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**BRAND PULL
BLUEPRINT™**

A three-step guide to selling directly to the end
consumer and creating a brand built to last.

THE BRAND PULL BLUEPRINT™

Building a defensible position through reputation, not middlemen.

Here's an example from founder and CEO of UnbreakableOS, Adam Weisner.

UnbreakableOS's Brand Moat law builds a defensible position through reputation, not middlemen. If you sell to consumers, this is your playbook. I learned it at an automotive suspension company, and it changed everything. We sold to distributors at a 45% discount, bleeding margins and risking everything if one walked. I visited call centers across the US and Canada to see it myself. Staff juggled 1,000 products, only pushing ours with promos—turnover and new products killed focus. Retail stores were worse, needing constant retraining as staff cycled out. We were stuck pushing, not leading.

So, I decided to completely flip it to a direct-to-consumer model. That meant marketing and online sales. When we first launched our new online promotions on our website, distributors pushed back hard, saying we were competing with them, threatening to leave. I didn't blink. I knew if we built our own brand, with our clients, we would be in control of our own destiny. We built a consumer brand, telling our story. Not advertising, engaging. Online sales soared from nearly nothing to multiple seven figures annually, with 50% better margins. Direct sales hit 10-15% of revenue. And those distributors? They doubled and tripled sales—as customers came to them and demanded our product, with no extra effort or promotions needed from their teams to make the sale.

You see, even though we pushed folks to our website, the impact of the product awareness through branding was that more people knew about it, and that meant more searching for us, which meant more sales for everyone.

THE NUMBERS

As a former banker you can see why this was a strategy I was focused on...

The goal was \$5M in D2C sales, so:

- Selling on our own website direct to the consumer at 15% off nets \$4.25M in profits.
- Matching that takes \$7.73M in distributor sales at 45% off — 54% more volume.

Let's look at it from another perspective...

If company sales went DOWN 20% — from \$5M sold exclusively to those distributors and we shrunk to \$4M but it was all sold to directly to the end consumer — the company would make \$650K MORE in gross profits. Not only that, but you'd be spending your time building up your brand, creating content that works while you sleep, and de-risking yourself from that Friday afternoon Zoom meeting when your biggest distributor tells you they're taking on your competitor and dropping you.

That's why I'm sharing my framework for the Brand Pull.

The Brand Pull Blueprint 3-Step Guide for D2C Marketing and Sales

This is branding, not advertising.

Think of it like Novocain. You need time to build a moat and pull customers to you.
That's how you make your business unbreakable. These are the steps...

1 SET UP YOUR
ONLINE MARKETPLACE

2 POST DAILY CONTENT
ON SOCIAL MEDIA

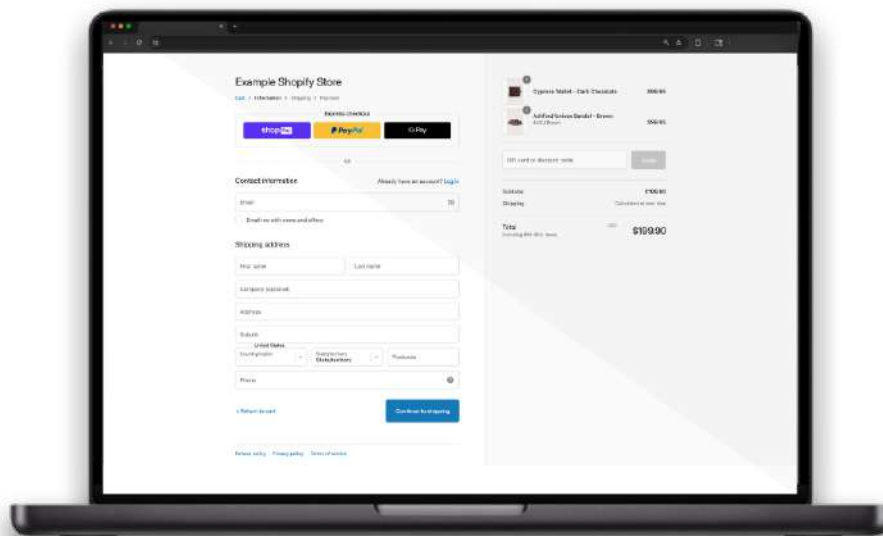
3 ENGAGE THOUGHTFULLY
WITH YOUR AUDIENCE



FIRST: SET UP YOUR MARKETPLACE

Set up an online store linked to QuickBooks or Sage100 for inventory and accounting. Make checkout one-click easy.

There's a lot out there, but an e-commerce site like Shopify makes this extremely simple. Set up your account online, add your product, connect your accounting and inventory management and start pulling end consumers in for purchase.



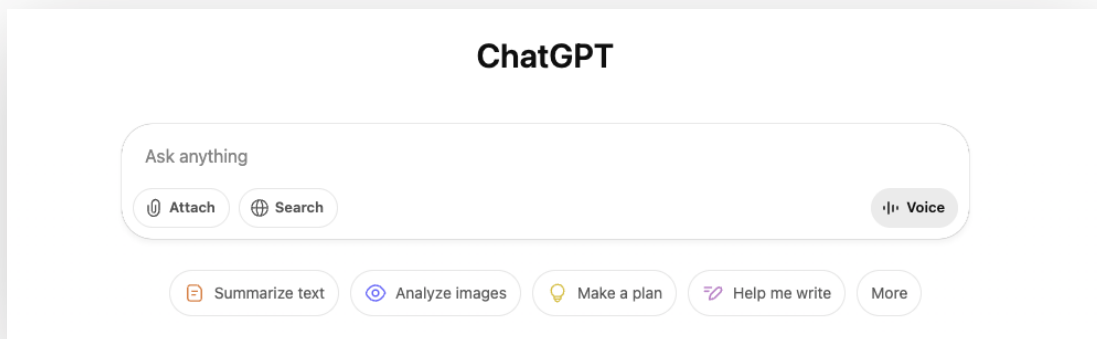
STEP TWO: THE CONTENT MULTIPLIER™

Follow this method for creating one month of video content one hour.

You don't need to over complicate content creation. You just need your phone, your voice, and something real to say. Follow the steps below to script and create a single video you record into a month's worth of daily video content.

1. USE YOUR FAVORITE AI TOOL TO SCRIPT

Go to Chat GPT and prompt for your content scripts. You'll land on a screen like this:



- Type in something like "Give me 30 frequently asked questions by customers or prospects in my business and industry (type in what your business does)."
- Please also review my website (insert company website) and any competitors in my industry you see have a good online presence."
- Press "Enter."
- Copy and paste these into a document and save it.
- Choose the question that you know is most asked or is the most relevant.
- Now, take your phone out and film something simple, and answer the questions you got from ChatGPT.



2. RECORD THE VIDEO(S)

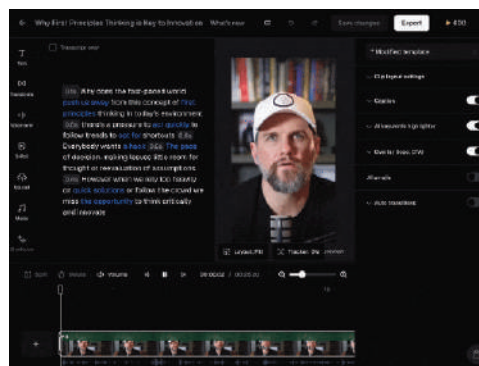
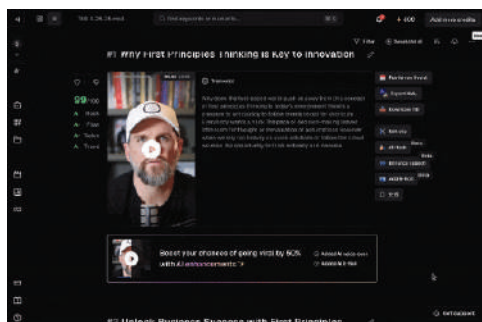
Record a quick video answering a question your customers always ask. Keep it real. Keep it short (even 2–3 minutes works).

This is our quick setup in the office.

3. USE A CLIP TOOL

Find an online tool to help you take the longer video and cut it up into multiple videos with caption overlays.

A tool like Opus Clip will automatically turn your video(s) into short-form content you can post across Instagram, Facebook, LinkedIn, YouTube Shorts, or TikTok. It resizes for social channels, adds subtitles, picks the strongest moments, and gives you clips that look like you spent hours editing. You didn't. You just talked.



Download and post. Share one clip each day. That's it. You just turned one video into a week's worth of content.

STEP THREE: THE COMMENT METHOD™

This is a guide for daily strategic engagement with your unique audience.

Brand leaders who want to build real presence without paid ads, content fatigue, or endless campaigns should use this wow-cost, high-impact strategy and give it 30 intentional minutes every day.

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

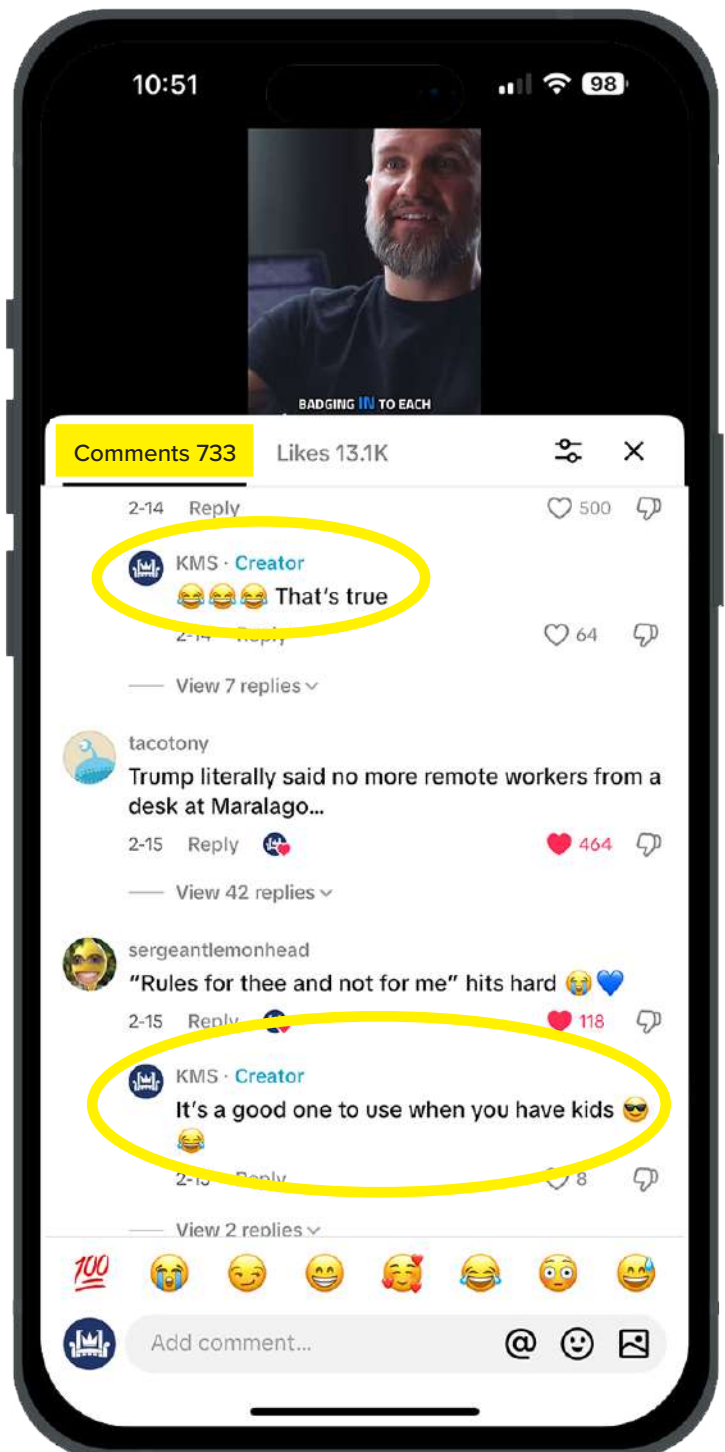
Look for your industry / niche. Comment on posts from businesses, creators, and accounts connected your space.

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.



**LEARN MORE ABOUT THE
UNBREAKABLEOS™ FOR YOUR BUSINESS**