

Pod Slack Blueprint

One home for every conversation, so nothing gets lost between three creators, a shared bench of teams, and launches running at the same time.

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Can a new hire find the right conversation, its owner, the decision, and the next action in under two minutes?

That is the only test this system has to pass. Every rule below exists to make the answer yes, and anything that stops serving it gets cut at the next audit.

The short version

- **19 standing channels in four groups**, plus a temporary channel per live launch. Every channel has one job, one owner, and a pinned note saying what belongs in it.
- Slack is organized by **company, function, and temporary initiative**. Never per offer, per funnel, or per campaign. A webinar and a workshop that both book a call are two ways into the same offer, not two businesses.
- The whole system is **one routing rule**: send the message to the smallest room that contains everyone required to act.
- **Every top-level message carries a label** when it creates an obligation or records an outcome, so a search for **[DECISION]** answers "what did we decide" in seconds.
- **Sales announce themselves** in **#sales-feed** with the closer and setter named. Slack shows the win; the CRM stays the source of truth for the numbers.
- **No history gets lost**. Existing channels get renamed into the new map, not recreated. Renaming keeps every message and every member.

DEFINITIONS

Each creator is an operating company

In this system, each creator represents an operating company. Their offers and acquisition mechanisms live inside that company's workflows, never as Slack channels. For Roan today:

Webinar → Book a Call

Workshop → Book a Call

\$27 Blueprint → Core Offer

The webinar and workshop are acquisition mechanisms for the same core offer. The \$27 blueprint is an attraction offer that creates a customer and walks them toward it. All three are tracked as offer paths in the CRM and as fields on ClickUp projects. A new mechanism gets a CRM path on day one, and a temporary launch channel only if it clears the launch bar below.

RULE ZERO

Where does this message go?

Send the message to the smallest room that contains everyone required to act. That single sentence resolves almost every case. The table is the lookup for the rest. Pin it in #announcements and put it in onboarding.

IF IT'S ABOUT...	IT GOES TO...
One company's strategy, numbers, or cross-funnel decisions	#creator-roan
External stakeholder communication	#roan-comms
Live campaign coordination	#launch-[name]
Shared craft or reusable learning	#team-[function]
Company-wide information	#announcements
Recognizing a person for great work	#kudos
A sale that just happened (automated)	#sales-feed
Compensation, hiring, disputes, creator deal terms	#private-[area]
Anything with an owner and a deadline	ClickUp. Commitments don't live in threads.

When two rooms fit, prefer the creator or launch channel and drop a link in the team channel if the craft side should see it. "Required to act" is the operative phrase: people who merely find it interesting are not a reason to widen the room.

THE MAP

Channel by channel

■ Company everyone	
#announcements	Leadership posts, everyone reads. The only channel where @channel is allowed. Questions go in threads so the feed stays scannable. Not for: discussion. If it needs a conversation, it needs a different channel.
#kudos	Public praise, from anyone to anyone. Tag the person, say specifically what they did, and tie it to a core value when it fits (Hold The Standard, Own The Outcome, Speed Wins). Leadership seeds two or three per week so it never goes quiet. Not for: sale notifications. Those flow into #sales-feed automatically.
#sales-feed	Automated. Every sale posts itself with the offer, amount, creator, closer, and setter. React, reply, pile on. Build spec below. Not for: human-started topics. Bots start, humans celebrate.
#lounge	Everything social. Memes, weekend plans, personal wins. Not for: work requests, even casually worded ones.

■ Creators

the team assigned to that creator • two channels each

#creator-roan

The war room. Strategy, funnel builds, content, day-to-day execution, and numbers for this creator's business. The influencer is **not** in here, so the team can think out loud, debate, and draft freely. Same pattern: #creator-justin #creator-ariel . Replaces "Roan internal chat."

Not for: craft questions that apply to every creator (team channels) or launch-week execution (launch channel).

#roan-comms

The only room the influencer and their people are in. Every request gets an owner and an ETA. One voice: disagreements get settled in #creator-roan first, then we answer here. The -**comms** suffix is the standing reminder that outsiders are present: write as if the creator is reading it, because they are. Keeps today's "Roan comms" name.

Not for: internal debate, unresolved disagreements, performance issues, compensation, sensitive strategy, or blame. Ever.

offers ≠ channels

A creator's funnels never get permanent channels. The webinar and the workshop both end in a booked call, which makes them two acquisition mechanisms for the same core offer, not separate businesses. The \$27 blueprint is an attraction offer: it creates a customer and walks them toward the core offer, and it still doesn't earn a standing channel. Funnel attribution lives in the CRM (Webinar → Book a Call, Workshop → Book a Call), coordination spikes get a temporary launch channel, and everything else is a thread in the creator channel.

naming note

Channels are named for creators, not pods, because a pod will eventually hold five creators. When Pod 2 exists, none of these channels need renaming, and a private #pod-1 coordination channel can be added for the Growth Lead and CSM if they need one.

■ Launches

temporary by design · everyone working that launch

#launch-ariel-pbp-2026-09

Created from a standard template: pinned canvas with the checklist, owners, key links, and dates. Everything launch-critical lives here: asset reviews, countdowns, day-of coordination, hour-by-hour numbers. Named **creator + initiative + month** so reruns never collide (September's webinar push and January's are different rooms with clean histories). Archived about a week after the post-mortem; archived channels stay fully searchable. Current:

#launch-justin-10m-2026-09

the launch bar

A launch earns a channel only when **at least two** of these are true:

- Two or more functions must coordinate
- There is a hard launch or close date
- Coordination is needed daily
- More than five people are actively contributing
- Failure creates material revenue or customer impact

Below the bar (a flash sale, a one-day push), it's a pinned thread in the creator channel, not a channel.

why this works

This is what makes several launches at once survivable. Each launch's chaos is contained in its own room, the creator channel stays usable for everything that isn't the launch, and when it's over the room closes instead of haunting the sidebar.

■ Central teams

the shared bench · join what's relevant to you

why one per craft

There is deliberately no #marketing-ariel or #design-justin. Each creator is its own business, and the map separates at the creator level: for any one creator, marketing is most of the work, so #creator-ariel already *is* Ariel's marketing channel. A new channel is earned only by a different **audience**, **volume**, or **confidentiality** than a room that already exists, and #marketing-ariel would hold the exact same people as #creator-ariel. Same room, new name. Inside a creator channel, workstreams stay separate as threads, and a workstream that outgrows threads is what launch channels are. When Pod 2 exists and the craft rooms get noisy, they split by pod (#pod1-marketing), never by creator.

#team-marketing

All things marketing, not just ads: media buying, email, organic, funnels. Strategy, performance reviews, swipe worth stealing, experiments and what they taught us. When a post centers on one creator's account, lead with their name in bold and link the source thread from their channel.

Not for: one creator's campaign execution. That's their creator or launch channel.

#team-design

Every request is its own top-level message using the pinned template: what it is, where it runs, sizes, deadline, links. Feedback stays in the request's thread. Designer marks it with a check when shipped.

Not for: drive-by "quick edit?" DMs to designers. If it's a request, it's a message here.

#team-sales

The closer floor. Daily numbers, objection handling, script iterations, call reviews.

#team-setters

The setter floor. Show rates, booking quality, scripts, appointment handoffs.

Exists only while setters have a distinct manager, process, or volume. Otherwise fold into #team-sales and split back out when they do.

#team-ops

Systems, tools, access, billing, hiring logistics. Also the place to ask "which channel does this go in?" and to propose new channels.

■ Private

need-to-know membership · everything else is public

#private-leadership

Founder + directors. Direction, priorities, and anything not yet ready for the company.

#private-people

Compensation, hiring decisions, performance issues, disputes. Whoever manages people, and nobody else.

#private-finance

P&L, banking, invoices, creator payouts.

#private-legal

Contracts, creator deal terms, anything with liability attached.

why so few

Public-by-default is what makes Slack searchable, and search is the whole point of this map. These four exist because comp, hiring, disputes, and deal terms genuinely cannot be public, not because privacy is comfortable. A topic that merely feels awkward in public is not a private topic.

HOUSE RULES

How we talk in every channel

- 01 Threads or it didn't happen.** A top-level message starts a topic. Replies, follow-ups, and "also, one more thing" go in the thread.
- 02 Decisions get sealed, then filed.** Whoever owns the thread ends it with "Decision: ..." naming the owner, effective date, and what changes. The sealed message is the pointer, not the archive: a decision that changes execution creates or updates a ClickUp task, SOP, or project brief, and the message links to it. Slack search finds the outcome; the operating docs hold the truth.
- 03 Slack surfaces work; ClickUp owns it.** Slack may raise or discuss work, but ClickUp is the only place a commitment is assigned, scheduled, and tracked. The moment something has an owner and a deadline, it exists in ClickUp or it doesn't exist.

- 04 @channel lives in #announcements only. @here is for launch channels during launch week. Everywhere else, tag the person you need.
- 05 DMs are for logistics and private matters. Work happens in channels, because channels are searchable and DMs are where context goes to die. Praise in public, critique in private.
- 06 -comms means outsiders are present. If the channel ends in -comms, write like the creator is reading it. They are.
- 07 Response expectations, defined. Coverage hours are 9:00am–6:00pm CT, Mon–Fri. Urgent means a [BLOCKER] on a live launch or anything customer-facing that's broken: 60 minutes during coverage hours. Same-business-day means before 6:00pm CT. -comms channels get same-business-day, team and creator channels get same-day, #announcements gets read by end of day. The launch owner monitors their launch channel during launch week. Outside coverage hours, tag the launch owner directly; a blocked launch escalates launch owner → growth lead → director until someone answers.
- 08 Wrong room? Friendly redirect. Answer the question, then link the right channel. Two weeks of this and the map runs itself.

LABELS

Messages that create obligations get tagged

In work channels, a top-level message that is one of these five things starts with its label. This is what makes search work: [DECISION] in the search bar answers "what did we decide about X" in seconds, and [BLOCKER] can never be missed in a scroll. A casual question or a piece of banter needs no label; the tag is for messages someone must act on or find later.

LABEL	MUST INCLUDE
[DECISION]	The decision, its owner, effective date, what changes
[REQUEST]	What, owner, deadline, definition of done, ClickUp link
[BLOCKER]	What's blocked, who can unblock it, cost of waiting
[UPDATE]	Status against the plan; no response needed
[LEARNING]	What we tried, what happened, what we'd do differently

A [REQUEST] without a ClickUp link is incomplete, and a [REQUEST] without an owner, a deadline, and a definition of done isn't a request yet, it's a wish. The link is the enforcement of house rule 3: the commitment lives in ClickUp, the label just makes it visible where the conversation is happening.

AUTOMATION

The sales feed, specced

One incoming webhook on `#sales-feed`, fed by whatever each funnel runs on: Whop payments via Zapier, Stripe payments via Zapier, GHL via a workflow webhook. Attribution pulls from the CRM fields on the order, so the setter and closer are named on every sale they touched. That is the shout-out engine.

 **sales-bot** 2:41 PM
💰 **\$997** · paid in full · Breakthrough Program · Creator: **Ariel** · Closer: **Sam** ·
Setter: **Dee** · Today: **\$14,240**
 6  4  2

The volume valve. High-ticket closes post one by one, always. Low-ticket frontend sales during a launch can hit hundreds a day, so those route through a digest step that posts an hourly rollup ("\$27 workshop × 41 = \$1,107 this hour"). The feed stays a highlight reel instead of becoming noise everyone mutes.

The feed is not the scoreboard. The CRM is the source of truth for funnel attribution, conversion rates, and revenue reporting (Webinar → Book a Call and Workshop → Book a Call tracked as separate mechanisms, and \$27 Blueprint → Core Offer conversion tracked as its own path, because an attraction offer is judged by who it converts, not what it collects). Slack shows the win and names the people; celebrations never replace reconciliation.

Feed rules. No payment details and no sensitive customer information: the feed names our people, the offer, and the amount, never card data, emails, phone numbers, or full customer names. Refunds and cancellations post automatically too, so the feed never reads better than reality. Low-ticket runs in digest mode by default.

ROLL OUT

One week, zero history lost

Day 0

Leadership signs off on the map and names an owner for each channel.

Day 1	Rename, don't recreate. "Roan internal chat" becomes #creator-roan, "Roan comms" becomes #roan-comms, same for Justin and Ariel. Renaming keeps every message and member. Then create the new team, launch, and company channels, write each description, pin each "what lives here" note, and wire the sales-feed automations.
Day 2	Announce in #announcements with this doc linked and a five-minute Loom walking the map.
Weeks 1-2	The redirect era. Every wrong-room message gets answered, then pointed to the right channel. Leadership models it hardest.
Day 30	Audit on friction, not preference. Count the specifics: wrong-room posts, [REQUEST]s missing ClickUp links, blockers that waited past the 60-minute bar, channels gone stale. Archive anything dead, merge anything redundant, and change only what the count proves is causing friction.

HYGIENE

Keeping it clean

- 01 Only ops and leadership create channels.** Anyone can propose one in #team-ops. This is the single biggest defense against sprawl.
- 02 Names follow the dictionary.** Lowercase, hyphens, always a group marker: the creator-, launch-, team-, and private-prefixes, and the -comms suffix for external channels. The dictionary stays pinned in #announcements.
- 03 Archive on schedule.** Launch channels close within a week of the post-mortem. Any channel silent for 90 days gets archived at the monthly audit. Archived is not deleted: everything stays searchable.
- 04 Every channel and every project has one owner.** The channel owner keeps the pinned norms, the description, and redirects strays. The project owner is named in ClickUp and in the kickoff message. No shared ownership: two owners is zero owners.
- 05 Every channel description follows one template.** Purpose, required members, optional members, owner, ClickUp link, docs link, response expectation. Membership follows action responsibility: "finds it interesting" is not a reason to join.
- 06 The audit judges friction, not tidiness.** Day 30 and quarterly after that, the question is never "does the sidebar look organized," it's "where did someone fail the two-minute test this month." Change what caused friction, leave what didn't.

Decisions to make before Day 1

- 1 **Influencer access model.** Guests inside our workspace, or Slack Connect from theirs. Either works with this map, and both require a paid plan. If we're on free Slack today, upgrading also buys Workflow Builder for the design intake form and permanent history. The free tier hides messages after 90 days, which an agency cannot live with.
- 2 **One sales floor or two.** The test: do setters have a distinct manager, process, or volume today? If yes, keep #team-setters. If no, launch with it folded into #team-sales.
- 3 **Feed triggers.** Confirm the payment source per funnel (Whop, Stripe, GHL) and the automations get wired on Day 1.
- 4 **Channel + project owners.** One name per channel and per active project before anything gets renamed.
- 5 **Coverage hours + escalation.** Confirm the 9am–6pm CT window in house rule 7 and put names on the escalation chain (launch owner → growth lead → director) for blocked launches.

Pattern-matched against Slack's own channel-convention guidance and standard agency practice: two channels per client with a marked external room when outsiders are present, prefix-grouped sidebars, automated wins feeds kept separate from conversation, and posting-restricted announcements.