

Megaphone low-fit email sequence (Founder Authority OS)

LIVE as of September 16, 2026. Wired on `/api/os-lowfit-tick` (Vercel cron, 14:30 UTC daily), copy in `src/lib/os-lowfit.ts`, guarded by 11 tests. 1 person (the only low-fit lead in Track A) was paused there and migrated; their L1 opens with the apology line.

Version 1.1 · September 16, 2026. Michael's direct edits are the base text (contractions, parentheticals, tighter preview lines, Deploy caveat cut from L4, updated proof numbers). On top of those, his 4 comments applied: L1 now fires day 0, L3 branches on the reader's stated goal and resolves the reach contradiction, L4 opens with the reason the 3 founders are shown, L5 rewritten transactional.

Version 1.0 · September 16, 2026. First draft, for review.

The reader

A pre-revenue or pre-seed founder who wants customers, is not posting consistently, just asked for a platform playbook, and cannot buy Deploy. They are the right buyer for the OS and until now nobody has asked them to buy it.

Platform: Resend, on a Vercel cron

One path, and the reason is the exit condition. A buyer must stop receiving "buy this" emails the moment they pay, and purchase state lives in Redis (`mg:os:purchased`), which beehiiv automations cannot read. beehiiv also cannot create an automation by API at all (`POST /automations` returns 404), and lemlist Track A is reserved for high fit and cold outbound.

So this runs on the same rails as the two lanes already shipped, `/api/survey-nudge` and `/api/os/onboarding-tick`:

- `/api/os-lowfit-tick`, Vercel cron, once daily at 14:00 UTC. L1 is the exception: it sends inline from `/api/survey`'s `after()` block on the day of scoring, so day 0 means day 0 rather than "whenever the next tick lands".
- Marker before send, `SETNX mg:lowfit:<email>:<step>`, so a retry cannot double-send.
- Bounded catch-up window of 21 days, so the first run cannot mail the back catalogue.

Audience

Enrolled when all of these are true:

- beehiiv `fit_band` is `low_fit`
- beehiiv status is `active`
- not in `mg:os:purchased`
- no `call_booked` field

Exits, checked before every send

Exit	Behaviour
Bought the OS	Immediate stop. Onboarding sequence takes over.
Booked a strategy call	Immediate stop.
Unsubscribed in beehiiv	Immediate stop.
Sequence finished	Stop. They stay on the newsletter.

Sending identity

Blake Email, blake@megaphonestudio.com. Reply-To the same. Blake reads replies daily.

Michael appears in third person only. Same identity as every other customer email on this site.

Global style rules

Blake's register: plain declaratives, contractions always, receipts with timeframes, numbered options, concede then redirect, the occasional parenthetical aside. Banned, his own list: "It's not about X, it's about Y", "No x. No y. No z.", rhetorical questions, em dashes, semicolons, generic AI cadence. House bans: viral (except the proper noun Viral Examples), content engine, thought leader, personal brand, ghostwrit*, case studies, agency as self-description, discovery call. Numerals for numbers. "median", never "typical". Every statistic exact, never hedged.

No refund promise anywhere. Canon is "Sales are final": every paid product is a final sale, each page lists exactly what it contains, and the newsletter and playbooks are free to read first. L5 states that flatly, as information rather than persuasion.

Deploy appears exactly once, as a factual redirect in L5 for the reader whose situation has changed. These readers were scored out of it. It is never pitched.

Merge fields

Written by `/api/survey` into beehiiv, so all are present for anyone in this audience: `{{posting_state}}`, `{{stage}}`, `{{need}}`, `{{who}}`, `{{playbook}}`. Plus `{{playbookName}}` (the human title of the playbook they asked for), `{{needPhrase}}` (mapped from `need`, table in the build notes), `{{osLink}}` and `{{callLink}}`. The survey never asks for a name, so every line stands without one.

THE SEQUENCE

L1: Start with 25 names (day 0)

Field	Value
Trigger	Same day <code>fit_band</code> is set to <code>low_fit</code> , sent after the playbook delivery email
Subject	Before your first post
Preview text	Pick 25 accounts, read them for a week, then post.

Hey, it's Blake from Megaphone.

You've got the `{{playbookName}}`. Before you use any of it, spend 20 minutes on this.

Write down 25 accounts. Skip competitors. Pick the people whose respect would change something for your company.

- The investor you want knowing your name before you raise
- The person running the team you want to sell into
- Someone your best candidates already follow

Then read what those 25 post for one week before you publish anything.

You learn what those exact people already want to read, which settles what you post. And you get somewhere useful to show up in the comments, which is where almost every founder account I've worked on earned its first real traction.

Founders who skip this publish into a feed where nobody they care to reach is watching, see nothing, and quit.

Do the 25 today. It's the highest-leverage 20 minutes you can spend right now.

The full exercise is module 1 of my Founder Authority OS, The Audience Map. 10 modules, 34 lessons, 9 fill-in worksheets. \$197 once, yours forever.

Get the OS → {{osLink}}

~ Blake

L2: Why it did not work last time (day 3)

Field	Value
Trigger	Day 3, branches on {{posting_state}}
Subject	Why it didn't work
Preview text	3 decisions that keep you posting once work gets busy

Hey, it's Blake from Megaphone.

[BRANCH: posting_state]

If none:

You told me you're posting nothing yet. Good. Starting from zero beats starting from a feed of posts that went nowhere, because you install the system before you build habits you'd have to undo.

The writing rarely stalls founders here. Picking what the first post is on does, because it feels like it needs a strategy you have yet to build.

If inconsistent:

You told me you post, but inconsistently. That's the answer I hear more than any other, and it's almost never a discipline problem.

Every week starts from a blank page, so one post takes 90 minutes instead of 20.
The week the company gets busy is the week posting stops.

If not-working:

You told me you post and nothing happens. Frustrating, and usually the easiest to turn around.

Posts that get zero response are rarely badly written. They're aimed at nobody in particular, so they land in front of people with no reason to care.

If working:

You told me your posts work and you want more from them.

Writing was never your problem. The system lives in your head, and it stops the moment you get busy.

[END BRANCH]

Founders who keep publishing made 3 decisions once and wrote them down.

- **Who** they're aiming at
- **What** they sound like
- **When** each post goes out

After that, every week is execution instead of invention.

The first 3 modules of the OS produce exactly those 3 documents. An audience map, a voice guide, and a publishing plan with your actual week on it.

\$197 once → {{osLink}}

~ Blake

L3: How to tell if posting is working (day 6)

Field	Value
Trigger	Day 6
Subject	Ignore followers
Preview text	DMS, booked calls, unprompted mentions, and views against your median

Hey, it's Blake from Megaphone.

You told me you want {{needPhrase}}. Followers and impressions climb whenever strangers share a post, and neither one tells you which idea did the work.

Read these 4 numbers every week instead.

1. DMs that came in, and who sent them
2. Calls booked off a post
3. People who bring up a specific post unprompted
4. Each post's views against your own median

The first 3 tell you it's working, the 4th tells you what to do more of.

Number 4 looks like a reach metric, but it's a baseline. Your own median makes an outlier obvious, and the outlier tells you which topic to return to next week.

Without these you're guessing, and guessing is why founders rewrite their whole approach 10 times and then quit.

Module 8 of the OS, Performance Review, covers this in 4 lessons, 1 worksheet, and a 15-minute weekly read. It's the module I'd buy the whole thing for.

\$197 one-time payment → {{osLink}}

~ Blake

L4: What it looks like when it works (day 9)

Field	Value
Trigger	Day 9
Subject	What it looks like when it works
Preview text	1M views, a 1.2M launch, 18,600 median views per post

Hey, it's Blake from Megaphone.

I want to show you 3 founders we've run this system for, and the reason I picked these 3 specifically: none of them thought of themselves as writers, and none of them were posting when we started.

- **Fintech CEO:** An engineer who called writing in public out of his element. 1M views and 3.5x his following.
- **AI founder:** Had never really posted. His launch reached 1.2 million people.
- **Remote-work CEO:** Built it on her own account instead of the company page. 27,000 followers gained from 1k, and a median of 18,600 views per post.

They ran the system that's in the OS. Same audience map, same voice guide, same weekly rhythm, written down so you can run it yourself.

- 10 modules, 34 lessons, 9 fill-in worksheets
- Covers X, LinkedIn, and a newsletter
- Bonus module on launch and fundraise posts
- Presented by me

Yours for \$197 one time: {{osLink}}

~ Blake

L5: Last one about the OS (day 14)

Field	Value
Trigger	Day 14

Field	Value
Subject	Last email
Preview text	You keep the playbook either way...

Hey, it's Blake from Megaphone.

Last email about this.

Founder Authority OS is the system we install for founders, documented so you can run it yourself.

- 10 modules, 34 lessons, 9 fill-in worksheets, presented by me
- \$197 once, yours forever
- Sales are final, and the page lists exactly what's inside

Buy it here → {{osLink}}

Two things to know first.

If you'd rather my team install it for you, that's Megaphone Deploy. Grab time with us → {{callLink}}

If you're passing, keep the playbook and run this for 6 weeks:

- Do the 25 accounts from my first email
- Pick one format
- Publish once a week
- Compare each post against your own median

That's a real start, and it costs nothing.

~ Blake

BUILD NOTES

What each email is doing

Email	Day	Job	Offer weight
L1	0	Deliver a real result for free. Earn the next open.	Light, named at the end
L2	3	Reflect their own survey answer back. Reframe the failure as a missing system.	Medium
L3	6	Address the goal they stated, whichever it was.	Main pitch
L4	9	Proof, with the reason for it stated up front.	Main pitch
L5	14	Transactional close. Product, price, link, two facts.	Close

{{needPhrase}} mapping

need value	Rendered phrase
customers	customers who message you first
investors	investors who know your name before the pitch
hiring	candidates who already want to work at your company
partners	partners and press

Decisions worth flagging for review

1. **L1 gives away module 1's core instruction.** Deliberate. These readers did not read the page, so the sequence has to prove the material is good before it asks for money.
2. **L1 fires on day 0**, in the same after() block that delivers the playbook email, a few minutes behind it. It is a different kind of email (an instruction, not a delivery), so the pairing reads as intentional rather than as automation.
3. **The proof is anonymized** because no client is approved for naming here. One named founder with a real handle would outperform all 3 of these. That is a client-approval question, not a copy question.
4. **L4's numbers now disagree with the live site.** The edited emails say 1M views (fintech CEO) and 1.2 million launch reach (AI founder). The site receipt cards on [/founder-authority-os](#) and [/success-stories](#) still say 957K and 1M. If the email numbers are the current ones, the site cards need the same update before this sequence sends, or a reader who clicks through sees smaller numbers than the email that sent them.
5. **L5 is transactional by design.** Product, price, link, the final-sale fact and the Deploy redirect, nothing else. The free path moves to the end as a genuine sign-off rather than a pressure release.