before publishing. It protects the brand from fake novelty, weak claims, visual noise, and algorithmic vanity.

Hallucination court	Are sources invented? Are assumptions hidden? Are speculative claims presented as facts?
Generic court	Could any brand publish this? Is the insight obvious? Is the hook common?
Education court	Did the audience learn a useful distinction? Is there a reusable mental model?
Novelty court	Is this a new operation or just a renamed cliche?
Visual court	Does the image teach, or only decorate? Is text readable?
Platform court	Does the asset fit the first frame, pacing, CTA, and consumption behavior?
Ethics court	Is fear exaggerated? Is uncertainty clear? Is the audience respected?

Repair rule

A failed court is not a rejection. It is a repair instruction: source it, simplify it, narrow it, visualize it, or downgrade the confidence.

FRONT SYSTEM ARCHITECTURE

AGI-Readiness Metrics

A knowledge OS should be evaluated by its ability to act, update, retrieve, and improve - not only by its beauty or length.

- Research depth: source coverage, evidence diversity, and traceability.
- Concept operationality: can a user apply the idea to create a better asset?
- Educational clarity: does the audience leave with a stronger model?
- Visual originality: does the image carry meaning and memory?
- RAG readiness: are chunks typed, tagged, and easy to retrieve?
- Graph connectivity: are concepts, claims, hooks, visuals, and metrics linked?
- Update capacity: can new sources and performance data improve the system?
- Destruction resistance: how many critique courts can the asset pass without collapse?

Score scale

1 = weak, 2 = incomplete, 3 = usable, 4 = strong, 5 = operating-system grade. Do not fake precision when data is qualitative.

FRONT SYSTEM ARCHITECTURE

Book Navigation and Stable Codes

Use stable codes to keep the book easy to reference in prompts, IDE tickets, databases, and model evaluations.

P	Page ID: fixed page number from 1 to 250.
L	Lesson ID: L001 to L101; each has a principle page and an operating-card page.
A	Appendix ID: A001 to A020; schemas and checklists.
MCD	Meta-Complexity Difference score for educational virality.
Court	Structured critique before publishing.
Chunk	Retrievable unit with type, metadata, confidence, and relationships.

Example reference

Use: "Apply L014 Hook Clarity with A005 MCD scoring and A017 Destruction Court". This is easier for agents than vague instructions like "make it viral".

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Implementation Week 1

Week 1 turns the book into a project. The goal is not to publish everything; the goal is to build the operating base.

- Day 1: define brand topic, audience, platforms, exclusions, claims you will not make, and success metrics.
- Day 2: create source atlas table and begin collecting credible sources by category.
- Day 3: create claim governance labels: fact, interpretation, model, trend, forecast, hypothesis, metaphor.
- Day 4: create audience map: confusions, desires, anxieties, objections, identity motives, beginner mistakes.
- Day 5: create content pillars and recurring series.
- Day 6: generate 30 hooks and attack them with the generic and ethics courts.
- Day 7: publish one small asset and log performance as learning data.

Week 1 deliverable

A living spreadsheet or database with source rows, claim labels, audience pains, content pillars, first hook bank, and a court checklist.

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Implementation Week 2

Week 2 turns research into production engines.

- Build a carousel template library: 5-slide, 7-slide, 10-slide, 12-slide, LinkedIn document, Instagram square, Pinterest pin.
- Build a faceless video template library: 15s, 30s, 45s, 60s, 90s, 3-minute mini documentary.
- Build a visual prompt library: cinematic, conceptual art, flat design, pop art, patchwork, editorial, infographic, premium minimal.
- Create three palettes for each emotional job: trust, future shock, scientific hope, calm clarity, premium cognition.
- Run the same idea through five formats and compare clarity, save value, and platform fit.

Week 2 deliverable

One research insight converted into 5 carousels, 5 videos, 5 visuals, 5 captions, and one newsletter paragraph.

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Implementation Week 3

Week 3 turns outputs into a memory system.

- Create RAG chunks for each source, claim, hook, script, visual prompt, palette, and critique.
- Create graph edges: source supports claim, claim generates hook, hook maps to carousel, visual metaphor teaches concept.
- Create the performance ledger: date, platform, asset, hook, first frame, save rate, share rate, completion, comments, profile clicks.
- Define repair decisions: stronger hook, clearer slide, better evidence note, shorter caption, more concrete visual, lower confidence.
- Create version numbers for every asset and every reusable prompt.

Week 3 deliverable

A searchable content memory that can answer: What worked? Why? Which concept, hook, visual, and platform caused the movement?

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Implementation Week 4

Week 4 turns the system into a monthly loop.

- Refresh priority sources and mark last-checked dates.
- Extract new macro trends, micro trends, weak signals, and audience confusions.
- Retire stale claims and downgrade uncertain forecasts.
- Generate a new 30-day content calendar from the updated map.
- Run a destruction court on the top 20 ideas before production.
- Publish, measure, and update memory with asset-level lessons.
- Convert best performers into series, lead magnets, courses, or product pages.

Week 4 deliverable

A repeatable content operating cycle: research -> extract -> generate -> critique -> publish -> measure -> update.

FRONT SYSTEM ARCHITECTURE

Template Language for Fast Operators

These are the reusable sentence patterns that keep the OS fast without becoming shallow.

- Active difference: The useful distinction here is not [A] but [B].
- Source caveat: This is supported by [source type], but the exact claim needs verification before publishing.
- Audience confusion: Beginners think [simple myth], while experts track [mechanism].
- Visual metaphor: Show [abstract process] as [concrete scene] with [symbolic object].
- Carousel flow: Hook -> old model -> active difference -> mechanism -> example -> mistake -> mental model -> CTA.
- Video flow: first frame -> tension -> evidence clue -> mechanism -> practical meaning -> memory phrase -> CTA.
- Court repair: downgrade confidence, narrow claim, add evidence, remove hype, simplify visual, or split into series.

Fast prompt

Take this topic. Extract the active difference. Rank evidence. Generate 10 hooks. Pick the strongest by MCD. Build one 7-slide carousel and one 45-second faceless video. Run destruction courts and repair.

FRONT SYSTEM ARCHITECTURE

The 101 Lessons Begin

The next 202 pages are the core of the book. Each lesson is a principle plus an operating card.

- Lessons L001-L013: Moussaif theories of educational viral cognition.
- Lessons L014-L053: virality standards - what every asset must satisfy.
- Lessons L054-L098: best practices - how to build strong educational content repeatedly.
- Lessons L099-L101: integrators - source research, destruction court, and update memory.
- Read quickly first. Execute slowly later. The aim is not memorization but operating behavior.

Reading contract

Do not ask "Is this clever?" Ask "What action does this page improve?" That is the 101 pedagogy.

MOUSSAIF FRAMEWORK

L001 - Curiosity Compression

One-minute meaning

Viral educational content compresses a large unknown into a small visible tension.

This framework is a creative operating lens. Use it to generate and critique content, not to claim academic certainty. Its job is to reveal how attention, surprise, clarity, visual memory, identity, and behavior can cooperate in an educational asset.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Curiosity Compression only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L001 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L001 Operating Card - Curiosity Compression

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Curiosity Compression; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Name the hidden tension behind the topic.
- Translate the tension into one concrete question.
- Find the smallest distinction that changes understanding.
- Choose a visual metaphor that makes the distinction visible.
- Generate 5 hooks and reject the generic ones.
- Build a carousel or video that pays off the hook.
- Run evidence, ethics, and visual-noise courts.

Examples

- Carousel idea: "Curiosity Compression: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn curiosity compression into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Curiosity Compression with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L001; category=Moussaif Framework; confidence=operational framework; update=monthly.

MOUSSAIF FRAMEWORK

L002 - Cognitive Doorways

One-minute meaning

Every strong hook is a doorway between what the audience thinks they know and what they are about to discover.

This framework is a creative operating lens. Use it to generate and critique content, not to claim academic certainty. Its job is to reveal how attention, surprise, clarity, visual memory, identity, and behavior can cooperate in an educational asset.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Cognitive Doorways only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L002 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L002 Operating Card - Cognitive Doorways

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Cognitive Doorways; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Name the hidden tension behind the topic.
- Translate the tension into one concrete question.
- Find the smallest distinction that changes understanding.
- Choose a visual metaphor that makes the distinction visible.
- Generate 5 hooks and reject the generic ones.
- Build a carousel or video that pays off the hook.
- Run evidence, ethics, and visual-noise courts.

Examples

- Carousel idea: "Cognitive Doorways: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn cognitive doorways into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Cognitive Doorways with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L002; category=Moussaif Framework; confidence=operational framework; update=monthly.

MOUSSAIF FRAMEWORK

L003 - Surprise Gradient

One-minute meaning

Content should reveal surprise progressively: micro-shock, explanation, deeper shock, useful conclusion.

This framework is a creative operating lens. Use it to generate and critique content, not to claim academic certainty. Its job is to reveal how attention, surprise, clarity, visual memory, identity, and behavior can cooperate in an educational asset.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Surprise Gradient only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L003 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L003 Operating Card - Surprise Gradient

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Surprise Gradient; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Name the hidden tension behind the topic.
- Translate the tension into one concrete question.
- Find the smallest distinction that changes understanding.
- Choose a visual metaphor that makes the distinction visible.
- Generate 5 hooks and reject the generic ones.
- Build a carousel or video that pays off the hook.
- Run evidence, ethics, and visual-noise courts.

Examples

- Carousel idea: "Surprise Gradient: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn surprise gradient into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Surprise Gradient with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L003; category=Moussaif Framework; confidence=operational framework; update=monthly.

MOUSSAIF FRAMEWORK

L004 - Visual Meaning Displacement

One-minute meaning

A visual becomes memorable when it carries an idea through an unexpected object, scene, metaphor, or symbolic collision.

This framework is a creative operating lens. Use it to generate and critique content, not to claim academic certainty. Its job is to reveal how attention, surprise, clarity, visual memory, identity, and behavior can cooperate in an educational asset.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Visual Meaning Displacement only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L004 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L004 Operating Card - Visual Meaning Displacement

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Visual Meaning Displacement; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Name the hidden tension behind the topic.
- Translate the tension into one concrete question.
- Find the smallest distinction that changes understanding.
- Choose a visual metaphor that makes the distinction visible.
- Generate 5 hooks and reject the generic ones.
- Build a carousel or video that pays off the hook.
- Run evidence, ethics, and visual-noise courts.

Examples

- Visual prompt: show visual meaning displacement as a control room where each screen carries one audience confusion.
- Carousel style: one high-contrast object per slide, large title, minimal body, repeated footer mark.
- Video scene: abstract mechanism becomes a physical machine with labeled parts and clean motion reveals.

Failure mode and repair

Main risk: visual noise that looks premium but weakens comprehension. Repair by removing elements until the message becomes obvious.

MCD / metadata note

Score Visual Meaning Displacement with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L004; category=Moussaif Framework; confidence=operational framework; update=monthly.

MOUSSAIF FRAMEWORK

L005 - Patchwork Intelligence

One-minute meaning

Patchwork design works when fragments reveal hidden relationships instead of creating noise.

This framework is a creative operating lens. Use it to generate and critique content, not to claim academic certainty. Its job is to reveal how attention, surprise, clarity, visual memory, identity, and behavior can cooperate in an educational asset.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Patchwork Intelligence only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L005 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L005 Operating Card - Patchwork Intelligence

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Patchwork Intelligence; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Name the hidden tension behind the topic.
- Translate the tension into one concrete question.
- Find the smallest distinction that changes understanding.
- Choose a visual metaphor that makes the distinction visible.
- Generate 5 hooks and reject the generic ones.
- Build a carousel or video that pays off the hook.
- Run evidence, ethics, and visual-noise courts.

Examples

- Visual prompt: show patchwork intelligence as a control room where each screen carries one audience confusion.
- Carousel style: one high-contrast object per slide, large title, minimal body, repeated footer mark.
- Video scene: abstract mechanism becomes a physical machine with labeled parts and clean motion reveals.

Failure mode and repair

Main risk: visual noise that looks premium but weakens comprehension. Repair by removing elements until the message becomes obvious.

MCD / metadata note

Score Patchwork Intelligence with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L005; category=Moussaif Framework; confidence=operational framework; update=monthly.

MOUSSAIF FRAMEWORK

L006 - Faceless Authority

One-minute meaning

Faceless content succeeds when authority is transferred from the speaker face to evidence, narration, pacing, symbolic visuals, and clarity.

This framework is a creative operating lens. Use it to generate and critique content, not to claim academic certainty. Its job is to reveal how attention, surprise, clarity, visual memory, identity, and behavior can cooperate in an educational asset.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Faceless Authority only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L006 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L006 Operating Card - Faceless Authority

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Faceless Authority; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Name the hidden tension behind the topic.
- Translate the tension into one concrete question.
- Find the smallest distinction that changes understanding.
- Choose a visual metaphor that makes the distinction visible.
- Generate 5 hooks and reject the generic ones.
- Build a carousel or video that pays off the hook.
- Run evidence, ethics, and visual-noise courts.

Examples

- Carousel idea: "Faceless Authority: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn faceless authority into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Faceless Authority with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L006; category=Moussaif Framework; confidence=operational framework; update=monthly.

MOUSSAIF FRAMEWORK

L007 - Educational Tension Loops

One-minute meaning

Retention grows when every answer creates a cleaner next question.

This framework is a creative operating lens. Use it to generate and critique content, not to claim academic certainty. Its job is to reveal how attention, surprise, clarity, visual memory, identity, and behavior can cooperate in an educational asset.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Educational Tension Loops only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L007 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L007 Operating Card - Educational Tension Loops

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Educational Tension Loops; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Name the hidden tension behind the topic.
- Translate the tension into one concrete question.
- Find the smallest distinction that changes understanding.
- Choose a visual metaphor that makes the distinction visible.
- Generate 5 hooks and reject the generic ones.
- Build a carousel or video that pays off the hook.
- Run evidence, ethics, and visual-noise courts.

Examples

- Carousel idea: "Educational Tension Loops: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn educational tension loops into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Educational Tension Loops with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L007; category=Moussaif Framework; confidence=operational framework; update=monthly.

MOUSSAIF FRAMEWORK

L008 - Conceptual Gravity

One-minute meaning

Some concepts attract attention because they explain many problems at once.

This framework is a creative operating lens. Use it to generate and critique content, not to claim academic certainty. Its job is to reveal how attention, surprise, clarity, visual memory, identity, and behavior can cooperate in an educational asset.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Conceptual Gravity only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L008 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L008 Operating Card - Conceptual Gravity

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Conceptual Gravity; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Name the hidden tension behind the topic.
- Translate the tension into one concrete question.
- Find the smallest distinction that changes understanding.
- Choose a visual metaphor that makes the distinction visible.
- Generate 5 hooks and reject the generic ones.
- Build a carousel or video that pays off the hook.
- Run evidence, ethics, and visual-noise courts.

Examples

- Carousel idea: "Conceptual Gravity: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn conceptual gravity into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Conceptual Gravity with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L008; category=Moussaif Framework; confidence=operational framework; update=monthly.

MOUSSAIF FRAMEWORK

L009 - Cognitive Luxury

One-minute meaning

Premium educational content feels luxurious when it saves mental effort while increasing intellectual power.

This framework is a creative operating lens. Use it to generate and critique content, not to claim academic certainty. Its job is to reveal how attention, surprise, clarity, visual memory, identity, and behavior can cooperate in an educational asset.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Cognitive Luxury only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L009 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L009 Operating Card - Cognitive Luxury

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Cognitive Luxury; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Name the hidden tension behind the topic.
- Translate the tension into one concrete question.
- Find the smallest distinction that changes understanding.
- Choose a visual metaphor that makes the distinction visible.
- Generate 5 hooks and reject the generic ones.
- Build a carousel or video that pays off the hook.
- Run evidence, ethics, and visual-noise courts.

Examples

- Carousel idea: "Cognitive Luxury: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn cognitive luxury into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Cognitive Luxury with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L009; category=Moussaif Framework; confidence=operational framework; update=monthly.

MOUSSAIF FRAMEWORK

L010 - Algorithmic Empathy

One-minute meaning

The algorithm amplifies signals, but people generate signals when the content respects confusion, identity, and emotional timing.

This framework is a creative operating lens. Use it to generate and critique content, not to claim academic certainty. Its job is to reveal how attention, surprise, clarity, visual memory, identity, and behavior can cooperate in an educational asset.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Algorithmic Empathy only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L010 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L010 Operating Card - Algorithmic Empathy

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Algorithmic Empathy; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Name the hidden tension behind the topic.
- Translate the tension into one concrete question.
- Find the smallest distinction that changes understanding.
- Choose a visual metaphor that makes the distinction visible.
- Generate 5 hooks and reject the generic ones.
- Build a carousel or video that pays off the hook.
- Run evidence, ethics, and visual-noise courts.

Examples

- Carousel idea: "Algorithmic Empathy: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn algorithmic empathy into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Algorithmic Empathy with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L010; category=Moussaif Framework; confidence=operational framework; update=monthly.

MOUSSAIF FRAMEWORK

L011 - Memorable Abstraction

One-minute meaning

Abstract topics become viral when transformed into concrete cinematic scenes, objects, rituals, or contrasts.

This framework is a creative operating lens. Use it to generate and critique content, not to claim academic certainty. Its job is to reveal how attention, surprise, clarity, visual memory, identity, and behavior can cooperate in an educational asset.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Memorable Abstraction only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L011 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L011 Operating Card - Memorable Abstraction

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Memorable Abstraction; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Name the hidden tension behind the topic.
- Translate the tension into one concrete question.
- Find the smallest distinction that changes understanding.
- Choose a visual metaphor that makes the distinction visible.
- Generate 5 hooks and reject the generic ones.
- Build a carousel or video that pays off the hook.
- Run evidence, ethics, and visual-noise courts.

Examples

- Carousel idea: "Memorable Abstraction: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn memorable abstraction into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Memorable Abstraction with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L011; category=Moussaif Framework; confidence=operational framework; update=monthly.

MOUSSAIF FRAMEWORK

L012 - Knowledge Shock Without Clickbait

One-minute meaning

A shock is ethical when the revelation is stronger than the hook.

This framework is a creative operating lens. Use it to generate and critique content, not to claim academic certainty. Its job is to reveal how attention, surprise, clarity, visual memory, identity, and behavior can cooperate in an educational asset.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Knowledge Shock Without Clickbait only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L012 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L012 Operating Card - Knowledge Shock Without Clickbait

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Knowledge Shock Without Clickbait; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Name the hidden tension behind the topic.
- Translate the tension into one concrete question.
- Find the smallest distinction that changes understanding.
- Choose a visual metaphor that makes the distinction visible.
- Generate 5 hooks and reject the generic ones.
- Build a carousel or video that pays off the hook.
- Run evidence, ethics, and visual-noise courts.

Examples

- Carousel idea: "Knowledge Shock Without Clickbait: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn knowledge shock without clickbait into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: manipulating attention without delivering truth. Repair by making the explanation stronger than the hook and downgrading certainty.

MCD / metadata note

Score Knowledge Shock Without Clickbait with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L012; category=Moussaif Framework; confidence=operational framework; update=monthly.

MOUSSAIF FRAMEWORK

L013 - Shareable Self-Upgrade

One-minute meaning

People share educational content when sharing it makes them appear wiser, prepared, tasteful, or future-aware.

This framework is a creative operating lens. Use it to generate and critique content, not to claim academic certainty. Its job is to reveal how attention, surprise, clarity, visual memory, identity, and behavior can cooperate in an educational asset.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Shareable Self-Upgrade only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L013 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L013 Operating Card - Shareable Self-Upgrade

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Shareable Self-Upgrade; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Name the hidden tension behind the topic.
- Translate the tension into one concrete question.
- Find the smallest distinction that changes understanding.
- Choose a visual metaphor that makes the distinction visible.
- Generate 5 hooks and reject the generic ones.
- Build a carousel or video that pays off the hook.
- Run evidence, ethics, and visual-noise courts.

Examples

- Carousel idea: "Shareable Self-Upgrade: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn shareable self-upgrade into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Shareable Self-Upgrade with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L013; category=Moussaif Framework; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L014 - Hook clarity within 1-2 seconds

One-minute meaning

Every publishable asset must satisfy the standard: hook clarity within 1-2 seconds.

This principle protects the opening seconds. In crowded feeds, the audience decides before your explanation begins. The opening must name a tension, promise a useful difference, and stay readable at mobile speed.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Hook clarity within 1-2 seconds only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L014 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L014 Operating Card - Hook clarity within 1-2 seconds

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Hook clarity within 1-2 seconds; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel hook: "The mistake is not hook clarity within 1-2 seconds - it is what your audience cannot yet see."
- Video first frame: "Stop explaining hook clarity within 1-2 seconds like a brochure."
- Caption angle: "Here is the 3-step test I use before publishing anything about hook clarity within 1-2 seconds."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Hook clarity within 1-2 seconds with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L014; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L015 - Immediate cognitive tension

One-minute meaning

Every publishable asset must satisfy the standard: immediate cognitive tension.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Immediate cognitive tension only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L015 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L015 Operating Card - Immediate cognitive tension

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Immediate cognitive tension; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Immediate cognitive tension: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn immediate cognitive tension into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Immediate cognitive tension with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L015; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L016 - Clear audience relevance

One-minute meaning

Every publishable asset must satisfy the standard: clear audience relevance.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Clear audience relevance only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L016 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L016 Operating Card - Clear audience relevance

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Clear audience relevance; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Clear audience relevance: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn clear audience relevance into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Clear audience relevance with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L016; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L017 - Specific promise

One-minute meaning

Every publishable asset must satisfy the standard: specific promise.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Specific promise only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L017 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L017 Operating Card - Specific promise

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Specific promise; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Specific promise: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn specific promise into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Specific promise with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L017; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L018 - Non-generic angle

One-minute meaning

Every publishable asset must satisfy the standard: non-generic angle.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Non-generic angle only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L018 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L018 Operating Card - Non-generic angle

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Non-generic angle; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Non-generic angle: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn non-generic angle into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Non-generic angle with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L018; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L019 - Evidence-based claim

One-minute meaning

Every publishable asset must satisfy the standard: evidence-based claim.

This principle protects trust. Educational virality fails when the promise outruns evidence. Every factual claim needs a source status, confidence rank, limitation, and repair path.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Evidence-based claim only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L019 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L019 Operating Card - Evidence-based claim

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Evidence-based claim; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Write the claim in one sentence.
- Label it: fact, interpretation, trend, forecast, hypothesis, or metaphor.
- Attach source status and last-checked date.
- Add limitation or counterexample.
- Downgrade certainty if evidence is weak.
- Only then convert it into a hook, slide, or script line.

Examples

- Claim card: "Evidence-based claim" - source status: needs verification before trend claim.
- Carousel slide: separate what is known, what is inferred, and what is forecast.
- Video beat: "This is the verified part. This is the interpretation. This is the open question."

Failure mode and repair

Main risk: treating memory, opinion, or trend talk as verified evidence. Repair by adding source status and explicit confidence labels.

MCD / metadata note

Score Evidence-based claim with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L019; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L020 - Surprise without deception

One-minute meaning

Every publishable asset must satisfy the standard: surprise without deception.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Surprise without deception only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L020 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L020 Operating Card - Surprise without deception

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Surprise without deception; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Surprise without deception: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn surprise without deception into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: manipulating attention without delivering truth. Repair by making the explanation stronger than the hook and downgrading certainty.

MCD / metadata note

Score Surprise without deception with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L020; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L021 - One dominant idea

One-minute meaning

Every publishable asset must satisfy the standard: one dominant idea.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use One dominant idea only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L021 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L021 Operating Card - One dominant idea

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply One dominant idea; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "One dominant idea: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn one dominant idea into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score One dominant idea with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L021; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L022 - Strong visual metaphor

One-minute meaning

Every publishable asset must satisfy the standard: strong visual metaphor.

This principle protects visual meaning. The image must teach by structure, not only decorate by style. Composition, palette, typography, and symbolic objects must reduce confusion and increase memory.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Strong visual metaphor only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L022 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L022 Operating Card - Strong visual metaphor

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Strong visual metaphor; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the concept the visual must teach.
- Choose one main object or scene to carry the idea.
- Assign color roles: trust, tension, action, background, highlight.
- Remove any object that does not teach or guide attention.
- Check readability at thumbnail and mobile scale.
- Store the visual prompt with negative constraints.

Examples

- Visual prompt: show strong visual metaphor as a control room where each screen carries one audience confusion.
- Carousel style: one high-contrast object per slide, large title, minimal body, repeated footer mark.
- Video scene: abstract mechanism becomes a physical machine with labeled parts and clean motion reveals.

Failure mode and repair

Main risk: visual noise that looks premium but weakens comprehension. Repair by removing elements until the message becomes obvious.

MCD / metadata note

Score Strong visual metaphor with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L022; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L023 - Pattern interruption

One-minute meaning

Every publishable asset must satisfy the standard: pattern interruption.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Pattern interruption only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L023 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L023 Operating Card - Pattern interruption

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Pattern interruption; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Pattern interruption: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn pattern interruption into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Pattern interruption with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L023; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L024 - Beginner accessibility

One-minute meaning

Every publishable asset must satisfy the standard: beginner accessibility.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Beginner accessibility only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L024 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L024 Operating Card - Beginner accessibility

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Beginner accessibility; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Beginner accessibility: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn beginner accessibility into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Beginner accessibility with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L024; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L025 - Expert respectability

One-minute meaning

Every publishable asset must satisfy the standard: expert respectability.

This principle protects user action. The asset should give people a reason to save, share, reply, follow, or use the idea later without feeling manipulated.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Expert respectability only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L025 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L025 Operating Card - Expert respectability

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Expert respectability; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Expert respectability: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn expert respectability into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Expert respectability with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L025; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L026 - Emotional reward

One-minute meaning

Every publishable asset must satisfy the standard: emotional reward.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Emotional reward only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L026 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L026 Operating Card - Emotional reward

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Emotional reward; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Write the first frame in 7 words or fewer when possible.
- Break the voiceover into retention beats.
- Assign each beat a visual scene or motion transformation.
- Use subtitles to emphasize meaning, not to dump text.
- End with a mental model or action, not only a slogan.
- Review sound and pacing for clarity.

Examples

- Carousel idea: "Emotional reward: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn emotional reward into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Emotional reward with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L026; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L027 - Cognitive reward

One-minute meaning

Every publishable asset must satisfy the standard: cognitive reward.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Cognitive reward only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L027 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L027 Operating Card - Cognitive reward

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Cognitive reward; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Cognitive reward: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn cognitive reward into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Cognitive reward with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L027; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L028 - Shareable identity value

One-minute meaning

Every publishable asset must satisfy the standard: shareable identity value.

This principle protects user action. The asset should give people a reason to save, share, reply, follow, or use the idea later without feeling manipulated.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Shareable identity value only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L028 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L028 Operating Card - Shareable identity value

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Shareable identity value; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Shareable identity value: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn shareable identity value into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Shareable identity value with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L028; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L029 - Save-worthy utility

One-minute meaning

Every publishable asset must satisfy the standard: save-worthy utility.

This principle protects user action. The asset should give people a reason to save, share, reply, follow, or use the idea later without feeling manipulated.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Save-worthy utility only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L029 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L029 Operating Card - Save-worthy utility

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Save-worthy utility; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Save-worthy utility: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn save-worthy utility into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Save-worthy utility with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L029; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L030 - Comment-triggering question

One-minute meaning

Every publishable asset must satisfy the standard: comment-triggering question.

This principle protects user action. The asset should give people a reason to save, share, reply, follow, or use the idea later without feeling manipulated.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Comment-triggering question only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L030 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L030 Operating Card - Comment-triggering question

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Comment-triggering question; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Comment-triggering question: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn comment-triggering question into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Comment-triggering question with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L030; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L031 - Retention gradient

One-minute meaning

Every publishable asset must satisfy the standard: retention gradient.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Retention gradient only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L031 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L031 Operating Card - Retention gradient

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Retention gradient; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Retention gradient: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn retention gradient into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Retention gradient with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L031; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L032 - Micro-reveals

One-minute meaning

Every publishable asset must satisfy the standard: micro-reveals.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Micro-reveals only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L032 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L032 Operating Card - Micro-reveals

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Micro-reveals; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Micro-reveals: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn micro-reveals into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Micro-reveals with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L032; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L033 - Strong ending

One-minute meaning

Every publishable asset must satisfy the standard: strong ending.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Strong ending only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L033 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L033 Operating Card - Strong ending

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Strong ending; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Strong ending: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn strong ending into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Strong ending with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L033; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L034 - Clear CTA

One-minute meaning

Every publishable asset must satisfy the standard: clear cta.

This principle protects user action. The asset should give people a reason to save, share, reply, follow, or use the idea later without feeling manipulated.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Clear CTA only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L034 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L034 Operating Card - Clear CTA

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Clear CTA; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Clear CTA: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn clear cta into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Clear CTA with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L034; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L035 - Platform-native format

One-minute meaning

Every publishable asset must satisfy the standard: platform-native format.

This principle protects distribution fit. A strong idea must be shaped for the behavior of each platform: speed, crop, pacing, caption depth, and interaction trigger.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Platform-native format only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L035 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L035 Operating Card - Platform-native format

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Platform-native format; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Platform-native format: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn platform-native format into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: copying one platform format into another without respecting behavior, crop, caption depth, or pacing.

MCD / metadata note

Score Platform-native format with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L035; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L036 - Brand memory cue

One-minute meaning

Every publishable asset must satisfy the standard: brand memory cue.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Brand memory cue only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L036 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L036 Operating Card - Brand memory cue

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Brand memory cue; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Brand memory cue: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn brand memory cue into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Brand memory cue with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L036; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L037 - Visual hierarchy

One-minute meaning

Every publishable asset must satisfy the standard: visual hierarchy.

This principle protects visual meaning. The image must teach by structure, not only decorate by style. Composition, palette, typography, and symbolic objects must reduce confusion and increase memory.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Visual hierarchy only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L037 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L037 Operating Card - Visual hierarchy

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Visual hierarchy; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the concept the visual must teach.
- Choose one main object or scene to carry the idea.
- Assign color roles: trust, tension, action, background, highlight.
- Remove any object that does not teach or guide attention.
- Check readability at thumbnail and mobile scale.
- Store the visual prompt with negative constraints.

Examples

- Visual prompt: show visual hierarchy as a control room where each screen carries one audience confusion.
- Carousel style: one high-contrast object per slide, large title, minimal body, repeated footer mark.
- Video scene: abstract mechanism becomes a physical machine with labeled parts and clean motion reveals.

Failure mode and repair

Main risk: visual noise that looks premium but weakens comprehension. Repair by removing elements until the message becomes obvious.

MCD / metadata note

Score Visual hierarchy with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L037; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L038 - High contrast readability

One-minute meaning

Every publishable asset must satisfy the standard: high contrast readability.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use High contrast readability only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L038 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L038 Operating Card - High contrast readability

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply High contrast readability; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "High contrast readability: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn high contrast readability into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score High contrast readability with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L038; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L039 - Color psychology alignment

One-minute meaning

Every publishable asset must satisfy the standard: color psychology alignment.

This principle protects visual meaning. The image must teach by structure, not only decorate by style. Composition, palette, typography, and symbolic objects must reduce confusion and increase memory.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Color psychology alignment only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L039 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L039 Operating Card - Color psychology alignment

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Color psychology alignment; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the concept the visual must teach.
- Choose one main object or scene to carry the idea.
- Assign color roles: trust, tension, action, background, highlight.
- Remove any object that does not teach or guide attention.
- Check readability at thumbnail and mobile scale.
- Store the visual prompt with negative constraints.

Examples

- Visual prompt: show color psychology alignment as a control room where each screen carries one audience confusion.
- Carousel style: one high-contrast object per slide, large title, minimal body, repeated footer mark.
- Video scene: abstract mechanism becomes a physical machine with labeled parts and clean motion reveals.

Failure mode and repair

Main risk: visual noise that looks premium but weakens comprehension. Repair by removing elements until the message becomes obvious.

MCD / metadata note

Score Color psychology alignment with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L039; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L040 - Motion or slide rhythm

One-minute meaning

Every publishable asset must satisfy the standard: motion or slide rhythm.

This principle protects the learning sequence. A carousel is not a paragraph split into squares; it is a guided path. Each slide should create or resolve a specific cognitive step.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Motion or slide rhythm only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L040 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L040 Operating Card - Motion or slide rhythm

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Motion or slide rhythm; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Create one learning objective.
- Draft the hook slide as a tension, not a title only.
- Sequence old model -> active difference -> mechanism -> example -> takeaway.
- Limit each slide to one function.
- Give the final slide a reusable mental model.
- Attach caption, CTA, evidence note, and court result.

Examples

- Carousel idea: "Motion or slide rhythm: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn motion or slide rhythm into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Motion or slide rhythm with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L040; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L041 - Conceptual compression

One-minute meaning

Every publishable asset must satisfy the standard: conceptual compression.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Conceptual compression only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L041 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L041 Operating Card - Conceptual compression

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Conceptual compression; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Conceptual compression: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn conceptual compression into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Conceptual compression with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L041; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L042 - No filler

One-minute meaning

Every publishable asset must satisfy the standard: no filler.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use No filler only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L042 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L042 Operating Card - No filler

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply No filler; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "No filler: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn no filler into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score No filler with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L042; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L043 - No fake urgency

One-minute meaning

Every publishable asset must satisfy the standard: no fake urgency.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use No fake urgency only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L043 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L043 Operating Card - No fake urgency

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply No fake urgency; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "No fake urgency: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn no fake urgency into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: manipulating attention without delivering truth. Repair by making the explanation stronger than the hook and downgrading certainty.

MCD / metadata note

Score No fake urgency with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L043; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L044 - No unsupported claim

One-minute meaning

Every publishable asset must satisfy the standard: no unsupported claim.

This principle protects trust. Educational virality fails when the promise outruns evidence. Every factual claim needs a source status, confidence rank, limitation, and repair path.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use No unsupported claim only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L044 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L044 Operating Card - No unsupported claim

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply No unsupported claim; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Write the claim in one sentence.
- Label it: fact, interpretation, trend, forecast, hypothesis, or metaphor.
- Attach source status and last-checked date.
- Add limitation or counterexample.
- Downgrade certainty if evidence is weak.
- Only then convert it into a hook, slide, or script line.

Examples

- Claim card: "No unsupported claim" - source status: needs verification before trend claim.
- Carousel slide: separate what is known, what is inferred, and what is forecast.
- Video beat: "This is the verified part. This is the interpretation. This is the open question."

Failure mode and repair

Main risk: treating memory, opinion, or trend talk as verified evidence. Repair by adding source status and explicit confidence labels.

MCD / metadata note

Score No unsupported claim with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L044; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L045 - No overpromising

One-minute meaning

Every publishable asset must satisfy the standard: no overpromising.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use No overpromising only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L045 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L045 Operating Card - No overpromising

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply No overpromising; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "No overpromising: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn no overpromising into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score No overpromising with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L045; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L046 - High semantic density

One-minute meaning

Every publishable asset must satisfy the standard: high semantic density.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use High semantic density only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L046 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L046 Operating Card - High semantic density

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply High semantic density; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "High semantic density: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn high semantic density into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score High semantic density with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L046; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L047 - Low cognitive friction

One-minute meaning

Every publishable asset must satisfy the standard: low cognitive friction.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Low cognitive friction only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L047 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L047 Operating Card - Low cognitive friction

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Low cognitive friction; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Low cognitive friction: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn low cognitive friction into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Low cognitive friction with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L047; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L048 - Strong first frame

One-minute meaning

Every publishable asset must satisfy the standard: strong first frame.

This principle protects the opening seconds. In crowded feeds, the audience decides before your explanation begins. The opening must name a tension, promise a useful difference, and stay readable at mobile speed.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Strong first frame only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L048 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L048 Operating Card - Strong first frame

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Strong first frame; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel hook: "The mistake is not strong first frame - it is what your audience cannot yet see."
- Video first frame: "Stop explaining strong first frame like a brochure."
- Caption angle: "Here is the 3-step test I use before publishing anything about strong first frame."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Strong first frame with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L048; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L049 - Strong final frame

One-minute meaning

Every publishable asset must satisfy the standard: strong final frame.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Strong final frame only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L049 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L049 Operating Card - Strong final frame

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Strong final frame; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Strong final frame: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn strong final frame into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Strong final frame with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L049; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L050 - Repeatable format

One-minute meaning

Every publishable asset must satisfy the standard: repeatable format.

This principle protects distribution fit. A strong idea must be shaped for the behavior of each platform: speed, crop, pacing, caption depth, and interaction trigger.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Repeatable format only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L050 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L050 Operating Card - Repeatable format

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Repeatable format; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Repeatable format: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn repeatable format into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: copying one platform format into another without respecting behavior, crop, caption depth, or pacing.

MCD / metadata note

Score Repeatable format with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L050; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L051 - Trend relevance

One-minute meaning

Every publishable asset must satisfy the standard: trend relevance.

This principle protects distribution fit. A strong idea must be shaped for the behavior of each platform: speed, crop, pacing, caption depth, and interaction trigger.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Trend relevance only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L051 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L051 Operating Card - Trend relevance

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Trend relevance; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Trend relevance: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn trend relevance into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Trend relevance with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L051; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L052 - Evergreen value

One-minute meaning

Every publishable asset must satisfy the standard: evergreen value.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Evergreen value only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L052 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L052 Operating Card - Evergreen value

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Evergreen value; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Evergreen value: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn evergreen value into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Evergreen value with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L052; category=Virality Standard; confidence=operational framework; update=monthly.

VIRALITY STANDARD

L053 - Measurable learning outcome

One-minute meaning

Every publishable asset must satisfy the standard: measurable learning outcome.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Measurable learning outcome only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L053 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L053 Operating Card - Measurable learning outcome

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Measurable learning outcome; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Measurable learning outcome: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn measurable learning outcome into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Measurable learning outcome with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L053; category=Virality Standard; confidence=operational framework; update=monthly.

BEST PRACTICE

L054 - Start with a question the audience secretly has

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: start with a question the audience secretly has.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Start with a question the audience secretly has only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L054 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L054 Operating Card - Start with a question the audience secretly has

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Start with a question the audience secretly has; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Start with a question the audience secretly has: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn start with a question the audience secretly has into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Start with a question the audience secretly has with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L054; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L055 - Turn abstract knowledge into concrete scenes

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: turn abstract knowledge into concrete scenes.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Turn abstract knowledge into concrete scenes only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L055 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L055 Operating Card - Turn abstract knowledge into concrete scenes

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Turn abstract knowledge into concrete scenes; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Turn abstract knowledge into concrete scenes: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn turn abstract knowledge into concrete scenes into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Turn abstract knowledge into concrete scenes with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L055; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L056 - Use one idea per slide

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: use one idea per slide.

This principle protects the learning sequence. A carousel is not a paragraph split into squares; it is a guided path. Each slide should create or resolve a specific cognitive step.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Use one idea per slide only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L056 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L056 Operating Card - Use one idea per slide

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Use one idea per slide; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Create one learning objective.
- Draft the hook slide as a tension, not a title only.
- Sequence old model -> active difference -> mechanism -> example -> takeaway.
- Limit each slide to one function.
- Give the final slide a reusable mental model.
- Attach caption, CTA, evidence note, and court result.

Examples

- Carousel idea: "Use one idea per slide: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn use one idea per slide into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Use one idea per slide with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L056; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L057 - Use one dominant emotion per asset

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: use one dominant emotion per asset.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Use one dominant emotion per asset only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L057 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L057 Operating Card - Use one dominant emotion per asset

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Use one dominant emotion per asset; extract active difference; generate angles; score with MCD; pass courts
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Write the first frame in 7 words or fewer when possible.
- Break the voiceover into retention beats.
- Assign each beat a visual scene or motion transformation.
- Use subtitles to emphasize meaning, not to dump text.
- End with a mental model or action, not only a slogan.
- Review sound and pacing for clarity.

Examples

- Carousel idea: "Use one dominant emotion per asset: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn use one dominant emotion per asset into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Use one dominant emotion per asset with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L057; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L058 - Make the first frame readable instantly

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: make the first frame readable instantly.

This principle protects the opening seconds. In crowded feeds, the audience decides before your explanation begins. The opening must name a tension, promise a useful difference, and stay readable at mobile speed.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Make the first frame readable instantly only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L058 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L058 Operating Card - Make the first frame readable instantly

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Make the first frame readable instantly; extract active difference; generate angles; score with MCD; pass courts
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel hook: "The mistake is not make the first frame readable instantly - it is what your audience cannot yet see."
- Video first frame: "Stop explaining make the first frame readable instantly like a brochure."
- Caption angle: "Here is the 3-step test I use before publishing anything about make the first frame readable instantly."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Make the first frame readable instantly with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L058; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L059 - Make the title big, direct, and memorable

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: make the title big, direct, and memorable.

This principle protects the opening seconds. In crowded feeds, the audience decides before your explanation begins. The opening must name a tension, promise a useful difference, and stay readable at mobile speed.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Make the title big, direct, and memorable only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L059 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L059 Operating Card - Make the title big, direct, and memorable

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Make the title big, direct, and memorable; extract active difference; generate angles; score with MCD: pass courts
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel hook: "The mistake is not make the title big, direct, and memorable - it is what your audience cannot yet see."
- Video first frame: "Stop explaining make the title big, direct, and memorable like a brochure."
- Caption angle: "Here is the 3-step test I use before publishing anything about make the title big, direct, and memorable."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Make the title big, direct, and memorable with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L059; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L060 - Avoid generic "AI will change everything" language

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: avoid generic "ai will change everything" language.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Avoid generic "AI will change everything" language only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L060 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L060 Operating Card - Avoid generic "AI will change everything" language

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Avoid generic "AI will change everything" language; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Avoid generic "AI will change everything" language: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn avoid generic "ai will change everything" language into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Avoid generic "AI will change everything" language with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L060; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L061 - Use counterintuitive but true statements

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: use counterintuitive but true statements.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Use counterintuitive but true statements only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L061 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L061 Operating Card - Use counterintuitive but true statements

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Use counterintuitive but true statements; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Use counterintuitive but true statements: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn use counterintuitive but true statements into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Use counterintuitive but true statements with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L061; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L062 - Teach through before / after contrasts

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: teach through before / after contrasts.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Teach through before / after contrasts only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L062 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L062 Operating Card - Teach through before / after contrasts

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Teach through before / after contrasts; extract active difference; generate angles; score with MCD; pass courts
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Teach through before / after contrasts: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn teach through before / after contrasts into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Teach through before / after contrasts with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L062; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L063 - Use visual analogies

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: use visual analogies.

This principle protects visual meaning. The image must teach by structure, not only decorate by style. Composition, palette, typography, and symbolic objects must reduce confusion and increase memory.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Use visual analogies only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L063 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L063 Operating Card - Use visual analogies

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Use visual analogies; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the concept the visual must teach.
- Choose one main object or scene to carry the idea.
- Assign color roles: trust, tension, action, background, highlight.
- Remove any object that does not teach or guide attention.
- Check readability at thumbnail and mobile scale.
- Store the visual prompt with negative constraints.

Examples

- Visual prompt: show use visual analogies as a control room where each screen carries one audience confusion.
- Carousel style: one high-contrast object per slide, large title, minimal body, repeated footer mark.
- Video scene: abstract mechanism becomes a physical machine with labeled parts and clean motion reveals.

Failure mode and repair

Main risk: visual noise that looks premium but weakens comprehension. Repair by removing elements until the message becomes obvious.

MCD / metadata note

Score Use visual analogies with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L063; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L064 - Use conceptual objects instead of stock photos

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: use conceptual objects instead of stock photos.

This principle protects visual meaning. The image must teach by structure, not only decorate by style. Composition, palette, typography, and symbolic objects must reduce confusion and increase memory.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Use conceptual objects instead of stock photos only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L064 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L064 Operating Card - Use conceptual objects instead of stock photos

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Use conceptual objects instead of stock photos; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Use conceptual objects instead of stock photos: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn use conceptual objects instead of stock photos into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Use conceptual objects instead of stock photos with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L064; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L065 - Use cinematic lighting for faceless video

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: use cinematic lighting for faceless video.

This principle protects visual meaning. The image must teach by structure, not only decorate by style. Composition, palette, typography, and symbolic objects must reduce confusion and increase memory.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Use cinematic lighting for faceless video only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L065 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L065 Operating Card - Use cinematic lighting for faceless video

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Use cinematic lighting for faceless video; extract active difference; generate angles; score with MCD; pass courts
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Write the first frame in 7 words or fewer when possible.
- Break the voiceover into retention beats.
- Assign each beat a visual scene or motion transformation.
- Use subtitles to emphasize meaning, not to dump text.
- End with a mental model or action, not only a slogan.
- Review sound and pacing for clarity.

Examples

- Carousel idea: "Use cinematic lighting for faceless video: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn use cinematic lighting for faceless video into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Use cinematic lighting for faceless video with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L065; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L066 - Use subtitles as meaning architecture

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: use subtitles as meaning architecture.

This principle protects the opening seconds. In crowded feeds, the audience decides before your explanation begins. The opening must name a tension, promise a useful difference, and stay readable at mobile speed.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Use subtitles as meaning architecture only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L066 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L066 Operating Card - Use subtitles as meaning architecture

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Use subtitles as meaning architecture; extract active difference; generate angles; score with MCD; pass courts
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Write the first frame in 7 words or fewer when possible.
- Break the voiceover into retention beats.
- Assign each beat a visual scene or motion transformation.
- Use subtitles to emphasize meaning, not to dump text.
- End with a mental model or action, not only a slogan.
- Review sound and pacing for clarity.

Examples

- Carousel hook: "The mistake is not use subtitles as meaning architecture - it is what your audience cannot yet see."
- Video first frame: "Stop explaining use subtitles as meaning architecture like a brochure."
- Caption angle: "Here is the 3-step test I use before publishing anything about use subtitles as meaning architecture."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Use subtitles as meaning architecture with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L066; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L067 - Use contrast phrases to highlight insight

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: use contrast phrases to highlight insight.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Use contrast phrases to highlight insight only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L067 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L067 Operating Card - Use contrast phrases to highlight insight

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Use contrast phrases to highlight insight; extract active difference; generate angles; score with MCD; pass courts
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Use contrast phrases to highlight insight: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn use contrast phrases to highlight insight into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Use contrast phrases to highlight insight with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L067; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L068 - Use whitespace deliberately

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: use whitespace deliberately.

This principle protects visual meaning. The image must teach by structure, not only decorate by style. Composition, palette, typography, and symbolic objects must reduce confusion and increase memory.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Use whitespace deliberately only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L068 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L068 Operating Card - Use whitespace deliberately

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Use whitespace deliberately; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Use whitespace deliberately: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn use whitespace deliberately into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Use whitespace deliberately with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L068; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L069 - Use patchwork only when it encodes relationships

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: use patchwork only when it encodes relationships.

This principle protects visual meaning. The image must teach by structure, not only decorate by style. Composition, palette, typography, and symbolic objects must reduce confusion and increase memory.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Use patchwork only when it encodes relationships only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L069 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L069 Operating Card - Use patchwork only when it encodes relationships

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Use patchwork only when it encodes relationships; extract active difference; generate angles; score with MCD; pass courts
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the concept the visual must teach.
- Choose one main object or scene to carry the idea.
- Assign color roles: trust, tension, action, background, highlight.
- Remove any object that does not teach or guide attention.
- Check readability at thumbnail and mobile scale.
- Store the visual prompt with negative constraints.

Examples

- Visual prompt: show use patchwork only when it encodes relationships as a control room where each screen carries one audience confusion.
- Carousel style: one high-contrast object per slide, large title, minimal body, repeated footer mark.
- Video scene: abstract mechanism becomes a physical machine with labeled parts and clean motion reveals.

Failure mode and repair

Main risk: visual noise that looks premium but weakens comprehension. Repair by removing elements until the message becomes obvious.

MCD / metadata note

Score Use patchwork only when it encodes relationships with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L069; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L070 - Use color palettes with semantic roles

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: use color palettes with semantic roles.

This principle protects visual meaning. The image must teach by structure, not only decorate by style. Composition, palette, typography, and symbolic objects must reduce confusion and increase memory.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Use color palettes with semantic roles only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L070 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L070 Operating Card - Use color palettes with semantic roles

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Use color palettes with semantic roles; extract active difference; generate angles; score with MCD; pass courts
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the concept the visual must teach.
- Choose one main object or scene to carry the idea.
- Assign color roles: trust, tension, action, background, highlight.
- Remove any object that does not teach or guide attention.
- Check readability at thumbnail and mobile scale.
- Store the visual prompt with negative constraints.

Examples

- Visual prompt: show use color palettes with semantic roles as a control room where each screen carries one audience confusion.
- Carousel style: one high-contrast object per slide, large title, minimal body, repeated footer mark.
- Video scene: abstract mechanism becomes a physical machine with labeled parts and clean motion reveals.

Failure mode and repair

Main risk: visual noise that looks premium but weakens comprehension. Repair by removing elements until the message becomes obvious.

MCD / metadata note

Score Use color palettes with semantic roles with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L070; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L071 - Repeat brand visual signatures

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: repeat brand visual signatures.

This principle protects visual meaning. The image must teach by structure, not only decorate by style. Composition, palette, typography, and symbolic objects must reduce confusion and increase memory.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Repeat brand visual signatures only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L071 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L071 Operating Card - Repeat brand visual signatures

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Repeat brand visual signatures; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the concept the visual must teach.
- Choose one main object or scene to carry the idea.
- Assign color roles: trust, tension, action, background, highlight.
- Remove any object that does not teach or guide attention.
- Check readability at thumbnail and mobile scale.
- Store the visual prompt with negative constraints.

Examples

- Visual prompt: show repeat brand visual signatures as a control room where each screen carries one audience confusion.
- Carousel style: one high-contrast object per slide, large title, minimal body, repeated footer mark.
- Video scene: abstract mechanism becomes a physical machine with labeled parts and clean motion reveals.

Failure mode and repair

Main risk: visual noise that looks premium but weakens comprehension. Repair by removing elements until the message becomes obvious.

MCD / metadata note

Score Repeat brand visual signatures with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L071; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L072 - Use recurring content series

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: use recurring content series.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Use recurring content series only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L072 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L072 Operating Card - Use recurring content series

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Use recurring content series; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Use recurring content series: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn use recurring content series into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Use recurring content series with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L072; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L073 - Mix short-form discovery with long-form depth

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: mix short-form discovery with long-form depth.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Mix short-form discovery with long-form depth only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L073 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L073 Operating Card - Mix short-form discovery with long-form depth

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Mix short-form discovery with long-form depth; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Mix short-form discovery with long-form depth: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn mix short-form discovery with long-form depth into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Mix short-form discovery with long-form depth with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L073; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L074 - Turn comments into next content

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: turn comments into next content.

This principle protects user action. The asset should give people a reason to save, share, reply, follow, or use the idea later without feeling manipulated.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Turn comments into next content only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L074 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L074 Operating Card - Turn comments into next content

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Turn comments into next content; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Turn comments into next content: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn turn comments into next content into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Turn comments into next content with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L074; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L075 - Turn confusion into carousels

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: turn confusion into carousels.

This principle protects the learning sequence. A carousel is not a paragraph split into squares; it is a guided path. Each slide should create or resolve a specific cognitive step.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Turn confusion into carousels only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L075 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L075 Operating Card - Turn confusion into carousels

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Turn confusion into carousels; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Create one learning objective.
- Draft the hook slide as a tension, not a title only.
- Sequence old model -> active difference -> mechanism -> example -> takeaway.
- Limit each slide to one function.
- Give the final slide a reusable mental model.
- Attach caption, CTA, evidence note, and court result.

Examples

- Carousel idea: "Turn confusion into carousels: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn turn confusion into carousels into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Turn confusion into carousels with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L075; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L076 - Turn trends into explanations

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: turn trends into explanations.

This principle protects distribution fit. A strong idea must be shaped for the behavior of each platform: speed, crop, pacing, caption depth, and interaction trigger.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Turn trends into explanations only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L076 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L076 Operating Card - Turn trends into explanations

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Turn trends into explanations; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Turn trends into explanations: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn turn trends into explanations into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Turn trends into explanations with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L076; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L077 - Turn reports into simple frameworks

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: turn reports into simple frameworks.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Turn reports into simple frameworks only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L077 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L077 Operating Card - Turn reports into simple frameworks

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Turn reports into simple frameworks; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Turn reports into simple frameworks: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn turn reports into simple frameworks into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Turn reports into simple frameworks with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L077; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L078 - Turn data into stories

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: turn data into stories.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Turn data into stories only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L078 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L078 Operating Card - Turn data into stories

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Turn data into stories; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Turn data into stories: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn turn data into stories into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Turn data into stories with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L078; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L079 - Turn myths into debunks

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: turn myths into debunks.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Turn myths into debunks only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L079 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L079 Operating Card - Turn myths into debunks

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Turn myths into debunks; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Turn myths into debunks: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn turn myths into debunks into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Turn myths into debunks with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L079; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L080 - Turn predictions into scenario maps

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: turn predictions into scenario maps.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Turn predictions into scenario maps only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L080 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L080 Operating Card - Turn predictions into scenario maps

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Turn predictions into scenario maps; extract active difference; generate angles; score with MCD; pass courts
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Turn predictions into scenario maps: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn turn predictions into scenario maps into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Turn predictions into scenario maps with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L080; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L081 - Turn expert language into beginner language

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: turn expert language into beginner language.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Turn expert language into beginner language only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L081 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L081 Operating Card - Turn expert language into beginner language

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Turn expert language into beginner language; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Turn expert language into beginner language: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn turn expert language into beginner language into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Turn expert language into beginner language with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L081; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L082 - Use curiosity gaps ethically

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: use curiosity gaps ethically.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Use curiosity gaps ethically only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L082 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L082 Operating Card - Use curiosity gaps ethically

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Use curiosity gaps ethically; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Use curiosity gaps ethically: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn use curiosity gaps ethically into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Use curiosity gaps ethically with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L082; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L083 - Validate claims with sources

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: validate claims with sources.

This principle protects trust. Educational virality fails when the promise outruns evidence. Every factual claim needs a source status, confidence rank, limitation, and repair path.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Validate claims with sources only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L083 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L083 Operating Card - Validate claims with sources

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Validate claims with sources; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Write the claim in one sentence.
- Label it: fact, interpretation, trend, forecast, hypothesis, or metaphor.
- Attach source status and last-checked date.
- Add limitation or counterexample.
- Downgrade certainty if evidence is weak.
- Only then convert it into a hook, slide, or script line.

Examples

- Claim card: "Validate claims with sources" - source status: needs verification before trend claim.
- Carousel slide: separate what is known, what is inferred, and what is forecast.
- Video beat: "This is the verified part. This is the interpretation. This is the open question."

Failure mode and repair

Main risk: treating memory, opinion, or trend talk as verified evidence. Repair by adding source status and explicit confidence labels.

MCD / metadata note

Score Validate claims with sources with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L083; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L084 - Separate facts from forecasts

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: separate facts from forecasts.

This principle protects trust. Educational virality fails when the promise outruns evidence. Every factual claim needs a source status, confidence rank, limitation, and repair path.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Separate facts from forecasts only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L084 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L084 Operating Card - Separate facts from forecasts

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Separate facts from forecasts; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Write the claim in one sentence.
- Label it: fact, interpretation, trend, forecast, hypothesis, or metaphor.
- Attach source status and last-checked date.
- Add limitation or counterexample.
- Downgrade certainty if evidence is weak.
- Only then convert it into a hook, slide, or script line.

Examples

- Claim card: "Separate facts from forecasts" - source status: needs verification before trend claim.
- Carousel slide: separate what is known, what is inferred, and what is forecast.
- Video beat: "This is the verified part. This is the interpretation. This is the open question."

Failure mode and repair

Main risk: treating memory, opinion, or trend talk as verified evidence. Repair by adding source status and explicit confidence labels.

MCD / metadata note

Score Separate facts from forecasts with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L084; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L085 - Make each slide earn its existence

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: make each slide earn its existence.

This principle protects the learning sequence. A carousel is not a paragraph split into squares; it is a guided path. Each slide should create or resolve a specific cognitive step.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Make each slide earn its existence only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L085 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L085 Operating Card - Make each slide earn its existence

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Make each slide earn its existence; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Create one learning objective.
- Draft the hook slide as a tension, not a title only.
- Sequence old model -> active difference -> mechanism -> example -> takeaway.
- Limit each slide to one function.
- Give the final slide a reusable mental model.
- Attach caption, CTA, evidence note, and court result.

Examples

- Carousel idea: "Make each slide earn its existence: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn make each slide earn its existence into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Make each slide earn its existence with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L085; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L086 - End with a reusable mental model

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: end with a reusable mental model.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use End with a reusable mental model only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L086 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L086 Operating Card - End with a reusable mental model

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply End with a reusable mental model; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "End with a reusable mental model: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn end with a reusable mental model into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score End with a reusable mental model with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L086; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L087 - Include "save this" value naturally

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: include "save this" value naturally.

This principle protects user action. The asset should give people a reason to save, share, reply, follow, or use the idea later without feeling manipulated.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Include "save this" value naturally only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L087 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L087 Operating Card - Include "save this" value naturally

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Include "save this" value naturally; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Include "save this" value naturally: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn include "save this" value naturally into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Include "save this" value naturally with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L087; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L088 - Create tension between old world and new world

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: create tension between old world and new world.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Create tension between old world and new world only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L088 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L088 Operating Card - Create tension between old world and new world

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Create tension between old world and new world; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Create tension between old world and new world: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn create tension between old world and new world into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Create tension between old world and new world with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L088; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L089 - Use high-retention pacing

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: use high-retention pacing.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Use high-retention pacing only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L089 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L089 Operating Card - Use high-retention pacing

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Use high-retention pacing; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Use high-retention pacing: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn use high-retention pacing into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Use high-retention pacing with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L089; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L090 - Use audience-specific examples

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: use audience-specific examples.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Use audience-specific examples only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L090 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L090 Operating Card - Use audience-specific examples

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Use audience-specific examples; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Use audience-specific examples: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn use audience-specific examples into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Use audience-specific examples with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L090; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L091 - Build content ladders: beginner -> intermediate -> expert

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: build content ladders: beginner -> intermediate -> expert.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Build content ladders: beginner -> intermediate -> expert only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L091 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L091 Operating Card - Build content ladders: beginner -> intermediate -> expert

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Build content ladders: beginner -> intermediate -> expert; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Build content ladders: beginner -> intermediate -> expert: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn build content ladders: beginner -> intermediate -> expert into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Build content ladders: beginner -> intermediate -> expert with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L091; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L092 - Use platform-specific specs

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: use platform-specific specs.

This principle protects distribution fit. A strong idea must be shaped for the behavior of each platform: speed, crop, pacing, caption depth, and interaction trigger.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Use platform-specific specs only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L092 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L092 Operating Card - Use platform-specific specs

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Use platform-specific specs; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Use platform-specific specs: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn use platform-specific specs into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: copying one platform format into another without respecting behavior, crop, caption depth, or pacing.

MCD / metadata note

Score Use platform-specific specs with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L092; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L093 - Test hooks in batches

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: test hooks in batches.

This principle protects the opening seconds. In crowded feeds, the audience decides before your explanation begins. The opening must name a tension, promise a useful difference, and stay readable at mobile speed.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Test hooks in batches only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L093 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L093 Operating Card - Test hooks in batches

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Test hooks in batches; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel hook: "The mistake is not test hooks in batches - it is what your audience cannot yet see."
- Video first frame: "Stop explaining test hooks in batches like a brochure."
- Caption angle: "Here is the 3-step test I use before publishing anything about test hooks in batches."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Test hooks in batches with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L093; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L094 - Track saves, shares, completion, comments, follows, and profile clicks

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: track saves, shares, completion, comments, follows, and profile clicks.

This principle protects user action. The asset should give people a reason to save, share, reply, follow, or use the idea later without feeling manipulated.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Track saves, shares, completion, comments, follows, and profile clicks only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L094 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L094 Operating Card - Track saves, shares, completion, comments, follows, and profile clicks

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Track saves, shares, completion, comments, follows, and profile clicks; extract active difference; generate angles; score with MCD; pass courts
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Track saves, shares, completion, comments, follows, and profile clicks: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn track saves, shares, completion, comments, follows, and profile clicks into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Track saves, shares, completion, comments, follows, and profile clicks with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L094; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L095 - Repurpose each research insight into 5 formats

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: repurpose each research insight into 5 formats.

This principle protects distribution fit. A strong idea must be shaped for the behavior of each platform: speed, crop, pacing, caption depth, and interaction trigger.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Repurpose each research insight into 5 formats only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L095 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L095 Operating Card - Repurpose each research insight into 5 formats

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Repurpose each research insight into 5 formats; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Repurpose each research insight into 5 formats: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn repurpose each research insight into 5 formats into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: copying one platform format into another without respecting behavior, crop, caption depth, or pacing.

MCD / metadata note

Score Repurpose each research insight into 5 formats with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L095; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L096 - Use destruction courts before publishing

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: use destruction courts before publishing.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Use destruction courts before publishing only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L096 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L096 Operating Card - Use destruction courts before publishing

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Use destruction courts before publishing; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Use destruction courts before publishing: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn use destruction courts before publishing into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Use destruction courts before publishing with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L096; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L097 - Maintain a living trend database

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: maintain a living trend database.

This principle protects distribution fit. A strong idea must be shaped for the behavior of each platform: speed, crop, pacing, caption depth, and interaction trigger.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Maintain a living trend database only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L097 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L097 Operating Card - Maintain a living trend database

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Maintain a living trend database; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Maintain a living trend database: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn maintain a living trend database into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Maintain a living trend database with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L097; category=Best Practice; confidence=operational framework; update=monthly.

BEST PRACTICE

L098 - Update the system monthly from new sources

One-minute meaning

Use this practice to make the content clearer, more ethical, more memorable, or more platform-native: update the system monthly from new sources.

This principle protects trust. Educational virality fails when the promise outruns evidence. Every factual claim needs a source status, confidence rank, limitation, and repair path.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Update the system monthly from new sources only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L098 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L098 Operating Card - Update the system monthly from new sources

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Update the system monthly from new sources; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Write the claim in one sentence.
- Label it: fact, interpretation, trend, forecast, hypothesis, or metaphor.
- Attach source status and last-checked date.
- Add limitation or counterexample.
- Downgrade certainty if evidence is weak.
- Only then convert it into a hook, slide, or script line.

Examples

- Claim card: "Update the system monthly from new sources" - source status: needs verification before trend claim.
- Carousel slide: separate what is known, what is inferred, and what is forecast.
- Video beat: "This is the verified part. This is the interpretation. This is the open question."

Failure mode and repair

Main risk: treating memory, opinion, or trend talk as verified evidence. Repair by adding source status and explicit confidence labels.

MCD / metadata note

Score Update the system monthly from new sources with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L098; category=Best Practice; confidence=operational framework; update=monthly.

INTEGRATOR

L099 - 200-Source Research Discipline

One-minute meaning

Create a source atlas that is real, checked, scored, and usable; never invent source coverage.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use 200-Source Research Discipline only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L099 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L099 Operating Card - 200-Source Research Discipline

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply 200-Source Research Discipline; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "200-Source Research Discipline: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn 200-source research discipline into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score 200-Source Research Discipline with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L099; category=Integrator; confidence=operational framework; update=monthly.

INTEGRATOR

L100 - Destruction Court Discipline

One-minute meaning

Attack every major asset before publishing, then repair or downgrade it.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Destruction Court Discipline only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L100 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L100 Operating Card - Destruction Court Discipline

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Destruction Court Discipline; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Destruction Court Discipline: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn destruction court discipline into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Destruction Court Discipline with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L100; category=Integrator; confidence=operational framework; update=monthly.

INTEGRATOR

L101 - Monthly Update Memory Loop

One-minute meaning

Refresh sources, performance data, claims, prompts, and content maps every month.

This principle protects cognitive usefulness. The goal is not to sound deep. The goal is to make one distinction clear enough that the audience can use it.

Why it matters

- It turns a vague creative instinct into a repeatable decision rule.
- It helps human creators and agents avoid generic output that looks polished but teaches little.
- It connects attention to understanding, understanding to memory, and memory to behavior.
- It gives the destruction court a concrete criterion to test instead of a subjective opinion.

Operating law

Use Monthly Update Memory Loop only when it improves clarity, evidence, tension, visual function, platform fit, or behavioral usefulness. If it only makes the asset sound clever, remove it.

Fast prompt

Apply L101 to the topic. Define the audience belief, the active difference, the evidence status, the visual metaphor, the asset format, and the weakest risk before publishing.

AGENT-READABLE EXECUTION

L101 Operating Card - Monthly Update Memory Loop

Input -> Process -> Output

Input	Topic, audience, platform, source status, and one current confusion.
Process	Apply Monthly Update Memory Loop; extract active difference; generate angles; score with MCD; pass courts.
Output	One carousel, one faceless video, one caption, one visual prompt, one evidence note, one memory update.

Execution steps

- Define the audience and their current belief.
- Name the active difference the asset will teach.
- Create a clear promise and a format-specific structure.
- Remove filler and unsupported certainty.
- Score by MCD and repair the weakest variable.
- Store the asset and the learning in memory.

Examples

- Carousel idea: "Monthly Update Memory Loop: the simple model most people skip."
- Faceless video: 30 seconds showing the old model, the active difference, and the new mental model.
- Prompt seed: "Turn monthly update memory loop into a teachable, evidence-ranked, platform-native asset."

Failure mode and repair

Main risk: generic advice that any brand could say. Repair by adding a specific audience, source signal, tension, example, and mental model.

MCD / metadata note

Score Monthly Update Memory Loop with MCD: D meaningful distinctions, I integration, T transformation threshold, A agency, P explanatory power, C compression, minus N noise. Metadata: lesson=L101; category=Integrator; confidence=operational framework; update=monthly.

APPENDIX / IMPLEMENTATION SCHEMA

A001 - 200-Source Atlas Table Schema

Use this schema to prevent fake research and make every source operational.

source_id	S001-S200; stable row ID.
source_name	Official title of the source.
url	Canonical URL checked by the Research Agent.
type	Magazine, report, platform hub, academic, newsletter, competitor, adjacent.
category	One of the required atlas categories.
relevance	Why this source matters for the brand topic.
trend_extracted	The moving signal extracted from the source.
surprising_insight	A non-obvious but evidence-grounded detail.
content_opportunity	How the insight becomes an asset.
evidence_value	Primary, secondary, expert, data, opinion, anecdotal.
confidence_rank	Established, supported, plausible, hypothesis, speculative.
quality_score	1-5 with limitation note.
last_checked	Date of verification.
limitations	Bias, age, missing context, geography, sample size.

Agentic use

Convert this page into a reusable JSON schema, prompt block, database table, or quality gate. Keep the ID stable so future assets can cite the page and appendix code.

APPENDIX / IMPLEMENTATION SCHEMA

A002 - Source Quality Rubric

Score sources before using them in hooks or claims.

Authority	Who produced it and why should we trust them?
Recency	Is the information still current for platform, tool, market, or culture?
Specificity	Does the source say something concrete, or only broad hype?
Evidence	Does it include data, examples, methods, or traceable references?
Bias	What incentive could distort the claim?
Actionability	Does it change what we create or how we explain?
Diversity	Does the atlas include multiple viewpoints and categories?

Agentic use

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APPENDIX / IMPLEMENTATION SCHEMA

A003 - Trend Extraction Worksheet

Convert raw sources into content-ready trend intelligence.

Signal	What changed?
Audience anxiety	Who feels pressure because of this change?
Audience desire	What outcome does the audience want now?
Beginner confusion	What do beginners misunderstand?
Expert secret	What do experts know but rarely explain?
Contrarian angle	What repeated claim is incomplete or wrong?
Visual metaphor	What concrete scene can carry the mechanism?
Asset path	Carousel, video, newsletter, blog, course, lead magnet.

Agentic use

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APPENDIX / IMPLEMENTATION SCHEMA

A004 - Claim Governance Matrix

Every claim needs a status before it becomes content.

Fact	Directly source-backed statement.
Interpretation	A reasoned reading of facts.
Model	A simplification used for teaching.
Trend	A repeated pattern across sources or behavior.
Forecast	A future-oriented scenario with uncertainty.
Hypothesis	A testable idea not yet confirmed.
Metaphor	A teaching image; not a literal mechanism.
Creative proposal	A strategic recommendation to test.

Agentic use

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APPENDIX / IMPLEMENTATION SCHEMA

A005 - MCD / QMCD Scoring Sheet

Use MCD to choose the strongest angle and QMCD to keep alternatives alive before collapse.

D	Density of meaningful distinctions.
I	Integration across levels: user, platform, evidence, visual, business.
T	Transformation threshold: will it change the mental model?
A	Agency: can the audience act with it?
P	Predictive or explanatory power.
C	Compression and regeneration.
N	Noise, cliche, fake novelty, friction.
QMCD	Generate expert, beginner, fear, hope, contrarian, future-shock, myth-busting, and hidden-mechanism angles before selecting one.

Agentic use

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APPENDIX / IMPLEMENTATION SCHEMA

A006 - Carousel Compiler Schema

Convert any researched insight into a carousel.

title	Big, clear, specific.
slide_1	Hook: tension and promise.
slide_2	Old model or misconception.
slide_3	Active difference.
slide_4	Mechanism.
slide_5	Example or visual proof.
slide_6	Mistake or counterexample.
final	Reusable mental model and CTA.
caption	Context, source note, takeaway, comment prompt.
design	Palette, typography, visual metaphor, crop.
court	Pass/fail/repair notes.

Agentic use

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APPENDIX / IMPLEMENTATION SCHEMA

A007 - Faceless Video Compiler Schema

Turn insight into a scene sequence.

title	Searchable and curiosity-driven.
first_frame	Readable instantly.
voiceover	Beat-by-beat narration.
scenes	B-roll, objects, diagrams, interfaces, symbolic visuals.
motion	What changes on screen and why.
sound	Rhythm that guides attention.
subtitles	Meaning architecture, not transcript overload.
thumbnail	One tension in one image.
cta	Native, low-friction next action.
prompt	AI video generation prompt with negative constraints.

Agentic use

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APPENDIX / IMPLEMENTATION SCHEMA

A008 - Visual Prompt Schema

Make prompts semantic and readable.

composition	Where the eye goes first, second, third.
subject	Main object, scene, or symbolic actor.
symbolic_objects	Elements that encode distinctions.
palette	Semantic roles and contrast rules.
lighting	Cinematic, editorial, flat, warm, cold, high contrast.
typography	Text area, hierarchy, maximum words.
texture	Paper, glass, neon, matte, grain, interface.
mood	Trust, shock, hope, mystery, precision.
camera	Angle, lens feel, crop.
negative	No clutter, no unreadable text, no generic stock look.

Agentic use

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APPENDIX / IMPLEMENTATION SCHEMA

A009 - Color Palette Worksheet

Assign meaning before choosing beauty.

Primary	Brand memory and dominant emotional field.
Background	Readability and mood base.
Accent	Insight, tension, or action marker.
Warning	Use for uncertainty or risk.
Trust	Use for evidence and stability.
Human warmth	Use to avoid cold automation.
Contrast test	Title readable at thumbnail; body readable on mobile.
Accessibility	Avoid low contrast, tiny text, and color-only meaning.

Agentic use

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APPENDIX / IMPLEMENTATION SCHEMA

A010 - Patchwork Grid Schema

Use fragments to reveal relationships, not noise.

grid	2x2, 3x3, masonry, timeline, constellation, evidence wall.
fragment_role	Source, quote, statistic, object, diagram, interface, portrait-free human trace.
relation	Cause, contrast, sequence, hierarchy, contradiction, analogy.
anchor	One dominant object or title holds the composition.
negative_space	Breathing room to keep comprehension.
exit_test	Can a viewer explain the idea after 3 seconds?

Agentic use

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APPENDIX / IMPLEMENTATION SCHEMA

A011 - RAG Chunk Metadata JSON

Make content retrievable by function.

chunk_id	Unique ID.
chunk_type	source, claim, concept, hook, carousel, script, prompt, palette, critique, metric, update.
domain	Brand topic or subtopic.
platform	Instagram, TikTok, YouTube, LinkedIn, X, newsletter, blog.
confidence	Established, supported, plausible, hypothesis, metaphor.
novelty	Low, medium, high.
audience	Beginner, professional, founder, creator, executive.
visual_potential	1-5.
risk	Hallucination, overclaim, generic, visual noise, platform mismatch.
version	Semantic version.
update_status	Fresh, review, stale, retired.

Agentic use

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APPENDIX / IMPLEMENTATION SCHEMA

A012 - GraphRAG Edge Schema

Use graph edges to connect knowledge to assets.

supports	Source supports claim.
contradicts	Source or claim challenges another.
inspires	Trend inspires hook or visual.
generates	Concept generates asset.
visualizes	Metaphor visualizes concept.
operationalizes	Tool turns concept into action.
tests	Court or metric tests asset.
updates	Performance or source refresh changes memory.
retrieves	Chunk retrieved for a task.
trains	Example trains an agent or prompt.

Agentic use

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APPENDIX / IMPLEMENTATION SCHEMA

A013 - Agent Specification Template

Define agents with boundaries.

role	What the agent is responsible for.
inputs	Data it can use.
outputs	Artifacts it must produce.
allowed	Permitted operations.
forbidden	Claims or actions it must not do.
evaluation	How output quality is judged.
memory	What it stores after execution.
handoff	Which agent receives the output next.

Agentic use

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APPENDIX / IMPLEMENTATION SCHEMA

A014 - Performance Feedback Loop

Turn metrics into learning, not vanity.

measure	Saves, shares, completion, comments, follows, profile clicks, leads.
interpret	What part likely caused the movement? hook, visual, topic, timing, CTA?
compare	Against previous asset class and platform norm.
repair	Change one variable at a time when possible.
store	Log lesson into memory.
reuse	Promote strong pattern into series.
retire	Remove weak patterns or overused formulas.

Agentic use

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APPENDIX / IMPLEMENTATION SCHEMA

A015 - Content Calendar Template

A calendar is a learning sequence, not a random posting schedule.

pillar	Main knowledge domain.
series	Recurring format.
asset	Carousel, video, post, newsletter, blog.
source	Evidence row or research note.
angle	Hook family and active difference.
visual	Metaphor, palette, layout.
court	Pass/repair status.
metric_goal	Save, share, comment, lead, trust, learning.
repurpose	What this becomes next.

Agentic use

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APPENDIX / IMPLEMENTATION SCHEMA

A016 - Platform Adaptation Table

Do not publish the same idea unchanged everywhere.

Instagram	Strong first slide, save value, visual identity, compact caption.
TikTok	Fast first frame, voiceover, visual movement, pattern interruption.
YouTube Shorts	Clear title, retention beats, subtitle structure, strong final frame.
LinkedIn	Professional framing, document carousel, credible examples, business implication.
X	Threadable tension, sharp distinction, concise proof, reply trigger.
Newsletter	Depth, context, sources, narrative, practical model.
Blog	Searchable structure, headings, evidence, examples, internal links.

Agentic use

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APPENDIX / IMPLEMENTATION SCHEMA

A017 - Destruction Court Master Checklist

Run this before publishing anything major.

Hallucination	No invented sources, no unsupported statistics.
Generic	Specific audience, specific tension, non-obvious distinction.
Education	Clear mental model and practical takeaway.
Novelty	New operation, not renamed cliche.
Visual	Semantic function, readable text, no noise.
Platform	Native pacing, crop, CTA, and consumption behavior.
Ethics	No deception, exaggerated fear, or false certainty.
Repair	Source, narrow, simplify, split, downgrade, or rewrite.

Agentic use

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APPENDIX / IMPLEMENTATION SCHEMA

A018 - AGI-Readiness Scorecard

Score the OS and each major asset qualitatively.

Research depth	1-5.
Source quality	1-5.
Trend freshness	1-5.
Curiosity compression	1-5.
Concept operationality	1-5.
Educational clarity	1-5.
Visual originality	1-5.
Carousel/video strength	1-5.
Evidence governance	1-5.
RAG/GraphRAG readiness	1-5.
Update capacity	1-5.
Destruction resistance	1-5.

Agentic use

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APPENDIX / IMPLEMENTATION SCHEMA

A019 - Final AGI OS Kernel

Compact reusable system prompt.

kernel	Use this HyperKnowledge OS to transform any researched trend into educational viral content. First verify sources, then extract the active difference, compress curiosity, generate multiple angles,

Agentic use

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APPENDIX / IMPLEMENTATION SCHEMA

A020 - Closing Publishing Note

The book ends where the operating system begins.

principle	Do not preserve the book as text. Convert it into tools, prompts, agents, database schemas, and rituals.
human use	Read pages quickly, apply one lesson per asset, and keep a visible court checklist.
model use	Chunk pages by operational role, retrieve only what is needed, and never bypass source governance.
brand use	Repeat the same constitution so the audience recognizes the intelligence behind the style.
next edition	After live source research and performance data, update the atlas, trend maps, examples, and score thresholds.

Agentic use

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