

Content + Algorithm Playbook

TGP CONTENT + ALGORITHM PLAYBOOK (2026)

Faceless short-form training base for Money · Lifestyle · Productivity

Built June 16, 2026 · verified against current platform data · structured as skill modules

How to use this: Each **## MODULE** below is self-contained and can become its own agent skill. Train one agent per module, or load all into a master content agent. Sources at the bottom.

VERDICT — Mari's master prompt + 15 scripts

It's good. Ship it — with 3 upgrades. Mari's structure (Hook in first 1-2s → one idea in 3 steps → follow/save CTA, 45-70 words, second person, no guarantees) matches 2026 best practice almost exactly. The 15 scripts are on-format and usable today.

Three upgrades that match where the algorithms moved in 2026: 1. **Add a SHARE CTA variant.** Shares are now the single strongest reach signal (Mosseri: stronger than watch time; TikTok weights shares ~5x a like). Mari's CTAs only drive follow/save. Add: "Send this to someone who needs it." on ~1 of every 3 videos. 2. **Engineer the loop.** Replays are a top-3 signal. End on a line that makes the first line make more sense (a "rewatch trigger"), so the video loops. 3. **Layer the hook.** On-screen text hook should differ slightly from the spoken hook (dual-channel = +3x 3-second holds). Always add a first-second pattern interrupt (hard cut / snap-zoom).

Net: keep Mari's engine, bolt on share + loop + layered hook. Done.

MODULE 1 — ALGORITHM MASTERY (the rules all three lanes obey)

The one universal truth in 2026: every platform now optimizes for *satisfaction*, measured mostly by **completion rate + watch time**. Hooks get the view; completion gets the reach.

Cross-platform signal weights (2026)

Signal	Weight / note
Watch time + completion rate	Strongest. ~40-50% of TikTok ranking. Virality bar is now ~70% completion (was ~50% in 2024).
Shares / DM sends	Strongest <i>reach</i> signal. TikTok: ~5x a like. IG: "strongest signal we've ever had."
Replays / loops	Top-tier. Short, loopable videos win.
Comments, follows-from-video, saves	Strong secondary.
Likes	Weakest meaningful signal. Don't optimize for it.

Per-platform nuance

- **TikTok:** tests every video on a small audience, expands if signals hold. Reads captions, hashtags, sound, on-screen text. Post multiples ≥ 3 -4 hrs apart (they compete otherwise).
- **YouTube Shorts:** retention is the currency. **Target 70%+ average view duration.** Under **40 seconds** wins on loop rate (max length is now 3 min). **One clear topic per channel** — mixed-topic channels confuse distribution (this is why we run separate niche channels). Post **3-5x/week minimum**.
- **Instagram Reels:** watch time is #1 for initial reach; **DM shares** are #1 for *discovery/virality*. Viewers decide in ~ 1.7 s.

Non-negotiables baked into every video

- Hook lands in **first 3 seconds** (drives $\sim 80\%$ of completion variance).
- **Captions/on-screen text always on** (sound-off viewing).
- Built to **loop**. Built to be **shared**.

MODULE 2 — THE HOOK SYSTEM

Timing: spoken hook = first 3 seconds $\approx$ **10-14 words**. On-screen text hook = **4-7 words**, high contrast, in the safe zone. Pattern interrupt in second 1.

The 3 most reliable 2026 formulas (stack curiosity + self-relevance + a promise): 1. **Contrarian Claim** — "Your paycheck shouldn't disappear in 48 hours." 2. **Mistake Warning** — "Your 'small' subscriptions are stealing your paycheck." 3. **List Tease** — "3 phone settings that instantly make you more productive."

Hook must include one of: a number (1/3/5/10), a timeframe ("today", "in 20 seconds"), or a strong POV ("If you're living paycheck to paycheck...").

Layered hook rule: spoken $\neq$ on-screen text (cover both channels). Educational content $\rightarrow$ use **direct promises**; entertainment $\rightarrow$ use **pattern interrupts**.

MODULE 3 — SCRIPT FORMULA (refined from Mari's, locked)

HOOK (first 1-2s): 5-10 words on-screen + spoken. Number / timeframe / POV. No "hey guys."

BODY (one move only): 35-55 words. **ONE** hack, 3 steps. 5th-grade language. Second person.

CTA (1 line, 6-10 words): rotate the goal —

- **FOLLOW:** "Follow for daily life money hacks."
- **SAVE:** "Save this so you don't forget."
- **SHARE:** "Send this to someone who needs it." $\leftarrow$ use on ~ 1 in 3

LOOP LINE (optional last beat): make the ending point back to the hook so it rewatches.

TOTAL: 45-70 words. Longer = split into 2 videos.

RULES: no financial guarantees, no investing instructions beyond basic habits, no links in script.

MODULE 4 — NICHE PLAYBOOKS

MONEY — the monetization engine

- **Why it's lane #1:** Personal finance is the **highest-RPM niche on YouTube (\$25-\$45 RPM)**. 100K monthly finance views $\approx$ **\$3,000-\$10,000/mo** vs \$200-500 for entertainment. The real money is **affiliate** — a single credit-card referral pays **\$50-\$200**. Tax season spikes ad bids.

- **Content angles:** budgeting systems, "stop living paycheck to paycheck," subscription audits, beginner saving/investing *habits* (not advice), money mistakes, simple frameworks (50/30/20, two-account method).
- **Guardrail:** no guarantees, no "buy this stock." Habits and systems only.

LIFESTYLE — the reach + follow engine

- **Why:** lower CPM, but high shareability and save rate → fast follower growth that you funnel toward the money/agency offers.
- **Content angles:** glow-up habits, routines, soft life, room/energy resets, mindset reminders. Aesthetic B-roll + bold text.
- **Guardrail:** no toxic hustle, sustainable changes only.

PRODUCTIVITY — the authority + tool engine

- **Why:** strong saves/shares, overlaps with tech (mid-high CPM), natural fit for app/tool affiliate later.
- **Content angles:** phone settings, 2-minute rule, time-blocking, app stacks, desk hacks, automation. Screen recordings + before/after.
- **Guardrail:** every tip usable *today*.

MODULE 5 — POSTING & DISTRIBUTION

- **Channel = one niche.** Separate Money / Lifestyle / Productivity channels (the algorithm rewards topic clarity). This validates the "new pages" call.
- **Cadence by account size:** new/small = **1-2/day**; 1K-100K = 2-3/day; 100K+ = 3-5/day. Floor for algo favor: **3-5 posts/week**. Space multi-posts **3-4 hrs apart**.
- **Best windows:** TikTok Tue-Thu **10am-1pm ET**, plus evening (2026 evening engagement +23%). Catch morning + evening locally.
- **One render → 4 platforms:** TikTok + IG Reels + FB Reels + YT Shorts off a single edit.
- **Length:** keep most under **40 seconds** for loop rate.

MODULE 6 — CAPTIONS & HASHTAGS

(Full per-niche caption + hashtag templates live in [TGP-Faceless-Content-Engine.md](#).) Principles: - Caption restates the hook as a statement + a **question** (drives comments). - **3-6 hashtags**, mix one broad (#fyp) + niche tags. Don't keyword-stuff. - Put a keyword phrase in the caption + on-screen text (TikTok/YT now index text for search).

MODULE 7 — MONETIZATION ROADMAP

- **YouTube Partner Program (Shorts path):** 1,000 subs + **10M valid Shorts views / 90 days**. Long-form path: 1,000 subs + 4,000 watch hours / 12 mo. Fan-funding unlocks earlier (500 subs + 3M Shorts views).
 - **TikTok:** Creativity Program / monetization has its own follower + view thresholds (changes often — verify at signup).
 - **The faster money is affiliate** (esp. Money lane: credit cards, banking apps) — doesn't need YPP.
 - **AI/faceless compliance (critical):** faceless is fine, but you must add **genuine human creative input**, **disclose realistic AI**, and **avoid mass-produced templates** or you won't monetize. Original scripts + original sim/edit = safe.
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MODULE 8 — AGENT TRAINING (how to turn this into skills)

Proposed skill set: 1. `algo-rules` — Modules 1–2 as the always-loaded ruleset (the "physics" every content agent obeys). 2. `script-writer` — Module 3 formula + the relevant niche playbook (Module 4). One skill, niche passed as a variable. 3. `caption-hashtag` — Module 6 + the Content Engine templates. 4. `post-scheduler` — Module 5 cadence/timing logic + the distribution checklist.

Master content-agent system-prompt scaffold (RRK-TTEC style): - **Role:** faceless short-form scriptwriter for [NICHE]. - **Rules:** Module 1 signals + Module 3 word counts + niche guardrails. - **Knowledge:** Module 4 niche angles + hook formulas (Module 2). - **Tools/Transfers:** hand finished scripts to the caption agent → editor → scheduler. - **Example dialogue:** the v2 sample scripts. - **Closing:** output ONLY the HOOK/BODY/CTA blocks, no commentary.

Guardrails to hard-code: no financial guarantees; no medical/financial advice beyond habits; disclose AI; original input only; share-CTA on 1 in 3; ≤70 words.

SOURCES

- TikTok algorithm 2026 — Hootsuite, Darkroom, go-viral.app
- YouTube Shorts 2026 — Metricool, SocialChamp, TrueFuture Media
- Instagram Reels 2026 — Dataslayer (Mosseri signals), RapidDigitalGrowth
- Hooks/retention 2026 — OpusClip, Terra Market Group, TrueFan
- Faceless niche RPM/CPM 2026 — Vexub, OutlierKit, EarnifyHub, NexLev
- Posting cadence/timing 2026 — Automateed, RecurPost, InfluenceFlow
- Monetization 2026 — vidIQ, Virvid, FlowShorts