



Hegemonic Growth

X DISTRIBUTION PLAYBOOK

Make the startup feel inevitable before the market decides.

A practical operating plan for the main Hegemonic account, founder-facing creator accounts, closer accounts, reply accounts, and clipper amplification. The goal is repeated appearance inside the rooms where founders, funds, operators, and buyers decide what is breaking out.

30

DAY SPRINT

5

ACCOUNT LAYERS

3

DAILY WAVES

10M

CLIP TARGET

POSITIONING

The offer is market pressure, not content.

Core promise

Turn founder signal, product proof, and source material into coordinated visibility across X, short-form, reply threads, newsletters, founder circles, and buyer surfaces.

The pricing frame

The \$30K trial proves the distribution match. The \$100K sprint adds source extraction, founder podcast, launch room, account network, routing, and reporting.

What prospects buy

A launch or category narrative that keeps appearing around investors, buyers, founders, power users, and competitor audiences.

Why Hegemonic

Clipper infrastructure, creator closer accounts, account health, target mapping, and warm follow-up. The campaign does not end at views; it routes attention.

Sell the result as: your market keeps seeing the company in the right rooms until momentum feels underway.

ACCOUNT ARCHITECTURE

Five account layers push traffic into one call path.

Main account

Authority posts, case-study threads, pricing logic, campaign screenshots, founder POV, launch breakdowns, and proof of operator infrastructure.

2-4 posts/day

Founder/operator account

Personal takes on distribution, startup attention, why launches fail, what top founders do well, and screenshots from the campaign room.

2 posts/day

Creator closer accounts

Warm human accounts that quote-post, reply, DM opt-in prospects, and route booked calls. Keep them tasteful, real, and brand-safe.

15-30 replies/day

Niche accounts

AI tools, startup growth, founder media, devtools, fintech, and venture content accounts that distribute clips and category takes.

3 posts/day

Reply accounts

Target competitor launches, VC threads, AI founder debates, creator economy posts, product launches, and founder pain posts.

40-80 replies/day

Rule: only the main account and creator closer accounts push hard CTAs. Niche and reply accounts create familiarity first.

Three waves: publish, surround, route.

01 Publish

Main account posts the campaign claim, case-study post, clip, or proof screenshot.

02 Surround

Niche, reply, and creator accounts amplify with takes, replies, quote posts, and conversation prompts.

03 Route

Closer accounts DM warm prospects, offer the campaign model, and push qualified people to Calendly.

Primary CTA: Book the fit call

Secondary CTA: Send campaign model

TARGET ROOMS

Aim the campaign at who can change the outcome.

VCs and fund partners

Investors who can create social validation and deal flow.

Founder peers

Operators who repeat the narrative because it feels useful.

Buyer clusters

The people who should see the product before the sales motion begins.

Competitor audiences

Followers already primed to care about the category.

Category accounts

AI, fintech, devtools, founder media, and SaaS surfaces with concentrated attention.

Recruiting markets

Talent pools that care about ambition, taste, and visible momentum.



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CALL PATH

Every thread should know where the next step lives.

The X funnel matters when attention becomes action. Send the campaign model, qualify the launch timing, then route the prospect to a fit call.

- Launch, raise, or category push
- Source material or founder access
- Budget for a real distribution room

BOOKING LINK

calendly.com/hegemonic/30min

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