

Growth Tactic Checklist

Tick before you publish. Skipped line = missed reach.

- & Hook in the first 3 seconds / first line is specific (NOT generic)
- & Post solves ONE problem (not three — multi-ask posts dilute CTR)
- & Has a story beat, not just advice (stories lift save-rate ~22%)
- & Has one CTA — comment / save / share / DM, NOT all four
- & Pinned to profile (if you do this once a week)
- & First 5 comment replies queued (gives the post a "conversation" narrative)
- & DM 3 collaborators / engaged commenters (relationship loop)
- & Apt size for platform (TikTok 9:16, Reels 9:16, YouTube 16:9 — wrong ratio = silent demotion)
- & Caption under 150 chars (long captions win on LinkedIn / carousels; lose on Reels / Shorts)
- & Hashtags: 3-7 max on IG, 0-3 on TikTok, 2-5 on X
- & Posted in your active window (track last 30 days — when your specific audience is up)

After publish (within 60 minutes):

- & Reply to every first-3-line comment (long-form replies > short affirmations)
- & Add a STAKE question if the post is positive ("what broke your POV on this?")
- & Share to relevant group / community you own
- & Screenshot top-engaging comments for a future post (people come back when quoted)

— BoostLyke

Full 5-day email sequence coming after this PDF. Tomorrow: the 5-step engine that compounds this.