

Social media strategy guide for partners

How to pick one main channel, feed your other channels from it, and keep a weekly posting routine that sends people to a space you own.

Most partners fail on social media because they are disorganised, not because their posts are bad. They open five accounts at once, run on enthusiasm for two weeks, and then stop. A system fixes that. You pick one main channel, you feed the other channels with copies of what you make there, and everything points at a place you own, such as a Telegram channel or an email list. You check your numbers on a set date, not every morning.

The platform guides in this library explain each app. This guide sits above them and shows you how to run all of it as one routine. It covers how to choose your main channel, how the hub and spoke model works, how to plan a five-hour or a twenty-hour week, what to post, how to promote one channel on another without annoying people, and which four numbers show whether the system is working. You need a phone, a calendar and about one hour to set it up.

What you will learn

- How to pick one main channel by scoring how you like to communicate
- How to feed three other channels from that one channel, at almost no extra cost
- How to point every channel at one place you own
- How to put a five-hour or a twenty-hour week into your calendar
- How to make a week of posts in one sitting instead of five
- How to split your posts 70/20/10 between teaching, proof and offers
- How to promote one channel on another without annoying people
- How to keep going on bad weeks with a minimum of two posts
- Which four numbers show whether the system is working

Two things to expect before you start. Results usually show between week 6 and month 3, and most partners who quit do so before week 6, just before it starts working. Also, trading carries risk and most retail traders lose money. Results vary. Posts that suggest otherwise cost you reach first, then trust, then the account.

What is a social media system?

A social media system is a set of choices you make once, so that you stop making them every day. It has four parts: one channel where you make original posts, a few channels that receive adapted copies, one place you own, and one fixed review date.

The opposite of a system is deciding every evening. You open an app with no plan, pick a topic, pick a format, and then judge whether the post was any good. That is three decisions a day, seven days a week, and it is the deciding that wears people out, not the filming.

A system also changes what a good week means. A good week is not a week with high views, because views on any single post are close to random. A good week is one where you did the blocks you planned, and some people joined a space you own.

Why one main channel beats five accounts

Beginners who post everywhere get nowhere on all of it. The reason is not a lack of effort.

Problem with running five channels	What it costs you
Each app has its own format and length	You never get good at any of them
Each app has its own comment style	Your replies land wrong in most of them
Each app has a slow beginner phase	Split five ways, you stay a beginner everywhere
Five posting decisions every day	You get tired, skip a day, then go quiet
Attention split across five comment sections	You miss the conversations that bring signups

Your main channel is where you make original posts and spend your comment time. Everything else stays secondary until the main channel works. Working means about 30 posts published and a rough idea of which formats people watch.

One thing to know about picking one channel. At some point another app will become popular and you will feel you are missing out. Let it go. One app you are not on costs you less than five apps you barely use.

How to choose your main channel

Do not choose on taste, or on which platform sounds biggest this year. Score nine statements about yourself from 0 to 3, then total the columns.

Statement about you	TikTok	YouTube	Instagram	X	Pinterest
I am comfortable talking on camera	3	3	2	0	0
I am better in writing than on camera	0	1	1	3	1
I enjoy long, thorough explanations	0	3	0	1	0
I can make a point in 30 seconds	3	1	3	2	1
I enjoy making simple graphics	0	1	2	0	3
I have 5 hours a week or less	3	0	2	3	2
I have 15 hours a week or more	2	3	2	2	2
I will reply to strangers all day	3	1	2	3	0
The people I already know open it daily	score this row yourself				

For each row, multiply your 0 to 3 score by the number in each column. Then add up each column. The highest total is your main channel.

The last row often decides it. Fifty people who already know you are worth more than a platform full of strangers, so give extra weight to the app your existing contacts actually open.

If two channels finish within a point of each other, take the one that scores 3 on the rows about how you communicate. How you communicate is harder to change than how your week is arranged.

PICK ONE PRIMARY CHANNEL		
IF THIS IS HOW YOU NATURALLY COMMUNICATE	PRIMARY CHANNEL	WHY IT FITS
On camera, short and energetic	Short vertical video	Distribution is handed to strangers, not to followers, so a beginner with no audience can still be found.
Happy explaining something at length WORKED EXAMPLE	Long form video	Ten minutes of you working through a chart does more for trust than fifty short clips, and it stays searchable for years.
You think visually and like making things look right	Carousels and image posts	A saved and shared carousel keeps circulating, and you never have to be on camera.
You write better than you speak	Short written posts	Fastest thing to produce, easiest to test, and replies turn into direct conversations immediately.
You are best face to face, in conversation	Live sessions and groups	Questions answered in real time build belief far faster than any post. Recordings become content afterwards.
You have a budget and would rather buy attention	Paid traffic	Only sensible once you already have a page and an offer that converts organically. Buying traffic to an untested funnel just loses money faster.

Choose one row and give it ninety days before you judge it. Partners who run four channels at once from day one usually run all four badly. The other channels come later, as adapted versions of what the primary already produced.

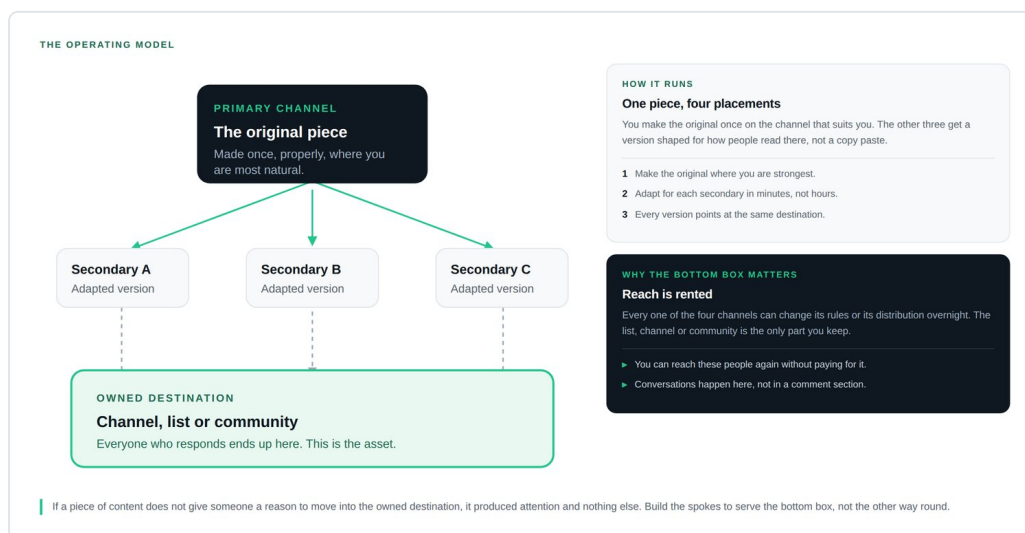
Then hold the choice for 90 days. The most common way partners undo this is by treating the result as temporary and quietly keeping the other four accounts going. Add a second channel only after 30 posts, and only when it costs you an hour a week rather than half your energy.

How the hub and spoke model works

The hub is your main channel. The spokes are the other channels, which only receive adapted copies of what the hub makes. The system has three parts, and the third one is where the results come from.

Part	What it is	How much of your time	What it produces
The hub	Your main channel, where the original posts get made	About 80%	Original content and all your comment time
The spokes	Secondary channels that only receive adapted hub content	About 15%	Extra reach at almost no extra cost
The space you own	Telegram, Discord, an email list or WhatsApp	About 5%	The audience you keep

A spoke never receives original work. It gets an adapted version of something the hub already published, posted less often and with far less of your time. A channel that needs original content is not a spoke. It is a second job.



Turning one filmed piece into five posts that suit five different apps is a known process. One video, five platforms, thirty minutes: it is a run sheet, not a creative job.

What the space you own is, and why every channel points to it

The space you own is a Telegram channel, a Discord server, an email list or a WhatsApp community. Everything else in the system exists to send people there.

	Followers on a platform	Members of your channel or list
Who decides who sees your message	An algorithm	You
What happens if your account is restricted	You lose them	You keep them
Can you message them tomorrow	Only if the platform shows it	Yes, all of them
What it is worth commercially	A one-time transaction	An asset you keep

With 400 people in a Telegram channel, you can talk to those 400 tomorrow, whatever the algorithm decides overnight. That matters commercially because revenue share pays over time: a client who stays active for a year is worth many times one who deposits once and disappears.

So the test of a good week is not views. It is how many people moved from a platform you rent into a space you own.

How to run a 5-hour week

Pick the routine that matches your actual life, not the one you wish you had. This is the version for a partner with a full-time job.

Day	Block	Time	What happens
Sunday	Plan and write	45 min	5 topics, 5 opening lines, 5 rough scripts.
Sunday	Film or produce	60 min	All 5 in one sitting. Same shirt, same spot, no editing.
Monday	Edit and schedule	60 min	Edit all 5, write captions, load the week on the main channel.
Tuesday	Comments	30 min	Every comment and DM on the main channel.
Wednesday	Adapt	45 min	Turn 3 hub pieces into spoke posts. Schedule them.
Thursday	Comments	30 min	Same as Tuesday. Note the best question asked.
Friday	Your own space	30 min	One post to your Telegram or list, something the platforms do not get.

Five hours in total. Notice what is missing: there is no daily filming, and no scrolling "for ideas".

How to run a 20-hour week

This is the version for a partner doing this as their main work.

Day	Block	Time	What happens
Monday	Research and plan	2 h	Last week's numbers. 10 topics. Opening lines.
Monday	Write	2 h	Full scripts for all 10.
Tuesday	Film	3 h	All short videos in one session, plus one long piece if YouTube is your main channel.
Wednesday	Edit	3 h	Everything, plus thumbnails and covers.

Day	Block	Time	What happens
Wednesday	Schedule	1 h	Whole week loaded on the hub and the spokes.
Thursday	Comments and DMs	2 h	Every comment, every DM, every channel.
Thursday	Your own space	1 h	Two posts. One teaching, one asking a question.
Friday	Conversations	2 h	Follow up with everyone who replied.
Friday	One deep asset	3 h	A guide or resource worth joining the channel for.
Saturday	Review	1 h	Update your numbers sheet. Nothing else.

Both versions run on blocks with real times attached. A block with no time in the calendar does not exist.

Why batching beats daily posting

Making posts one at a time, every day, feels cheaper than making them in a batch. It is not. Two costs explain why.

Cost 1: setup. Every time you start from nothing you pay the setup cost again: finding the idea, remembering the format, propping the phone up, and the two awkward takes before you sound like yourself. That cost is roughly the same whether you make one piece or six, so batching pays it once a week instead of five times.

Cost 2: deciding. Daily content means daily deciding, and deciding is what exhausts you. A partner with a scheduled week does not have to talk themselves into posting on a Wednesday night, because the decision was already made on Sunday.

Four rules keep a batch working.

Rule	Why
Write everything before you film anything	Switching between writing and performing makes both worse
Film in one outfit and one spot	Removes every setup decision after the first
Never edit on filming day	Editing uses up the energy you need for the next take
Keep a notes file of questions people ask you	Within two months it becomes your permanent topic list

What to post: the 70/20/10 content mix

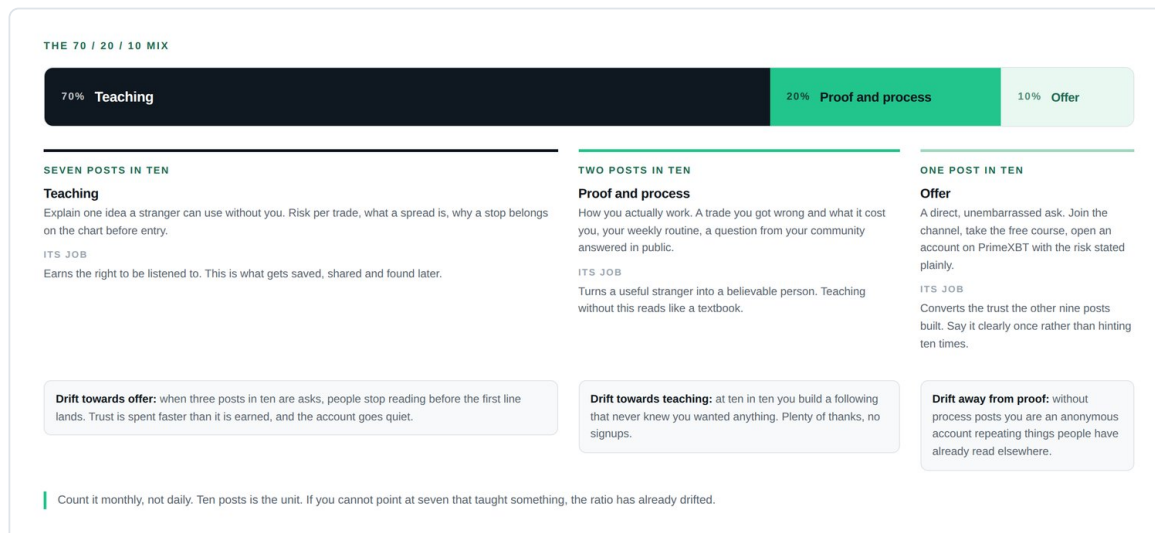
A mix that works for partner content is roughly 70% teaching, 20% proof and process, and 10% offers.

Share	Type	What it looks like	What it does
70%	Teaching	How something works, explained plainly: what a spread is, why position size matters more than entry, what leverage does to a losing trade	Earns reach, because it is useful to someone who has never heard of you
20%	Proof and process	Your setup, your routine, your mistakes, your actual screen, "here is what I am learning this week"	Makes you a person instead of an account
10%	Offer	A plain invitation with no build-up: join the channel, get the free checklist, this is the platform I use and here is why	Tells people what to do next

The mix drifts without you noticing, and each direction fails in its own way.

Drift	What happens
Too many offers	Reach collapses and comments turn hostile, because you have become an advert
Too much teaching	You build an audience that never converts, because nobody was told what to do next
Too much process	You have a diary that only existing followers care about

Count your last ten posts once a month. That is the whole maintenance routine.



How to promote one channel on another without spamming

Cross-promotion works when there is a reason for it, and fails when it becomes a habit. The test is to finish this sentence: "go there because ____". If the honest ending is "that is where my other account is", do not post it. If it is "the full twelve minute version is there", post it.

Four methods carry almost all the value.

Method	How to do it	Why it works
The overflow	End a short piece with "the long version is on my channel"	Only use it when the long version genuinely exists
The pinned comment	One line and one link to your own space, on your best post	Costs nothing and keeps converting for months
Story reposts	Share the post to Stories with a sticker or a question box	Story replies are DMs, and DMs are conversations
The format excuse	"This does not fit in 60 seconds, so I wrote it out properly here"	The limit is real, so the redirect is honest

What does not work is the weekly "follow me everywhere" post. Nobody follows an account because it lists other accounts.

Which scheduling tools to use

A scheduler moves posting off your evenings, which makes the routine much easier to keep. It does not create content, and no tool can fix a plan with nothing to post.

Tool	Cost	When it is worth using
Built-in schedulers in Instagram, TikTok, YouTube, Pinterest and X	Free	Most partners, most of the time
Meta Business Suite	Free	Instagram and Facebook together
Buffer, Later or Metricool	Free tiers, low-cost paid plans above	Once two or three channels queue in one place
A phone reminder and a notes file	Free	A partner running a single channel

Add a paid tool only when the scheduling session takes over an hour.

How to avoid burnout with a 90-day review and a two-post minimum

Burnout is rarely caused by the amount of work. It is caused by two things: posting without a system, so every day starts with a hard decision, and judging yourself on daily numbers, so every day delivers a verdict.

Views on any individual post are close to random. Tuesday's post can find its audience three weeks later, for reasons nobody outside the platform understands. If you read the numbers daily, you treat random movement as feedback and then change your plan in response to it.

So review every 90 days, and ask three questions only.

1. Did the four numbers rise across the quarter?
2. Which three posts beat the rest, and what do they have in common?
3. What can I stop doing?

Change the plan at the review. Between reviews, follow it.

Then set a minimum. Your minimum week is two posts and nothing else, both on the main channel. No spokes, no comment session, no post to your own space, and no guilt attached.

You are allowed to run at the minimum. A month at the minimum is still a working business. Quitting is not. The partners still here in month six are rarely the ones who never had a bad month. They are the ones who dropped to two posts and kept the account alive.

Which four numbers to track

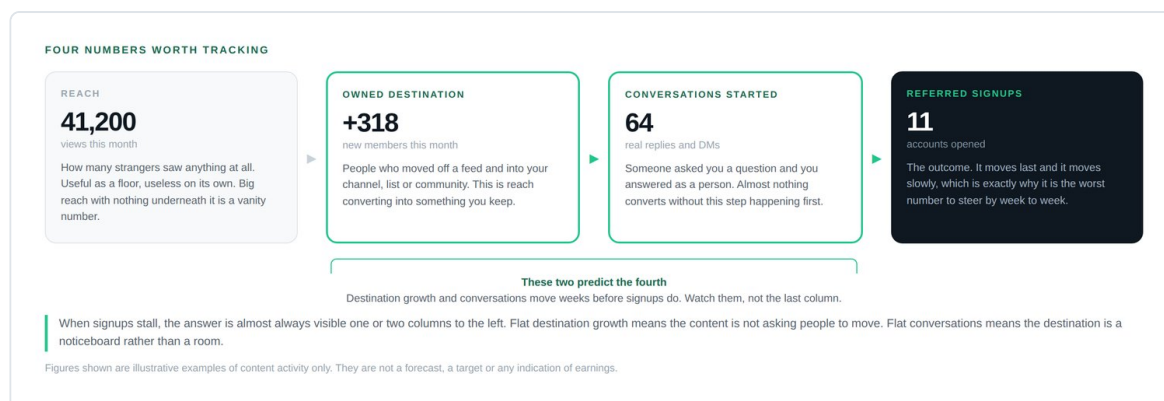
Check four numbers monthly, in the same place.

#	Number	Where to get it	What it tells you
1	Reach	Platform analytics, total views or impressions	Whether the top of the system works
2	Growth of the space you own	New members on your channel, group or list	Whether the middle works
3	Conversations started	Counted by hand: DMs, replies and comment threads with a real exchange	Whether people are moving toward you
4	Referred signups	Your PrimeXBT partner dashboard	Whether the whole system converts

Numbers 2 and 3 predict number 4. That is the most useful thing in this guide.

Referred signups lag behind. By the time they move, the work that caused them happened weeks earlier, so the number you most want to watch tells you least about today. Growth and conversations respond to this week's work.

What you see	What it means	What to do
2 and 3 rising, 4 flat	You are early, not failing	Carry on unchanged
2, 3 and 4 all flat	Something earlier in the system is wrong	Change the audience or the message, or add a space to send people to
1 rising, 2 flat	You are entertaining but not inviting	Add a clear invitation to more posts



Top 7 tips for running a social media system

- 1. Put the blocks in your calendar with real times.** An intention to post is not a system. Copy the five-hour or twenty-hour routine into recurring calendar events. The point is removing the daily decision: when Wednesday evening arrives, the question is already answered.
- 2. Decide once a week, not once a day.** Do all your deciding in the Sunday planning block: topics, opening lines, order and format. Everything after that is doing, which is much easier when you are tired. Partners who improvise daily quit because the deciding is heavy, not the work.
- 3. Keep a running questions file.** Every time someone asks you something in a comment, a DM or in person, write it down. Within two months you never sit down without a topic your audience has already asked for.
- 4. Adapt for the spoke, never make something new for it.** A spoke post is the hub post with a new wrapper: caption, title, crop, first line. If you are writing something new for a secondary channel, it has quietly become a second main channel, and it will cost you the first one.
- 5. Make one invitation in every post.** Not a hard sell, one clear line pointing at the space you own. The goal of a week is not views, it is how many people moved from a platform you rent into a space you own.
- 6. Set your minimum before you need it.** Write down your two-post minimum now, while things are going well. A minimum decided in advance is a plan. A minimum decided during a bad week feels like failure, and people quit instead.
- 7. Measure monthly, review quarterly, change nothing in between.** Log the four numbers on the same day each month and leave them until the 90-day review. Most damage to a partner business is done by reacting to a single quiet week, which is noise, not information.

Do this, not that

Do this	Not that
one main channel, 30 posts, then consider a spoke	Opening five accounts on day one
commit for 90 days in writing and close the other tabs	Treating the channel choice as temporary
spokes receive adapted hub content only	Producing original content for a spoke
create your own space before the next post goes out	Posting with nowhere to send people
one planning block and one production block per week	Improvising daily instead of batching
count the last ten posts monthly against 70/20/10	Letting the mix drift toward offers
monthly numbers, quarterly review, nothing in between	Reading daily numbers as feedback
two posts, no guilt, keep the account alive	Quitting on a bad week instead of dropping to the minimum

Your first week: a checklist

Day 1: decide

- ☐ **Score the nine statements.** Do the scoring exercise and write down your main channel.
- ☐ **Commit for 90 days.** Write the channel and the review date somewhere you will see it.

Day 2: build the place you own

- ☐ **Create your own space.** Open the Telegram channel, group or email list today.
- ☐ **Post one useful thing in it.** Give the first members a reason to stay.
- ☐ **Add the link to every bio.** Update every profile you have so they all point there.

Day 3: set the routine

- ☐ **Copy the routine into your calendar.** Add the five-hour or twenty-hour blocks as repeating events.
- ☐ **Start a questions file.** Open one note and write down every question people ask you.
- ☐ **Write down your two-post minimum.** Note the minimum for a bad week and keep it visible.

This weekend: your first batch

- ☐ **Run your first planning block.** Choose the topics for your first ten posts.
- ☐ **Plan the 70/20/10 split.** Mark each of the ten posts as teaching, proof or offer.
- ☐ **Set up your numbers sheet.** Add the four numbers and log today's starting values.

Key takeaways

- **One main channel, held for 90 days**, beats five accounts run on enthusiasm.
- **Choose the channel by scoring how you communicate**, not by which platform is popular this year.
- **The hub makes the posts, the spokes receive adapted versions**, and everything points at a space you own.
- **Batching works** because it pays the setup cost and the decision cost once a week instead of daily.
- **The mix is roughly 70% teaching, 20% proof and process, 10% plain offers.**
- **Review every 90 days and keep a two-post minimum.** Never change your plan because of one quiet week.
- **Growth in your own space and conversations started predict referred signups** weeks in advance.

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