

THE DROP

CEO

THE
CEO
SOCIETY

+

*You don't
work for
the algorithm.*

THE
ALGORITHM
IS NOT
YOUR BOSS

TELL YOUR STORY. PERIOD.

POWER YOUR PRESENCE WITHOUT ALGORITHM WORSHIP

DEAR FRIEND & SHE-EO:

SOMEWHERE ALONG THE WAY, WE STARTED ASKING PERMISSION. PERMISSION TO POST. PERMISSION TO SHOW UP. PERMISSION TO SAY THINGS THE WAY WE ACTUALLY SAY THEM IN REAL LIFE. AND SOMEHOW... AN APP BECAME THE AUTHORITY.

I'VE WATCHED BRILLIANT WOMEN—WOMEN WITH REAL BUSINESSES, REAL EXPERIENCE, REAL RESULTS—SECOND GUESS THEMSELVES BECAUSE A POST DIDN'T PERFORM THE WAY THEY THOUGHT IT SHOULD. I'VE DONE IT TOO. SAT THERE WONDERING IF I NEEDED TO TWEAK THE WORDING, FOLLOW A TREND, OR TIME IT DIFFERENTLY...AS IF THE VALUE OF WHAT I HAD TO SAY WAS UP FOR NEGOTIATION. IT'S NOT.

THE ALGORITHM IS A TOOL. A POWERFUL ONE, YES—BUT STILL JUST A TOOL. IT WAS NEVER MEANT TO BE YOUR BOSS, YOUR EDITOR, OR YOUR MEASURING STICK. YOUR VOICE IS. YOUR EXPERIENCE IS. YOUR PERSPECTIVE IS.

THIS SPACE—THIS DROP—IS ABOUT COMING BACK TO THAT. USING AI WITHOUT LOSING YOUR IDENTITY. SHOWING UP ONLINE WITHOUT FEELING LIKE YOU'RE PERFORMING. BUILDING VISIBILITY IN A WAY THAT ACTUALLY REFLECTS THE BUSINESS YOU'VE BUILT—NOT JUST THE VERSION THAT FITS INSIDE A SQUARE ON A SCREEN.

BECAUSE THE GOAL WAS NEVER TO GO VIRAL. THE GOAL WAS TO BE KNOWN. TO BE TRUSTED. TO BE CHOSEN. AND THAT DOESN'T HAPPEN FROM CHASING AN ALGORITHM. IT HAPPENS WHEN YOU SOUND LIKE YOURSELF—CONSISTENTLY, CONFIDENTLY, AND WITHOUT ASKING PERMISSION. SO IF YOU'VE BEEN HESITATING, OVERTHINKING, OR WEARING PINK ON WEDNESDAY BECAUSE THE ALGORITHM TOLD YOU TO IN THE CAFETERIA, CONSIDER THIS YOUR REMINDER.

YOU'RE NOT BEHIND. YOU'RE NOT DOING IT WRONG. YOU JUST DON'T WORK FOR THE ALGORITHM. AND YOU NEVER DID.

Kristie Christensen

FOUNDER | CEO - THE CEO SOCIETY

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THE ALGORITHM IS NOT YOUR BOSS

YOU'RE NOT BEHIND—YOU'RE JUST MISALIGNED

LET'S START HERE, BECAUSE THIS IS WHERE MOST WOMEN QUIETLY SPIRAL:

“I'M NOT POSTING ENOUGH.”

“I NEED TO BE MORE CONSISTENT.”

“I THINK THE ALGORITHM IS HIDING MY CONTENT.”

MAYBE. BUT ALSO... MAYBE NOT.

BECAUSE WHAT LOOKS LIKE INCONSISTENCY ON THE OUTSIDE IS USUALLY MISALIGNMENT UNDERNEATH. YOU'RE NOT STRUGGLING BECAUSE YOU DON'T HAVE ENOUGH IDEAS. YOU'RE STRUGGLING BECAUSE YOU DON'T KNOW WHICH ONES ACTUALLY MATTER.

SO YOU SIT DOWN TO POST—AND SUDDENLY YOU'RE NOT A CEO ANYMORE. YOU'RE A CONTENT CREATOR, GUESSING.

GUESSING WHAT TO SAY. GUESSING WHAT WILL LAND. GUESSING WHAT THE ALGORITHM WANTS FROM YOU TODAY.

THAT'S EXHAUSTING.

AND MORE IMPORTANTLY—IT'S UNNECESSARY.

BECAUSE WHEN YOUR BRAND IS CLEAR, YOUR MESSAGE IS ANCHORED, AND YOUR OFFERS ARE ALIGNED... YOU DON'T HAVE TO GUESS.

YOU JUST HAVE TO SHOW UP.

the SHIFT

FROM “WHAT SHOULD I POST?” TO
“WHAT DO I WANT TO BE KNOWN FOR?”

THIS IS THE MOMENT EVERYTHING CHANGES.

NOT WHEN YOU FIND THE PERFECT HOOK. NOT WHEN YOU CRACK THE
ALGORITHM.

WHEN YOU DECIDE WHAT YOU STAND FOR.

BECAUSE STRONG BRANDS DON'T POST RANDOMLY. THEY REINFORCE
INTENTIONALLY.

EVERY PIECE OF CONTENT BECOMES A THREAD IN A LARGER STORY:

WHAT YOU DO

WHO YOU HELP

HOW YOU THINK

WHY IT MATTERS

IF YOUR CONTENT FEELS SCATTERED, IT'S NOT A POSTING PROBLEM. IT'S A
POSITIONING PROBLEM.

FIX THAT—AND SUDDENLY: POSTING GETS EASIER, IDEAS COME FASTER,
ENGAGEMENT MAKES MORE SENSE

BECAUSE PEOPLE DON'T FOLLOW CONTENT.
THEY FOLLOW CLARITY.

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THE ALGORITHM MYTH

THE ALGORITHM IS NOT SITTING IN A DARK ROOM DECIDING YOUR FATE.

IT'S DOING ONE JOB:

SHOWING PEOPLE MORE OF WHAT THEY ENGAGE WITH. THAT'S IT.

SO INSTEAD OF ASKING:

"WHY ISN'T THIS PERFORMING?"

ASK:

"IS THIS CLEAR ENOUGH FOR SOMEONE TO CONNECT WITH?"

BECAUSE THE REAL ISSUES ARE USUALLY:

THE MESSAGE IS TOO BROAD

THE AUDIENCE ISN'T DEFINED

THE CONTENT DOESN'T INVITE RESPONSE

NOT:

THE TIME YOU POSTED

THE TRENDING SOUND YOU DIDN'T USE

THE FONT SIZE ON YOUR GRAPHIC

WE'VE OVERCOMPLICATED SOMETHING THAT, AT ITS CORE, IS PRETTY SIMPLE:

CLEAR MESSAGE → RIGHT AUDIENCE → CONSISTENT REINFORCEMENT THAT'S THE STRATEGY. EVERYTHING ELSE IS SEASONING.

AI BUT MAKE IT YOU

YOUR ASSISTANT, NOT YOUR REPLACEMENT

AI IS ONE OF THE MOST POWERFUL TOOLS WE'VE EVER HAD ACCESS TO.
AND ALSO ONE OF THE FASTEST WAYS TO SOUND LIKE... EVERYONE ELSE.

THE PROBLEM ISN'T AI. IT'S HOW PEOPLE USE IT.

IF YOU'RE COPYING AND PASTING GENERIC OUTPUTS, YOU'RE NOT
SAVING TIME—YOU'RE DILUTING YOUR BRAND.

INSTEAD, THINK OF AI LIKE A JUNIOR ASSISTANT: IT ORGANIZES YOUR
THOUGHTS. IT SPEEDS UP EXECUTION. IT HELPS YOU GET STARTED. **BUT
IT DOESN'T REPLACE YOUR VOICE.**

THE MAGIC HAPPENS WHEN YOU:
FEED IT YOUR REAL LANGUAGE
REFINE INSTEAD OF ACCEPT
EDIT UNTIL IT SOUNDS LIKE SOMETHING YOU'D ACTUALLY SAY

BECAUSE PEOPLE DON'T CONNECT WITH PERFECT.
THEY CONNECT WITH RECOGNIZABLE.

VISIBILITY MINUS BURNOUT

THE VISIBILITY STRATEGY THAT DOESN'T BURN YOU OUT

LET'S MAKE THIS PRACTICAL.

1. YOU DO NOT NEED TO BE EVERYWHERE.
2. YOU NEED TO BE INTENTIONAL SOMEWHERE.

START HERE:

PICK 3 CONTENT LANES

WHAT ARE YOU CONSISTENTLY KNOWN FOR?

EXAMPLE:

EXPERTISE (WHAT YOU TEACH)

PERSPECTIVE (HOW YOU THINK)

CONNECTION (WHO YOU ARE)

CHOOSE 1-2 PLATFORMS

NOT FIVE. NOT "ALL OF THEM JUST IN CASE."

WHERE DOES YOUR AUDIENCE ALREADY PAY ATTENTION?

SET A SUSTAINABLE RHYTHM

NOT DAILY IF YOU HATE DAILY.

NOT WEEKLY IF YOU FORGET WEEKLY.

CONSISTENCY IS ONLY POWERFUL IF IT'S REPEATABLE.

YOUR POSTING CHECKLIST

WHEN YOU SIT DOWN TO POST, ASK:

DOES THIS REFLECT WHAT I WANT TO BE KNOWN FOR?

WOULD I SAY THIS OUT LOUD IN A CONVERSATION?

DOES THIS INVITE CONNECTION—OR JUST BROADCAST INFORMATION?

IF THE ANSWER IS YES...

POST IT.

YOU DON'T NEED TO PERFORM FOR THE ALGORITHM.

YOU NEED TO POSITION YOURSELF BEYOND IT.

BECAUSE WHEN YOUR MESSAGE IS CLEAR, YOUR VOICE IS STRONG, AND YOUR PRESENCE IS CONSISTENT...

THE ALGORITHM DOESN'T CONTROL YOUR GROWTH.

IT AMPLIFIES IT.

SO GO AHEAD—POST THE THING.

SAY IT HOW YOU'D ACTUALLY SAY IT.

SHOW UP LIKE YOU MEAN IT.

YOU'RE NOT THE EMPLOYEE HERE.

YOU'RE THE CEO.

THE POWER TOAST

POWER YOUR PRESENCE WITH THE CEO SOCIETY.



Lowest doesn't win. Clarity Rules.

HERE'S TO SHOWING UP WITH INTENTION—
NOT JUST TO BE SEEN, BUT TO BE REMEMBERED.

TO BUILDING SOMETHING WITH SUBSTANCE,
SOMETHING THAT HOLDS ITS SHAPE LONG AFTER THE SCROLL.

TO CLARITY OVER NOISE.

PRESENCE OVER PERFORMANCE.

AND A VOICE THAT SOUNDS UNMISTAKABLY LIKE YOUR OWN.

AND TO REMEMBERING—EVERY SINGLE TIME YOU SIT DOWN TO
POST, SPEAK, OR SHOW UP— **YOU DO NOT WORK FOR THE
ALGORITHM.**

YOU NEVER DID.

- Kristie