BONUS 01

The Platform Picker

Which platform to build your founder brand on first, and what to do with the others. Five questions, ten minutes, one decision.

BEFORE YOU CHOOSE

One platform first. Not three.

Most founders try to be on every platform at once, run out of time in the second week, and stop. Then they conclude the platforms are too crowded.

The fix is not more effort. It is fewer places. Pick one main platform where you will post consistently for the next 90 days. Pick one support platform where you only reshare, using Prompt 22, One idea, five formats. Everything else can wait.

Your main platform is not the one that is most popular. It is the one where the people in your answer to Prompt 03 already spend their attention, and where you can keep showing up on a busy week.

STRATEGIST'S NOTE

Do this after Prompt 03 and before Prompt 16. You need to know who must trust you before a platform choice means anything.

FIVE QUESTIONS

Where should you start?

For each question, tick the side that describes you better. If both feel true, tick the one that matters more to your business this year.

01 Who must trust you first?

Use your answer to Prompt 03.

LEANS LINKEDIN
Buyers inside companies, distributors, partners, investors, senior talent.

LEANS INSTAGRAM
Households, local customers, shoppers, patients, families.

02 What do you sell?

Think about how people decide to buy from you.

LEANS LINKEDIN
Services, B2B products, or anything bought after a considered conversation.

LEANS INSTAGRAM
Something people can see, taste, wear or experience: retail, food, beauty, wellness, jewellery.

03 How do you naturally explain things?

Pick the one you would keep doing on a busy week.

LEANS LINKEDIN
Writing. You think in sentences, opinions and lessons.

LEANS INSTAGRAM
Showing. You think in photos, short videos and behind-the-scenes moments.

04 Where do your best customers already reach you?

Look at your last ten serious enquiries.

LEANS LINKEDIN
Through LinkedIn, email or a referral from a professional contact.

LEANS INSTAGRAM
Through Instagram, a WhatsApp forward or walking into your store.

05 What does your founder brand need to do this year?

Use your answer to Prompt 02.

LEANS LINKEDIN
Open doors: partnerships, export buyers, investors, speaking, hiring.

LEANS INSTAGRAM
Bring people in: footfall, orders, bookings, repeat customers.

YOUR ANSWER

Count your ticks.

Three or more for LinkedIn

Make LinkedIn your main platform. Rebuild your profile with Prompt 14, then plan your posts with Prompts 16 and 17. Use Instagram only to reshare your strongest posts as simple carousels.

Three or more for Instagram

Make Instagram your main platform. Use the 25-word bio from Prompt 13, and plan your posts with Prompts 16 and 17 as photos, carousels and short videos. Keep a complete LinkedIn profile from Prompt 14 so you are credible when people look you up.

What about WhatsApp?

In India, WhatsApp is often where the real conversation happens, after someone has seen you elsewhere. Treat it as the place you continue conversations, not the place you broadcast. Prompt 27 gives you replies that turn interest into a call.

"Will anyone watch what I post?"

Early on, the goal is not reach. It is being clear to the right few people. A post seen by the 300 people who could buy from you is worth more than one seen by thousands who never will. Prompt 29, the monthly review, tracks conversations with the right people, not views.

STRATEGIST'S NOTE

Stay with your choice for 90 days before you judge it. Switching platforms every few weeks is the most common reason founders feel invisible.