

SENIOR SOCIAL MEDIA LEAD TASK RESPONSE

# WAX / Killing Kittens Group

## *Social, Content & Distribution Engine*

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From social posting to a scalable media, community, and conversion engine.

# The problem at KK Group isn't a shortage of content, it's the absence of a system to run it.

## THE PROBLEM

**Cadence isn't the problem; fragmentation is.**

Founder authority, event culture, member stories, and cruise and retreat experience each generate premium signal in the real world. Right now they are being treated as one-off social posts, not as inputs into a system that compounds.

The result is reach without memory, activity without compounding, and effort that doesn't stack.

## THE ANSWER

**An operating system that converts culture, founder POV, event footage, member stories, and long-form conversation into repeatable attention, trust, belonging, and revenue.**

Content becomes the connective tissue between brand, community, app, and commerce, not a parallel channel chasing its own metrics.

Done right, every shoot day pays for the next six weeks of distribution, and what was content production becomes brand-building infrastructure.

# Why Alex Hormozi is the right reference:

Translate the system, but reject the personality.

## HIGH-VOLUME ENGINE

Treats content as a manufacturing line, not a hobby.

## LONG-FORM AS SOURCE

One conversation feeds every short-form channel.

## PLATFORM-NATIVE EDITS

Each clip is recut for the platform it lives on, not just resized.

## REPEATABLE IP

Frameworks and ideas return weekly, building memory and language.

## CLEAR OFFERS

Audience always knows what to do next, without hard selling.

## BLUNT HOOKS

The first three seconds earn the rest, with no setup or throat-clearing.

## CONSISTENT EDUCATION

Audience feels smarter after every post, not pitched at.

## TRUST BEFORE SALE

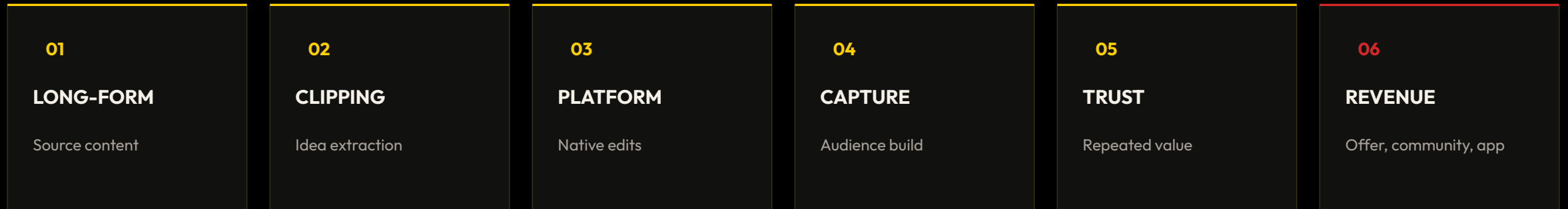
Sell after months of giving, not in the first impression.

## ATTENTION TO BUSINESS

Every channel ladders to a measurable commercial outcome.

# How Hormozi's model works:

One source feeds many surfaces, with conversion at the end of the chain.



## READ THE FLOW

The founder records long-form and nothing else; every clip, post, and asset is extracted from that one session, produced in volume rather than bespoke, and adapted natively for each platform instead of duplicated across them. Capture pages and email move that audience into owned channels, where trust compounds over weeks before any offer surfaces, so by the time it lands the audience already feels educated rather than sold to.

# Why the system works on the audience:

Each behaviour is doing a specific cognitive job.

01

## REPETITION

Repeated ideas become memory, and memory becomes brand.

02

## FRAMEWORKS

Lists, numbers, and structures reduce cognitive load.

03

## CONFIDENCE

Conviction reads as authority, even before evidence.

04

## BLUNT HOOKS

Specific, direct openings stop the scroll without gimmicks.

05

## SPECIFICITY

Real numbers and named details earn trust faster than adjectives.

06

## LONG-FORM DEPTH

Hours of voice build a parasocial relationship short-form cannot.

07

## SHORT-FORM REACH

Clips do the discovery work the long-form cannot do alone.

08

## EDUCATION FIRST

The audience feels equipped rather than targeted, and the sale follows from that.

# What transfers to KK, and what doesn't:

Adopt the architecture, but strip out the bro-economy aesthetic.

## TRANSFERS

- Long-form as source engine
- Founder-led authority and POV
- Repeatable formats and recurring IP
- Education and entertainment as one layer
- Clear conversion pathways at every stage
- Constant repurposing across platforms
- Community as a flywheel, not a campaign

## DOES NOT TRANSFER

- Aggressive sales tone and shouting hooks
- Masculine hustle-coded delivery
- Repetitive business-coaching style
- Hyper-direct monetisation in every clip
- Low-sensuality, utilitarian visual system
- One-voice authority without member texture
- Cold call-to-action energy on lifestyle posts

KK requires desire, discretion, elegance, safety, belonging, aspiration, and cultural intelligence, so translate the operating model without translating the voice.

# KK as a lifestyle and media brand:

Not an app brand or an events brand, but a category-defining cultural brand.

01

Connection

02

Modern  
intimacy

03

Confidence

04

Community

05

Women-led  
hedonism

06

Real-life  
experience

07

Dating culture

08

Social freedom

09

Events as ritual

10

Cruise  
transformation

The brand sits where culture, intimacy, and community meet. Content earns the right to hold that ground, daily and in public.

# Four engines, one ecosystem:

Each unit plays a distinct role in awareness, belonging, and conversion.

## 01 / FOUNDER

### Emma Sayle

Authority, culture, founder POV

The public face of the brand, carrying the philosophy, the conviction, and the cultural arguments it stands for.

## 02 / PLATFORM

### WAX

App, community, dating, discovery

The product surface where attention from social converts into recurring usage, membership, and member-to-member connection.

## 03 / EVENTS

### Killing Kittens

Desire, proof, belonging, ritual

The social proof engine, where every event is a content asset, a social signal, and a recruitment moment for the wider brand.

## 04 / EXPERIENCES

### Cruises & Retreats

Premium experience, transformation

The aspirational tier: high-margin, high-trust, and high-content, producing the most repeatable lifestyle content the brand has.

Founder feeds platform, platform feeds events, events feed experiences, and experiences feed back into the founder, closing the loop.

# What each engine actually sounds like:

Different surfaces, different commercial jobs, one shared voice.

## 01 / EMMA SAYLE

*“What 20 years of hosting real-life connection teaches you about modern dating.”*

Founder voice anchoring everything.

- Podcast
- TikTok clip
- X thread
- Newsletter intro

## 02 / WAX

*“Dating has become admin. WAX is where the social life starts again.”*

Product-led growth on a cultural frame.

- Emma POV
- App prompt
- User discussion
- Paid ad variant

## 03 / KILLING KITTENS

*“The door policy is about trust, not exclusion.”*

Social proof, ritual, and member texture.

- Founder explainer
- BTS reel
- Atmosphere edit
- Post-event debrief

## 04 / CRUISES & RETREATS

*“A cruise isn’t a holiday, it’s a temporary society.”*

High-margin, high-trust, high-content.

- Diary
- Mini-doc
- Pinterest moodboard
- Email conversion story

Every brand unit earns its own surface texture and its own commercial job.

# Inputs in, distribution out:

One operating model running across every surface, with nothing wasted.

## INPUTS

- Podcast and interviews
- Event footage
- Cruise and retreat content
- Community stories
- Emma POV sessions
- Vox pops
- Debates and reactions
- Member Q&As
- Cultural commentary
- Behind the scenes

## OPERATING SYSTEM

**Capture, tag, transcribe, clip,  
package, distribute, measure,  
remix.**

A single content library serves every surface, with naming conventions, metadata, and approvals encoded once rather than negotiated weekly.

## OUTPUTS

- TikTok, Reels, Shorts
- YouTube long and Shorts
- X and Threads posts
- Pinterest boards
- Email and newsletter
- App prompts and rituals
- Paid ad creative
- Landing page copy
- Community starters
- Evergreen remixes

The library is the asset, and every output is a derivative of work already captured.

# Six long-form formats, all built to clip:

Every long-form recording is built to be cut, clipped, and reused.

01

## The Connection Briefing

Emma solo POV podcast

YouTube, Spotify

Frameworks, founder quotes

02

## KK After Dark

Moderated panel conversations

YouTube, Spotify

Debate cuts, member POVs

03

## Cruise Diaries

Mini-documentary series

YouTube, Reels, Pinterest

Sensory cuts, lifestyle arcs

04

## Member Stories

Consent-led, anonymised when needed

Short-form, email, app

Authenticity, social proof

05

## Culture Debates

Emma on dating and social shifts

TikTok, Reels, X, Threads

Hot takes, reaction stitches

06

## Behind The Velvet Rope

Event build, ritual, curation

Instagram, TikTok, Pinterest

Ritual reveals, anticipation

# One conversation, fifty-one assets:

What a single 45-minute Emma recording becomes across the system.

## SOURCE

# 1 x 45-min

## Emma POV recording

One shoot, one operator, three hours of studio time, captured to a clip-friendly format with timecodes, B-roll cues, and segment markers.



- 12** TikToks platform-native, vertical, captioned
- 10** Instagram Reels softer cuts, lifestyle pacing
- 8** YouTube Shorts search-led titling, longer hooks
- 5** X posts sharp opinions, quote pulls
- 5** Threads posts warmer prompts, conversation starters
- 3** Email hooks newsletter teasers, subject lines
- 4** App prompts in-product discussion seeds
- 2** Paid ad angles tested against cold audiences
- 1** Newsletter article long-read with embedded clip
- 1** Pinterest carousel visual quote board for discovery

**TOTAL: 51 PUBLISHED ASSETS FROM ONE 45-MINUTE RECORDING**

# Each platform has a different job:

Same source, different role on each platform: nothing duplicated, everything native.

PLATFORM	ROLE IN THE ECOSYSTEM
■ TikTok	Discovery, culture, provocation, dating debates, Emma POV, vox pops, bold hooks
■ Instagram	Aspirational proof, event energy, founder authority, Reels, Stories, carousels
■ YouTube	Long-form depth, Shorts discovery, mini-docs, search-led evergreen topics
■ X	Sharp opinions, cultural commentary, founder voice, media visibility
■ Threads	Warmer community-led conversation, founder thoughts, prompts, BTS
■ Pinterest	Lifestyle aspiration, cruise and retreat moodboards, intimacy confidence
■ Email	Conversion, retention, storytelling, offers, recaps, lifecycle hooks
■ WAX App	Community activation, discussion prompts, member rituals, onboarding

# Emma Sayle: scalable, not scripted:

Founder-led media that feels controlled, not performed.

## Emma reacts

Quick takes on cultural moments and stories

## The thing nobody says

Direct opinion clips on modern dating and intimacy

## Founder notes

POVs from inside the community

## Dating culture decoded

Trends and behaviours explained in plain language

## Ask Emma

Member-submitted questions, answered candidly

## Behind the decision

Why the brand chose to do what it did

## What women are telling us

Pattern recognition from member feedback

## Cruise diary

First-person experience capture on trips

## Event debrief

Honest reflections after each event

## Rules of real connection

The brand's philosophy distilled

Authentic doesn't mean unstructured: it's built on lived stories, founder history, and community insight, and it's recorded in batches.

# Emma POV pilot week, mapped to outputs:

A day-by-day breakdown of one long-form recording, replicable every fortnight.

<p><b>DAY 1</b></p> <p>MONDAY</p> <p><b>Pre-production</b></p> <ul style="list-style-type: none"> <li>Brief Emma on themes</li> <li>Build hook bank</li> <li>Set 8 talking points</li> <li>Confirm wardrobe and set</li> </ul>	<p><b>DAY 2</b></p> <p>TUESDAY</p> <p><b>Studio shoot</b></p> <ul style="list-style-type: none"> <li>One 45-min recording</li> <li>8 segments to camera</li> <li>B-roll cues captured</li> <li>Vertical and horizontal</li> </ul>	<p><b>DAY 3</b></p> <p>WEDNESDAY</p> <p><b>Ingest &amp; select</b></p> <ul style="list-style-type: none"> <li>Footage ingested, backed up</li> <li>Transcript and timecode</li> <li>Tag 25 to 30 clip windows</li> <li>Hook bank refresh</li> </ul>	<p><b>DAYS 4 TO 5</b></p> <p>THURSDAY, FRIDAY</p> <p><b>Edit &amp; review</b></p> <ul style="list-style-type: none"> <li>12 TikToks, 10 Reels, 8 Shorts</li> <li>5 X, 5 Threads, 1 newsletter</li> <li>Brand and consent review</li> <li>Sign-off complete</li> </ul>	<p><b>DAYS 6 TO 7</b></p> <p>SATURDAY, SUNDAY</p> <p><b>Publish &amp; monitor</b></p> <ul style="list-style-type: none"> <li>Schedule across platforms</li> <li>Email and app prompts queued</li> <li>Publish first wave</li> <li>Track signal, remix winners</li> </ul>
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One 45-minute recording across seven days produces fifty-one published assets, paying for the next six weeks of distribution.

# 200 to 300 weekly assets, modular by design:

Seven capture moments feed ten output streams, with no new ideas needed each week.

## WEEKLY SOURCE CAPTURE

- 1 podcast or interview
- 1 Emma POV batch session
- 1 event, cruise or retreat footage pull
- 1 community Q&A batch
- 1 cultural reaction batch
- 1 member story batch
- 1 paid and social ad variant batch

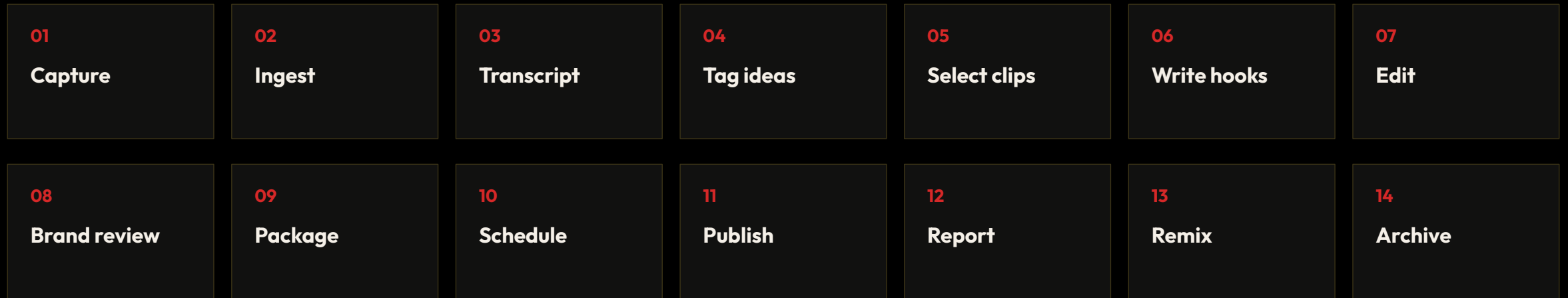
## WEEKLY PUBLISHED OUTPUT

- 60 short-form videos
- 40 Stories and ephemeral posts
- 30 X posts
- 25 Threads posts
- 20 image and carousel assets
- 15 YouTube Shorts
- 10 paid ad creative variants
- 10 email and app prompts
- 10 community discussion assets
- 10 evergreen reposts and remixes

Volume comes from architecture, not effort: seven source moments recombined ten ways, rather than 300 fresh ideas a week.

# Capture to archive in one pipeline:

The same path every asset travels, made predictable, measurable, and repeatable.



## CENTRAL CONTENT LIBRARY

- Naming conventions
- Metadata tags
- Clip bank
- Hook bank
- Consent tracker
- Performance tracker
- Evergreen winners folder

# Build the team in two phases:

In-house owns voice, judgement, and trust, while freelancers carry the throughput.

## PHASE 1 / ESSENTIAL

- Social and content lead
- Producer / content ops manager
- Short-form editor
- Designer / motion support
- Community manager
- Paid social specialist

## PHASE 2 / SCALE

- YouTube producer
- Podcast producer
- Copywriter / editorial lead
- Data and reporting analyst
- Creator / UGC coordinator
- Event content shooter pool

## IN-HOUSE vs FREELANCE

### FREELANCE

Editing, motion, paid creative testing, event capture, YouTube packaging.

### IN-HOUSE

Strategy, brand voice, community management, approvals, sensitive storytelling, crisis response.

A lean core with specialist edges, where the brand voice never leaves the room.

# Where AI helps, and where it must not:

AI takes the operational load; brand judgement stays human.

## AI HELPS

- + Transcripts and timecoded indexing
- + Clip logging and idea extraction
- + First-pass hook options
- + Content tagging and taxonomy
- + Variant generation for testing
- + Reporting and weekly summaries
- + Archive search across the library
- + Trend scanning across platforms
- + Paid ad angle expansion

## AI MUST NOT OWN

- Emma's POV and conviction
- Sensitive community stories
- Sexual and intimacy language
- Consent-led storytelling
- Brand judgement calls
- Final published copy
- Crisis response
- Nuanced cultural commentary
- Member trust and DM handling

AI does the workshop work, but the brand voice stays human, accountable, and signed off.

# The safety layer the brand can't afford to skip:

Trust is the product the brand actually sells. Everything below protects it.

01

## CONSENT PROTOCOLS

Member appearances always opt-in, with named-use clauses for clips, ads, and evergreen.

02

## MEMBER ANONYMITY

Faces, voices, and identifying details obscured by default unless explicit consent is given.

03

## MODERATION & SAFEGUARDING

Trained eyes on comments, DMs, and threads, with clear escalation paths for harassment or doxxing attempts.

04

## TONE & EDITORIAL REVIEW

Sensitive subjects get editorial sign-off before posting, with brand-level veto on intimacy and consent topics.

05

## CRISIS RESPONSE

Named decision-makers, response SLAs, and pre-approved holding statements for sensitive event coverage.

06

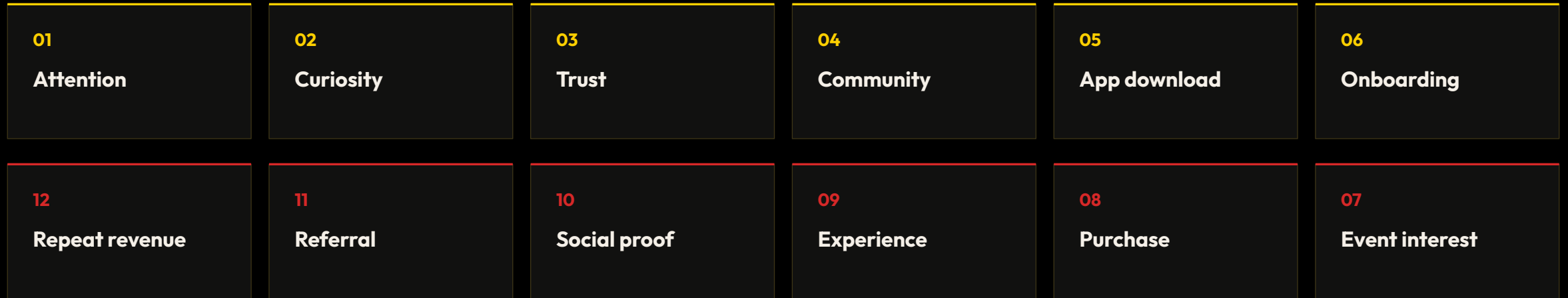
## PLATFORM COMPLIANCE

Native rules for adult-adjacent content on Meta, TikTok, and YouTube, with shadow-ban audits and account hygiene.

KK sits in intimate territory, so safety isn't a bolted-on policy but how the work gets done in the first place.

# Attention compounds into revenue:

Each step lowers CAC and raises lifetime value at the next.

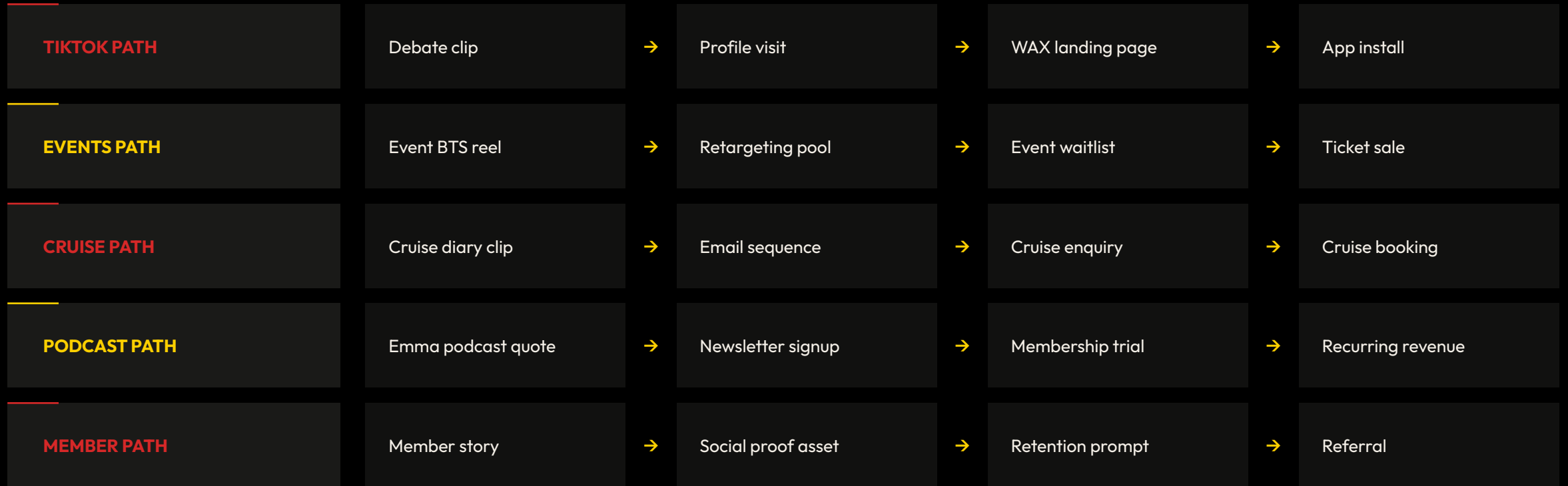


## CONTENT'S COMMERCIAL EFFECT

- Lower CAC
- Higher member trust
- Better retargeting pools
- Faster membership growth
- Stronger paid creative
- Increased event and cruise sales
- Improved onboarding
- Long-term brand authority

# How specific content turns into specific revenue:

Every format ships with a route to a measurable commercial outcome.



Every clip lives inside a path, so nothing is published without a route to revenue, retention, or referral.

# What we measure, and what we ignore:

Vanity metrics out, commercial outcomes in.

## TIER 1

### Attention quality

- Reach (qualified)
- Completion rate
- Save rate
- Share rate

## TIER 2

### Trust depth

- Returning viewer rate
- Comment substance
- Profile visit rate
- Follows per 1,000 reached

## TIER 3

### Owned audience

- Email subscribers (net)
- Newsletter open rate
- App installs from social
- WAX member sign-ups

## TIER 4

### Commercial outcomes

- Blended CAC
- Event and cruise revenue
- Member LTV
- Retention by cohort

**REPORTING CADENCE** Weekly: Tier 1 and 2 dashboards / Monthly: Tier 3 owned-audience review / Quarterly: Tier 4 commercial impact and next-quarter bets

Ignored: total followers, raw impressions, and like counts in isolation, none of which pay rent.

# Five campaign concepts, five usable hooks:

Each campaign is a multi-format umbrella, with each hook a usable opening line.

## CAMPAIGN CONCEPTS

- 01 Real Connection Is Back**
- 02 Inside The New Social Life**
- 03 The Dating Culture Debrief**
- 04 Behind The Velvet Rope**
- 05 Cruise Into The Community**

## SAMPLE HOOKS

- Modern dating has become admin, and WAX should feel like the escape from it.
- The future of dating is belonging, not another swipe.
- People join communities because they want a different life, not because they need another app.
- Killing Kittens sells permission, confidence, and connection, with events as the surface.
- The strongest content asset KK has is the world already happening inside the brand.

# One idea, eight native executions:

The same idea shouldn't be copy-pasted across channels, because it changes by platform, algorithm, audience, and funnel role.

**SOURCE IDEA** Modern dating has become admin, and WAX should feel like the escape from it.

## TIKTOK

Provocative Emma take, direct-to-camera, 8-second hook, debateable ending.

## INSTAGRAM

Softer, more polished founder POV with sensual visual texture and Story follow-up.

## YOUTUBE SHORTS

Search-led title: "Why dating apps feel exhausting", slower context, clearer lesson.

## X

Punchy opinion thread built around the cultural shift from swiping to belonging.

## THREADS

Warmer conversation prompt: "When did dating start feeling like admin?"

## EMAIL

Founder note: the real-life social life people are trying to get back.

## WAX APP

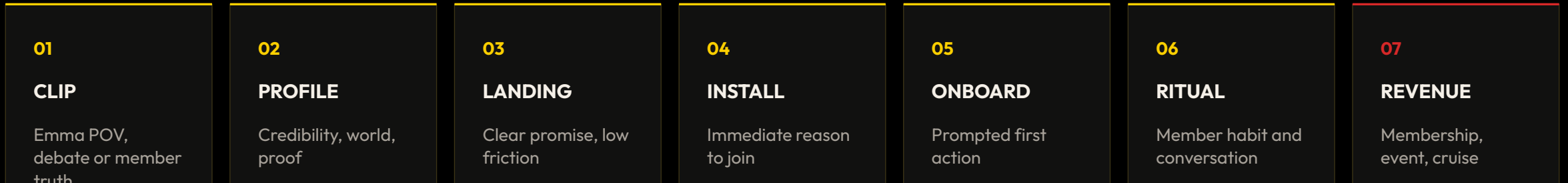
In-app discussion prompt that gets members sharing their own dating fatigue stories.

## PAID AD

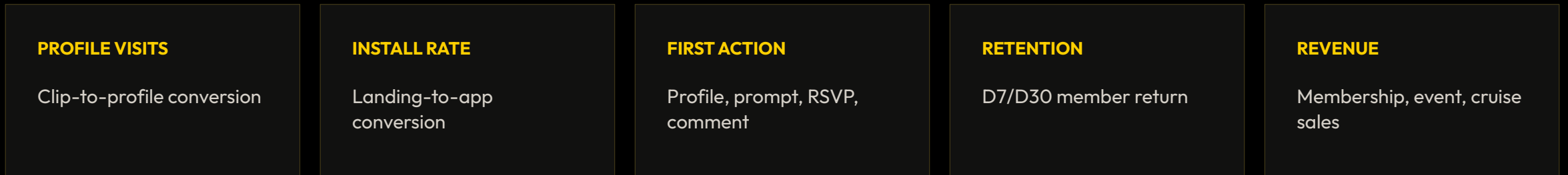
Belonging angle for cold audiences: less swiping, more actual connection.

# From first clip to recurring behaviour:

Treat the app not as the end of the funnel but as the place where social attention turns into habit, belonging, member value, and repeat revenue.



## SIGNAL TO TRACK



Organic winners feed paid tests, paid winners feed onboarding insight, and onboarding insight feeds new content, so the loop never stops generating its own raw material.

# Every event and cruise becomes weeks of proof:

The real world is the brand advantage. Capture it with consent, structure it fast, turn it into proof without making members feel extracted.

01

PRE-EVENT

## Anticipation

Emma POV, packing, guest prompts, what to expect

02

ARRIVAL

## Atmosphere

Texture, details, doors opening, social proof without overexposure

03

LIVE

## Ritual

Micro-interviews, soundbites, BTS, consent-led vignettes

04

DEBRIEF

## Meaning

Emma reflections, member quotes, lessons, cultural takes

05

REMIX

## Evergreen

Cutdowns, ads, emails, app prompts, Pinterest moodboards

### CAPTURE RULES

Consent comes first, and no member is treated as raw material. The job is to capture atmosphere, ritual, emotion, transformation, and Emma's interpretation of the room.

### OUTPUT MAP

Every experience produces launch teasers, live proof, post-event recaps, founder lessons, member prompts, paid variants, and evergreen discovery assets.

# A publishing week built from source moments:

Each day has a source, a platform role, and a commercial job.

DAY	SOURCE	EMMA	WAX	EVENTS / CRUISES	OWNED / PAID
MON	Emma POV record	2 clips + thread	App prompt	Cruise teaser	Newsletter hook
TUE	Podcast / debate	3 clips	Swipe-fatigue angle	Event story set	Paid test 1
WED	Community Q&A	Ask Emma cut	Member discussion	BTS carousel	Email segment
THU	Event footage	Founder debrief	Join prompt	Live proof clips	Retarget winner
FRI	Culture reaction	Hot take clip	Download angle	Weekend RSVP	Paid test 2
SAT	Cruise / retreat pull	Diary voiceover	Community ritual	Moodboard + Reel	Pinterest + email
SUN	Performance remix	Winner recut	Onboarding insight	Evergreen recap	Next-week brief

**WEEKLY TARGET** 60 short-form videos · 40 Stories · 30 X posts · 25 Threads posts · 20 image and carousel assets · 15 Shorts · 10 ad variants · 10 email and app prompts · 10 community starters

# Creative formats that make the system tangible:

Emma should feel present, opinionated, warm, and specific, with structure that scales and a voice that stays human.

01

## THE THING NOBODY SAYS

**Hook** Dating apps taught people to shop for each other.

**Turn** Why that created fatigue

**Proof** What KK sees in real rooms

**Close** WAX as the route back to actual social energy

02

## ASK EMMA

**Hook** Can you be sexually open and still want romance?

**Turn** Reject the false binary

**Proof** Member patterns and event behaviour

**Close** Discussion prompt inside WAX

03

## BEHIND THE VELVET ROPE

**Hook** The door policy is about trust, not exclusion.

**Turn** Why curation creates safety

**Proof** Event ritual, consent, tone

**Close** Waitlist, event, or cruise CTA

## HOOK BANK

Modern dating has become admin. · People want a better social life, not another app. · Confidence is environmental, not a personality type. · The future of dating is belonging, not another swipe. · Real-life chemistry needs better infrastructure.

# What the first 90 days actually look like:

Audit, architect, activate, scale.

## DAYS 1 TO 15

### Audit & Map

- Audit channels, assets, paid
- Map brand architecture
- Identify top content assets
- Build measurement framework
- Review approval and consent
- Define platform roles
- Find quick-win and evergreen

## DAYS 16 TO 30

### Build the System

- Build content operating system
- Create calendar architecture
- Set up clip and hook banks
- Establish content taxonomy
- Pilot Emma POV batch
- Pilot long-form source format
- Test 30 to 50 platform assets

## DAYS 31 TO 60

### Scale Production

- Scale weekly production
- Formalise team and freelance
- Build recurring formats
- Connect organic to paid
- Run app and community prompts
- Build event and cruise templates
- Reduce approval bottlenecks

## DAYS 61 TO 90

### Full Rhythm

- Move into full publishing rhythm
- Scale to 200 to 300 weekly
- Build member story pipeline
- Expand YouTube and podcast
- Tie reporting to outcomes
- Align paid, organic, owned
- Present next-quarter roadmap

The opportunity is to make the whole brand easier to discover, understand, trust, join, and buy into, rather than just louder.