

THE COMMENT METHOD™

A Daily Blueprint for Strategic Engagement

This is a low-cost, high-impact strategy for brand leaders who want to build real presence without paid ads, content fatigue, or endless campaigns. Give it 30 intentional minutes every day.

STEP BY STEP HOW TO

1. PICK YOUR PLATFORM

Choose where your audience is already active. The example to the right is TikTok, but you may have an engaged audience on YouTube, Facebook, LinkedIn etc.

2. SET A TIMER

Block 30 minutes and comment. Same time every day. Make it a rhythm. Be consistent.

3. FIND 10-15 POSTS

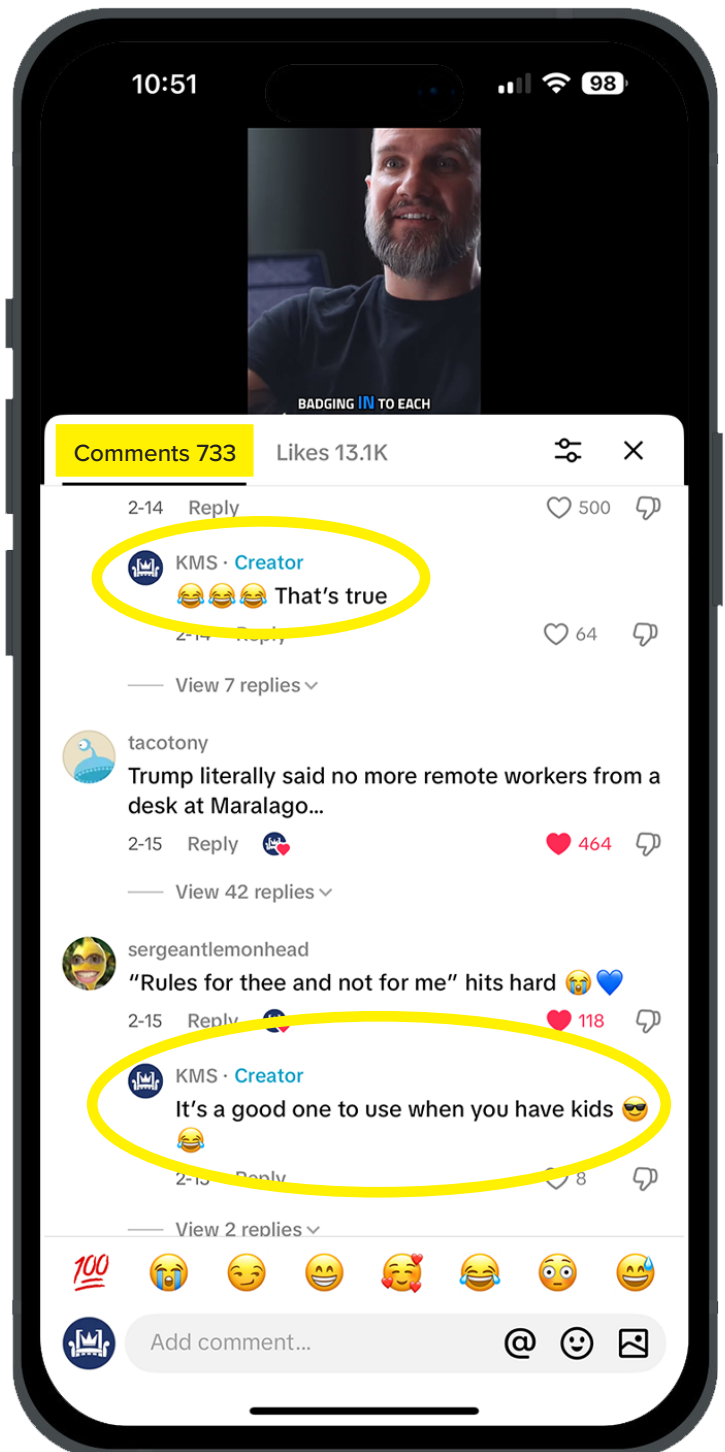
Look for your industry / niche. Comment on posts from businesses, creators, and accounts connected your space.

4. COMMENT THOUGHTFULLY

Don't skim. Read - then respond. Ask a question. Add humor. Be human.

5. REPEAT FOR 7 DAYS

Consistency is king. Put the time in. Don't pitch and leave. Don't skip days. Track what sparks conversation and double down.



**EXECUTE EVERY DAY.
TEST. LEARN. REPEAT.**

WHY THE COMMENT METHOD WORKS

Comments build recognition, trust, and visibility — especially when done consistently. Use The Comment Method as a simple, scalable way to build your Brand Moat — one real conversation at a time.

According to the 2024 Sprout Social Content Strategy Report:

“Connection consistently tops the list of what consumers want.”

Text-based, conversation-sparking posts (like Lodge Cast Iron’s prompts) often yield thousands of comments.

On LinkedIn, text posts outperform visual formats because they invite replies.

TOP TIPS ON THE COMMENT METHOD

- Start by saving 5–10 high-quality accounts you can return to daily, then keep building up that list. Add accounts every day.
- End comments with a question to invite replies.
- Use your actual voice — skip the fluff.
- Don’t pitch — show up to contribute, not to convert.

