— TSKR. FOUNDER SERVICES

# Founder Led Marketing *101*

New media, trust and why the founder is now the channel.

— EOIN DELAHUNTY — BASELINE COMMUNITY, DUBLIN — 5 AUGUST 2026

— THE CALL TO ARMS

# New media will decide who wins the next decade.

*Old media already lost it.*

— 01 THE INVERSION

# In the old world, being heard required *permission.*

Gatekeepers stood between you and your audience.

# The gatekeepers

| | | |
|---|---|---|
| 01 | The newspaper editor | Decided whose opinion made the page. |
| 02 | The radio producer | Decided whose voice made the air. |
| 03 | The TV broadcaster | Decided whose face appeared on screen. |

# The gatekeepers are gone.
# *You are the channel.*

# The inversion

OLD WORLD

## Company first

You built the brand. People grew affiliation with the logo. The founder stayed backstage.

NEW WORLD

## Voice first

You build the voice. The audience follows the person. The company is the monetisation layer.

# Do not build a personal brand for your business.

*Build the business around the voice.*

# Trust migrated.
# *Logos did not notice.*

Institutional trust has declined for a decade. Trust in individual practitioners, in people like you, keeps rising.

# 5x

PERSONAL VS COMPANY PAGE

## Founder profiles generate five times the engagement of company pages.

Buyers do not want to hear from a brand. They want to hear from a person.

# New media is not a channel.

# *It is an attention economy.*

# Who owns the attention?

OLD MEDIA

## Companies bought attention

Attention was inventory. Pay the publisher, get the audience. Spend stops, attention stops.

NEW MEDIA

## Individuals own attention

Audiences follow people. Companies rent that attention from the people who hold it.

— 03 THE ATTENTION ECONOMY

# Founders who never build a voice *rent attention forever.*

Rising ad costs. Cold outbound in structural decline. The rent only goes up.

# Who's winning? *You already know their names.*







— 04 THE RULE

# So you want to post on social?

There is only one rule.

# Be *interesting.*

— 05 HANDS UP

# Who is in the room?

A Who here is a founder?

B Not a founder, but trying to grow a business?

— 05 HANDS UP

# Who has posted...

A ...in the last month?

B ...in the last week?

C ...in the last day?

— 06 THE RECEIPTS

# Posts that *worked.*

Real posts. Real numbers. What made them travel.

# The Baseline post

On the way to a Baseline Community + Fund session. A single photo, no big claim, just a book cover that asked the question the whole room was there to answer.

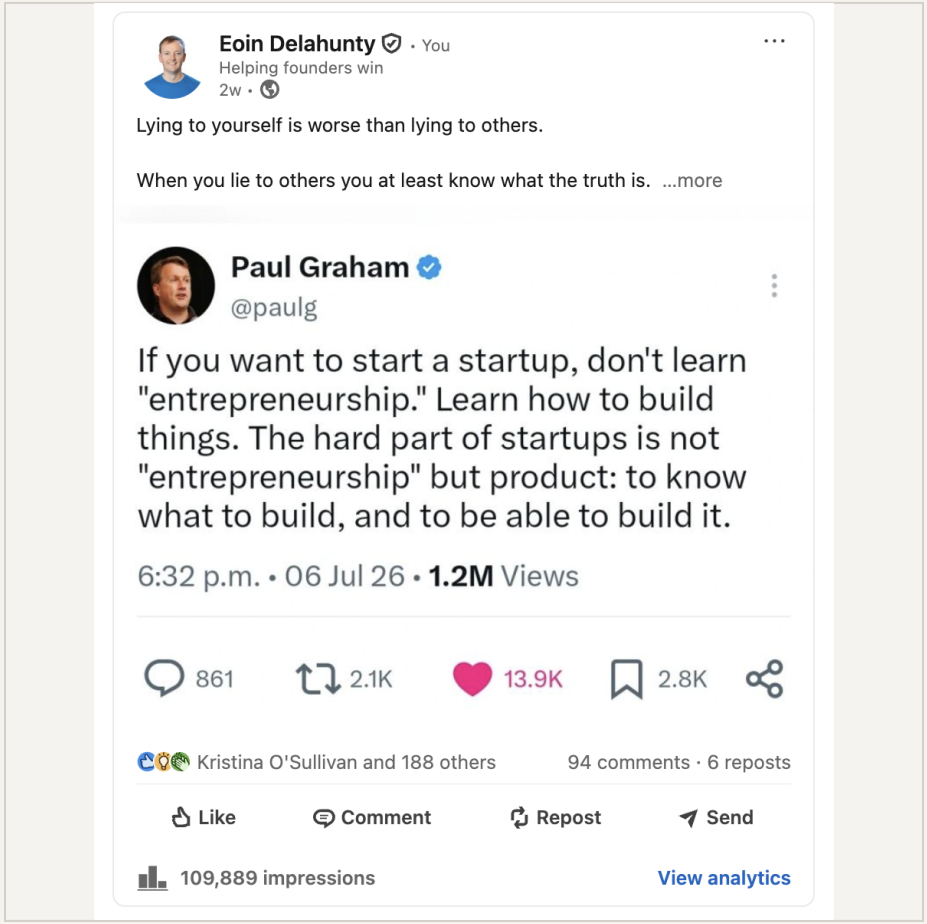
15 REACTIONS — 4 COMMENTS — 1,270 IMPRESSIONS



# The Paul Graham tweet

A quote-share of someone with far more reach. No original claim needed, just the judgement to pick the line and add a sharper one above it.

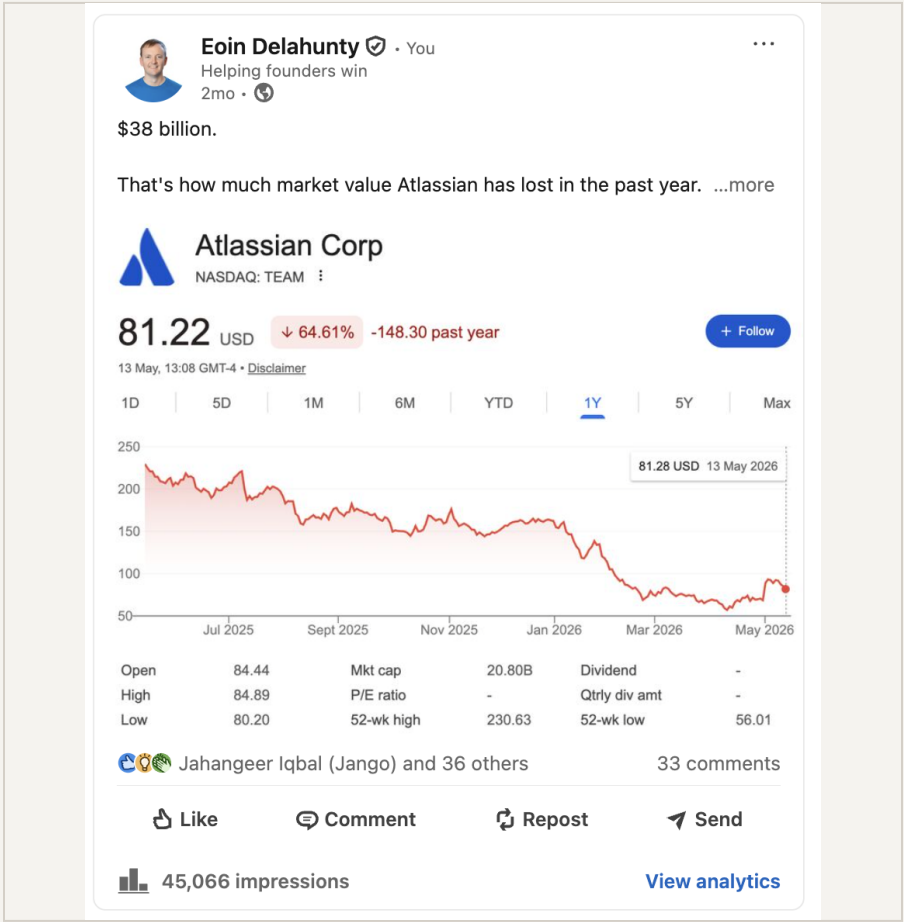
94 COMMENTS — 6 REPOSTS — 109,889 IMPRESSIONS



# The line graph (Atlassian)

"$38 billion." A number in the hook, one chart carrying the whole argument. No opinion needed. The graph is the post.

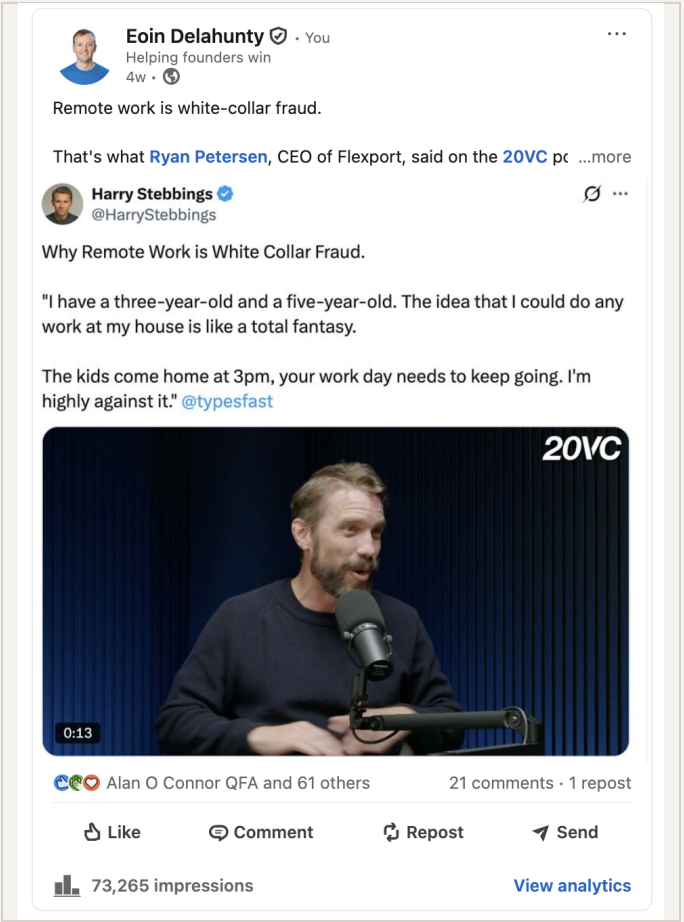
37 REACTIONS — 33 COMMENTS — 45,066 IMPRESSIONS



# Moral outrage: taking on Ryan Petersen

A clip of the Flexport CEO calling remote work "white collar fraud." Unfairness is a trigger. Disagreeing with a bigger name puts you in the room with his audience.

21 COMMENTS — 1 REPOST — 73,265 IMPRESSIONS



— 07 PRACTICAL

# Top *tips.*

Six things that move the needle. Nothing theoretical.

– TIP 01

# Personal *over company.*

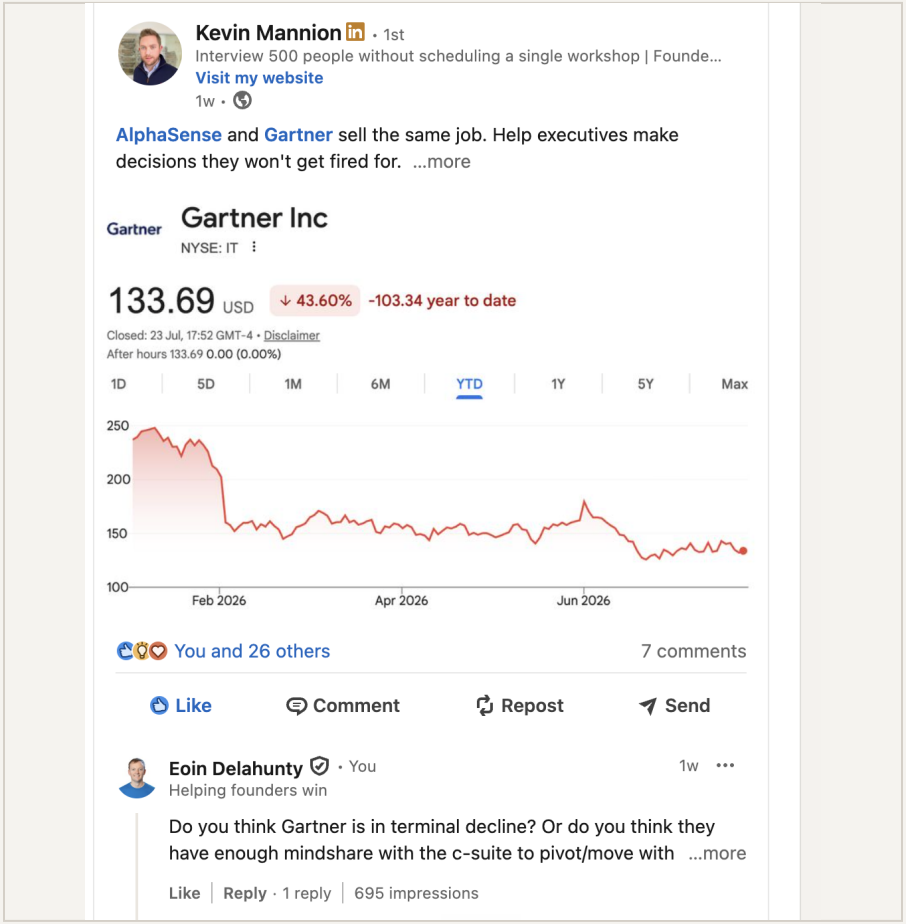
Post from your own profile. And fix your headline first. It travels with every comment you leave.

— TIP 02

# Commenting is content.

Smart comments on bigger accounts put your name in front of audiences you have not earned yet.

ONE COMMENT — 695 IMPRESSIONS



– TIP 03

# Humour. Edge. *Uniqueness.*

Safe content is invisible content. The feed rewards a point of view.

# Video.
# *With subtitles.*

Most of the feed watches on mute. No subtitles, no message.



— TIP 05

# Consistency *compounds.*

Three to five posts a week. Consistency matters more than perfection.

– TIP 06

# *Authenticity.*

"Be yourself. Everyone else is already taken."

— 08 OVER TO YOU

# What is your biggest *challenge?*

Shout it out. The usual suspects are on the next three slides.

# Fear

| | | |
|---|---|---|
| 01 | Join a community | Founders help founders. |
| 02 | Get a buddy | Accountability beats courage. |
| 03 | Create a constraint | A deadline or a streak. Make not posting the harder option. |

# Ideas

| | | |
|---|---|---|
| 01 | Voice note a friend | Explain something you care about. Listen back. The post is in there. |
| 02 | Granola your calls | "What are the main themes of objection in customer chats?" |
| 03 | Ask Eoin | Genuinely. That is the job. |

# Discipline

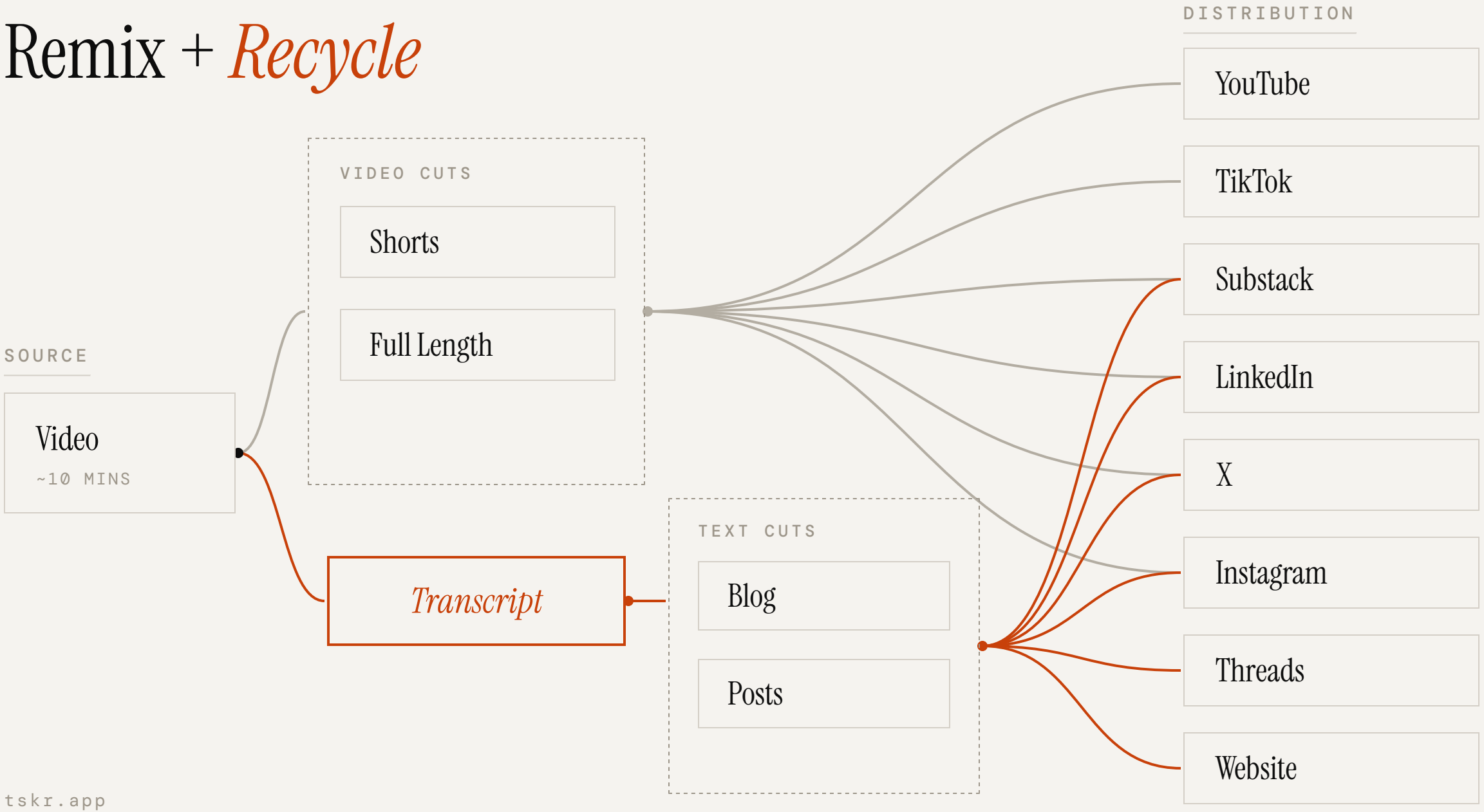
| | | |
|---|---|---|
| 01 | Build a content plan | Decide the themes once. Stop deciding every morning. |
| 02 | Use TSKR | Structure, accountability, and a system that survives busy weeks. |
| 03 | Repeatable themes | Decide your pillars once. Use Claude to plan your ideas out. |

— 09

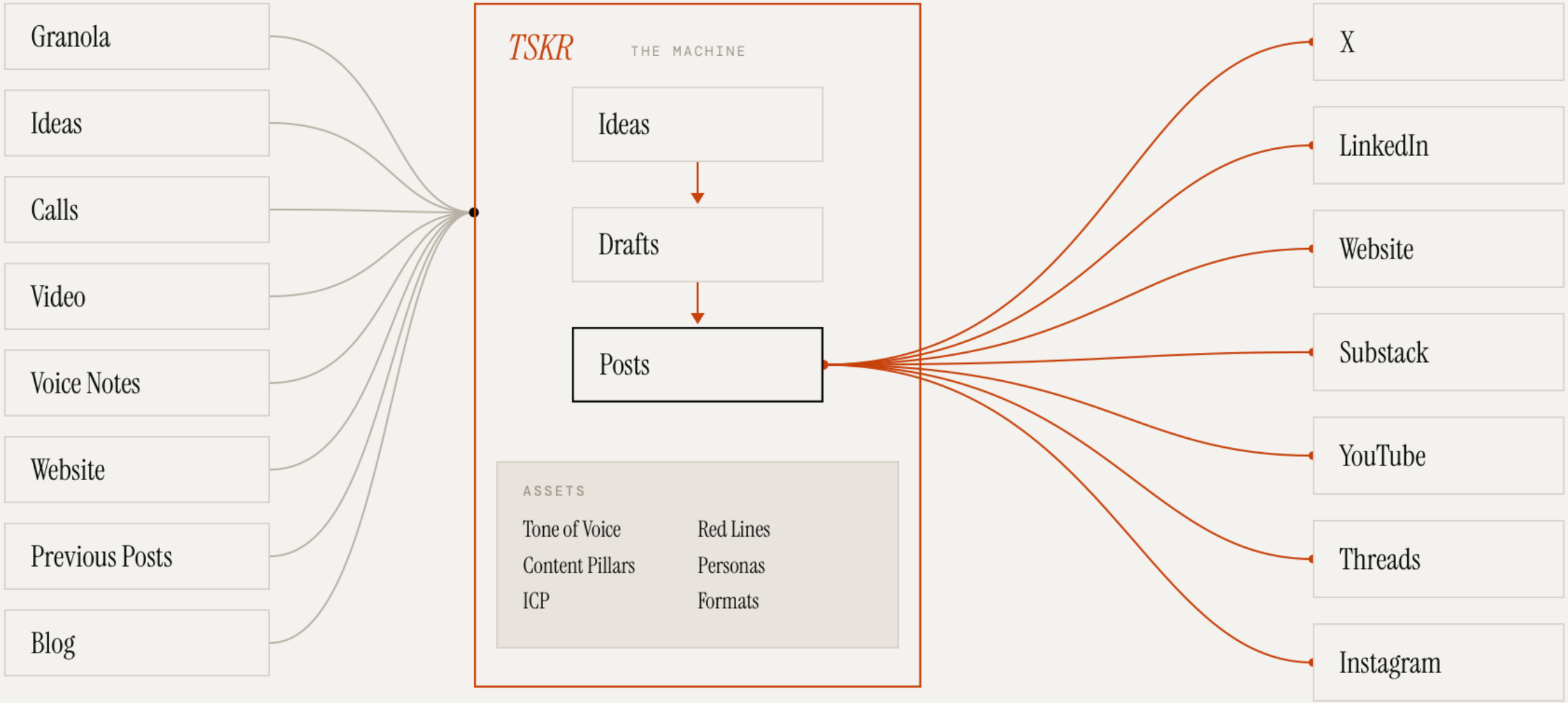
# Where is this going *next?*

TSKR — CONTENT SYSTEM

# Remix + *Recycle*



# Content *Machine*



— 09

# Q&A

# Thank *you*.

If this was useful, a callout on LinkedIn goes a long way.

# Everyone here gets

01 A personalised email

02 One tip on your LinkedIn profile or content

03 A copy of these slides

04 The TSKR Event Content Playbook

– 11 GO

# This is your stage.
# This is your canvas.
# *Use it.*

EOIN@TSKR.APP – TSKR.APP