



90-Day 1:1 Mentorship

The Cinematic *Authority System*

The complete 90-day breakdown.
Every phase, every call, everything you walk away owning.

Built and delivered by Ace
Filmmaker and Creative Director

WHAT THIS ACTUALLY IS

Identity first. System second. Execution third.

Most content coaching hands you ideas and hopes something sticks. This does the opposite. It builds who you are on camera before a single thing gets filmed, then builds the machinery to produce it every week, then holds you to both.

The premise

You have a real business and real results. If a stranger landed on your profile today, they would have no way of knowing it. That gap is not a posting problem. It is a positioning problem wearing a posting problem's clothes, and no amount of posting more will close it. Over 90 days we close it deliberately: a brand that matches your actual level, a content system that removes every blank page, and content shot with a filmmaker's eye rather than a marketer's checklist.

WHERE MOST PEOPLE START	WHERE DAY 90 LANDS
Invisible to anyone outside your existing network	Found by strangers who already trust you before they message
Posting sporadically, with no idea what to say	Posting 3 to 5 times a week on a system, with zero overthinking
Competing on price because nothing signals authority	Positioned so the price stops being the first question
A brand that undersells your track record	A brand that matches it, and keeps running after we finish

Who it is built for

THIS IS YOU	THIS IS NOT YOU
› You run an established business with revenue behind it › You are willing to appear on camera and commit 5 to 8 hours a week › You act on feedback quickly rather than debating it › You are ready to be visible, not just busy behind the scenes › You can commit fully for 90 days with no half measures	× You are starting out with no offer or track record yet × You want a ghost-writer. This requires you on camera × You want fast viral moments rather than a compounding brand × You are not prepared to be challenged on how you show up × You need results without putting the hours in

THE SHAPE OF THE 90 DAYS

Five phases. Thirteen calls. Nothing left to chance.

Every week has a job. Every call has an agenda written before it starts. You always know what you are working on and why.

	PHASE	WHEN	CALLS	WHAT EXISTS AT THE END
01	Identity & Positioning	Weeks 1–2	Calls 1–2	Brand Playbook v1
02	Content System Build	Weeks 3–4	Calls 3–4	Hook Bank, Shot List, setup approved
03	Execution Sprint	Weeks 5–6	Calls 5–6	First 3 Reels live
04	Growth & Authority	Weeks 7–10	Calls 7–10	Consistent rhythm, inbound begins
05	Authority & Leverage	Weeks 11–13	Calls 11–13	Offer live, Brand Playbook v2

Why the first two weeks contain no filming

It is the single most common objection and the single most important rule. People who start filming before their positioning is locked produce content that looks fine and says nothing, then conclude that content does not work for them. Two weeks of foundation is what makes the following eleven productive rather than busy.

Eight fixed checkpoints

Separate from the calls, these are the moments the program stops and takes stock. They happen whether or not anyone remembers to ask for them.

WHEN	CHECKPOINT	WHAT YOU GET
Day 1	Kickoff	Direction set and Phase 1 locked.
Week 2	Brand Playbook v1	Your written brand foundation, delivered.
Day 30	Check-in	An honest async pulse check on how it is really going.
Any time	Breakthrough response	When a video breaks out, we respond inside 48 hours and build on it.
Day 45	Halfway Review	Mid-Program Strategy Report. Candid, including if you are behind.
Day 70	Phase 5 kickoff	Monetisation begins and offer clarity is confirmed.
Week 12	Final Strategy Call	Brand Playbook v2 delivered.
Day 90	Graduation	Full review, Graduation Report, and the plan beyond.

INSIDE EACH PHASE

What you do. What I do.

01 Identity & Positioning

Weeks 1-2 · Calls 1-2

Direction before execution. Nothing gets filmed until the brand is clear.

WHAT YOU DO

- › Complete the Phase 1 workbook in full, six parts covering identity, audience, positioning and content direction
- › Draft your Personal Brand Playbook v1
- › Complete your Competitor Analysis Report
- › Define your four content pillars

WHAT I DO

- › Walk you through the workbook and set the standard for the 90 days
- › Review it line by line and name the gaps honestly
- › Write and deliver your Brand Playbook v1
- › Voice-note feedback on your draft inside 48 hours

Where it leaves you. You can describe your brand, your audience and your positioning in under sixty seconds, and your four pillars are specific enough to defend.

02 Content System Build

Weeks 3-4 · Calls 3-4

No blank pages. Every tool you need to film consistently gets built here.

WHAT YOU DO

- › Build your personalised Hook Bank, minimum 30 hooks across all four pillars
- › Build your Shot List, mapped to the places you actually film
- › Test your filming setup: framing, lighting and audio
- › Write and record your first hook

WHAT I DO

- › Review the Hook Bank and cut what is weak
- › Review the Shot List and check your setup properly
- › Add niche-specific hooks you would not have thought of
- › Approve your first hook before anything gets filmed

Where it leaves you. You know exactly what to film and how, and you never open a blank page again.

03 Execution Sprint

Weeks 5–6 • Calls 5–6

Planning stops. Producing starts. The first batch will be imperfect and that is correct.

WHAT YOU DO

- › Film your first batch of 6 to 12 videos
- › Send every video for review before it goes live
- › Apply the feedback, edit, and post your first three Reels
- › Log every post in your Content Tracker

WHAT I DO

- › Review every video before it posts: hook, delivery, message, framing, edit, caption
- › 48-hour turnaround, 24 if you flag it urgent
- › Work through the first batch with you and name the patterns
- › Read the early data with you and plan the next week

Where it leaves you. Your first three Reels are live, your tracker is running, and the posting muscle exists.

04 Growth & Authority

Weeks 7–10 • Calls 7–10

Stop guessing, start refining. Every week should be smarter than the one before it.

WHAT YOU DO

- › Post at least three times a week, consistently
- › Review your analytics every week
- › Identify what your top performers have in common
- › Plan and launch at least one content series
- › Update your bio, pins and highlights

WHAT I DO

- › Week 7: deliver the Day 45 report and read the data with you
- › Week 8: plan your first content series and sharpen your delivery
- › Week 9: audit your profile and test two calls-to-action
- › Week 10: review who has reached out and prepare Phase 5

Where it leaves you. A rhythm you can hold, a named pattern behind your best content, and the first inbound conversations from people who found you.

05 Authority & Leverage

Weeks 11–13 • Calls 11–13

Authority first, monetisation second. Attention gets converted into opportunity.

WHAT YOU DO

- › Complete the Offer Clarity workbook
- › Build your inbound system: opening message, qualifying questions, next step
- › Activate follow-up on warm leads
- › Track which posts actually generate conversations

WHAT I DO

- › Activate inbound and introduce offer-adjacent content
- › Deliver Brand Playbook v2 and switch monetisation on
- › Build your Graduation Report from the full 90 days of data
- › Walk the entire journey with you and set the direction after Day 90

Where it leaves you. Your offer is live, your inbound system is tested in real conversations, and you leave owning a brand playbook, a running system and a written record of what worked.

EVERY CALL, MAPPED

All thirteen, and what each one is for.

You are not buying thirteen conversations. You are buying thirteen specific jobs, in this order, for this reason.

What a call actually looks like

Every one of the thirteen follows the same spine, so no time is spent working out what the meeting is for.

SEGMENT		WHAT HAPPENS
1	Open	A real check-in. How the week actually went, not the polished version.
2	Review	Specific feedback on everything you produced since we last spoke.
3	Problem solve	We name the single biggest thing in your way and remove it.
4	Plan	Exact direction for the next seven days.
5	Action items	Written deliverables and the next call locked in before we hang up.

Within an hour of every call you get your action items in writing on WhatsApp. Nothing depends on either of us remembering.

CALL	PHASE	WHAT IT IS FOR
1	1	Kickoff. Direction set, program walked through, Phase 1 workbook assigned.
2	1	Workbook reviewed, gaps named, Brand Playbook v1 delivered.

CALL	PHASE	WHAT IT IS FOR
3	2	Hook Bank review. Weak angles cut, strongest ones sharpened.
4	2	Shot List review, filming setup checked, first hook approved.
5	3	First batch reviewed together. What is working, what is not, why.
6	3	First 3 live posts reviewed, early data read, next week planned.
7	4	Halfway Review. Day 45 Strategy Report delivered and worked through.
8	4	Content refinement and an updated read on your competitors.
9	4	Performance deep dive, hook refresh, profile and call-to-action audit.
10	4	Momentum consolidated. Phase 5 introduced and prepared for.
11	5	Phase 5 kickoff. Inbound activated, soft calls-to-action introduced.
12	5	Final Strategy Call. Brand Playbook v2 delivered, monetisation switched on.
13	5	Graduation. Full 90-day review, Graduation Report, and where to take it.

WHAT YOU ACTUALLY GET

Built to keep working after the 90 days end.

Everything below is included. None of it is an upsell, and all of it stays yours.

13 one-to-one strategy calls Structured across all five phases. Every call logged, every action item carried into the next.	Unlimited WhatsApp support Monday to Friday, same-day response. You are never stuck between calls.
Full async video review Every video reviewed before it goes live: hook, delivery, framing, edit, caption. 48-hour turnaround.	Your Notion client portal Hook Bank, Shot List, workbooks, Content Tracker, Analytics Dashboard and call notes in one place.
Brand Playbook v1 and v2 Your brand written down. Built in Phase 1, rebuilt at graduation. Yours permanently.	Day 45 Mid-Program Report An honest written read of the first half and a strategy for the second.
Graduation Report What was built, what the data showed, and exactly where to take it next.	The system itself The portal, the playbooks and the process do not switch off on Day 91. You keep and run them.

What it costs

FOUNDING RATE €3,500 One payment. 90 days. Everything on this page included.	Why it is this number The system is proven in my filmmaking work and in the client results behind it. What I do not yet have is a full shelf of documented 90-day case studies from the mentorship itself. So the next few clients get the founding rate, and in return I get to document what the 90 days does for your business. Once those case studies exist, the price goes up and stays up. Nothing is held back at this rate. Thirteen calls, every video reviewed, the portal and both playbooks. The finished program, at the price of being early.
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I work with a maximum of four clients at a time. That is not a marketing line, it is the ceiling at which every person still gets video reviewed inside 48 hours and a same-day answer on WhatsApp. Two of those four places are currently open.

BEFORE YOU APPLY

The questions that come up every time.

Does this work if I am not a content creator?

Most clients are not. They are founders, coaches, athletes and professionals with real expertise who happen to be invisible online. The system is built around your track record, not a pre-existing audience.

Do I need to buy a camera or any gear?

No, and I would rather you did not at the start. The phone in your pocket is the right tool for the first 90 days. What separates content that holds attention is framing, light, angle and delivery, none of which you can buy. Buying gear on day one adds cost, adds a learning curve, and gives you another reason to delay. If a camera ever earns its place, I will tell you exactly what to get and when.

I am not comfortable on camera. Is this still for me?

That is precisely why Phase 1 happens before you film anything. We build your identity, your angles and your setup first, so that when you do step in front of a camera you already know who you are on screen.

How much time does it really take?

Five to eight hours a week, including the call, filming and review turnarounds. It is designed for people already running a business. Every hour maps to a deliverable or a piece of content that keeps working after you post it.

What if life gets in the way?

Calls reschedule with notice and the program works with your reality. The only thing that kills progress is going quiet without saying so.

How is this different from an agency or a cheaper coach?

An agency films for you and keeps you dependent. A cheaper coach hands you templates and leaves you guessing. Here you work directly with a filmmaker and creative director to build a brand and a system you own and can run yourself.

What if I do the work and it does not land?

I do not guarantee follower numbers and you should be wary of anyone who does. I guarantee the work: every call happens, every video gets reviewed, and you finish owning a playbook and a system that do not depend on me. If you are executing and something is not landing, we diagnose it on the next call rather than at the end.



How to apply

Eleven questions. Three minutes. One answer.

The application is on the site. It asks about your business, your readiness and what being invisible is currently costing you. I read every one myself.

If it looks like a fit, my calendar appears immediately and you book a 30-minute call. If it does not, you get an honest answer by email rather than silence. Either way you hear back.

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