Playbook

The principles the system bets on to make money. Each starts as a guess and gains or loses confidence as the scored predictions in the Prediction ledger come in.

Principles

As of Oct 28, 2026, after round one ended by the owner's stop-loss ($241.50 of ads, 1 sale, net -$203.93). Principles 10 to 13 came with the round-two draft and wait on round two.

#	Principle	Status	Evidence so far	Confidence	Next test
1	**People pay $39 despite free practice.** A test that decides a well-paid job sells at $39 even when official free practice exists.	Supported	Paid prep already sells for all four tests (market scan, Oct 14). Round one: 1 sale at $39 (Roll Call Prep, Oct 22), but only from 1,175 ad clicks and 7 checkout visits; ledger row 25 hit (0.0144).	70%	Next round: does the buy rate per checkout visit hold at $39, or does a lower price lift it
2	**Margin absorbs competition.** A product that keeps about 95% of its price can pay about twice as much to win each buyer as one that keeps half.	Reasoned	Arithmetic: $37 of a $39 sale is kept, against about $18 for a typical physical product (Oct 15). Round one cost $241.50 of ads per sale, so no product came near enough to the $37 line to test it (Oct 28).	90%	Compare each product's real cost per sale with the $37 line

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3	**Meta ads find job-test buyers for under $37 a sale.**	Retired	Education clicks cost about $0.86 (WordStream), so profit needs about 1 clicker in 43 to buy. Round one (Oct 18 to 28): clicks cost only $0.18 to $0.25, but 1,175 clicks brought 7 checkout visits and 1 sale, $241.50 of ads per sale, about 6.5 times the $37 line. Ledger row 26: no product cleared a gate (0.0576).	15%	Retired for $39 practice tests on click-optimized Meta ads (Oct 28). Revive only with a new test that changes the offer, price or ad goal, with predictions written first
4	**Spread bets across products, not ads, until something sells.** Tests of one product share its fate.	Reasoned	In the Oct 14 budget model, putting all $2,000 behind one idea found a self-funding product 56% of the time; one new product per test, 95%.	75%	Count how many products it takes to find a winner
5	**Heavy Facebook users bring cheaper clicks.** School aides (Homeroom Prep) get the cheapest clicks of the four.	Supported	Round one: Homeroom $0.18 a click, Rough-In $0.19, Hot Stick $0.22, Roll Call $0.25 (ledger row 28, 0.34). One test, and Rough-In was close.	60%	Round one cost per click (ledger row 28)
6	**Better-paid jobs bring more buyers per click.** Utility and electrician applicants buy at a higher rate than school aides.	Untested	Round one: 1 sale in 1,175 clicks (Roll Call, 241 clicks; the others 0 in 277 to 336), too few to compare products.	50%	Sales per click by product, once each has about 300 clicks

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7	**Hard-to-copy formats resist free substitutes.** Timed sections, drawings and varied question types keep buyers from settling for free or do-it-yourself practice.	Untested	Chegg cut 45% of its staff in 2025 after AI gave its kind of answers away (Fox Business).	55%	Later rounds: tests with big free official question banks against tests without
8	**Public signals before paid tests.** Ads that keep running for months, best-seller ranks and search trends predict which offers will sell, at almost no cost.	Untested	None yet.	60%	Round two: 16 offers picked from public signals, with predictions written before any spend (ledger rows 29 to 66); compare signal strength with results
9	**Cheapest, fastest test first.**	Reasoned	A digital test answers in about 10 days for $70; a physical product needs samples and weeks before its first ad (Oct 15). Round one answered in 10 days (Oct 18 to 28) for $241.50 across four products.	85%	Track the cost and days each answer takes
10	**Match the price to the channel.** Offers under about $25 sell where buyers already search; paid ads need prices of $29 and up.	Reasoned	Round one assumes about $100 of ads per sale; a $9 file cannot pay that, but an Etsy listing costs $0.20 (Oct 15).	75%	Round two: cost and sales per offer in each lane (ledger rows 61 to 66)
11	**Screen cheaply, then build.** $10 of ads per offer is enough to pick the few worth building.	Reasoned	Round-two model: screening keeps about 80% of the chance of a winner for about 40% of the ad money (Oct 15).	60%	Round two: did the screen's top 2 include the best seller (ledger rows 29 to 42)

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12	**Labeled pre-orders show demand before building.** Enough people buy a product with an opening date to rank offers honestly.	Untested	None yet.	50%	Round two: pre-order sales and refunds for the CCAT, mechanical, firefighter and hiring offers
13	**Done-for-you beats do-it-yourself AI.** People pay for a personal AI-made service even though free AI chatbots exist.	Untested	Bridesmaid for Hire sells an AI speech writer for $35 (Oct 15).	40%	Round two: wedding toast and Etsy rewrite sales (ledger rows 35 to 38)

How a principle moves

- After each round, the daily run scores the ledger, then updates each principle's evidence, confidence and status here.
- Above 80% with at least three supporting tests, a principle becomes a standing practice the daily run follows. It never overrides the Rules on the Notebook tab.
- Below 20%, a principle is retired. Its row stays, with the evidence that sank it.
- A new principle starts as Untested, with the test that could prove it wrong.

Working lessons

Lessons that should change how the next run works.

- Measure what people do, never what they say they would do. Price is tested with a real checkout, not a survey question.
- Find out where a platform lets a link live before designing the path to a sale. TikTok's 1,000-follower rule moved the measured path to Instagram.
- Check a gap twice. The Spanish beauty-exam niche looked empty until the textbook publisher's Spanish app turned up on a second search.
- Verify explanations as well as answer keys. One explanation said three choices fit a table's first row when all four did, and the calculation check caught it.

- Put a source line only on a slide that states what the source says. Three slides credited our own advice to the electrical training ALLIANCE until a final read caught it.
- Have a separate checker answer every new question without the key before it is sold. On Oct 13 the checkers agreed with every answer but still found guessable choices and unclear wording in about 30 questions.
- Cheap clicks are not buyers. In round one about 9 in 10 clicks went to the free sample, and only 7 of 1,175 clickers ever opened checkout (0.6%). Judge an ad by checkout visits per click, not click-through rate (Oct 28).
- Meta billing grace periods stopped delivery twice (Oct 19, Oct 25 to 27). Check the account status first on every run.