



LATA HERITAGE · GTM & DISTRIBUTION

The *Handoff*

How to get content off your desk in two weeks without the standard dropping. Written after doing exactly this for a founder whose video channel was profitable, growing fast, and completely dependent on him.

12

STEPS

3

STAGES

2

WEEKS

THE FIVE DECISIONS YOU NEVER HAND OVER ARE ON PAGE TWO.

BEFORE YOU START

The trap holds because *it works*

Founder-led content is the hardest bottleneck to remove, because while it is happening it looks like success. The videos perform. Revenue arrives. Nobody questions the arrangement until the founder becomes the reason it cannot grow.

“It's always been relying on me coming up with the ideas, scripting, videos, filming, organising editors, all that stuff. Super time intensive.”

ALFIE CARTER · CO-FOUNDER, PROSP.AI & SPEEL.CO

The reason it persists for years is arithmetic. Training a new editor costs a founder more hours this month than simply cutting the video themselves. So they do it themselves, and the same calculation is true again next month, forever.

The way out is not delegating harder. It is being precise about which decisions leave your desk and which never do. Get that boundary wrong in either direction and the handoff fails — hold too much and nothing changes, hand over too much and the work stops sounding like you.

Hand these over

- Research and source gathering
- First-draft scripting
- All editing and post
- Scheduling and publishing
- Editor and freelancer management
- Reporting and asset handling

Never hand these over

- Which stories get made
- Final sign-off on the hook
- Anything you would not say out loud
- Claims about your own product
- The decision to publish at all

01 Document First

4 STEPS

Do this before you speak to anybody. It takes an afternoon and it is the difference between a handoff and a hiring cycle.

- 1

Write down what makes a video yours.

☐

Three sentences on tone, three on what you would never do. Most founders have never externalised this, which is why every hire guesses.
- 2

Pick your five best videos and say why each worked.

☐

Not "the algorithm". Specific reasons. This document teaches faster than any brief you could write.
- 3

List the three videos you regret publishing.

☐

Negative examples are more useful than positive ones. They define the edge of the standard.
- 4

Time yourself on one full video, honestly.

☐

Ideas through to publish. You cannot judge a proposal until you know what the hours are actually worth.

How to spot a real operator

Give them the documents from steps one to three and nothing else. Someone who already knows what they are doing will come back with questions about your buyer. Someone who needs training will come back with questions about your preferences.

02 Hand Over In This Order

4 STEPS

The order is the whole method. Most founders start at step four, which is why most handoffs fail.

- 5 **Coordination first.** ☐
Scheduling, freelancer wrangling, file chasing. Zero creative risk, and it usually returns a third of your hours immediately.
- 6 **Then research and sourcing.** ☐
Someone else finds the material and verifies it. You still choose what to make from it, so nothing is at stake yet.
- 7 **Then first-draft scripts.** ☐
Expect to rewrite the first three heavily. That rewriting is the training, and it is the only training you should have to do.
- 8 **Editing last.** ☐
Counterintuitive, and correct. Editing is the most visible task and the least of the hours. Handing it over first feels like progress and changes almost nothing.

Why editing goes last

Because editing is not the bottleneck — deciding is. A founder who has handed over editing still has ideas, scripts and coordination on their desk, which is where the time actually went. Solve the chain, not the visible link.

03 Keep the Standard

4 STEPS

Output going up and quality going down are not linked by physics. They are linked by review getting dropped.

- 9

Approve hooks, not videos.

☐
- Five minutes a week reading opening lines protects most of the performance. Reviewing finished cuts protects almost none of it, too late.
- 10

Keep one veto, in writing.

☐
- A named person who can reject a video at the last minute. When volume rises this is the first thing teams quietly lose.
- 11

Fix a publishing rhythm and let it be boring.

☐
- A schedule you hold for eight weeks generates data. A flexible one generates opinions.
- 12

Make the reporting traceable to revenue.

☐
- Views are easy to produce and easy to dismiss. Growth you can trace to specific videos is the version that survives a budget conversation.

The test that it worked

Two weeks after the handoff, take a week off without telling anyone. If the schedule holds and nothing embarrassing ships, it worked. If either fails, the problem is step nine or step ten, and it is fixable in a day.

LATA HERITAGE

Growth is luck. Luck is *engineered*.

If your content is working and it is capped by your own calendar, that is the problem we are built for. We arrive knowing what we are doing, which means the handoff does not cost you the hours it usually costs.

Thirty minutes, no deck, no discovery form — your channel on screen and an honest read.

BOOK A CALL [CALENDLY.COM/LATAHERITAGE/30MIN](https://calendly.com/lataheritage/30min)

CASE STUDIES [LATAHERITAGE.COM/CASE-STUDIES](https://lataheritage.com/case-studies)

REFERRALS [PARTNERS@LATAHERITAGE.COM](mailto:partners@lataheritage.com)