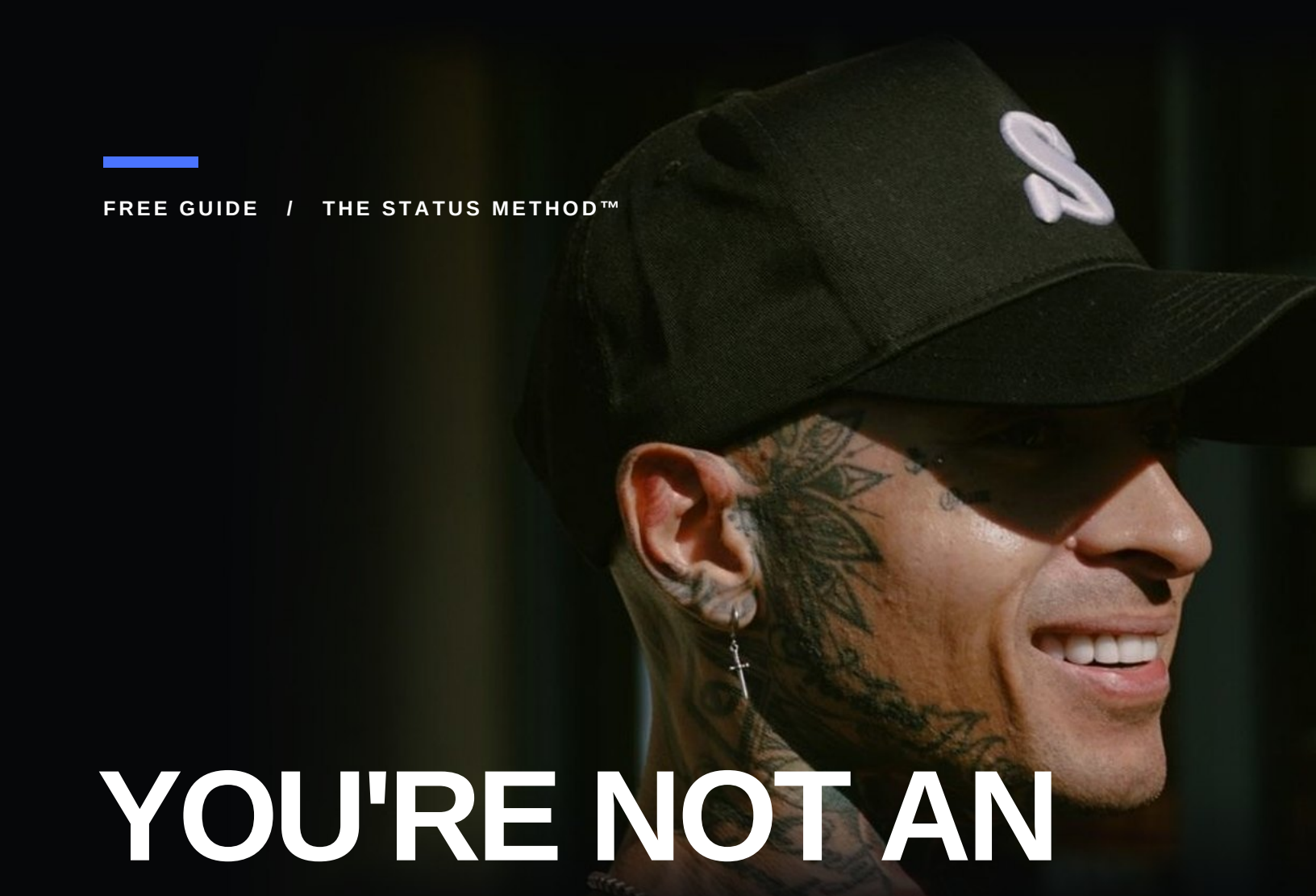


FREE GUIDE / THE STATUS METHOD™

YOU'RE NOT AN INFLUENCER. SO WHY POST LIKE ONE?

The seven problems I hear holding established business owners back online, and the fix for each one.

QUEST HAWK



THE REAL PROBLEM

You know how to run your business.

But do you know how to brand yourself?

You've built the experience. You've developed the expertise. You've put in the years. But when it comes to building your reputation online, you keep running into the same problems.

THE SEVEN MAJOR PROBLEMS HOLDING ESTABLISHED BUSINESS OWNERS BACK ONLINE

01	**You look like everyone else in your industry.**
02	**You don't know what to post.**
03	**You don't feel confident on camera.**
04	**You don't have time to become a full-time content creator.**
05	**You don't know who you're speaking to.**
06	**Your content isn't getting enough attention.**
07	**Your online reputation doesn't reflect your experience.**

This guide is for established founders and business owners. Not aspiring influencers. You already have the business. Now your name needs to catch up to it.

WHO THIS IS COMING FROM

From delusional dropout to established 7-figure brand.

I started in content in 2012 with nothing but a vision.
I got my first break in 2018.

I made hundreds of videos no one cared about. Then I made one I didn't want to make. It was about my fear of having a son one day who'd say he didn't want to be anything like me.

That video changed my life. It got everyone's attention and led them to all my other videos, and those videos proved I was who I said I was.

That personal brand became a full-time career. It landed brand deals, made me the face of ASRV, and took me to other parts of the world.

It put me in rooms with some of the most innovative founders in the world and had me working with businesses all around the world. I brought my expertise in social media, not as an influencer, but as someone who has dedicated his entire life to content and understanding how to use it to create trust and deliver a message. Not just views.

Those years of experience turned into Status Acquired.

THE PROOF

A 7-figure personal brand with about 29K followers.

You don't need a massive following. You need the right people to know your name.

THE STATUS METHOD™

Identity. Consistency. Documentation.

A personal brand isn't something you create for social media. It's the reputation you build through who you are, what you repeatedly do, and the experiences you choose to document.

01

IDENTITY

Who you are. Your position, your audience and the reason you're worth choosing.

FIXES PROBLEMS 01, 02 AND 05

02

CONSISTENCY

What you repeatedly do. A rhythm your schedule can carry, so the market sees the same message until it's certain about you.

FIXES PROBLEMS 03 AND 04

03

DOCUMENTATION

The experiences you choose to document. The work, the results and the stories that prove what you say.

FIXES PROBLEMS 06 AND 07

It's a strategic approach to building a recognizable name, earning trust, and creating opportunities beyond your follower count.

PROBLEM 01 OF 07 / IDENTITY

You look like everyone else in your industry.

Everyone is trying to look like everyone else in their industry, then wondering why they don't stand out.



THE FIX

Stop blending in. Give them a reason to care.

In a world built for attention, you can't blend in and just be boring. The world and the business world don't work like that anymore.

1 **Answer the three that separate you.** Who are you? What do you do? Why should anybody give a sh*t? These give you your unique value perspective.

2 **Then answer the three they lead to.** Who do you help? What do you solve? Why do you do it?

3 **Cut anything that could be anyone's.** If a competitor could post it word for word, it isn't yours.

DO THIS TODAY

Answer the first three questions on the worksheet in this guide. One sentence each.

PROBLEM 02 OF 07 / IDENTITY

You don't know what to post.

You have years of knowledge, but struggle to turn it into content people actually want to watch.



THE FIX

Stop inventing content. Start documenting it.

Everything worth posting already happened in your business this week.

1. **Use your who, what and why.** Who you help, what you solve and why you do it. Every post comes back to those answers.

2. **Show the work.** The client call. The job site. The deal. It feels boring because you do it every day. To your market, that boring work is authority.

3. **Turn client questions into videos.** Each question someone asks before they hire you is a talking head waiting to be filmed.

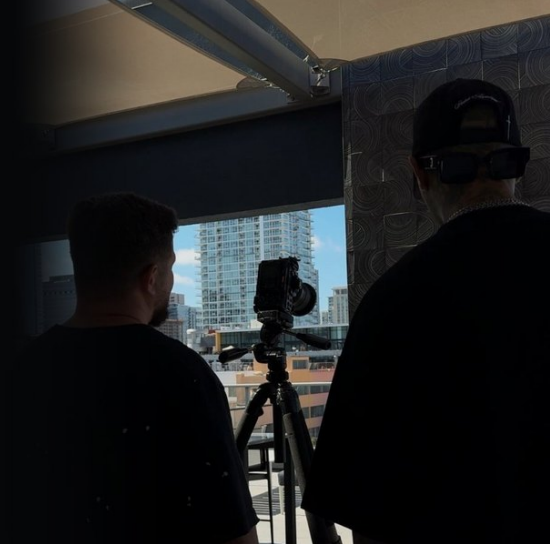
DO THIS TODAY

Write down the 10 questions clients ask before they hire you. That's your next 10 videos.

PROBLEM 03 OF 07 / CONSISTENCY

You don't feel confident on camera.

You know your business inside and out, but the moment you hit record, you struggle to communicate naturally.



THE FIX

Stop performing. Start helping.

“I get so lost in helping you, I forget the camera's there.” That's the whole trick.

1 **Talk to one person.** Pick a real client you've helped. Explain the answer to them, not to the lens.

2 **Film the real thing.** With permission, record the calls and consultations you already do. One good call can hold five videos.

3 **Take the reps.** I had no idea how to control the aperture on my first shoot. Confidence shows up after the reps, not before them.

DO THIS TODAY

Record 60 seconds answering one client question. Don't post it. Just watch it back and record it again.

PROBLEM 04 OF 07 / CONSISTENCY

You don't have time to become a full-time content creator.

You're running a business. You need a repeatable strategy that works around your schedule, not one that consumes it.



THE FIX

Stop filming daily. Start capturing in batches.

Posting every day without a system isn't a brand. It's a second job.

1. **Book it like a client.** Put one recurring filming block on your calendar and protect it.

2. **Content farm that block.** Film talking heads, add text overlays, and capture B-roll of your normal workday.

3. **Post from the bank.** Schedule what you filmed. You stay consistent without having to be on the app every day.

DO THIS TODAY

Put your first filming block on the calendar for this week, and write five topics to shoot in it.

PROBLEM 05 OF 07 / IDENTITY

You don't know who you're speaking to.

You're creating content without a clear understanding of the audience you want to attract.



THE FIX

Stop talking to everyone. Pick your client.

You want views. You just don't want randoms. The right audience is the one that turns into clients.

1. **Write your North Star.** What is this brand supposed to do for your business? Only you can answer that.

2. **List your industry's pain points.** Use the exact words clients use when they describe the problem to you.

3. **Call them out.** Name who the video is for early. Anyone it filters out was never your client.

DO THIS TODAY

Describe the best client you've ever had in three lines. Every post this week is for that person.

PROBLEM 06 OF 07 / DOCUMENTATION

Your content isn't getting enough attention.

You're posting, but the views, reach, and engagement aren't translating into meaningful exposure for your business.



THE FIX

Stop chasing views. Reach the right ones.

Every post has three jobs: grab attention, build trust, and make the next step obvious.

1. **Open on what your client cares about.** The first line or frame has to stop the right person, not everyone.

2. **Keep captions to 50 words or less.** Use your industry keywords so the post reaches the same target audience.

3. **Build volume before you judge it.** Work toward 100 posts on your grid and use trial reels. Then study the metrics.

DO THIS TODAY

Upload your finished video to Google Gemini and use this prompt: “Write a 50-word caption framed around this video, directed towards [your industry].”

PROBLEM 07 OF 07 / DOCUMENTATION

Your online reputation doesn't reflect your experience.

You've earned credibility offline, but people discovering you online have no idea what you've accomplished.



THE FIX

Stop assuming they know. Put the proof on your grid.

Your social media is your digital resume. Right now it might be leaving out the best parts.

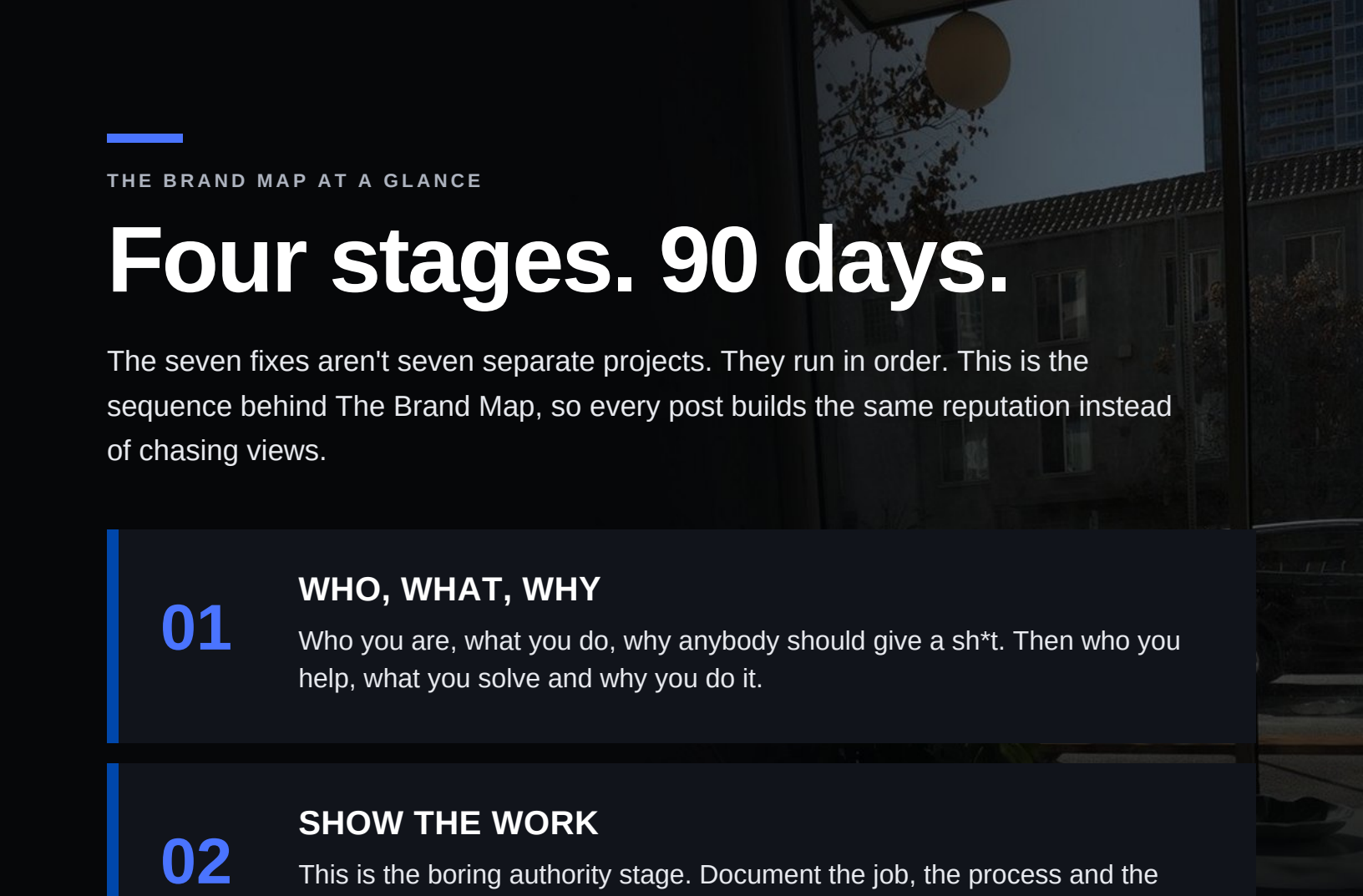
1. **Run the 3-second test.** Show your profile to someone outside your industry for 3 seconds. Can they say what you stand for, what you solve and why you're different?

2. **Rewrite your bio.** Use the statement on the worksheet in this guide.

3. **Document your results.** Client stories, finished work and the process behind it. Reputation is built on what people can see.

DO THIS TODAY

Send a screenshot of your profile to someone outside your industry. Write down what they say, word for word.



THE BRAND MAP AT A GLANCE

Four stages. 90 days.

The seven fixes aren't seven separate projects. They run in order. This is the sequence behind The Brand Map, so every post builds the same reputation instead of chasing views.

01

WHO, WHAT, WHY

Who you are, what you do, why anybody should give a sh*t. Then who you help, what you solve and why you do it.

02

SHOW THE WORK

This is the boring authority stage. Document the job, the process and the proof.

03

CONTENT FARM

Talking heads with overlays and B-roll. Build toward 100 posts on your grid, plus trial reels.

04

STUDY THE METRICS

Now you have enough content to learn from. See what your market actually responded to.

The 90 days build it. You have to keep it up.

YOUR WORKSHEET

Say it clearly, or they won't repeat it.

Your North Star and your pain points have to come from you. Type directly into this PDF, save it, and come back to it.

WHO I AM

WHAT I DO

WHY GIVE A SH*T?

WHO I HELP

WHAT I SOLVE

WHY I DO IT

MY NORTH STAR

PAIN POINTS, IN THEIR WORDS

YOUR OBVIOUS-CHOICE STATEMENT

I HELP (WHO)

GET (RESULT)

THROUGH (YOUR METHOD)

BECAUSE (PROOF YOU'VE EARNED IT)

MY 3-SECOND TEST

WHAT I STAND FOR

WHAT I SOLVE

WHY I'M DIFFERENT

WHERE THE WORK CONTINUES

Inside The Status Club.

This guide gives you the fixes. The Status Club is where entrepreneurs, business owners and self-employed professionals put them to work and build their names in public.

OFFER 01

STATUS ENTRY

$197 / year

Self-paced entry into The Status Club. Renews annually. Cancel anytime.

- The Brand Map 90-day content plan
- Status Knowledge Library
- Status Authority Playbook
- Brand Mastery Video Course
- Daily Status insights and discussions
- Status Talk public community
- Status Public Events

OFFER 02

BUILD WITH YOU

By application

Private group advisory for established entrepreneurs and professionals.

- 12-month engagement
- Application-based, through an alignment call
- Lifetime access to Status Entry and The Brand Map







questhawk.netlify.app


YOU ALREADY HAVE EVERYTHING YOU NEED.
Reputation Is Earned, Never Given.
QUEST HAWK