



PLAYBOOK · NATIV

How to get paid from this app

A dummy-proof sequence. You sell reach odds — a score against Facebook, Instagram, TikTok, and X — then a native rewrite. Not another scheduler.

Read this once. Then do the steps in order. Do not skip to Stripe.

What you are actually selling

People already have Buffer, CapCut, and Canva. They do not need another place to type captions. They will pay when a post dies in For You / Reels and you can show **why**, then hand them a version shaped for that feed.

The product is the rewrite. The score is the demo. The scheduler is someone else's business. Nativ does not post to Facebook, Instagram, TikTok, or X — and you should not pretend it does.

SAY THIS

"Paste a draft. I'll score it against four algorithms and give you a native version for each feed."

NEVER SAY THIS

"Guaranteed viral." "We beat the algorithm."
"We post to TikTok for you." Those get refunds.

The three plans (what to charge)

PLAN	PRICE	WHO BUYS IT	WHAT THEY GET
Free	\$0	Anyone. This is bait.	Unlimited scores. No rewrite. They feel the gap.
Creator	\$19/mo	Creators 10k–200k, local businesses that post and get nothing.	Native rewrites for all four platforms + brand voice.
Agency	\$129/mo	Social managers with more than one client.	Everything in Creator + named client desks.

Anchor: similar tools sit at \$19–\$50 for creators and \$79–\$199 for agencies. \$5/mo is Buffer's world. Do not go there. In the Grok preview, "Use Creator" unlocks features on this device — that is not a real card charge. After you publish, connect Stripe (or Lemon Squeezy / Paddle) to those same three buttons.

PART 1 • DAYS 1–3

Make the demo impossible to misunderstand

1 Publish Nativ.

In the Grok chat, publish the app. You get a live link. The in-chat preview is only for you. Nobody can pay you from a preview.

2 Open the live link on your phone and install it.

iPhone: Safari only → Share → Add to Home Screen. Android: Chrome → menu → Install app. You need to feel what customers will feel.

3 Run the two samples yourself.

Draft tab → *Typical weak post* → Score all four. It should fail (greetings, link in bio, hashtag walls). Then *Creator draft*. Watch TikTok and Reels jump. That contrast is your sales demo.

4 Screenshot a before / after.

Weak score on the left. Native rewrite on the right. Blur the client name. This one image will sell more than a landing page.

5 Write one sentence you can repeat.

"Same idea. Four rankers. The rewrite is what you post." Put it in your bio, your emails, and the first line of every DM.

DONE WHEN

A stranger can open your live link, paste a caption, and see four scores without you on a call.

PART 2 · DAYS 4–14

Give the score away. Charge for the rewrite.

Free users should **see the number**. Do not hide the score behind a signup. Hide the rewrite. "Your X draft is a 41 because it never asks for a reply" is the sale. "Sign up for AI captions" is not.

1 Post the live link in three places you already have.

Your Instagram story, one Facebook group where business owners hang out, and 20 DMs to people who already ask you "why did this flop?". No ads yet.

2 Sit next to them while they score (or screen-share).

Let them paste their own post. When the lowest platform lights up, say: "That's the one we'd rewrite first. Creator is \$19. Want me to run it?"

3 Close the first three Creator seats by hand.

Do not wait for Stripe. Take \$19 on a payment link (PayFast, Yoco, SnapScan, Stripe payment link — whatever you already use). Unlock Creator for them in the app. You are proving people pay, not building billing.

4 Ask each of those three for a 15-second voice note.

"I scored a post, saw why it died, posted the rewrite." That is your next piece of content. Do not invent testimonials.

5 Only then wire real billing.

Connect Stripe / Lemon Squeezy / Paddle to Free / Creator / Agency. Monthly, with a 20% discount if they pay annually. Keep a monthly option — most social tools do.

SCRIPT · COPY / PASTE

"Paste one caption into this link. It scores Facebook, Instagram, TikTok, and X separately — they do not want the same post. If the number is ugly, the \$19 plan rewrites it native to each feed. I don't post for you and I don't promise views. I hand you a version that is shaped for that algorithm."

PART 3 · FASTER THAN SUBSCRIPTIONS

Sell retainers while the SaaS is still tiny

Subscriptions grow slow. Cash does not have to. Use Nativ as the engine, and sell the outcome as a service. This is how you eat while \$19 seats trickle in.

OFFER	PRICE	WHAT YOU DO EACH MONTH
Local business retainer	\$1,000–\$2,500	Score + rewrite 12–20 posts across the four platforms. They still hit Publish. You do not log into their TikTok.
Creator sprint (2 weeks)	\$497–\$900	One brand-voice setup, 8 native rewrites, one before/after report they can screenshot.
Agency seat	\$129/mo	They bring their own clients. You just give them desks so captions do not mix.
Playbook / cohort	\$497	This PDF + your best rewrites + a live teardown. The free scorer collects the emails.

1 Pick five businesses that already post and get ignored.

Hair, gym, restaurant, realtor, church, boutique — anyone posting “we’re open!” with a hashtag wall.

2 Score one of their real posts (public caption, no hack needed).

Send a screenshot of the four numbers plus one rewritten Facebook question. One page. No pitch deck.

3 Offer 30 days, not a year.

“I’ll native-rewrite your next 12 posts for R___ / \$___. You post them. If the comments on Facebook don’t move, we stop.”

4 Five retainers at \$1,500 is \$7,500 a month.

That funds Stripe, a domain, and your time while Creator seats stack.

WHO PAYS MOST · IN ORDER

1. Agencies (highest lifetime value). 2. Local businesses that already post. 3. Mid-tier creators who felt the algorithm shift. 4. Solo beginners — they churn. Do not build for them first.

PART 4 · HOW TO USE NATIV SO THE WORK IS GOOD

A posting loop that matches the product

If you sell this, you have to use it the same way you teach it. Same idea, four native posts. Never paste one caption everywhere.

1 Write one messy thought. Not four versions. A caption, a Reel script, or a thread.

2 Pick the format chip. Post / Reel script / Thread / Story / Video script. It changes the score.

3 Score all four. Tap the **lowest** platform first. Do the three “Fix this first” items before you rewrite.

4 Rewrite (Creator). Copy only the version for the app you are about to open.

5 Post it there, then stay in comments 30 minutes. Replies you answer are a ranking event, especially on X and Facebook.

What a good native version does

PLATFORM	WIN ON	DO THIS	STOP DOING THIS
TikTok	Completion + rewatch	Hook in second one. 8–21s. End on a loop.	“Hey guys.” Long intros. Optimising for likes.
Instagram	Saves + sends	Line one works as on-screen text. 3–5 niche tags.	20 generic hashtags. A greeting as line one.
Facebook	Comments	One specific question. Links in the first comment.	Link in the post body. Hashtag walls.
X	Replies + dwell	First sentence stands alone. Reply prompt. No tags.	Hashtags. Links in the body. Empty one-liners.

PART 5 · GUARDRAILS

What will waste your time

App Store / Play Store first. Home Screen install is the product. Apple often rejects “a website in a wrapper.” Play is easier and still not day one.

Building auto-post next. TikTok’s posting API is audited; unaudited posts stay private. X bills per write. Meta needs Business app review. That is a money pit until people already pay for rewrites.

Ads on the free tier. It makes a “pro growth” tool look cheap.

Underpricing at \$5. You are not Buffer. You are closer to Predis. \$19 is the floor for Creator.

Promising reach. Nativ models public ranking signals. It cannot plug into Meta, TikTok, or X production rankers. Sell higher odds + a specific rewrite.

When to turn on real billing

After three people have paid you by hand. Not before. Billing is plumbing. The offer is the business.

First 30 days · print and tick

- ☐ Published Nativ and installed it on my own phone
- ☐ Scored the weak sample and the creator sample
- ☐ Saved one before / after screenshot
- ☐ Sent the live link to 20 people who already post
- ☐ Sat with 5 of them while they scored their own caption
- ☐ Collected 3 paid Creator seats (even on a payment link)
- ☐ Pitched 5 local businesses a 30-day rewrite retainer
- ☐ Closed at least 1 retainer
- ☐ Asked the first paying users for a voice note
- ☐ Only then: connected Stripe to Creator \$19 and Agency \$129

Nativ models public ranking signals for Facebook, Instagram, TikTok, and X. It does not post, does not guarantee views, and does not replace the native apps. Sell the rewrite. Keep the promise small enough to keep.