

# Branding Buddies – Guidelines for Branding and Posting

This document exists to define our branding choices and explain why they were made. People are nuanced and can have multiple brand associations. Joe Rogan (1967) is podcaster, and his brand associations are: MMA fighting, announcing stand-up comedy, acting, getting high, alien conspiracy theories, biohacking, politics, and military history. Whereas most successful businesses and the uber-rich only have three brand associations. For example, Amazon.com is fast, simple, and risk-free. While Elon Musk is associated with space, freedom of speech, and being completely insane. As we're aiming for impact over entertainment, we will be restricting ourselves to three brand associations. The branding shall be as follows:

## Jason Machin Actual – The YouTube Channel

### 1. The Entertaining Adventures of Jason (70%)

- a. The People
- b. The Projects
- c. The Lessons

### 2. Executive Leadership Development (20%)

- a. Trauma and Resilience
- b. Skill Acquisition
- c. Shifting Mindsets

*Mindset: Several frames of perspective that yield predictable results.*

### 3. The Science Behind Regenerative Agriculture (10%)

- a. Soil Science and Amendments
- b. Plant health and Species Selection
- c. Design Theories

## Explanation

Now at first glance it may appear that the ratios are off for someone intending to end poverty via better farming. However, it makes perfect sense after a little forethought. I will be doing a lot of traveling. There will be shorts for scenic views, longs for weekly updates, projects, interviews, and... drama. That's a lot of content; it is only natural that Adventure takes up 70% of my posting schedule. Executive Leadership and Development is my personal obsession, you couldn't pay me to stop talking about it (I'd take your money, but it'd be a bad investment). So, 20% is just perfect. Which leaves dedicated science videos at 10%, but realistically regenerative agriculture will cover at least 50% of my content just from the projects, lessons, and updates alone. Therefore, it's only the heavy theory videos, which usually don't perform as well, that make up the 10%.

## Monthly Schedule (at max output)

So, with weekly updates, that's 4 (40%) adventure videos, 2 (20%) tours/interviews, and daily shorts (10%) – that's my 70% Adventure content. Then with my track record I could easily mess up, think about it, then talk about it on camera twice a month, that's 20% Development. Then if I sit down and create one Science video a month that'd be my 10%. For a grand total of 9 longs and 30 sorts per month.

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## ActualWork.Org – The “Business” Side of things

1. Doing the Actual Work (70%)
  - a. Charity Projects (Fundraisers)
  - b. Agricultural Training (Testimonials)
  - c. For-Profit Projects (Sustainability)
2. Filling The Vault – Free PDF Resources (20%)
  - a. Executive Leadership Development
  - b. Regenerative Agricultural Guides
  - c. Potential Project Ideas
3. Administration (10%)
  - a. Financial Reporting
  - b. Summarizing Projects
  - c. Emails and FAQs

### Explanation

The Actual Work will be my primary export and means of survival, 70% seem rational. The Vault is a lead magnet full of free PDFs, I'd naturally to make these anyway, may as well get additional use out of them – 20% is appropriate. Unfortunately, administration is necessary part of life for all successful organizations – 10%.

### Yearly Schedule (at max output)

This is less about posting and more about effort allocation. I can see doing 2 hands-off charity projects a year (20%), an intensive training workshop every quarter (40%), and incubating a business to be run by the locals (10%). That's easily 70%. Each PDF takes on average 20 hours of concentrated effort to produce and proof-read (this one took a total of 6 hours. I can probably do one a month – 20% seems right. I don't know how much administration work there'd be, but rest assured, it will be as little as possible to keep things functional – so 10%? Sure.



Note: *The 70/20/10 rule comes from Alex Hormozi (entrepreneurship, communications, fitness). He realized if he had 70% of his content on business, 20% on business related stuff, and 10% just off-the-cuff (to add some spice), then his metrics got better. We're going to use this ratio for our brand associations.*

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## Suggestions for my YouTube Twin – Alex Wallace Actual

1. Regenerative Agriculture (70%)
  - a. Syntropic Projects
  - b. Compost and Amendments
  - c. Marketing and Profits
2. Science of Microorganisms
  - a. Microscopy
  - b. Culture Development
  - c. Compost Alternatives
3. Just Alex being Alex – Fun Stuff
  - a. Workout routines
  - b. AI development
  - c. Complaining About Gringos – *love you*

### Explanation

Alex is not traveling as much as me and will be naturally producing more Regen Ag content (70%). He also likes to nerd out on Microorganisms and he's pretty good at it so 20% seems appropriate. On top of that Alex is a jacked IT nerd – 10% for the spicy Mexican.

### Monthly Scheduling (max output after quitting day job)

Weekly updates give us 40%, then 2 farm tours give us 20%, and 1 instructional video (10%) gives 70% for Regen Ag. A Microscopy Science video (10%) and trouble-shooting video (10%) get us to 20% for science. Then at 10% Alex gets one a hot take (or hot bod) video per month.

## Long-form Video Format Guidelines

Section	Time	Camera	Objective
Thumbnail*	X	Subject	The <b>most important</b> part – dedicate an hour+
Title*	X	Words	<b>Newspaper Rules:</b> Short, Exciting, Truthful
Hook*	10s	Either	Get audience <b>engaged</b> in the video.
Intro*	15s	Face	Explain <b>who</b> you are and <b>why</b> they should listen.
Set-up*	5s	Face	<b>Set</b> their expectations to avoid clickbait deception.
Context*	3m	Subject	Explain the basic situation and <b>why</b> it matters.
1/3 CTA*	10s	Face	Mention related video, <b>link</b> in description.
Details	3m	Mix	Explain the specifics of the <b>problem</b> .
Solution	3m	Subject	<b>Show</b> them <b>how to fix</b> the problem.
End CTA*	10s	Face	Mention a lead magnet – <b>link</b> in description.
Outro	10s	Face	Joke or blooper – train audience to <b>enjoy</b> full video.
<b>Total:</b>	<b>10m</b>	<b>3m of Face</b>	<b>A quick and informative</b> video – yay.

\* - Essential to every video, no exception!

These are guides, break the rules, if necessary, but never the Essential\* rules, you need those.

Machin, J. P. (2025, December). *Branding Buddies- Guidelines for Branding and Posting*. Actual Work. [www.actualwork.org/vault](http://www.actualwork.org/vault).