FRAN MURAD

2026 EDITION

EXECUTION MANUAL

AI content for TikTok and Instagram

Ideas, hooks, scripts and a weekly system to plan, film and publish content that holds attention, without going blank and without sounding like everyone else.

WRITTEN BY

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This material is educational: it teaches work processes and the judgment to apply them. It does not guarantee sales, clients or financial results: those depend on execution, the market and each person's effort. It is not a substitute for professional legal, accounting or tax advice.

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INTRODUCTION

Before you start

Who this book is for, what you'll have when you finish it and the uncomfortable truth about content that nobody tells you.

The problem for almost everyone who posts on social media isn't a lack of talent or tools. It's that every time they sit down to post, they start from zero: no ideas, no structure and no system.

Posting content on TikTok and Instagram has become almost mandatory for anyone who sells something: a product, a service, knowledge, themselves. And at the same time, it's one of the most frustrating tasks. You sit in front of your phone, you don't know what to say, you film something, you don't like it, you delete it. Or you post for three weeks straight, nothing happens, and you give up.

This book is about replacing that with a **system**: knowing what to talk about, how to open each video so people don't scroll past, how to structure it so they watch to the end, how to produce it without losing the whole day, and how to make it lead to something concrete for your business.

Who it's for

- Entrepreneurs and professionals who want to use social media to get clients.
- People who are building their personal brand.
- Those who manage other businesses' social media and want a method for producing better.
- Anyone who started posting, ran out of ideas and stopped.

You don't need expensive equipment, on-camera experience or thousands of followers. You need a phone, something to say and the willingness to keep it up over time.

What you'll have when you finish

- [ ] A clear goal for your content and the numbers that measure it.
- [ ] Three to five content pillars: the topics you'll always talk about.
- [ ] A bank of ideas that never runs dry, fed by AI and by your customers.
- [ ] Thirty hook formulas for the first few seconds.
- [ ] Script templates for the formats that work best.
- [ ] A way to film and edit with what you have.
- [ ] A weekly system that produces the whole week's content in a few hours.
- [ ] A method to measure and improve every week.
- [ ] A clear path from content to sales.

How it's organized

Part I is strategy: why you post, what you'll talk about and how the platforms work. It's short and it's the part most people skip. Don't skip it.

Part II is production: ideas, hooks, scripts, filming, editing and Instagram formats.

Part III is the system: the working week, measurement and the step from content to sales.

At the end there are four annexes: thirty hooks, the script templates, the prompts and the sources.

The uncomfortable truth

Nobody can promise you that a video will go viral. Not this book, not any course, not any tool. Platforms change how they show content, and they don't publish every detail of how they do it. Whoever sells you an “algorithm hack” is selling you something that, at best, will soon stop working.

What does work, and has worked ever since social media existed, is this: **content that's useful or interesting to a specific person, that opens well, that's easy to understand and that's published consistently.** It isn't a secret. It's a craft. And crafts can be learned.

> **MEASURING SUCCESS BY VIRAL HITS**
>
> A video with a million views from people who will never buy from you is worth less than one with two thousand views from your ideal customers. Don't chase big numbers: chase the right people.

About AI in this book

AI is a huge ally for content: it helps you find ideas, write hooks, structure scripts, adapt formats and analyze what worked. But it can't **have something to say** for you: your experiences, opinions, customers and mistakes are what make your content yours. AI gives it shape; you provide the substance.

If you've already read *ChatGPT for Entrepreneurs*, you'll recognize the method: context, examples, iteration. If not, chapter 4 gives you what you need.

> **BEFORE YOU TURN THE PAGE**
>
> Open your Instagram or TikTok profile and look at your last nine posts as if you were a stranger. Write in one line: what's this account about? Who does it speak to? If you can't answer clearly, Part I is for you.

01

Why you post

The four goals a business's content can have, why mixing them without criteria is the most common mistake, and which numbers to watch to know whether you're on track.

“You have to be on social media” isn't a goal. It's a misunderstood obligation. Until you know why you post, you won't know what to post, or whether what you post is working.

Most businesses post without a clear goal. One day a product, another day a motivational quote, another a video following a trend because “it works for others.” The result is an account that makes no sense, doesn't grow and doesn't sell. Not for lack of effort, but for lack of direction.

The four goals

A business's content can serve four different purposes. All are valid, but each is achieved with different content and measured differently:

GOAL	WHAT YOU'RE AFTER	TYPE OF CONTENT	HOW IT'S MEASURED
Reach	New people getting to know you	Entertaining, easy to share, on broad topics in your industry	Views, accounts reached, shares
Trust	People who know you trusting you	Educational, behind the scenes, case studies, opinions	Saves, comments, watch time
Community	People staying and taking part	Conversation, questions, personal stories	Comments, replies, messages
Conversion	People buying from you or writing to you	Offers, testimonials, demonstrations, calls to action	Direct messages, link clicks, sales

YOU NEED ALL FOUR, IN PROPORTION

An account that only seeks reach grows but doesn't sell. One that only seeks conversion sells to the few who already knew it and stalls. What works is a mix: enough reach for new people to arrive, enough trust for them to believe you, and enough calls to action for them to know how to buy from you.

Your main goal

Even though you need all four, at each stage one weighs more. Some typical situations:

- **You're starting out and nobody knows you:** reach and trust.
- **You have followers but they don't buy:** trust and conversion.
- **You sell well but you're not growing:** reach.
- **You have customers who buy once and don't come back:** community.

Choose your main goal for the next three months. Everything else in this book adjusts to it.

The mistake of mixing without criteria

The most common mistake isn't having the wrong goal: it's having none and posting anything. Some symptoms:

- [ ] You post trends that have nothing to do with your business because “they work.”
- [ ] Your account changes tone and topic every week.
- [ ] You don't know which post performed best last month or why.
- [ ] People follow you but never write to buy.
- [ ] Your followers don't know what you sell.

The numbers that matter

Platforms show you lots of metrics. For a business, the ones that matter most aren't the most visible:

FORMAT	WHAT IT IS
Common mistake	“The mistake almost everyone who... makes”
Myth or truth	Debunking something everyone believes
Step by step	How to do something concrete
List	“Three things that...”
Before and after	A transformation with an explanation
Story	Something that happened to you or a customer
Opinion	Your stance on something controversial in your industry
Behind the scenes	How you do what you do
Answer to a question	A real question from a customer or follower
Comparison	This versus that

Four pillars times ten formats is forty combinations, and each combination can yield many ideas. It's the basis of the idea bank in chapter 4.

FIND MY PILLARS STRATEGY

Here's information about my business and my audience.

What I sell: **product or service**
To whom: **ideal customer**
What I know or live that could interest them: **knowledge, experiences**
My customers' frequent questions: **questions**
My goal with content: **goal from chapter 1**

Propose five possible content pillars. For each one: what it's about, why it interests my customer, how it connects with what I sell, and three sample post ideas. Then recommend which three or four to choose and in what proportion.