

CHANGETIQUE AFFILIATE PROGRAM - COPY

POST SET 1 — “Structural Gap” Hook

LinkedIn (Long-form authority)

Most founders don't get funded because of something structural—not because their idea is bad.

I've seen this play out over and over again: strong ideas, capable people, but something underneath isn't aligned.

This Founder Diagnostic breaks down how investors actually evaluate startups and shows you exactly where you stand.

If you're building right now, it's worth taking before your next move:
[ENTER YOUR AFFILIATE LINK]

Instagram (Caption)

Most founders aren't stuck because of their idea...

They're stuck because of what they *can't see*.

This diagnostic shows you exactly where your gaps are before you pitch or scale.

Take it here 
[ENTER YOUR AFFILIATE LINK]

TikTok (Script – 15–20 sec)

If you're building a startup, listen to this.

Most founders don't fail because of their idea—they fail because of structural gaps they don't even realize they have.

There's a diagnostic that literally shows you how investors evaluate your company and where you're falling short.

Take it before you pitch anything. Link in bio. [ENTER YOUR AFFILIATE LINK]

Facebook (Short + shareable)

Most founders don't fail because their idea is bad—they fail because something structural is off.

This diagnostic shows you exactly where your gaps are and how investors see your company.

Worth taking if you're building right now:
[ENTER YOUR AFFILIATE LINK]

POST SET 2 — “Investor Perspective” Hook

LinkedIn

One of the biggest disconnects I see:

Founders think they're being evaluated one way...
Investors are actually evaluating them another way.

This Founder Diagnostic bridges that gap.

It gives you a clear view of how your company looks through an investor lens—and where you need to improve.

Highly recommend taking this before your next pitch:
[ENTER YOUR AFFILIATE LINK]

Instagram

You're not being evaluated the way you think you are.

This diagnostic shows you how investors *actually* see your startup.

Take it before your next pitch 📌
[ENTER YOUR AFFILIATE LINK]

TikTok

Quick reality check:

Investors are not evaluating your startup the way you think they are.

This diagnostic shows you exactly how they see you—and what's missing.

If you're serious about building, take it. [ENTER YOUR AFFILIATE LINK]

Facebook

Investors don't evaluate startups the way most founders think.

This diagnostic shows you how your company actually stacks up—and what's missing.

Take a look:

[ENTER YOUR AFFILIATE LINK]

POST SET 3 — “Curiosity / Archetype Hook”

LinkedIn

There are patterns behind why founders don't get funded.

Most fall into one of a few categories—and don't even realize it.

This Founder Diagnostic identifies exactly where you fall and what's holding you back.

If you're building right now, this is a useful gut check:

[ENTER YOUR AFFILIATE LINK]

Instagram

There are patterns behind why founders don't get funded...

Most people fall into one without realizing it.

This diagnostic tells you exactly where you stand 📌
[ENTER YOUR AFFILIATE LINK]

TikTok

There are actually types of founders that don't get funded.

And most people fall into one without realizing it.

This diagnostic tells you exactly where you stand and what to fix.

Link in bio. [ENTER YOUR AFFILIATE LINK]

Facebook

There are patterns behind why founders don't get funded—and most people fall into one without realizing it.

This diagnostic shows you exactly where you stand:
[ENTER YOUR AFFILIATE LINK]