

VOLUME 11 · OPERATING DOCTRINE

The Creator Business OS

A ten-system architecture for engineering a premium, recurring, multi-stream creator enterprise — from solo studio to category authority.

NORTH STAR	Recurring revenue · Premium positioning
HORIZON	36 months · Solo → Studio → House
STACK	Notion · Airtable · Stripe · ConvertKit · Skool
DOCTRINE	Systems compound. Output decays.

01 — DOCTRINE

The Operator's Thesis

A creator business is not a content channel — it is an **asset portfolio** distributed through a personal brand. Every system below converts attention into a durable, sellable, compounding asset.

The 10 Systems

#	System	Function	Output Asset
01	Content	Manufactures attention	IP library
02	Brand	Encodes meaning	Premium pricing power
03	Monetization	Converts trust	Revenue stack
04	Course	Productizes expertise	Catalog
05	Affiliate	Diversifies income	Recurring streams
06	Community	Compounds retention	Owned audience
07	CRM	Tracks relationships	Customer graph
08	Automation	Removes the operator	Margin
09	Team	Scales execution	Throughput
10	Roadmap	Sequences growth	Enterprise value

02 — CONTENT SYSTEM

The Atelier Engine

One long-form pillar per week is atomized into 12 derivative assets. The pillar is the asset; the platforms are distribution.

Pillar → Atom Map

Pillar	Atoms	Cadence
YouTube long-form (12–18 min)	1× hero	Weekly
Newsletter essay	1× owned	Weekly
Shorts / Reels / TikTok	6× cut-downs	Daily
X threads + carousels	3× narrative	3×/wk
Podcast clip	1× audio	Weekly

Production Doctrine

- **Batch Day (Mon):** Record 4 pillars in one studio session.
- **Edit Sprint (Tue–Wed):** Editor delivers hero + 6 atoms within 48h.
- **Publish Window (Thu–Sun):** Atoms scheduled via Buffer; hero drops Saturday 10:00.
- **Review Loop (Mon AM):** Pull retention + CTR; feed winners back into hook bank.

03 — BRAND SYSTEM

Premium Positioning Architecture

Layer	Definition	Artifact
Category	The space you intend to own	One-line positioning
Promise	The transformation guaranteed	Manifesto
Voice	Cadence, lexicon, point-of-view	Voice guide (10 rules)
Visual	Palette, type, motion language	Brand kit (Figma)
Proof	Evidence the promise holds	Case study vault
Ritual	Repeatable signature moments	Sunday letter, Vol. drops

Premium Levers

- Editorial-grade visual identity — never trend-chasing.
- Numbered, dated artifacts (Vol. 01, Vol. 02...) to signal canon.
- Scarcity windows on flagship products; never always-on discounting.
- Public roster of clients/students serves as social moat.

04 — MONETIZATION SYSTEM

The Five-Tier Revenue Stack

Tier	Offer	Price	Margin	Role
T0	Lead magnet	\$0	—	Capture
T1	Tripwire / template	\$27–47	95%	Indoctrinate
T2	Flagship course	\$497–997	90%	Profit
T3	Membership / community	\$39/mo	85%	Recurring
T4	Cohort / mastermind	\$3K–10K	75%	Authority + cash
T5	Done-with-you / licensing	\$15K+	60%	Anchor + status

Revenue Mix Target (Year 2)

Stream	% of MRR	Why
Membership	35%	Predictable base
Course catalog	25%	Evergreen leverage
Affiliate / partnerships	20%	Zero-fulfillment
High-ticket cohort	15%	Premium signal
Sponsorships	5%	Opportunistic

05 — COURSE SYSTEM

Catalog Architecture

One flagship anchors the catalog. Micro-products feed it. Cohort upgrades it. Membership renews it.

Format	Length	Price	Production	Cadence
Mini-course	45 min	\$47	2-day sprint	Quarterly
Flagship	6 modules	\$697	6-week build	Annual rebuild
Cohort	4 weeks live	\$2,500	Per cohort	2×/yr
Membership	Ongoing	\$39/mo	Monthly drop	Perpetual

Curriculum Doctrine

- Outcome-led modules: each module = one transformation, one artifact.
- Workbook-first design — students do the work inside the system.
- Recorded once, refreshed annually; never live-only.
- Built on Skool or Kajabi; never on a custom CMS until \$1M+/yr.

06 — AFFILIATE SYSTEM

The Recurring Stack

Layer	Examples	Commission	Asset
Tools (recurring)	Notion, ConvertKit, Skool, Frame.io	20–40% LTV	Tutorial library
AI infra (recurring)	ElevenLabs, Descript, Opus	30% recurring	Workflow demos
Hardware (one-time)	Sony, Rode, Elgato	3–8%	Studio tour
Education (one-time)	Peer creators	30–50%	Honest reviews

Stacking Doctrine

- Every flagship lesson references 1–2 native tools (not bolted-on).
- Resource page = single source of truth, updated quarterly.
- Quarterly 'Stack Report' newsletter drives 60% of affiliate revenue.
- Refuse non-recurring offers below \$100 ticket — opportunity cost too high.

07 — COMMUNITY SYSTEM

The Owned Audience Loop

Layer	Platform	Purpose	Cadence
Free tier	Email list	Indoctrination	Weekly letter
Paid hub	Skool / Circle	Retention + proof	Daily presence
Inner circle	Private Telegram	Top 5% advocates	Ad-hoc
Live ritual	Zoom Q&A	Status + intimacy	Bi-weekly

Onboarding Ritual (D0 → D14)

- **D0:** Welcome video from founder + first quick win in 10 min.
- **D1–D3:** Triggered emails surfacing community + intro thread prompt.
- **D7:** Office-hour invite; member spotlight if they posted.
- **D14:** NPS pulse + upsell to next tier (cohort or mastermind).

08 — CRM SYSTEM

The Customer Graph

A single Airtable base is the source of truth. Every tool writes here; humans read here.

Table	Records	Key Fields
Contacts	People	Stage, LTV, source, last touch
Deals	Opportunities	Stage, owner, value, close date
Products	Offers	Tier, price, margin, capacity
Touchpoints	Interactions	Channel, sentiment, intent
Segments	Cohorts	Trigger, size, playbook

Lifecycle Stages

- Lead → Subscriber → Buyer → Member → Advocate → Partner.
- Each stage has: trigger, owner, SLA, next-best-action.
- Never let a contact sit stage-less — automation forces classification within 24h.

09 — AUTOMATION SYSTEM

Operator-Out Architecture

Workflow	Trigger	Engine	Owner
Lead capture → CRM	Form submit	Zapier	Auto
Purchase → onboarding	Stripe event	Make.com	Auto
Content repurposing	Long-form upload	Make + AI	Editor
Affiliate ledger	Click + sale	Rewardful	Ops
Support triage	Inbound email	Front + AI	Support
Weekly ops review	Cron Monday	Notion	Founder

Doctrine

- Automate only what is documented; document only what is repeatable.
- Every workflow has a kill-switch and a manual fallback.
- Quarterly automation audit — kill 20% of zaps that no longer earn their cost.

10 — TEAM STRUCTURE

Hire-Sequence by Revenue

MRR	Hire	Type	Reclaims
\$0–10K	Solo	—	All
\$10–25K	Video editor	Contract	12h/wk
\$25–50K	VA / inbox + ops	PT	10h/wk
\$50–100K	Community manager	FT	Retention
\$100–250K	Head of marketing	FT	Growth
\$250K+	COO + L&D lead	FT	Founder freedom

Operating Cadence

- **Daily:** 15-min async standup in Slack (#ops).
- **Weekly:** Monday metrics review + Friday retro.
- **Monthly:** P&L, NPS, churn, content health, hire pipeline.
- **Quarterly:** Strategy offsite, system audit, compensation review.

11 — SCALING ROADMAP

36-Month Horizon

Phase	Months	Revenue Target	Focus	Asset Built
Foundry	M0–6	\$0 → \$10K MRR	Pillar + flagship	IP + email list
Studio	M7–12	\$10 → \$40K MRR	Catalog + community	Owned audience
House	M13–24	\$40 → \$120K MRR	Cohort + team	Operating system
Authority	M25–36	\$120K+ MRR	Licensing + IP	Enterprise value

Closing Doctrine

The creator business that endures is not the loudest — it is the most **systematized**. Every artifact in this dossier is designed to convert your attention surplus into a defensible, sellable enterprise. Build the systems. The brand will follow.

— END OF VOLUME 11 —