

Your next angle to test.

Editorial sample: start with review ownership and a scoped recommendation. This full-shaped demonstration is not an approved customer delivery or market-validated result.

Offer: A reviewed content-workflow diagnostic for a consultancy with existing articles, interviews or talks. It assesses one source, one channel and one offer and provides example drafts and an implementation recommendation.

Audience: English-speaking boutique B2B consultancies with an existing service and someone who can review content weekly · 1500 EUR

Research → Candidate angles → Review → Market test → Learning

Scores are editorial priorities, not buying probabilities. No hooks have been validated by market performance in this report.

Evidence coverage

complete

- Only three seller pages were read; no buyer interviews, independent reviews or ad data.
- All hooks and segment groups are hypotheses based on the example offer. No buying probabilities are known.
- Voice-of-customer quotes, competitor prices and market-wide gaps are not established.

Ranked hooks

Hook	Pain / archetype	Score / 25	Reason and evidence
H01 · Before automating content, decide who approves it.	Unclear source-to-publication process invitation	16	Editorial estimate of fit to the supplied offer, not measured buyer intent. hypothesis <u>S1</u>
H03 · Bring one article. Leave with a clearer publishing process.	Unclear source-to-publication process invitation	16	Editorial estimate of fit to the supplied offer, not measured buyer intent. hypothesis <u>S1</u>
H11 · Find unsupported claims before they go public.	Unclear source-to-publication process invitation	16	Editorial estimate of fit to the supplied offer, not measured buyer intent. hypothesis <u>S1</u>
H24 · Get a scoped recommendation before committing to a content build.	Unclear source-to-publication process invitation	16	Editorial estimate of fit to the supplied offer, not measured buyer intent. hypothesis <u>S1</u>
H02 · Your next post may already be inside a talk you gave.	Unclear source-to-publication process invitation	12	Editorial estimate of fit to the supplied offer, not measured buyer intent. hypothesis <u>S1</u>
H04 · Three draft candidates, with the source behind every claim.	Unclear source-to-publication process invitation	12	Editorial estimate of fit to the supplied offer, not measured buyer intent. hypothesis <u>S1</u>
H05 · How much editing does your content routine require?	Unclear source-to-publication process invitation	12	Editorial estimate of fit to the supplied offer, not measured buyer intent.

Hook	Pain / archetype	Score / 25	Reason and evidence
			hypothesis <u>S1</u>
H06 · Decide what to automate before buying another integration.	Unclear source-to-publication process process invitation	12	Editorial estimate of fit to the supplied offer, not measured buyer intent. hypothesis <u>S1</u>
H07 · Turn workshop notes into a publishing decision.	Unclear source-to-publication process process invitation	12	Editorial estimate of fit to the supplied offer, not measured buyer intent. hypothesis <u>S1</u>
H08 · Give your reviewer an accept, edit or reject decision.	Unclear source-to-publication process process invitation	12	Editorial estimate of fit to the supplied offer, not measured buyer intent. hypothesis <u>S1</u>
H09 · Measure accepted drafts alongside review time.	Unclear source-to-publication process process invitation	12	Editorial estimate of fit to the supplied offer, not measured buyer intent. hypothesis <u>S1</u>
H10 · A weekly content routine needs an owner and a next step.	Unclear source-to-publication process process invitation	12	Editorial estimate of fit to the supplied offer, not measured buyer intent. hypothesis <u>S1</u>
H12 · Does your next post give the right buyer a reason to reply?	Unclear source-to-publication process process invitation	12	Editorial estimate of fit to the supplied offer, not measured buyer intent. hypothesis <u>S1</u>
H13 · Start with one offer and one publishing channel.	Unclear source-to-publication process process invitation	12	Editorial estimate of fit to the supplied offer, not measured buyer intent. hypothesis <u>S1</u>

Hook	Pain / archetype	Score / 25	Reason and evidence
H14 · See the draft, the edit and the reason for the change.	Unclear source-to-publication process invitation	12	Editorial estimate of fit to the supplied offer, not measured buyer intent. hypothesis <u>S1</u>
H15 · An interview archive can supply your next content brief.	Unclear source-to-publication process invitation	12	Editorial estimate of fit to the supplied offer, not measured buyer intent. hypothesis <u>S1</u>
H16 · Check whether the workflow fits the time your team has.	Unclear source-to-publication process invitation	12	Editorial estimate of fit to the supplied offer, not measured buyer intent. hypothesis <u>S1</u>
H17 · A useful recommendation can be to keep a step manual.	Unclear source-to-publication process invitation	12	Editorial estimate of fit to the supplied offer, not measured buyer intent. hypothesis <u>S1</u>
H18 · Keep the source attached when the format changes.	Unclear source-to-publication process invitation	12	Editorial estimate of fit to the supplied offer, not measured buyer intent. hypothesis <u>S1</u>
H19 · Make founder review part of the publishing routine.	Unclear source-to-publication process invitation	12	Editorial estimate of fit to the supplied offer, not measured buyer intent. hypothesis <u>S1</u>
H20 · Find where your content process stops moving.	Unclear source-to-publication process invitation	12	Editorial estimate of fit to the supplied offer, not measured buyer intent. hypothesis <u>S1</u>

Hook	Pain / archetype	Score / 25	Reason and evidence
H21 · The next step after reading should fit the offer you sell.	Unclear source-to-publication process invitation	12	Editorial estimate of fit to the supplied offer, not measured buyer intent. hypothesis <u>S1</u>
H22 · Test the review process with one source before expanding.	Unclear source-to-publication process invitation	12	Editorial estimate of fit to the supplied offer, not measured buyer intent. hypothesis <u>S1</u>
H23 · Specialist knowledge needs context when it becomes a post.	Unclear source-to-publication process invitation	12	Editorial estimate of fit to the supplied offer, not measured buyer intent. hypothesis <u>S1</u>

Buyer-segment hypotheses

B01 · Founder-led consultancy with talks

Assess source quality and review ownership before implementing a publishing routine

Where to test: Relevant existing relationships and owned LinkedIn posts; proposed channels, no lead list

Fit 4/5. Plausible subgroup within the supplied audience; not established by buyer research. · hypothesis

S1 · S2

B02 · Consultancy with a part-time marketer

Assess source quality and review ownership before implementing a publishing routine

Where to test: Relevant existing relationships and owned LinkedIn posts; proposed channels, no lead list

Fit 4/5. Plausible subgroup within the supplied audience; not established by buyer research. · hypothesis

S1 · S2

B03 · Technical consultancy

Assess source quality and review ownership before implementing a publishing routine

Where to test: Relevant existing relationships and owned LinkedIn posts; proposed channels, no lead list

Fit 4/5. Plausible subgroup within the supplied audience; not established by buyer research. · hypothesis

S1 · S2

B04 · Consultancy introducing a service

Assess source quality and review ownership before implementing a publishing routine

Where to test: Relevant existing relationships and owned LinkedIn posts; proposed channels, no lead list

Fit 4/5. Plausible subgroup within the supplied audience; not established by buyer research. · hypothesis

S1 · S2

B05 · Workshop-led consultancy

Assess source quality and review ownership before implementing a publishing routine

Where to test: Relevant existing relationships and owned LinkedIn posts; proposed channels, no lead list

Fit 4/5. Plausible subgroup within the supplied audience; not established by buyer research. · hypothesis

S1 · S2

B06 · Consultancy restarting a newsletter

Assess source quality and review ownership before implementing a publishing routine

Where to test: Relevant existing relationships and owned LinkedIn posts; proposed channels, no lead list

Fit 4/5. Plausible subgroup within the supplied audience; not established by buyer research. · hypothesis

S1 · S2

B07 · Consultancy dissatisfied with generic copy

Assess source quality and review ownership before implementing a publishing routine

Where to test: Relevant existing relationships and owned LinkedIn posts; proposed channels, no lead list

Fit 4/5. Plausible subgroup within the supplied audience; not established by buyer research. · hypothesis

S1 · S2

B08 · Consultancy considering its first content automation

Assess source quality and review ownership before implementing a publishing routine

Where to test: Relevant existing relationships and owned LinkedIn posts; proposed channels, no lead list

Fit 4/5. Plausible subgroup within the supplied audience; not established by buyer research. · hypothesis

S1 · S2

Ad script candidates

A1 · Estimated 35 seconds

You have a talk, article or interview worth sharing. Before turning it into a weekly routine, check what the source supports and who will review the drafts. The Content Workflow Diagnostic looks at one source, one offer and one channel. You receive draft samples, a process map and an implementation recommendation. If the useful next step is to keep something manual, the recommendation should say so. Ask whether your source is a fit.

Read aloud to verify duration. S1

A2 · Estimated 35 seconds

A draft can sound convincing and still change the meaning of your advice. Start by checking each claim against its source. In the Content Workflow Diagnostic, that review is part of the deliverable. We examine one existing source and show draft examples, review decisions and the next step for your reader. You keep the document whether or not you choose implementation. Bring a description of the material you already have to a fit conversation.

Read aloud to verify duration. S1

A3 · Estimated 35 seconds

Before adding another tool to your publishing process, look at where the work stops. Is the source missing? Does the founder review every line? Is the next action unclear? The Content Workflow Diagnostic examines one offer and one channel, then gives you a scoped recommendation. It includes sample drafts and a measurement baseline. Start with an existing article, talk or interview and a person who can review the result. Ask us about a fit conversation.

Read aloud to verify duration. S1

Positioning frames

Tool-first automation

Review one source before choosing the next integration.

Offer-specific framing to test; no superiority established.

S1

Generic copy

Keep the expert source visible during review.

Offer-specific framing to test; no superiority established.

S1

Volume targets

Record accepted work and review effort.

Offer-specific framing to test; no superiority established.

S1

Broad channel rollout

Begin with one offer and one channel.

Offer-specific framing to test; no superiority established.

S1

Traffic-only reporting

Record relevant enquiries alongside publishing effort.

Offer-specific framing to test; no superiority established.

S3

Test plan, in order

T1 · This candidate prompts relevant conversations from the proposed subgroup

Hook id: H01

Segment id: B01

Channel: Owned LinkedIn post; sequential tests

Metric: Relevant replies and qualified conversations

Window: Seven days; extend if exposure insufficient

Budget: No ad spend; record labor

Kill rule: Pause on misleading claims or audience mismatch

Scale rule: Repeat only after review of actual relevant responses; no automatic spend

Inconclusive rule: Low exposure or unclear attribution: no winner

T2 · This candidate prompts relevant conversations from the proposed subgroup

Hook id: H24

Segment id: B02

Channel: Owned LinkedIn post; sequential tests

Metric: Relevant replies and qualified conversations

Window: Seven days; extend if exposure insufficient

Budget: No ad spend; record labor

Kill rule: Pause on misleading claims or audience mismatch

Scale rule: Repeat only after review of actual relevant responses; no automatic spend

Inconclusive rule: Low exposure or unclear attribution: no winner

T3 · This candidate prompts relevant conversations from the proposed subgroup

Hook id: H11

Segment id: B03

Channel: Owned LinkedIn post; sequential tests

Metric: Relevant replies and qualified conversations

Window: Seven days; extend if exposure insufficient

Budget: No ad spend; record labor

Kill rule: Pause on misleading claims or audience mismatch

Scale rule: Repeat only after review of actual relevant responses; no automatic spend

Inconclusive rule: Low exposure or unclear attribution: no winner

T4 · This candidate prompts relevant conversations from the proposed subgroup

Hook id: H21

Segment id: B04

Channel: Owned LinkedIn post; sequential tests

Metric: Relevant replies and qualified conversations

Window: Seven days; extend if exposure insufficient

Budget: No ad spend; record labor

Kill rule: Pause on misleading claims or audience mismatch

Scale rule: Repeat only after review of actual relevant responses; no automatic spend

Inconclusive rule: Low exposure or unclear attribution: no winner

The angle grid

Download 960 candidate combinations. Hook score $\times$ segment fit; format does not alter the score. The grid repeats the hook text across contexts for planning. Adapt and review copy before publication.

Sources

S1 · Animalz

seller · retrieved 2026-09-14

Offers content production, LinkedIn thought leadership and AI workflow implementation; evidence of alternatives, not buyer demand.

S2 · Foundation distribution

seller · retrieved 2026-09-14

Markets B2B content distribution; evidence of positioning, not proof of results.

S3 · Grow and Convert about

seller · retrieved 2026-09-14

Distinguishes traffic from conversions in its positioning.

Next step

Choose a candidate, record the actual copy and audience, then log responses against the test plan. If you need human interpretation before spending, ask about a separately scoped review. No purchase or follow-up is triggered by this report.