

THE PUBLISH FILTER

PA*Trace*

Within The Foundry System™  
LAYER II / STRATEGY



# THE PUBLISH FILTER

[ FREE TOOL ]

A structural filter for every  
post you create.

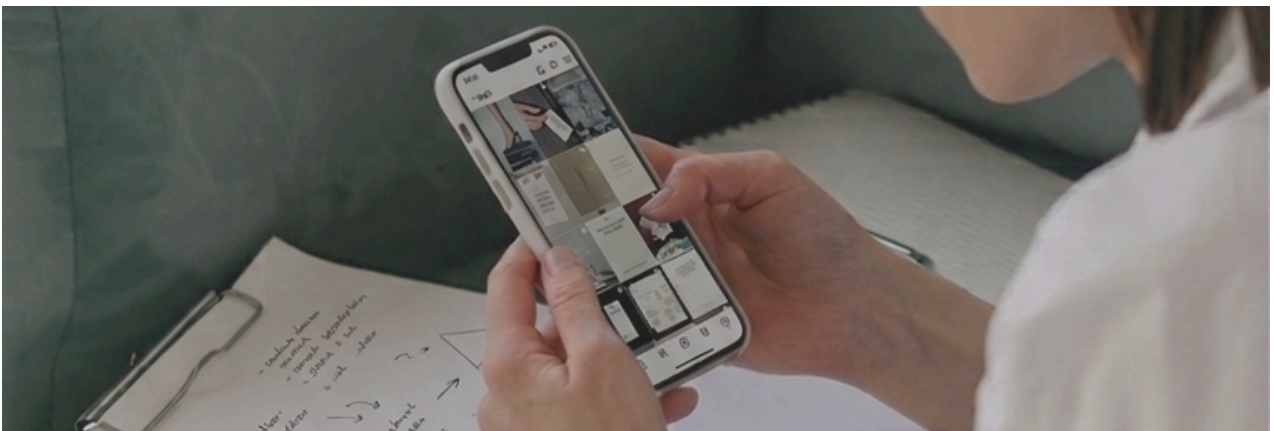
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## HOW TO USE THIS

Before *publishing* any piece of *content* — post, reel, or story — run it through the following five questions. Answer *honestly*, not optimistically.



Five yes — the post is ready. Any no — the post needs revision. These questions are not here to make the process harder. They are here to give you clarity.

# THE FILTER

- 001 / Does this post have a clear message – one single idea, not three?
- 002 / Is there a clear action or direction for whoever reads it, and does that action connect to a real objective of my brand?
- 003 / Does this post contribute something concrete – information, perspective, criteria – or does it exist only to maintain a presence?
- 004 / Does the visual format of this post meet the standards I have defined for my brand, or am I improvising?
- 005 / Would someone who doesn't know me understand exactly what I do and who I do it for after reading this?

# WHAT TO DO WITH A NO

*A no is not a failure. It is information.*

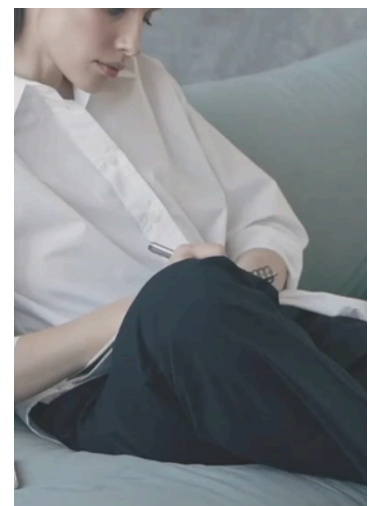
It tells you exactly what is missing – the message, the direction, the substance, the standard, or the positioning. Identify which question failed and address that specifically before publishing.

If a post does not pass, you now know precisely where to focus. That **clarity** is more useful than publishing something that works against your brand.

Over time, the questions that consistently return a no will show you exactly **where your content structure needs attention**.

A post that cannot pass this filter is not ready.

Publishing it anyway is a decision against your brand



Publishing *content* that  
is not ready is a decision  
*against* your brand.

# WHAT THIS REVEALS

If your content consistently fails questions **001**, **002**, or **005** – the issue is not the content. It is the absence of a defined brand structure underneath it.

→ THE BRAND FOUNDATION FRAMEWORK



The *structural* logic your brand operates from.

→ EXPLORE

*Patrace studio*

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