TRUFFLE NATION / PROPAGANDA VIDEO OPERATING SYSTEM

Eight ICPs. One measurable video machine.

140 masters -> 420 deliverables | direct routes for high intent | thresholded education only for low awareness

8	112	28	420
buying situations	ICP masters	shared masters	finished assets

01 Buyer-readiness routing

Traffic + CRM history > Known high intent? > Direct offer truth

COLD + LOW PROBLEM OR BUYER-IDENTITY RECOGNITION

BRANDED / PRICE / RETURNING / REFE

V1 Problem recognition > V2 Identity + mechanism > V3 Proof + offer

- <25%: shorter problem edit
- 25-50%: summary / next lesson
- >50%: next lesson + optional apply
- Price/offer revisit: skip to action

02 Eight decision situations

A — Professional Path Explorer
See the exact route to professional capability.

B — Hotel Management Evaluator
Choose broad degree vs focused pastry by goal.

C — First Bakery Founder
Build competence, offer, margins and launch plan.

D — Switcher to Chef-Founder
Stage the transition before leaving stability.

E — Employment-First Aspirant
Build employability, portfolio and trial readiness.

F — Young Career Starter (ICP 06)
Legitimate path for student and parent.

G — Pastry Career Switcher (ICP 07)
Applied bridge, not another educational dead end.

H — Second-Innings Founder (ICP 08)
Turn postponed ambition into skill and launch.

03 Direct vs sequence test

- Control: direct offer page, relevant proof and immediate call / visit / apply path.
- Challenger: three-video education with behavioral routing; never hard-lock action.
- Primary metric: contribution per visitor or collected-cash CAC. Guardrails: qualified rate, time to buy, refunds and delivery fit.

04 14-video ladder per ICP

01 RECOGNIZE Name the situation; create self-identification.	**08 PATH** Choose job, internship, home bakery or founder route.
02 IDENTITY Make the desired professional identity legitimate.	**09 OFFER** Structure, support, constraints, fee and next action.
03 COST Show cost of delay/current path without fear games.	**10 TIME** Schedule, work, family, travel and relocation.
04 MECHANISM Explain kitchen-first progression and feedback.	**11 MONEY** Total investment and responsible decision criteria.
05 COMPARE Fairly compare the common alternative.	**12 OUTCOME** Credential, support and non-guaranteed results.
06 DEMONSTRATE Show an actual kitchen/class correction.	**13 DECISION** One clear apply / call / visit / enroll CTA.
07 LIKE-ME PROOF Before-state to relevant, consented milestone.	**14 RESCUE** Resolve the one blocker; do not restart the funnel.

05 28 shared masters

6	**Commercial truth**	program, comparison, non-fit, fees, schedule, credentials
6	**Proof**	kitchen day, portfolio, chef correction, graduate, parent, employer
5	**Webinar**	invite, show-up, mechanism, proof-to-offer, replay/Q&A
4	**Sales + nurture**	confirmation, pre-call, no-answer proof, payment rescue
4	**Delivery**	orientation, activation, midpoint, graduation/next 30 days
3	**Proof cycle**	consent, readiness-based ascension, fit-protected referral

06 420-asset production package

9:16	1:1	16:9
20-45 sec	**45-90 sec**	**2-8 min**
Hook + one belief + proof fragment + CTA	Contextual proof; sound-off feed + WhatsApp	Mechanism, proof, constraints and offer

Naming: TN-OFF-[offer]-[icp]-[stage]-[concept]-[hook]-[format]-v001

07 Full-funnel deployment

ACQUIRE	ICP 01-05; paid + organic; control and one challenger.
EDUCATE	ICP 04,06-09 + shared offer truth; direct route visible.
CONVERT	ICP 10-14 + pre-call, objection and payment rescue.
WEBINAR	Promise by 5m; mechanism/proof by 35m; offer near 40m.
DELIVER	Readiness, Day-3/Week-1 activation, midpoint, portfolio.
COMPOUND	Outcome, consent, case study, readiness-based next step.

08 FunnelOS IDs and decision KPIs

IDENTITY SPINE

OfferVersion -> ICP -> FunnelInstance -> ExperimentArm -> Concept -> Hook -> ScriptVersion -> CreativeVersion -> PageVersion -> CRM / payment outcome

- Volume: spend, views, leads, reached, qualified, paid
- Conversion: hook, watch, click, lead, qualified, paid
- Cost: milestone cost, qualified CPL, paid/blended CAC
- Velocity: creative cycle, speed-to-lead, sales cycle, payback
- Quality: valid lead, call QA, activation, competence, refunds
- Revenue/profit: captured cash, cash MER, contribution, LTV:CAC
- Reliability: event coverage, freshness, reconciliation, exceptions

SCALE ON CASH + CONTRIBUTION + QUALITY. USE PLATFORM VIDEO METRICS TO DIAGNOSE.

09 12-week build and claim gate

W1-2	Approve offer truth, IDs, evidence and consent.
W3-4	Film 28 shared masters by proof source/location.
W5-8	Film 14 roles for A-D, then E-H.
W9-10	Cut 420 formats; QA claims, captions, links and events.
W11-12	Launch matched direct-vs-sequence tests.

DO NOT PUBLISH: '3 MONTHS VS 4 YEARS'

Current sources conflict: the brief says 3 months; ICP research says 5; current official content describes 4-month certification and 5-month diploma; local copy also contains 6 months. Degree content commonly says 3 years. Approve the exact product and named comparison first.

Source: user brief + Truffle Nation ICP Swipe File (ICPs 06-08) + Propaganda doctrine + current Truffle Nation course content reviewed 25 Aug 2026.

Full interactive map: truffle-nation-icp-video-propaganda-map-explainer.html