THE CUSTOMER GUIDE · EASY AS 1-2-3

FIND THE SIGNAL. BUILD YOUR NEXT EPISODE.

One small win at a time. No social logins needed.



1 FIND WHAT WORKS

2 MAKE IT YOURS

3 CHECK. POST. LEARN.

FORGE SIGNAL v1.0 · MAC + WINDOWS

FORGEANDHELM.COM

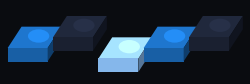
YOUR BUILD MAP

START HERE. KEEP GOING.

Use the Build number to find your next small win.

00 BEFORE YOU START	p03 · 3 minutes
01 INSTALL IT	p05 · 5–10 minutes
02 TURN IT ON	p08 · 2 minutes
03 MAKE IT YOURS	p10 · 15 minutes
04 GO HUNTING	p13 · 10 minutes + wait
05 ADD ONE BY HAND	p16 · 5 minutes
06 READ THE X-RAY	p19 · 10 minutes
07 COPY THE BLUEPRINT, NOT THE VIDEO	p22 · 15 minutes
08 PLAN THE WEEK	p25 · 10 minutes
09 SHOOT IT	p28 · your time
10 CHECK BEFORE YOU POST	p30 · 5 minutes
11 POST IT & FEED IT BACK	p33 · 5 minutes + a 3–7 day wait
12 THE WEEKLY LOOP	p35 · weekly routine
13 KEEP IT FRESH	p38 · 2 minutes

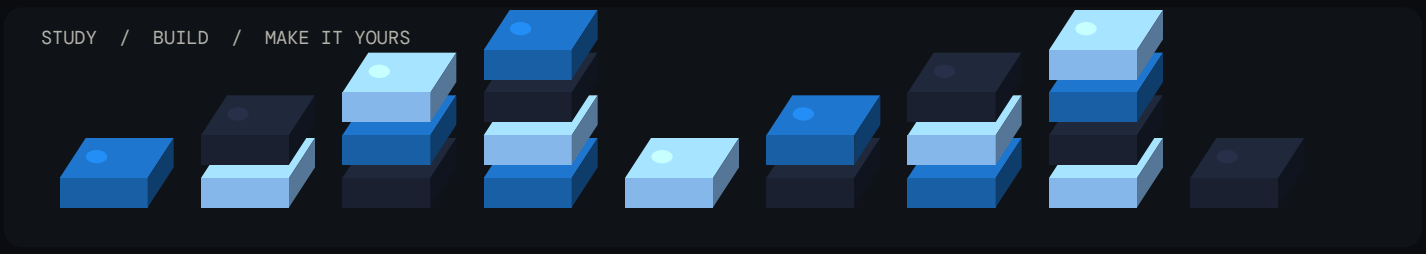
Appendices A–E: fixes, optional tools, words, Quick Start and moving.



BUILD 00

BEFORE YOU START

Know what you need before you build.



What you'll have when you finish this build

Know what you need before you build. Time: ~3 minutes.

01 CHECK YOUR COMPUTER

DO — Check your computer version.

SEE — Mac: macOS 12+, Apple Silicon or Intel. Windows: 10/11, 64-bit.

✓ DONE WHEN — Your computer meets one supported option.

02 MAKE SOME ROOM

DO — Check your free storage.

SEE — The app needs about 3 GB.

✓ DONE WHEN — About 3 GB is free.

03 KEEP YOUR KEY CLOSE

DO — Find your license key.

SEE — It appears on the order page or receipt invoice PDF.

✓ DONE WHEN — You have your own **FS-XXXX-XXXX-XXXX-XXXX** key.

BUILD 00 · REFERENCE

TEN SIGNALS. TWO QUESTIONS.

Find viral TikTok and Instagram reference videos in your niche. Study their ten signals. Build your own episode to shoot.

04

MEET THE TEN SIGNALS

DO — Read the ten-signal picture.

SEE — Five signals cover who sees it. Five cover distribution.

✓ DONE WHEN — You can name both groups.

WHO SEES IT

- On-screen text
- Spoken words
- Caption keywords
- Audio track
- What's in frame

HOW MANY SEE IT

- Stay past 1–2 seconds
- Completion & rewatches
- Shares & DM sends
- Saves
- Follows from the post

After activation, offline work is available. Discover and updates need internet.

BRICK TALK

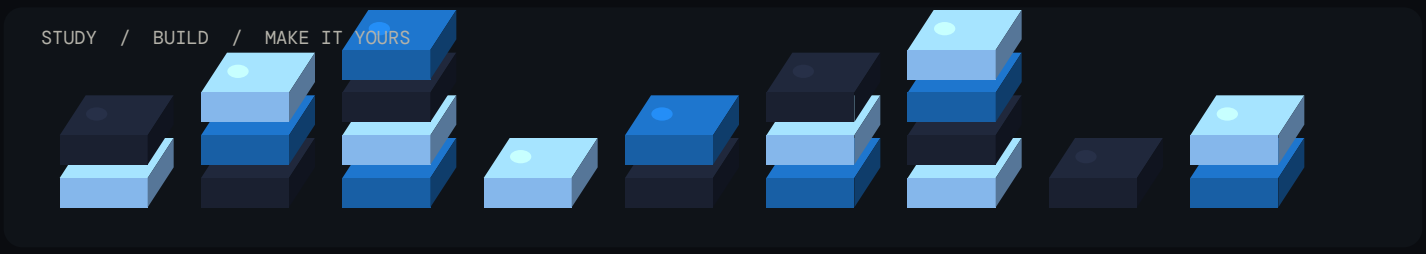
A reference video is someone else's post. My post is yours. A draft is your checked cut.

✓ BUILD COMPLETE — Know what you need before you build.

BUILD 01

INSTALL IT

One copied line gets your app ready.



What you'll have when you finish this build

One copied line gets your app ready. Time: ~5–10 minutes.

05 FIND YOUR INSTALL LINE

DO — Open your order page.

SEE — Mac and Windows lines contain your real license key.

✓ DONE WHEN — You see the line for your computer.

06 OPEN SEARCH

DO — Press **Cmd + Space** (Mac) or the **Windows key**.

SEE — Your computer's search opens.

✓ DONE WHEN — The search box is ready.

07 FIND THE COMMAND WINDOW

DO — Type **Terminal** (Mac) or **PowerShell** (Windows).

SEE — The matching app appears.

✓ DONE WHEN — The app name matches your computer.

BUILD 01 · KEEP BUILDING

INSTALL IT

08 OPEN THE COMMAND WINDOW

DO — Press **Return** (Mac) or **Enter** (Windows).

SEE — A command window opens.

✓ DONE WHEN — You see a place to paste text.

09 COPY YOUR LINE

DO — Copy your complete install line from the order page.

SEE — Your real key is already inside it.

✓ DONE WHEN — You copied the correct Mac or Windows line.

10 PASTE YOUR LINE

DO — Paste the line into the command window.

SEE — The complete line appears.

✓ DONE WHEN — It includes your real key, not the example key.

11 START INSTALLATION

DO — Press **Return** (Mac) or **Enter** (Windows).

SEE — Download and installation messages appear.

✓ DONE WHEN — Installation has started.

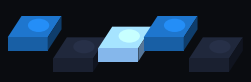
12 LET IT FINISH

DO — Wait for installation to finish.

SEE — It installs, activates and opens your licensed app.

✓ DONE WHEN — FORGE SIGNAL opens in your browser.

IF NOT · Allow about 5 minutes the first time.



BUILD 01 · REFERENCE

YOUR INSTALL LINES.

Copy your real install line from the order page.

COPY THIS · MAC EXAMPLE

```
curl -fsSL https://forgeandhelm.com/install-signal.sh | bash -s FS-XXXX-XXXX-XXXX-XXXX
```

COPY THIS · WINDOWS EXAMPLE

```
$env:FS_KEY='FS-XXXX-XXXX-XXXX-XXXX'; irm https://forgeandhelm.com/install-signal.ps1 | iex
```

HEADS UP

These are examples. FS-XXXX-XXXX-XXXX-XXXX is not a working key.

DOWNLOAD OPTION

1 · Download the zip from your order page.	2 · Unzip the download.
3 · Mac: double-click **Install FORGE SIGNAL.command**.	3 · Windows: double-click **Install FORGE SIGNAL (Windows).cmd**.
4 · If blocked: **System Settings → Privacy & Security → Open Anyway → Open**.	4 · If SmartScreen appears: **More info → Run anyway**.

Lost the order page? Open forgeandhelm.com/tools/forge-signal/download/. Paste your key. Click **Download my copy**.

Installation needs no admin password or extra software.

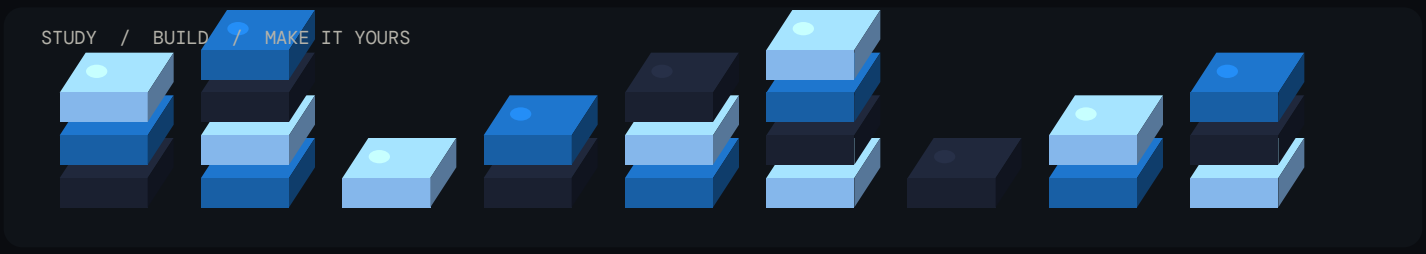
✓ BUILD COMPLETE

One copied line gets your app ready.

BUILD 02

TURN IT ON

Activate once, then learn your workspace.



What you'll have when you finish this build

Activate once, then learn your workspace. Time: ~2 minutes.

13 ENTER YOUR KEY, IF ASKED

DO — Paste your key into **Activate your license**.

SEE — The key fills **FS-XXXX-XXXX-XXXX-XXXX**.

✓ DONE WHEN — Your full key is visible.

IF NOT · Already activated? Start with the workspace tour below.

14 ACTIVATE YOUR COPY

DO — Click **Activate**.

SEE — "Activated. Registered to [name/email]" appears.

✓ DONE WHEN — The app loads.

15 FIND YOUR WORKSPACE

DO — Read the **Profile dropdown**.

SEE — The active niche profile is named.

✓ DONE WHEN — You know which workspace is open.

BUILD 02 · KEEP BUILDING

TURN IT ON

16

MEET THE TABS

DO — Read the seven tabs.

SEE — **Discover · Library · Add Video · Patterns & Blueprint · Content Plan · Pre-flight · Settings.**

✓ DONE WHEN — You know where the next build starts.

17

READ THE CHIPS

DO — Read the status chips.

SEE — **On-screen OCR · Speech · Audio · Scene AI · Instagram API · Claude scripts.** A green dot means on.

✓ DONE WHEN — You know which optional tools are off.

18

FIND YOUR LICENSE DETAILS

DO — Open **Settings**.

SEE — **License & updates** shows your version and registration.

✓ DONE WHEN — You see “registered to” and “free updates until”.

BRICK TALK

The browser is the window. The app runs locally at http://127.0.0.1:4848/.

HEADS UP

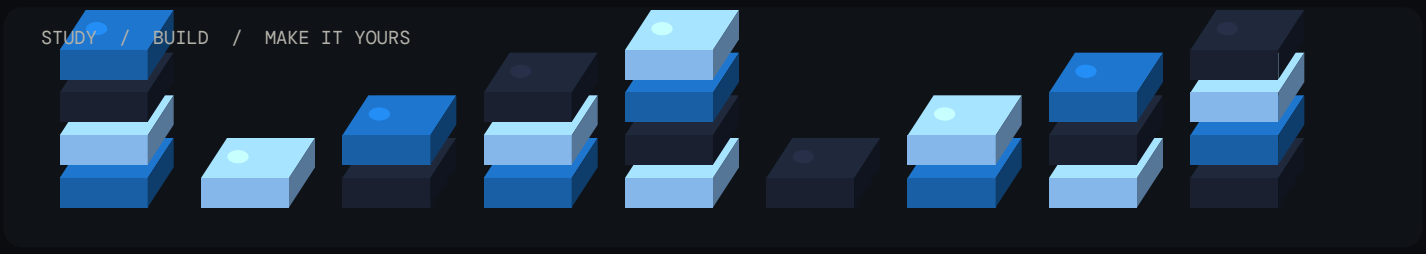
Scene AI, Instagram API and Claude scripts start off. They are optional.

✓ BUILD COMPLETE — Activate once, then learn your workspace.

BUILD 03

MAKE IT YOURS

Give each niche its own workspace.



What you'll have when you finish this build

Give each niche its own workspace. Time: ~15 minutes.

19 FIND YOUR PROFILE SETTINGS

DO — Open **Settings**.

SEE — The **Niche profile** card appears.

✓ DONE WHEN — You see **General Creator (template)** as the built-in profile.

20 NAME YOUR WORKSPACE

DO — Type your profile name in **Name**.

SEE — Your name appears in the field.

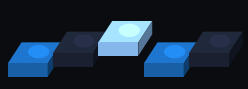
✓ DONE WHEN — You can tell this niche from another.

21 ADD YOUR AUDIENCE'S WORDS

DO — Type 15–30 words in **Niche keywords (comma separated: what your audience says and searches)**.

SEE — Your audience's words appear, separated by commas.

✓ DONE WHEN — The words describe your niche.



BUILD 03 · KEEP BUILDING

MAKE IT YOURS

22 ADD YOUR DEFAULT TAGS

DO — Type tags in **Default hashtags (comma separated)**.

SEE — Your tags appear, separated by commas.

✓ DONE WHEN — You have niche tags, such as #yourniche.

23 SET FOUR AUDIENCE LANES

DO — Complete **Audience lanes (personas)**.

SEE — Each row has **Name**, **Who it's for**, **Angle**, **signal**.

✓ DONE WHEN — Four audience rows describe four useful angles.

24 SET YOUR TONE

DO — Type your tone in **Voice**.

SEE — Your preferred writing style appears.

✓ DONE WHEN — Your tone is clear, such as “Plain and friendly”.

25 SAVE THE TEMPLATE AS YOURS

DO — Click **Save as copy**.

SEE — Your own profile is saved.

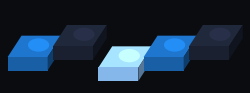
✓ DONE WHEN — The built-in template stays available.

26 USE YOUR SAVED PROFILE

DO — Pick your saved profile in the **Profile dropdown**.

SEE — Its own library and plans become active.

✓ DONE WHEN — You are working in the right niche.



BUILD 03 · REFERENCE

YOUR PROFILE FIELDS.

Name / Brand / Niche	Your workspace, your brand and your topic.
Niche keywords (comma separated: what your audience says and searches)	15–30 audience words. Commas separate entries.
On-topic scenes (comma separated, used by Scene AI)	Scene labels for the optional Scene AI tool.
Hook templates (one per line, use {topic})	Example: “One {topic} mistake to fix.”
Default hashtags (comma separated)	Example: #yourniche, #yourtopic
Audience lanes (personas)	Four rows: **Name / Who it's for / Angle / signal**.
Voice / CTA / Teleprompter header	Examples: “Plain and friendly” / “Save this tip” / “Episode notes”.
Guardrails (one per line)	Example: “Use my own words.”
Episode format (optional, overrides the default format file)	An optional replacement for the default episode format.

`Lane signals: hold_2s · completion_rewatch · shares_sends · saves · follows.`

Save updates a custom profile. **Save as new profile** saves another. **Delete** appears for custom profiles only.

Optional: **Generate a new niche in one line** uses **Niche** and **Audience / offer**. **Generate profile** requires a Claude key.

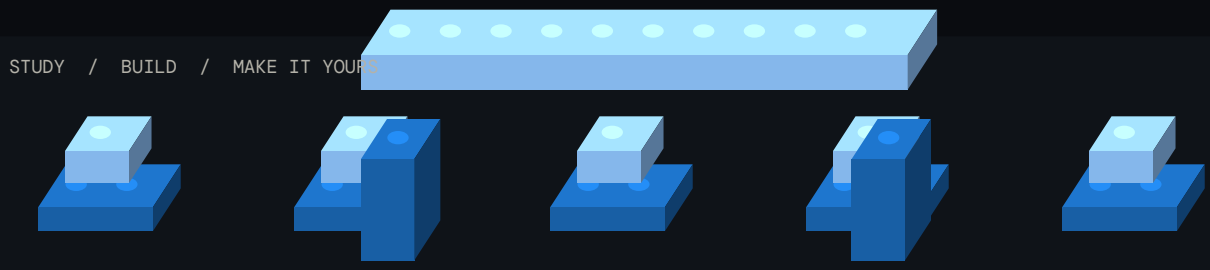
✓ BUILD COMPLETE

Give each niche its own workspace.

BUILD 04

GO HUNTING

Find reference videos without social logins.



What you'll have when you finish this build

Find reference videos without social logins. Time: ~10 minutes + wait.

27 OPEN DISCOVER

DO — Open **Discover**.

SEE — **Where to look** shows source rows.

✓ DONE WHEN — You see your profile's first three hashtags.

28 MAKE ROOM FOR SOURCES

DO — Click **+ Add source** as needed.

SEE — A new source row appears per click.

✓ DONE WHEN — You have room for 3–5 niche sources.

29 SET YOUR SOURCES

DO — Complete **Where to look**.

SEE — Rows hold a platform, type and source text.

✓ DONE WHEN — Your rows contain 3–5 niche hashtags or accounts.

BUILD 04 · KEEP BUILDING

GO HUNTING

30 SET YOUR BAR

DO — Complete **Only keep posts with at least**.

SEE — Your minimum numbers appear.

✓ DONE WHEN — Your thresholds match the reference videos you want.

31 START THE RUN

DO — Click **Save & run now**.

SEE — **Status** shows "⏳ Scanning …".

✓ DONE WHEN — The run has started.

32 LET DISCOVER WORK

DO — Wait for the run to finish.

SEE — The app moves at a human pace.

✓ DONE WHEN — **Checked**, **Cleared bar** and **Imported** show numbers.

IF NOT · "blocked — backed off" means the platform asked it to stop.

33 READ THE RUN LOG

DO — Read **Activity**.

SEE — You see timestamped runs, skips and blocks.

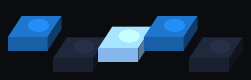
✓ DONE WHEN — You know what happened to each source.

34 OPEN THE IMPORTS

DO — Click **See imported videos →**.

SEE — Imported videos appear in your library.

✓ DONE WHEN — You can choose a reference video.



BUILD 04 · REFERENCE

DISCOVER: RULES OF THE ROAD.

RULES OF THE ROAD

FORGE SIGNAL's Discover reads public pages without logging in, at a human pace, and stops when a platform shows a login wall or CAPTCHA. It never tries to get around those. Use what you find to learn structure and patterns. Never repost, re-upload or copy another creator's video, words, audio or likeness. Mirror Mode is built to rebuild the structure with your own content. Platforms push copied content down anyway. You're responsible for following each platform's terms and the law where you live.

CHOOSE SOURCES THAT CAN BE READ

TikTok	Views, likes, comments, shares and saves.
Instagram	Likes, comments and sometimes views. No public saves or shares.
Instagram sources	Use accounts or Reel URLs. Hashtag pages are walled.
Stories	Never public on either platform.

Source choices: **platform** = tiktok / instagram. **type** = tag / user / search / url. Text box: “hashtag, @account, search words or a post URL”. ✕ removes a source row.

Default bar: **Views** 100000 · **Likes** 10000 · **Shares** 0. **Saves (bookmarks)** 0 · **Views ÷ followers** 0 · **Posted within (days)** 60. **Posts to check per source** starts at 15. Entries accept 350K or 1.2M.

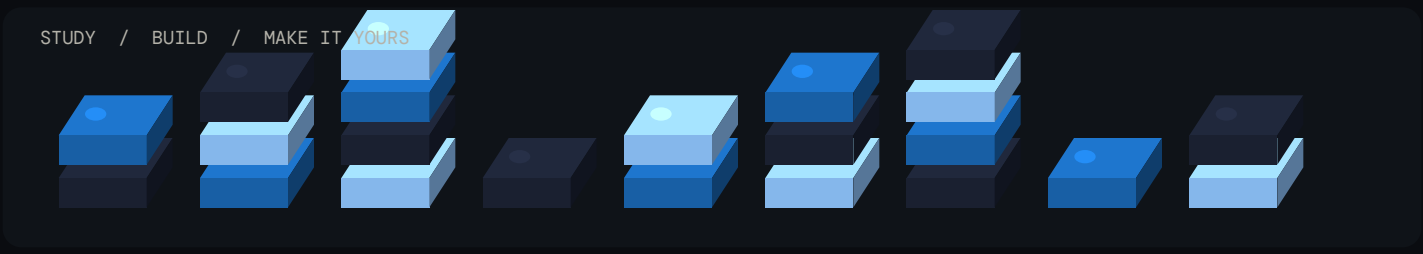
✓ BUILD COMPLETE

Find reference videos without social logins.

BUILD 05

ADD ONE BY HAND

Bring one video into your library.



What you'll have when you finish this build

Bring one video into your library. Time: ~5 minutes.

35 OPEN THE FORM

DO — Open **Add Video**.

SEE — The video drop zone appears.

✓ DONE WHEN — The form is ready.

36 ADD A VIDEO FILE

DO — Drag an .mp4 or .mov into the drop zone.

SEE — Your selected file appears.

✓ DONE WHEN — A video file is attached.

IF NOT · Use only a file you may lawfully use.

37 MARK THE VIDEO TYPE

DO — Pick **Viral reference** under **Type**.

SEE — The form marks this as a reference video.

✓ DONE WHEN — Someone else's post is not labeled My post.

BUILD 05 · KEEP BUILDING

ADD ONE BY HAND

38

SET THE PLATFORM

DO — Pick the matching **Platform**.

SEE — The platform choice changes.

✓ DONE WHEN — The choice matches the original post.

39

NAME THE CREATOR

DO — Type the creator's handle in **Creator**.

SEE — For practice, use @yourniche_pro.

✓ DONE WHEN — The creator field is filled.

40

KEEP THE FULL CAPTION

DO — Paste the caption in **Caption (paste the full caption with hashtags)**.

SEE — The full caption and hashtags appear.

✓ DONE WHEN — The original caption is recorded for study.

41

ADD THE PUBLIC NUMBERS

DO — Complete **Public stats**.

SEE — Views and **Creator followers** are recorded.

✓ DONE WHEN — You included **Creator followers**, plus known public counts.

42

RUN ANALYSIS

DO — Click **Analyze video**.

SEE — The video page opens with "Analyzing…".

✓ DONE WHEN — A breakdown appears.

IF NOT · The first analysis downloads about 150 MB. Keep internet on.



BUILD 05 · REFERENCE

KNOW YOUR INPUTS.

Post URL / Sound name	The original link and sound label.
Platform	tiktok / instagram / youtube shorts are form choices.
Public stats	views, likes, comments, shares, saves, **Creator followers**, **Posted at**.
Private analytics (your own posts only)	% past 2–3s · Avg watch time (s) · % watched full video · % rewatched · DM sends · Follows from post.

HEADS UP

Private analytics belong only to your own posts. Do not invent other creators' private numbers.

READ THE LIBRARY

Filters: **All videos / Reference (viral) / My posts**. Sort: **Viral score / Views ÷ followers / Newest**. **+ Add video** starts another import.

BREAKOUT	Views ≥10× followers
STRONG	Views ≥2× followers, below 10×
NORMAL	Views ≥0.5× followers, below 2×
UNDER	Views below 0.5× followers
MY POST	Your own published video

✓ BUILD COMPLETE — Bring one video into your library.

BUILD 06

READ THE X-RAY

Read the file and its numbers separately.

STUDY / BUILD / MAKE IT YOURS



What you'll have when you finish this build

Read the file and its numbers separately. Time: ~10 minutes.

43 READ THE FOUR RINGS

DO — Read **Viral score**, **Craft**, **Evidence** and **Topic clarity**.

SEE — Each ring answers a different question.

✓ DONE WHEN — You know the score is coaching guidance, not a promise.

44 READ WHO SEES IT

DO — Read **WHO SEES IT**.

SEE — Five cards cover text, speech, caption, audio and frame.

✓ DONE WHEN — You can find the topic signals.

45 READ DISTRIBUTION CRAFT

DO — Read **HOW MANY SEE IT**.

SEE — Five cards cover holds, completion, shares, saves and follows.

✓ DONE WHEN — You can find each Craft and Evidence bar.



BUILD 06 · KEEP BUILDING

READ THE X-RAY

46

CHECK THE EVIDENCE LABEL

DO — Read **MEASURED**, **ESTIMATED** or **PUBLIC**.

SEE — The label tells you where that number came from.

✓ DONE WHEN — You do not treat estimates as private analytics.

47

STUDY THE OPENING

DO — Read **FIRST 3 SECONDS**.

SEE — Frames and a timeline show text, speech and cuts.

✓ DONE WHEN — You can spot the first visible and spoken hooks.

48

READ THE WHOLE CUT

DO — Read **FULL VIDEO**.

SEE — You see frame strips, cuts, transcript and text beats.

✓ DONE WHEN — You can describe the video's structure.

49

CORRECT A KNOWN NUMBER

DO — Edit one value in **Stats**.

SEE — The corrected number appears.

✓ DONE WHEN — The number matches the source you used.

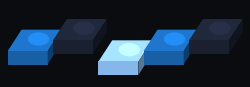
50

REFRESH THE SCORES

DO — Click **Save & rescore**.

SEE — Scores use the saved numbers.

✓ DONE WHEN — Your corrected value is reflected in the breakdown.



BUILD 06 · REFERENCE

HOW TO READ A BREAKDOWN.

READING MAP · A diagram, not an app screenshot.

1 · READ THE FOUR RINGS

Viral score blends **Craft** and **Evidence**. **Topic clarity** checks topic overlap.

2 · WHO SEES IT

On-screen text

Spoken words

Caption keywords

Audio track

What's in frame

3 · HOW MANY SEE IT

Stay past 1–2 seconds

Completion & rewatches

Shares & DM sends

Saves

Follows from the post

4 · CHECK THE SOURCE

Blue bar = Craft. Gray bar = Evidence. **MEASURED**: your own analytics. **ESTIMATED**: inferred from public numbers. **PUBLIC**: a public count.

5 · STUDY THE TIMING

FIRST 3 SECONDS shows the opening. **FULL VIDEO** shows the whole structure.

Coaching scores are not the platforms' secret code. No views are promised. **← Library** returns to cards. **Open original ↗** needs a URL. **Re-analyze** checks again. **Delete** removes the item. **Script brief → Generate 3 scripts** needs a Claude key.

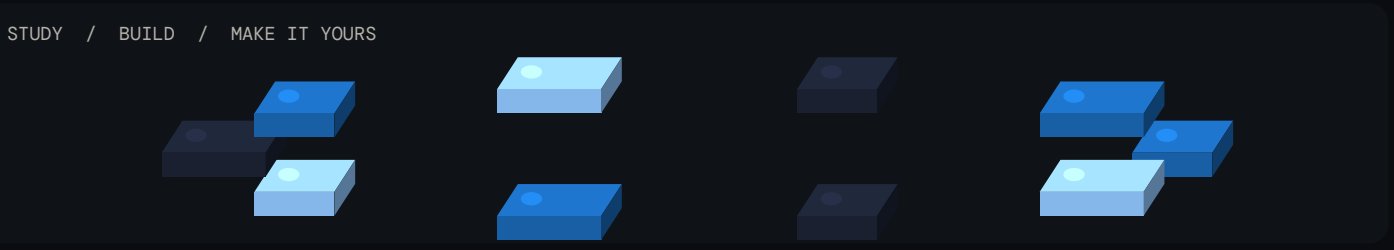
✓ BUILD COMPLETE

Read the file and its numbers separately.

BUILD 07

COPY THE BLUEPRINT, NOT THE VIDEO

Borrow the timing. Make the content yours.



What you'll have when you finish this build

Borrow the timing. Make the content yours. Time: ~15 minutes.

51 FIND A STANDOUT REFERENCE

DO — Open **Library**.

SEE — Video cards and tier pills appear.

✓ DONE WHEN — You can see the library filters and sorting.

52 COMPARE REACH BEYOND FOLLOWERS

DO — Pick **Views ÷ followers** as the sort.

SEE — Cards are ranked by that ratio.

✓ DONE WHEN — You can compare posts against their creator's audience.

53 CHOOSE A BREAKOUT

DO — Open a **BREAKOUT** reference video.

SEE — Its breakdown appears.

✓ DONE WHEN — Its views are at least 10× its follower count.

BUILD 07 · KEEP BUILDING

COPY THE BLUEPRINT, NOT THE VIDEO

54

OPEN MIRROR MODE

DO — Click ⧉ **Mirror this video**.

SEE — **Content Plan** opens with the reference and mirrored episode.

✓ DONE WHEN — You can see **Its skeleton (what you're mirroring)**.

55

READ THE STRUCTURE

DO — Read **Its skeleton (what you're mirroring)**.

SEE — Length, cuts, hook type and timing are shown.

✓ DONE WHEN — You understand the beats you are borrowing.

56

WRITE YOUR OWN BEATS

DO — Write your own words for each lane's timed beats.

SEE — Your notes cover HOOK, PLANT, TURN, PAYOFF and CTA.

✓ DONE WHEN — Your words fit the shown word budgets.

57

CHECK THE CUT POINTS

DO — Read the b-roll slots.

SEE — Their times follow the reference's cut points.

✓ DONE WHEN — You know where your own b-roll belongs.

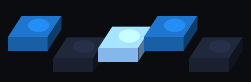
58

TAKE THE SCRIPT WITH YOU

DO — Click ⬇ **Teleprompter (.txt)**.

SEE — A spaced plain-text file downloads.

✓ DONE WHEN — You have a script file for your teleprompter app.



BUILD 07 · REFERENCE

SAME FRAME. YOUR OWN WORDS.

HEADS UP

Copy structure only. Never copy another creator's words, footage, audio or likeness.

Reference video	The video you are studying, not your finished post.
Its skeleton (what you're mirroring)	Length, cuts, hook type, text/voice timing, audio and CTA type.
Mirrored episode	One script per audience lane. HOOK / PLANT / TURN / PAYOFF + CTA.
Timing and limits	Use the shown word budgets, burn-in counts and b-roll slots.
Your writing spaces	Without a Claude key, brackets hold places for your words.
Finished scripts	A Claude key enables written scripts. Your content must stay yours.
Other output	Hashtags, pinned comment and cover titles accompany the episode.

Build your own notes from the shown timings. Keep the structure. Use **⬇ Teleprompter (.txt)** for the spaced script file.

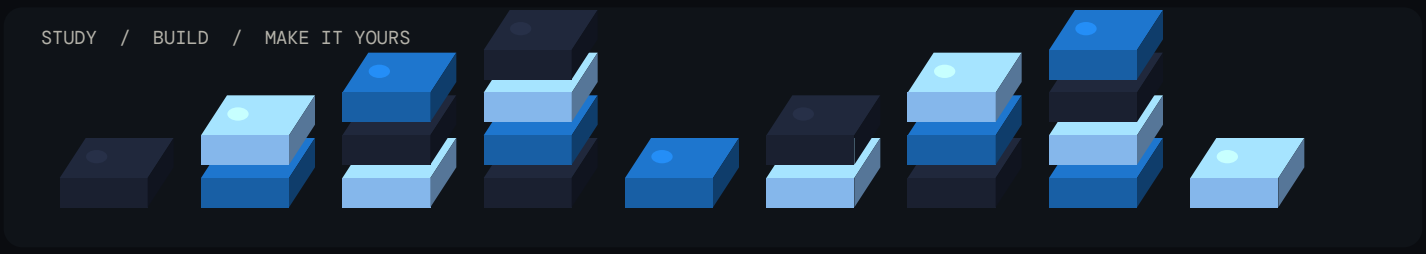
✓ BUILD COMPLETE

Borrow the timing. Make the content yours.

BUILD 08

PLAN THE WEEK

Start with one episode you can shoot.



What you'll have when you finish this build

Start with one episode you can shoot. Time: ~10 minutes.

59 OPEN YOUR PLAN BUILDER

DO — Open **Content Plan**.

SEE — **1 · Research** and **2 · Build the plan** appear.

✓ DONE WHEN — You can find the episode fields.

60 START SMALL

DO — Type 1 in **Episodes**.

SEE — One episode is requested.

✓ DONE WHEN — The value is 1.

61 GIVE IT ONE FOCUS

DO — Type your topic in **Focus (optional)**.

SEE — Your chosen topic appears.

✓ DONE WHEN — The focus fits your niche.

BUILD 08 · KEEP BUILDING

PLAN THE WEEK

62 BUILD YOUR PLAN

DO — Click **Build content plan**.

SEE — A plan is added to **Past plans**.

✓ DONE WHEN — You can open the new plan.

63 READ THE REFERENCE LEADERS

DO — Read **Top N performers** in the **Research report**.

SEE — Views, × followers and rates give context.

✓ DONE WHEN — You know which references shaped the plan.

64 READ THE FINDINGS

DO — Read **What the research found**.

SEE — You see targets for each piece.

✓ DONE WHEN — You can explain your episode's target.

65 SAVE THE WHOLE PLAN

DO — Click **⬇ Plan (.md)**.

SEE — A Markdown plan file downloads.

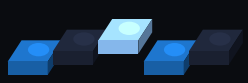
✓ DONE WHEN — You have the full plan file.

66 SAVE THE SPOKEN SCRIPT

DO — Click **⬇ Teleprompter (.txt)**.

SEE — A plain-text script downloads.

✓ DONE WHEN — Your shooting script is ready.



BUILD 08 · REFERENCE

WHAT YOUR PLAN CONTAINS.

Build fields	**Episodes** accepts 1–6. **Top videos to feature** sets the reference count. **Focus (optional)** narrows the topic.
Script writing	**Skeleton** gives writing spaces. **Claude writes finished scripts** needs a Claude key.
1 · Research	Without Instagram API setup, use **Discover** or **Add Video**.
Optional research fields	**Hashtags to scan**, **Accounts to scan**, **Posts per source**, **Run research** require Instagram API setup.
Research report	**Top N performers** includes counts, rates, timing and signal findings.
Content plan	Each lane has a signal target, beat table, b-roll times, build-in tips, hashtags, pinned comment and covers.
Beat table	Time / Beat / Burn-in / Line. Follow the shown timings.
Past plans	Mirror plans start with mirror-…. Other plans stay here too.

Optional Instagram connection help: forgeandhelm@gmail.com. No social connection is needed for the main workflow.

✓ BUILD COMPLETE

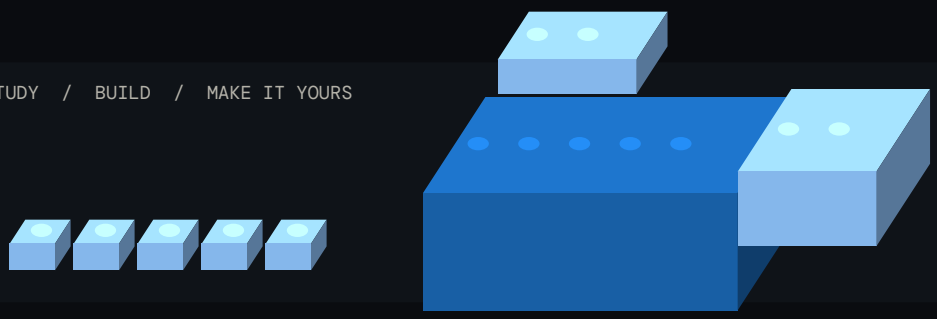
Start with one episode you can shoot.

BUILD 09

SHOOT IT

Turn your plan into your own footage.

STUDY / BUILD / MAKE IT YOURS



What you'll have when you finish this build

Turn your plan into your own footage. Time: your time.

67 SHOW THE TOPIC IMMEDIATELY

DO — Put hook text on frame one.

SEE — The opening frame names the topic.

✓ DONE WHEN — Text is visible at the start.

68 START THE SPOKEN HOOK

DO — Speak the first word inside 1 second.

SEE — Your voice starts inside the first second.

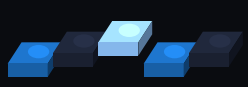
✓ DONE WHEN — The opening does not wait on a long pause.

69 CHANGE THE OPENING VIEW

DO — Make a cut or visual move inside 2 seconds.

SEE — The first view changes inside 2 seconds.

✓ DONE WHEN — Your opening has a visible change.



BUILD 09 · KEEP BUILDING

SHOOT IT

70

PLACE YOUR SUPPORTING SHOTS

DO — Place your own b-roll at the listed times.

SEE — Supporting shots follow the beat table.

✓ DONE WHEN — Your shots match the plan's cut points.

71

MAKE THE ENDING LOOP

DO — Match the ending to the opening.

SEE — The last view returns toward the first view.

✓ DONE WHEN — The ending can flow into another watch.

72

KEEP ONE CLEAR ASK

DO — Use one CTA.

SEE — The episode makes one clear request.

✓ DONE WHEN — There is one next action, not several.

BRICK TALK

B-roll means supporting shots shown around your main footage.

HEADS UP

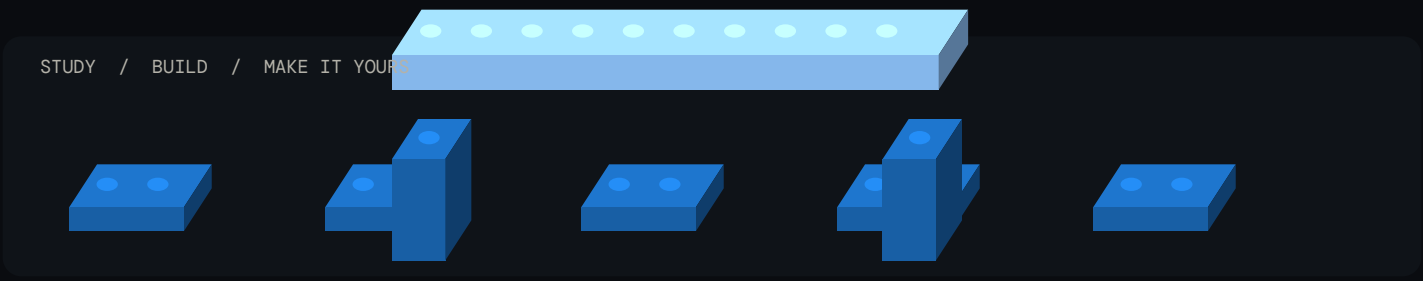
This build happens in your camera and editor. FORGE SIGNAL does not shoot the footage.

✓ BUILD COMPLETE — Turn your plan into your own footage.

BUILD 10

CHECK BEFORE YOU POST

Check the draft before publishing it.



What you'll have when you finish this build

Check the draft before publishing it. Time: ~5 minutes.

73 OPEN THE CHECKER

DO — Open **Pre-flight**.

SEE — **Drop your draft video here** appears.

✓ DONE WHEN — The drop zone is ready.

74 ADD YOUR DRAFT

DO — Drag your draft into **Drop your draft video here**.

SEE — The draft file is selected.

✓ DONE WHEN — The right cut is attached.

75 ADD YOUR CAPTION

DO — Paste your caption in **Planned caption**.

SEE — The caption appears.

✓ DONE WHEN — It includes your planned niche words and hashtags.

BUILD 10 · KEEP BUILDING

CHECK BEFORE YOU POST

76

NAME THE SOUND

DO — Type your sound in **Sound name**.

SEE — The sound name appears.

✓ DONE WHEN — It describes your planned sound.

77

RUN THE CHECKS

DO — Click **Run pre-flight**.

SEE — Scores, targets and **Checklist** rows appear.

✓ DONE WHEN — You see **Ready to post** or **Fix before posting**.

78

READ EVERY FINDING

DO — Read each **Checklist** row.

SEE — Your value, target and "→ fix" are shown.

✓ DONE WHEN — You have reviewed each ✓, ! and ✗.

79

REPAIR THE DRAFT

DO — Fix the listed issues in your editor.

SEE — Your revised cut addresses the findings.

✓ DONE WHEN — Every ! and ✗ has been addressed.

80

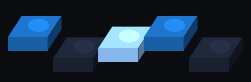
CHECK THE REVISED CUT

DO — Repeat Bricks 74–78 with your revised draft.

SEE — The new check uses your revised draft.

✓ DONE WHEN — The label reads **Ready to post**.

IF NOT · This is guidance, not a promise of views.



BUILD 10 · REFERENCE

READ EVERY CHECK.

Opening	Hook text appears · First spoken word · First cut / visual change · Hook movement · Face in first 2s
Cut and format	Length · Edit pace · Text on screen · Loop (end ≈ start) · 9:16 vertical
Topic	2+ niche keywords · Keyword repeated in 2+ places
Next action	Call to action · 3–6 focused hashtags
Result	**Craft score** and **Checks passed** rings summarize the check.
Target source	“Targets from …” identifies the reference. Defaults apply until 5+ library winners.
More detail	**Distribution signals (craft)** bars and **Full breakdown →** explain the findings.

HEADS UP

Ready to post is a check result. It cannot promise reach, follows or income.

Past checks keeps earlier results. Compare the corrected draft.

✓ BUILD COMPLETE

Check the draft before publishing it.

BUILD 11

POST IT & FEED IT BACK

Bring your own results into the next plan.

STUDY / BUILD / MAKE IT YOURS



What you'll have when you finish this build

Bring your own results into the next plan. Time: ~5 minutes + a 3–7 day wait.

81 PUBLISH YOUR FINISHED POST

DO — Post your own video in your chosen platform app.

SEE — Your post is published on that platform.

✓ DONE WHEN — Your own post has a live link.

82 GIVE THE NUMBERS TIME

DO — Wait 3–7 days.

SEE — Your own post gathers results.

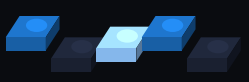
✓ DONE WHEN — At least 3 days have passed.

83 OPEN THE IMPORT FORM

DO — Open **Add Video**.

SEE — The import form appears.

✓ DONE WHEN — You can add your own post.



BUILD 11 · KEEP BUILDING

POST IT & FEED IT BACK

84 ADD YOUR POSTED FILE

DO — Drag your posted video into the drop zone.

SEE — Your own file is selected.

✓ DONE WHEN — It is the video you published.

85 MARK IT AS YOURS

DO — Pick **My post** under **Type**.

SEE — The form marks the video as yours.

✓ DONE WHEN — It is not marked Viral reference.

86 RECORD PUBLIC RESULTS

DO — Complete **Public stats**.

SEE — Views and **Creator followers** are recorded.

✓ DONE WHEN — Known counts match your own post.

87 ADD YOUR PRIVATE RESULTS

DO — Complete **Private analytics (your own posts only)**.

SEE — Your own watch, send and follow numbers are recorded.

✓ DONE WHEN — You used your own analytics, not guesses.

88 ANALYZE YOUR OWN POST

DO — Click **Analyze video**.

SEE — Your own post receives a breakdown.

✓ DONE WHEN — Measured evidence can help the next plan.

✓ BUILD COMPLETE — Bring your own results into the next plan.

BUILD 12

THE WEEKLY LOOP

Make one small learning loop each week.

STUDY / BUILD / MAKE IT YOURS



What you'll have when you finish this build

Make one small learning loop each week. Time: weekly routine.

89

FIND THE SCHEDULE

DO — Open **Discover**.

SEE — The daily schedule field is available.

✓ DONE WHEN — You see **Run automatically every day at**.

90

CHOOSE A DAILY TIME

DO — Set **Run automatically every day at**.

SEE — Your chosen time appears.

✓ DONE WHEN — The time fits your working day.

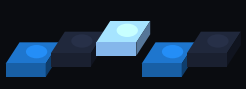
91

SAVE THE SCHEDULE

DO — Click **Save**.

SEE — Your Discover settings are saved.

✓ DONE WHEN — Your daily time is recorded.



BUILD 12 · KEEP BUILDING

THE WEEKLY LOOP

92

LET SCHEDULED WORK RUN

DO — Keep FORGE SIGNAL open at that time.

SEE — The app can run scheduled Discover.

✓ DONE WHEN — It is running when the scheduled time arrives.

93

REVIEW THE WEEK'S PATTERNS

DO — Open **Patterns & Blueprint** weekly.

SEE — The winner count and benchmarks appear.

✓ DONE WHEN — You know which library is being compared.

94

READ THE BLUEPRINT

DO — Read **Content blueprint**.

SEE — Length, hook, pacing and ending guidance appear.

✓ DONE WHEN — You can choose one idea to test next.

95

READ THE RULES

DO — Read **Playbook rules (what winners do)**.

SEE — Rules describe patterns from the winners.

✓ DONE WHEN — You can name one pattern to test.

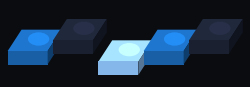
96

CHECK THE COMPARISON

DO — Read **Winners vs. the rest**.

SEE — The table compares Signal, Winners, Range and Rest.

✓ DONE WHEN — Your next episode has one testable change.



BUILD 12 · REFERENCE

ONE WEEK. ONE LEARNING LOOP.



MONDAY

DISCOVER

Build 4



TUESDAY

MIRROR / PLAN

Builds 7-8



YOUR TIME

SHOOT

Build 9



BEFORE POSTING

PRE-FLIGHT

Build 10



PUBLISH

YOUR PLATFORM

Build 11



3-7 DAYS LATER

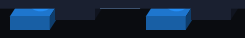
FEED RESULTS BACK

Build 11

Weekly: check **Patterns & Blueprint**. Rules emerge around 5 videos. Library benchmarks take over after 8 videos with stats. Chips cover Topic keywords, Hook words, Hashtags, Sounds, Audio type, Scenes and Calls to action.

✓ BUILD COMPLETE

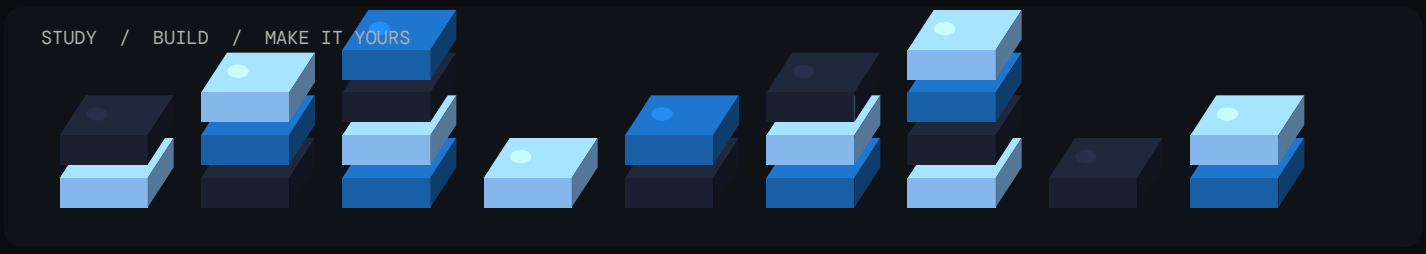
Make one small learning loop each week.



BUILD 13

KEEP IT FRESH

Update your copy without losing your library.



What you'll have when you finish this build

Update your copy without losing your library. Time: ~2 minutes.

97 OPEN UPDATE SETTINGS

DO — Open **Settings**.

SEE — **License & updates** appears.

✓ DONE WHEN — You can see your version and update window.

98 LOOK FOR AN UPDATE

DO — Click **Check for updates**.

SEE — If available, its version and notes appear.

✓ DONE WHEN — You know whether an update is offered.

99 READ WHAT CHANGED

DO — Read the update notes.

SEE — The release changes are listed.

✓ DONE WHEN — You know what you are installing.

BUILD 13 · KEEP BUILDING

KEEP IT FRESH

100

INSTALL THE OFFERED UPDATE

DO — Click **Install update** if offered.

SEE — The app asks for a restart.

✓ DONE WHEN — Installation is complete.

101

CLOSE THE RUNNING COPY

DO — Click **Quit FORGE SIGNAL**.

SEE — “FORGE SIGNAL is closed” appears.

✓ DONE WHEN — The app has stopped.

102

OPEN YOUR UPDATED COPY

DO — Open **FORGE SIGNAL** from Applications or the Start Menu.

SEE — Mac: Applications. Windows: Start Menu or Desktop shortcut.

✓ DONE WHEN — The app is running again.

HEADS UP

Twelve months of updates are included from purchase. You keep your current version afterward.

PRO MOVE

To renew, email forgeandhelm@gmail.com with your license key.

✓ BUILD COMPLETE — Update your copy without losing your library.

APPENDIX A · FIX-IT PAGE

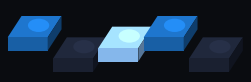
STUCK? START HERE.

Use the row that matches what you see.

YOU SEE	DO THIS
First analysis is slow; Speech has no transcript	Keep internet on during the first ~150 MB download. Wait. Use **Re-analyze** afterward.
blocked — backed off (login wall / CAPTCHA)	The platform asked Discover to stop. Try later. Use fewer sources or account sources.
Discover found 0 posts	Lower Views or Likes. More sources can help. Updates can address changed platform pages.
Instagram hashtag source finds nothing	Use **instagram** + **user**, or Reel URLs. Logged-out hashtag pages are walled.
Analysis failed	Open the card. Use **Retry**. A repeat failure may mean a damaged file. Use another .mp4.

HEADS UP

Need help? Email forgeandhelm@gmail.com. Include your license key. Never post the key publicly.



APPENDIX A · FIX-IT PAGE · CONTINUED

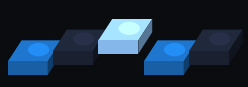
STUCK? START HERE.

Use the row that matches what you see.

YOU SEE	DO THIS
Stats only — no video file	The saved post has no attached video. Use **Add Video** to add the file.
Evidence shows “—”	Add views and **Creator followers** at minimum. Use **Save & rescore**.
Couldn't reach forgeandhelm.com	Check your internet. Use **Activate** again.
Key format error	Copy your key from the order page or invoice PDF. It starts with FS-.
This license has been revoked… / different product	Email forgeandhelm@gmail.com with your license key. Do not share the key publicly.

HEADS UP

Need help? Email forgeandhelm@gmail.com. Include your license key. Never post the key publicly.



APPENDIX A · FIX-IT PAGE · CONTINUED

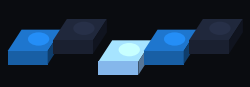
STUCK? START HERE.

Use the row that matches what you see.

YOU SEE	DO THIS
came out after your free updates ended	You keep the current version. Email forgeandhelm@gmail.com with your key to renew.
Browser shows “can't connect”	Open FORGE SIGNAL from Applications (Mac) or Start Menu (Windows).
Need to close FORGE SIGNAL	Use **Settings → Quit FORGE SIGNAL**. Closing the browser tab does not quit it.
Different videos than expected	Check the **Profile dropdown**. Each profile has its own library.
Re-analyze fails after a computer move	Use **Add Video** to re-add the needed file.

HEADS UP

Need help? Email forgeandhelm@gmail.com. Include your license key. Never post the key publicly.



APPENDIX B · OPTIONAL POWER-UPS

START WITH THE BASICS.

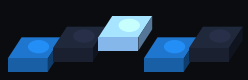
The main workflow does not require these extras.

Claude scripts	A Claude key enables finished scripts and profile generation.
Instagram API	Optional official connection for your own post insights.
Speech	A larger speech model can improve transcription.
Scene AI	Optional frame labels; about a 1 GB extra download.

PRO MOVE

Want this connected? Email forgeandhelm@gmail.com and we'll walk you through it.

Instagram import options: **A creator/business account (public stats)**; **Top posts for a hashtag**; **My own posts (with private insights)**. Fields: **Username or hashtag**, **How many**. Button: **Import & analyze**. Without setup, the app mentions IG_ACCESS_TOKEN and IG_USER_ID. Email support for setup; no API steps are included here.



APPENDIX B · CLAUDE + SPEECH

OPTIONAL CONFIGURATION.

Edit only the named file and setting.
APP CONFIGURATION FILE

COPY THIS · MAC PATH

```
~/Library/Application Support/FORGE SIGNAL/app/.env
```

COPY THIS · WINDOWS PATH

```
%LOCALAPPDATA%\FORGE SIGNAL\app\.env
```

Claude: add your key after the equals sign. Keep the key private. Do not use an example key.

COPY THIS · ADD YOUR OWN KEY

```
ANTHROPIC_API_KEY=
```

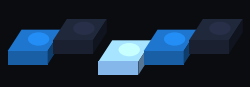
Better transcription: use the small speech model setting.

COPY THIS · OPTIONAL SETTING

```
SIGNAL_LAB_WHISPER_MODEL=small
```

HEADS UP

Restart after configuration changes. Use Settings → Quit FORGE SIGNAL. Open the app again.



APPENDIX B · SCENE AI

ADD FRAME LABELS.

One command for your computer. About 1 GB downloads.
Open Terminal (Mac) or PowerShell (Windows), as in Build 1.

COPY THIS · MAC

```
cd "$HOME/Library/Application Support/FORGE SIGNAL" && runtime/uv/uv pip install --python runtime/venv/bin/python -r app/requirements-scene-ai.txt
```

COPY THIS · WINDOWS

```
cd "$env:LOCALAPPDATA\FORGE SIGNAL"; .\runtime\uv\uv.exe pip install --python .\runtime\venv\Scripts\python.exe -r .\app\requirements-scene-ai.txt
```

B1 INSTALL THE EXTRA

DO — Paste your computer's Scene AI command.
SEE — The complete line appears in the command window.
✓ DONE WHEN — The line matches your computer.

B2 RUN THE COMMAND

DO — Press Return (Mac) or Enter (Windows).
SEE — The extra components download and install.
✓ DONE WHEN — The command finishes.

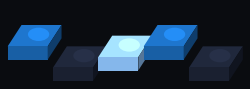
B3 QUIT THE APP

DO — Click **Quit FORGE SIGNAL** in **Settings**.
SEE — The closed screen appears.
✓ DONE WHEN — FORGE SIGNAL has stopped.

B4 OPEN THE APP AGAIN

DO — Open **FORGE SIGNAL**.
SEE — The **Scene AI** chip turns green.
✓ DONE WHEN — Scene AI is on.

Scene labels describe frames, such as "person talking to camera".

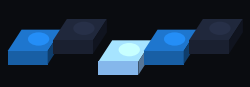


APPENDIX C · GLOSSARY

BRICK TALK.

One meaning for each word.

Hook	The opening idea that makes someone keep watching.
Burn-in	Words placed directly on the video.
B-roll	Supporting shots around your main footage.
CTA	Your one ask: save, share, follow or another action.
Loop	An ending that flows back toward the start.
Outlier / × followers	Views divided by followers; a comparison, not a cause.
Craft	What the video does, measured from its file.
Evidence	What known counts or your own analytics show.
Niche profile	One workspace for one topic, with its own library.
Lane	One audience angle within your niche.
Skeleton	The reference video's timing and structure without its content.
Teleprompter	A tool that shows your script while you speak.



APPENDIX D · PRINTABLE QUICK START

YOUR FIRST EPISODE.

Ten bricks from install to feedback. Use the builds for details.

1 **INSTALL**

DO Follow Build 1 with your own order-page line. **SEE** The local app opens. ✓ **DONE WHEN** FORGE SIGNAL is running.

2 **ACTIVATE**

DO Click **Activate** if asked. **SEE** Your registration appears. ✓ **DONE WHEN** Your workspace loads.

3 **SET YOUR NICHE**

DO Follow Build 3. **SEE** Your saved profile is active. ✓ **DONE WHEN** Your niche has its own workspace.

4 **FIND REFERENCES**

DO Run **Save & run now** in **Discover**. **SEE** Imported counts appear. ✓ **DONE WHEN** Your references are in Library.

5 **READ THE BREAKDOWN**

DO Open one reference card. **SEE** Craft and Evidence appear. ✓ **DONE WHEN** You understand its structure.

6 **MIRROR STRUCTURE**

DO Follow Build 7's Mirror workflow. **SEE** ⧉ **Mirror this video** opens the timed skeleton. ✓ **DONE WHEN** Your own words fill your beats.

7 **PLAN ONE EPISODE**

DO Follow Build 8 with **Episodes** = 1. **SEE** An episode plan appears. ✓ **DONE WHEN** Your plan and teleprompter are downloaded.

8 **SHOOT YOUR WORDS**

DO Follow Build 9's shooting checklist. **SEE** Your own footage follows the beats. ✓ **DONE WHEN** You have a draft.

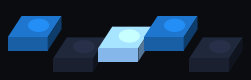
9 **CHECK YOUR DRAFT**

DO Run **Pre-flight** as in Build 10. **SEE** The checklist shows findings. ✓ **DONE WHEN** Your revised draft reads **Ready to post**.

10 **POST + FEED BACK**

DO Follow Build 11. **SEE** Your **My post** analysis includes your results. ✓ **DONE WHEN** After 3–7 days, your own data is recorded.

WEEKLY: Discover → Mirror / Plan → Shoot → Pre-flight → Post → Feedback. No outcomes are promised. Support: forgeandhelm@gmail.com.



APPENDIX E · UNINSTALL / MOVE

UNINSTALL ON MAC.

Keep your library, or choose a full removal.

COPY THIS · KEEP YOUR LIBRARY

```
"$HOME/Library/Application Support/FORGE SIGNAL/runtime/uninstall.sh"
```

E1

QUIT THE APP

DO — Click **Quit FORGE SIGNAL** in **Settings**.

SEE — "FORGE SIGNAL is closed" appears.

✓ DONE WHEN — The app has stopped.

E2

OPEN TERMINAL

DO — Open **Terminal**.

SEE — The command window appears.

✓ DONE WHEN — You can paste the command above.

E3

PASTE THE UNINSTALL LINE

DO — Paste the keep-library command above.

SEE — The command appears.

✓ DONE WHEN — It ends with uninstall.sh and no --all flag.

E4

RUN THE COMMAND

DO — Press **Return**.

SEE — The uninstall script runs.

✓ DONE WHEN — Your library remains in the data folder.

HEADS UP

For full removal, add --all to that command. This removes everything, including your data.



APPENDIX E · WINDOWS · 1 OF 2

REMOVE THE APP FILES.

Keep data if you want to keep your library.

E1

QUIT THE APP

DO — Click **Quit FORGE SIGNAL** in **Settings**.

SEE — “FORGE SIGNAL is closed” appears.

✓ DONE WHEN — The app has stopped.

E2

OPEN THE FILE WINDOW

DO — Open **File Explorer**.

SEE — The file window appears.

✓ DONE WHEN — Its address bar is available.

E3

FIND THE APP FOLDER

DO — Paste **%LOCALAPPDATA%\FORGE SIGNAL** into the address bar.

SEE — The path appears.

✓ DONE WHEN — The full folder path is entered.

E4

OPEN THAT FOLDER

DO — Press **Enter**.

SEE — You see the app, runtime and data folders.

✓ DONE WHEN — The FORGE SIGNAL folder is open.

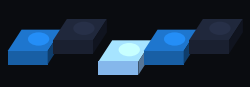
E5

REMOVE THE APP FOLDER

DO — Delete **app**.

SEE — That folder is removed.

✓ DONE WHEN — The app folder is gone.



APPENDIX E · WINDOWS · 2 OF 2

REMOVE THE SHORTCUTS.

Keep the data folder to keep your library.

E1 REMOVE THE RUNTIME

DO — Delete **runtime** from the FORGE SIGNAL folder.

SEE — That folder is removed.

✓ DONE WHEN — The runtime folder is gone.

E2 REMOVE THE DESKTOP SHORTCUT

DO — Delete the Desktop **FORGE SIGNAL** shortcut.

SEE — The shortcut disappears.

✓ DONE WHEN — The Desktop shortcut is gone.

E3 FIND THE START MENU SHORTCUT

DO — Right-click the Start Menu **FORGE SIGNAL** shortcut.

SEE — The shortcut menu appears.

✓ DONE WHEN — **Open file location** is available.

E4 OPEN ITS FOLDER

DO — Click **Open file location**.

SEE — The shortcut's folder opens.

✓ DONE WHEN — You can see the FORGE SIGNAL shortcut file.

E5 REMOVE THAT SHORTCUT

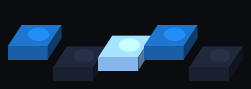
DO — Delete the **FORGE SIGNAL** shortcut file.

SEE — The shortcut is removed.

✓ DONE WHEN — The Start Menu shortcut is gone.

HEADS UP

Keep data to keep your library. For full removal, delete the whole FORGE SIGNAL folder instead.



APPENDIX E · NEW COMPUTER

TAKE YOUR LIBRARY WITH YOU.

Use the same license key on the new computer.

E1 INSTALL YOUR COPY

DO — Install FORGE SIGNAL with the same key on the new computer.

SEE — The new computer has your licensed copy.

✓ DONE WHEN — Installation is complete.

E2 CLOSE THE OLD COPY

DO — Click **Quit FORGE SIGNAL** on the old computer.

SEE — The old copy closes.

✓ DONE WHEN — The old app is stopped.

E3 CLOSE THE NEW COPY

DO — Click **Quit FORGE SIGNAL** on the new computer.

SEE — The new copy closes.

✓ DONE WHEN — The new app is stopped.

E4 BRING THE WHOLE LIBRARY

DO — Copy the whole **data** folder to the new computer's same location.

SEE — Library, breakdowns, profiles, plans and activation come with it.

✓ DONE WHEN — The whole data folder is in the matching location.

COPY THIS · MAC DATA PATH

```
~/Library/Application Support/FORGE SIGNAL/data
```

COPY THIS · WINDOWS DATA PATH

```
%LOCALAPPDATA%\FORGE SIGNAL\data
```

Reopen FORGE SIGNAL. If **Re-analyze** fails on moved videos, re-add the needed files with **Add Video**.

