سند

Sanad Master Document v2

Strategy, Content Engine and Operating Model for the Grok bot team

Version: v2, 8 Nov 2026 (Asia/Riyadh)
Owner and sole approver: Bandar
Replaces: Master Document v1 (dashboard v21, 4 Nov 2026) wherever the two disagree
Audience: every Grok bot that touches Sanad, starting with سند · Lead

Before you change anything: read Section 16 and send Bandar the confirmation it asks for. Nothing in this document goes live until Bandar replies **GO v2**.

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0. How to read this document

Precedence. When two sources disagree, the newer decision wins in this order: (1) a direct instruction from Bandar after 8 Nov 2026, (2) this document, (3) the project docs it cites, (4) Master Document v1, (5) the Content Engine doc of 4 Nov and the Social Media Marketing Plan of 4 Nov. v1 remains the reference for client operations runbooks (Section 14) unless this document changes them.

Status labels used throughout:

Label	Meaning for a bot
LOCKED	Bandar approved it. Follow exactly. Do not reopen it.
DECIDED	Bandar's decision, ready to implement once he says GO v2.
OPEN	Not decided. Do not act on it. Raise it with Bandar if your work depends on it.
ON HOLD	Decided in principle but paused until a stated date or trigger.
DROPPED	Bandar removed it. Stop doing it even if an older doc or your memory says otherwise.

Three rules that override everything else. (1) Bots never spend money without Bandar's yes. (2) Nothing new goes public (content, message template, ad, price) until Bandar has approved it once. (3) Never claim a feature that is not real today.

1. What changed since v1

If your memory or mandate holds the left column, replace it with the right column.

Topic	v1 or older docs said	v2 says
Legal position	Marketing plan Gate 1: get a lawyer's view on Labor Law Art. 30 and Annex 3 before any paid push	LOCKED Bandar's lawyer reviewed Sanad and found it does not violate Saudi law. Gate 1 is closed.
Website	In progress	LOCKED sanad.wa3e.ai is live and taking clients since 7 Nov 2026.
Pricing	299 SAR a month; an earlier 2,990 yearly idea	DECIDED 299 / 999 / 2,508 SAR plus a 149 SAR 7 day trial. See Section 3.
Positioning	"We apply for you"	DECIDED "We apply for you, prep you and stay with you from A to Z." See Section 4.
Who runs social	سند · Social Media prepares; Bandar approves every post; humans in the loop	DECIDED Grok bots do all operating work, each in its own browser, with no humans doing the work. Bandar keeps the approvals in Section 6.
Brand faces	Faisal, Jawaher, Hessa, Abdulaziz	DROPPED Faisal. Faces are Jawaher, Hessa, Abdulaziz.
Content source	Mix of stock, cards, screens; stories had to be real	LOCKED All content is made in Higgsfield and HeyGen with the brand faces, as creative scripted stories that do not need to be real scenarios (rules in Section 8).
Cadence	Content Engine: 28 posts a week, 2 a day per account	DECIDED Two reels and one carousel every day.
Channels	TikTok restarted then videos deleted; X removed	DECIDED Instagram plus TikTok. TikTok reels and carousels live in their own separate folder. X stays removed.
Scheduling	n8n with Instagram and TikTok APIs	DECIDED Reels scheduled in Metricool (free tier, no upgrade for now). Carousels are posted by hand by Bandar when a bot pings him.
Paid testing	$5 a day for 2 days per set of three, scale ladder, house formats	DECIDED Boost reels only, 15 SAR test per reel, then more behind winners, run in Meta Ads Manager in Bandar's Chrome. See Section 12.
Content IDs	Hook IDs H01+, set IDs, families, test and scale life cycle, Content Ledger joins	DROPPED No content IDs, families or test and scale life cycle.
ManyChat follow gate	Content Engine: no follow gate	DECIDED The keyword DM asks the person to follow @sanadjobs before the link is sent.
Instagram bio	Several drafts	LOCKED ارفع سيرتك مرة ونطابقك مع الوظائف التي تناسبك
Website on carousels	Mixed	LOCKED Never write sanad.wa3e.ai on any carousel slide or post caption. The single action is to comment the keyword.
Video approval	Approve the finished video	LOCKED Script text first, then the voice, then generation. See Section 9.
Ads tooling	Ads connector	DECIDED Meta Ads Manager in Bandar's own Chrome, not a connector.
Plan features	Same plan at every length	DECIDED Interview prep on all plans. Offer negotiation help, done personally by Bandar, on 4 and 12 month plans only.
Courses suggestion	Proposed	DROPPED for now.

2. Sanad in one page

Item	Answer
What it is	سند (Sanad) is an AI job application service for job seekers in Saudi Arabia, a product of واع (wa3e.ai). The client uploads a CV once. Sanad matches them to suitable jobs, tailors a CV for each job, applies on their behalf, preps them for interviews and keeps them updated on WhatsApp.
Website	sanad.wa3e.ai, live and taking clients since 7 Nov 2026. Payments: Moyasar (card, mada, Apple Pay), Tamara and Tabby instalments.
Accounts	Instagram @sanadjobs. TikTok @sanadwa3e. WhatsApp: the dedicated سند WhatsApp Business number.
Legal	Bandar's lawyer found no violation of Saudi law. PDPL consent and data rules from v1 still apply (Section 14).
Job sources	Searched in the backend only (Jadarat, Bayt, LinkedIn and others). The site and content never name the sources. Bandar wants more Saudi job platforms added over time.
Slogan	خل ورا ضهرك سند spelled with ضهرك, never ظهرك. Always spoken in full before the closing video.
Instagram bio	ارفع سيرتك مرة ونطابقك مع الوظائف التي تناسبك
Brand	Blue #2121F5, cream #FAF8EA, white. Tajawal for Arabic, Inter for Latin. Red #E5484D only for failure moments in video. Greens #16A34A and #4ADE80 are approved on the website only.
Goal	Paying clients. Content priority: people clicking through to the site and subscribing or buying, then follows. Followers alone are not success.
Main competitor	Uptal (أبتال), Riyadh. Sanad is about 25% cheaper at every plan length.

3. Offer, pricing and competitors

3.1 Plans DECIDED

Plan	Price	Per month	What's in it
7 day trial	149 SAR	n/a	Up to 7 applications. No auto approval: the client approves each one.
1 month	299 SAR	299	Matching, tailored CV per job, applying, WhatsApp updates, interview prep pack.
4 months (recommended)	999 SAR	about 250	Everything in 1 month, plus personal offer negotiation help from Bandar.
12 months	2,508 SAR	about 209 (save 30%)	Everything in 4 months.

- Checkout layout follows Uptal's: plan cards side by side, 4 months marked as recommended.
- Renewal is manual. No surprise charges. This is a selling point against Uptal.
- **Never mention VAT** in any price, page, reply or message. LOCKED
- The 4 and 12 month cards must show the negotiation line, because it is what separates them from the 1 month plan.

3.2 Competitors (prices as seen Nov 2026, recheck before quoting publicly)

Competitor	Price	Notes
Uptal (أبتال)	399 / 1,356 / 3,348 SAR (1, 4, 12 months); 399, 339, 279 a month	Closest rival. Up to 300 applications a month, auto renews, non refundable, price shown only after CV upload.
BaytGPT	$9.99 to $24.99 a month	Applies on Bayt only, with approval. Watch if it expands.
Labeeb	AED 1,250 for 10 applications	Human service.
Global tools (LoopCV, LazyApply, JobCopilot, AIApply)	about 86 to 340 SAR a month	English, not built for KSA.

How to talk about it. Compare Sanad to paying a person and to Uptal, never to cheap apps. Sanad's edges: about 25% below Uptal, manual renewal, WhatsApp first, Arabic, Tamara and Tabby instalments, tailored CV per job, interview prep on every plan, a real person helps negotiate the offer on longer plans. Never name a competitor in public content unless Bandar approves that specific post.

4. Positioning: with you from A to Z DECIDED

Sanad doesn't just send your CV and disappear. It applies for you, preps you for every interview, follows up with you until you're hired, and on the longer plans a real person helps you negotiate your offer. This is a standing content pillar beside "we apply for you".

ما نرسل سيرتك ونختفي. نقدم عنك، نجهزك للمقابلة، ونتابع معك لين تتوظف.
سند معك من أول طلب لين أول يوم دوام.
جاتك مقابلة؟ يوصلك ملف تحضير كامل: عن الجهة، الأسئلة المتوقعة، وش تسأل ووش تتجنب.
جاك عرض؟ نجلس معك ونساعدك تفاوض على راتبك. (4 و12 شهر)

These lines are drafts for Bandar's edits. Do not publish them until he has approved the exact wording.

4.1 What we may claim

Feature	Status	OK to claim?
Interview prep pack on every invite (company brief, people you meet, expected questions, what to ask and avoid)	Built, in a bot mandate	Yes
WhatsApp updates when recruiters reply	Built	Yes
Offer negotiation help, 4 and 12 month plans	Live, done personally by Bandar	Yes
Regular check ins and tips during the search	Must be confirmed in a bot mandate	Only once it actually happens
A job guarantee, invented numbers, "5,000+ employers"	Not true	Never

Wording rule. Search, applications and prep run on bots: say سند معك and نتابع معك, never "a team of specialists". Negotiation is the one human touch, so content may say a real person helps you negotiate your offer.

Capacity guard. Negotiation depends on Bandar's time. Promise a response time (proposal: within 24 hours of the offer arriving), never unlimited sessions. Watch the volume as 4 and 12 month sales grow. The exact promise is OPEN.

4.2 Content ideas on this pillar

- Jawaher: the night before her interview she got a prep pack and walked in knowing who she was meeting.
- Jawaher: she got an offer, almost said yes on the spot, then Sanad helped her ask for more.
- Hessa: three questions to ask at the end of any interview. Pure tips, Sanad mentioned once at the end.
- Hessa: research a company in 10 minutes. Hessa: how to answer "what salary do you expect?"
- Carousels: E before and after the interview prep, I interview flash cards, D checklist before the interview, K roadmap with prep, follow up and negotiation stages, M opinion "the interview starts before you walk in".

5. Who we sell to

Buyer	Who	What hurts	Angle
The tired applicant (first)	Saudi, about 22 to 32, unemployed or underemployed, applying for months	Silence. The same form again and again	Stop starting from zero. A tailored CV for each job, and someone with you to the end
The busy mover	Employed, about 28 to 40, wants a better role	No time; doesn't want the current employer to know	Your search keeps moving while you work. Negotiation help on 4 and 12 months
The helper	Sibling, spouse or parent paying for someone else	Watching someone struggle	Send this to the one who's looking. The job seeker gives their own consent

Market facts used in content must come from official sources only (GASTAT, the Ministry of Human Resources) with the source on screen. Women's unemployment is higher than men's, so stories led by Jawaher and Hessa that speak to women are expected; boosts can lean to that audience when the reel does.

6. Operating model: Grok bots, Bandar's approvals

6.1 The rule DECIDED

All Sanad social operations are done by Grok bots, each working in its own browser with its own logged in sessions. No human does the operating work. Bandar is owner and the only approver. Emily is chief of staff and relays his approvals. سند · Lead orchestrates every Sanad bot.

6.2 What still needs Bandar

Needs Bandar's yes	How to ask
Any spend: boosts, ads, credits, top ups, plan upgrades, lip sync	One message with amount, purpose and what it buys
Every video script (text) and then its voice take	Script as editable text in the chat, then the audio link (Section 9)
New content: new carousel text, new captions, new templates, new formats	Still frame or slide images plus caption, batched
New message templates: ManyChat replies and DMs, WhatsApp templates, recovery messages	Once per template; after approval it can be reused
Posting carousels	Ping Bandar when a carousel is due; he posts it by hand on Instagram and TikTok
Price changes, discounts, codes, offers, partner deals	Proposal with the numbers
Anything outside the approved Q&A	Approved holding reply to the person, alert to Bandar

Bots may do without asking: schedule approved reels in Metricool, answer from the approved Q&A, run approved ManyChat automations, log results, prepare drafts, keep tools logged in, research trends and inspiration.

6.3 Bot roster for Sanad

Bot	Reports to	Sanad job in v2
Emily	Bandar	Chief of staff. Final check on external copy; relays approvals.
Copy Humanizer	Emily	Makes every public or client facing draft read like a person wrote it. Never invents a fact.
سند · Lead	Emily	Owns this document and the plan. Orchestrates all bots below. Collects the daily confirmation (Section 16).
سند · Social Media	Lead	Instagram and TikTok: scheduling reels in Metricool, pinging Bandar for carousels, trend and inspiration scans, organising the TikTok folder, comment and DM handling through ManyChat.
Video Editor (Studio)	Lead for Sanad work	Builds reels in Higgsfield and HeyGen to the locked standard in Section 9. Confirm it is active for Sanad.
Ads bot (new role, owner to be named)	Lead	Runs reel boosts in Meta Ads Manager in Bandar's Chrome, inside approved amounts; reports results.
سند · Payments	Lead	Logs every riyal spent (boosts, credits, top ups) in the spend ledger; tracks sales by plan.
سند · WhatsApp	Lead	The only sender of client WhatsApp. Answers from the approved Q&A.
سند · Customer Service	Lead	Drafts client messages in Arabic; handles replies.
سند · Onboarding, Applications, Quality Check, per client bots	Lead / Applications	Client delivery, unchanged from v1, plus interview prep packs (built) and adding more Saudi job platforms.

7. Content Engine: channels, cadence and publishing

7.1 Channels

Channel	Status	Rules
Instagram @sanadjobs	DECIDED primary conversion channel	Reels and carousels. Every post has a comment keyword handled by ManyChat.
TikTok @sanadwa3e	DECIDED added alongside Instagram	Reels and carousels kept in their own separate TikTok folder. TikTok rebuild uses the approved Reel 14 TikTok layout and safe zones. No comment keyword CTAs on TikTok. sanad.wa3e.ai may appear only in the TikTok caption and pinned comment, never on screen.
X	DROPPED	Account deactivated. Do not post.
Snapchat	OPEN	Proposed in the Content Engine; never approved. Do nothing.
LinkedIn	OPEN	If ever used: no "link in bio" reference.

7.2 Cadence DECIDED

Every day: two reels and one carousel. Every reel gets a boost (Section 12). When the approved batch of reels runs out, Bandar tops up ElevenLabs before new reels are made; tell him early when the queue drops below 3 days of reels.

Note: the week 1 grid (8 to 14 Nov) was built before this cadence and has some days with one reel and two carousels. See open decision O1.

7.3 Publishing

- **Reels:** scheduled through Metricool (brand id 7915645, timezone Asia/Riyadh), marked AI generated. Metricool stays on the free tier. Drafts don't publish until Bandar approves turning them on.
- **Carousels:** Metricool free can't post them, so a bot pings Bandar with the slides and caption ready; he posts on Instagram and TikTok by hand.
- **Week 1 slots:** 10:00, 12:00, 18:00 Riyadh, from Metricool best time data. Review after two weeks of real data.
- **Feed check:** nothing (box edge, card, text) may be cropped or covered by the app UI, in the grid preview or when opened.
- **AI disclosure:** platform AI toggle on for every post. No on screen AI pill.

7.4 Week 1 plan (Day 1 = Sun 8 Nov, Day 7 = Sat 14 Nov)

Day	Post 1	Post 2	Post 3
1	Reel G02	Carousel K كيف يشتغل سند	Carousel A كتبتها في سيرتي
2	Reel F03	Carousel B قراءة الإعلان	Carousel D قبل ما ترسل
3	Reel G03	Carousel J الفاتورة	Carousel I أسئلة المقابلة
4	Carousel L إيميلات الرفض	Reel G04	Carousel E قبل وبعد
5	Carousel A أخطاء المقابلة	Reel F01	Carousel C خرافة أو حقيقة
6	Reel G05	Carousel M رأيي	Reel F02
7	Reel G06	Carousel G وش يقصدون	Reel F04

Reels in the queue for week 2: G01, G07, F05, F06, F07. Carousels held for later weeks: B تعديل السيرة, D قبل المقابلة, I أسئلتك أنت, K ما عاد تسويها. Carousel text and captions for week 1 were Claude drafts and need Bandar's approval before they post. Template C needs rework before Day 5 (Section 10).

7.5 Pillar mix (guide, not a quota)

Pillar	Share	Purpose

Why nobody replies: CV and application fixes	about 35%	Saves and shares
How Sanad works, including A to Z support	about 30%	Shows the product, removes fear, drives clicks
Honest answers: price, privacy, does it work	about 15%	Handles doubts
Interview and offer tips	about 10%	Supports the prep and negotiation positioning
Market facts (official sources only)	about 10%	Authority

The marketing plan split was 40/25/15/10/10. The shares above add the A to Z pillar Bandar set on 8 Nov; treat them as a guide until he confirms (O2).

7.6 Content Hub and inspiration loop

- **Content Hub** (one page for all Sanad content): asset, content type, character, script review with audio, approval, then generation, plus a monthly calendar and pipeline. It should keep growing until Sanad content runs on its own. "Generate" queues a production brief; rendering happens only after the script and voice approvals.
- **Inspiration library:** when Bandar shares content he likes, make a Sanad branded sample in the same format, log the source, the move worth stealing, cost and his verdict. Nothing from the library goes into the approved set until Bandar approves a final version.
- **Trend scan (weekly):** look for formats, not sounds. Keep a format only if it fits a real Sanad feature, works with a brand face or cards, survives the locked rules, and is affordable in credits.

8. Brand faces, story formats and hooks

8.1 Brand faces LOCKED

Fictional AI characters made in Higgsfield, voiced in ElevenLabs, lip synced with HeyGen. They are never presented as clients, staff or real people.

Face	Series	Soul and look	Voice
Jawaher جواهر, about 26	G	The friend telling you what happened to her. Informal, funny, self mocking, talks like a voice note. Car, café, home, after an interview. Cream loose shayla, beige abaya, rimless glasses. *Soul direction set by Bandar.*	ElevenLabs NoraS_F
Hessa حصة, about 30	F	The older sister who has been through it. Calm, direct, gives the fix without drama. Home office, office. White draped hijab, black abaya, rimless glasses. *Soul proposed, confirm.*	ElevenLabs NoraS_F (shared)
Abdulaziz عبدالعزيز, about 28	H (proposed)	The Hejazi guy who tests things and reports back. Light, curious, practical. White thobe, gelled black hair, sharp beard, rimless glasses. *Soul proposed, confirm.*	v1 locked "Fahad, Saudi, Warm and Confident"; Soul ID status to confirm (O3)
Faisal	DROPPED	Removed from the brand. Do not use him in any new content.	

8.2 Story rules LOCKED

1. Treat it as a drama series. Each face has a recurring storyline viewers can follow. Pain, setbacks, emotion and plot can be fully invented.
2. What Sanad does in the story must be a real feature: CV upload, matching, a tailored CV per job, applying, approve each or auto apply, WhatsApp updates, interview prep, negotiation help on longer plans.
3. No invented numbers, no "Sanad got me hired", no realistic proof screenshots, no guaranteed job. A story may end on a hopeful moment (an interview call) without crediting it as a Sanad result.
4. Never shame the job seeker. No fake shock or fake drama hooks.
5. Stats only from official sources, with the source shown.

8.3 Story format library

Named S01 to S10 in the Content Hub so they don't clash with Hessa's F reel codes. These are format names only, not tracking IDs.

Code	Format	Sanad story	Medium
S01	Hero's Journey	Abdulaziz sends the same CV for months, then stops starting from zero with Sanad	Reel
S02	Personal Learning	Hessa realises one CV can't fit every job	Reel or carousel
S03	About Me	A pinned origin story for each face	Pinned reel
S04	Before and After	Generic CV against tailored CV; or walking in blind against walking in prepped	Reel or carousel
S05	Goal or Dream Journey	Jawaher chasing her first role in her field, episode by episode	Weekly series
S06	Challenge	Abdulaziz gives himself 30 days to fix his job search	Weekly series
S07	Win	The character's own milestone, like a first interview call	Short reel
S08	Day In The Life	A job search day with Sanad running in the background	Reel
S09	Personal Update	A storyline turn, or a real new Sanad feature	Reel
S10	Lesson From Others	Advice an older colleague gave the character	Reel or carousel

8.4 Hooks

Use: open on a clear mistake then the fix; show the end result then how; before and after in half a second; a strange question; countdown from 5; "if I'd known this earlier"; state a common belief then "all of this is wrong"; three seconds of silence and a look; split screen this lost, this won; two faces in one scene (the one who knows and the one who doesn't); a big official number with source; "this video isn't for everyone"; "I was about to give up" as a scripted story beat.

Never: breaking objects, fake shock, odd clothing gimmicks, "don't finish unless you're X", "warning this may upset you", "the biggest mistake that destroyed me", "the ending was shocking". These break the no fake drama and no shaming rules.

9. Video production standard

9.1 Approval order LOCKED

1. Send the full script as editable text in the conversation, with a way to hear it read. Bandar edits the wording there. Nothing is recorded until he approves the text.
2. Record the voice from the approved text and send the audio. Wait for his approval.
3. Only then make the image, lip sync and final video. Never pay for lip sync before steps 1 and 2 are approved.
4. Placement changes (logo, cards) are approved from a still frame before a full re render.
5. Deliver one 9:16 master for approval. Platform versions only when Bandar says "repurpose".

9.2 Locked look (Hessa base look approved on F04; Jawaher G02 to G07 treatment locked 6 Nov)

Element	Standard
Output	1080 × 1920, 30 fps, MP4, 9:16, full screen with no border
Voice	ElevenLabs NoraS_F (voice id FZeLZd39ejvLgzR2gY0t) for Hessa and Jawaher, eleven_v4, one take per video. Never Bandar's own voice clone
Lip sync	HeyGen Avatar IV, 9:16, 1080p, stable talking style; about $3.50 to $4 per video
Footage	Real moving footage only. Never still images as shots
Framing	Slow top anchored push in, zoom 1.10 to 1.20; head and shoulders centred
Dark panel	From the chest down, hiding invented hands
Captions	Karaoke, word by word, active word on a cream box, starting at y 1470. Every spoken line captioned, including the slogan. Animate Arabic by word, never by letter
Motion graphics	Every scene has a moving object that shows the idea, timed to the words (CVs stacking, a counter rolling, lines joining a CV to jobs, a tick stamping, an email sliding in). A text card alone does not count. Objects stay below her face and never cover the face or mouth
CTA	The comment keyword is typed into a comment box, send pressed, the link reply slides in, then save and send icons. Save and share asks before the end
Ending	She says خل ورا ضهرك سند on camera with only the caption, finished in full, then the closing video plays unchanged with its sound (Piano J sonic logo)
Colours and type	#2121F5, #FAF8EA, white, Tajawal. Red #E5484D only for failure moments

Removed by Bandar, do not add back: corner logo during the video; blue slogan panel with the logo; the مثال توضيحي label; website text or URL pill anywhere in a video.

Check every take for: invented hands at the bottom of the frame; green glare on glasses (fix with the colour mask in the Hessa template doc); the slogan cut off by the outro.

10. Carousel system

10.1 Templates

Code	Name	Use	Status
A	قصص جواهر, cream with yellow highlighter	Stories and mistakes	LOCKED
B	خطوات حصة, blue with progress bar	Step by step	LOCKED
C	خرافة أو حقيقة, navy, blue, cream	Myths	OPEN Not approved; colours were off. Needs rework before Day 5
D	قبل ما ترسل, white checklist	Lists and checklists	LOCKED
E	قبل وبعد, split comparison	Before and after	OPEN Confirm with Bandar
F	المحادثة, family chat	Chats	OPEN Waiting on Bandar
G	وش يقصدون, job ad decoder	Breakdowns	OPEN Confirm with Bandar
H	كلمة وحدة, giant word	One idea	OPEN Waiting on Bandar
I	سؤال المقابلة, flash cards on blue	Interview questions	LOCKED
J	الفاتورة, white receipt on navy	Story as a bill	LOCKED
K	كيف يشتغل سند, dotted roadmap	Product steps	LOCKED Add prep, follow up and negotiation stages
L	الإيميل, inbox cards	Emails and mistakes	LOCKED
M	رأيي, cream with big quote mark	Opinions	OPEN Confirm with Bandar

10.2 Shared rules

- 1080 × 1350, 80 px margins, Tajawal. 8 slides: cover with a number, 5 value slides, a save slide, a CTA slide.
- Never write sanad.wa3e.ai on any slide or carousel caption. The CTA is the comment keyword (Instagram only).
- Slide text goes to Bandar for editing before production.
- Replace any typed سند with the real logo file at production.
- J receipt lines are a character's story, not data. K steps must match how the product really works. M opinions help the job seeker and never shame them. E examples are illustrations, not client results.
- No emoji graphics. No two posts in a row from the same template.

11. Captions, calls to action and ManyChat

11.1 Captions

- One line, two sentences at most, plus 3 to 5 hashtags.
- Instagram: no website, ever. One action: comment the keyword.
- TikTok: the website may go in the caption and the pinned comment only.
- Captions pass Copy Humanizer; new caption styles need Bandar's approval once.

11.2 ManyChat path on Instagram

1. Every Instagram post carries one comment keyword (current set: جاهز, سيرتي, أبدأ). No automation ready, no publish.
2. Trigger is set to that specific post and the keyword plus common spellings, not "any comment".
3. ManyChat posts a short public reply (rotate approved variants).
4. **The DM asks the person to follow @sanadjobs first, then sends the link button.** DECIDED
5. The link carries tracking tags so a sign up can be traced to its post.
6. One follow up DM about 4 hours later only if the button was not tapped, then stop. Stay inside Instagram's 24 hour window.
7. After each publish, a second bot comments the keyword from a test account and confirms the DM arrives. If it fails within 5 minutes, or a login has expired, alert Bandar.

Other comments and DMs: a Grok bot answers only from the approved Q&A, through ManyChat's inbox where possible. It replies only to people who wrote first. It never likes, follows or comments unprompted. Anything outside the Q&A gets the approved holding reply and an alert to Bandar. Instagram, TikTok and Snapchat ban automated engagement, so this line protects the accounts.

Plan limit: ManyChat's free plan caps live automations and contacts. Whether to move to a paid plan is OPEN (O4).

12. Paid promotion DECIDED

Item	Rule
What gets boosted	Reels only. Never carousels.
Test	Every reel gets a paid test of 15 SAR.
Winners	More budget goes behind reels that win. Each increase needs Bandar's yes, with the amount stated.
Goal, in order	(1) People clicking through to sanad.wa3e.ai and subscribing or buying. (2) Follows.
Audience	Bandar's saved Riyadh audience in Meta Ads Manager.
Where it runs	Meta Ads Manager in Bandar's own Chrome. Not an ads connector.
Main number	Cost per link click, then sign ups and sales traced from the reel's link. Saves, shares and follows as secondary signals.
Logging	سند · Payments logs every riyal per reel. One short daily report to Bandar: spend, clicks, cost per click, sign ups, sales, follows, and a proposed winner.

Superseded and not to be built: the $5 a day for 2 days set test, the four rung scale ladder, house formats, set IDs and the Content Ledger ID joins from the 4 Nov Content Engine. A winner is still a winner only when it has enough clicks to mean something; flag results under about 25 clicks as too early to call.

13. Conversion, WhatsApp and checkout recovery

13.1 WhatsApp

- سند · WhatsApp is the only sender of client WhatsApp. WhatsApp number (KSA format) is required at sign up and checkout.
- May answer without approval only from the approved Q&A, plus the standard greeting reply. Everything else needs Bandar's approval.
- Any reply from a person pauses any automated sequence and goes to a live answer within 2 hours.
- Status of the scheduled WhatsApp check (paused on 3 Nov, Bandar replying by hand): confirm before relying on it (O5).

13.2 Checkout recovery journey (designed, needs approval to go live)

Touch	When	Channel	Job
0	On the pay page	Site	Show what happens in the first 48 hours, instalments, a one line privacy note
1	1 hour	WhatsApp	"Your file is saved. Reply with one word if a question stopped you"
2	24 hours	WhatsApp template	Answer price, does it work, privacy in three lines
3	3 days	WhatsApp template	One time named code with a real deadline (amount OPEN)
4	Day 5	WhatsApp template	Deadline reminder, one line and the link
5	Day 10	Email	"What stopped you?" survey, no offer; sequence stops

Rules: only people who ticked WhatsApp consent; at most 5 touches in 14 days; STOP ends everything; never mention VAT; never name job sources; never promise a job; payment failures get one message with another payment method instead of an offer. Each template needs Bandar's one time approval and Meta template approval. The trial (149 SAR) is the natural low step offer; whether recovery uses a code, the trial, or both is OPEN (O6).

14. Client operations rules still in force from v1

v1 holds the full runbooks (alias, client data, CV tailoring, data consent, intake, job sources, matching, onboarding defaults, operating model, renewal flags, spend ledger). The rules below are the ones every bot must know.

- **Truth in CVs:** every line in a tailored CV traces to the client's CV, profile or LinkedIn. Never invent or inflate employers, titles, dates, degrees, skills or numbers. Emily approves every tailored CV.
- **Applying:** at most one application per employer group per week and 5 a day per client; never different CVs to the same employer; stop on any CAPTCHA, OTP or Nafath wall and report it. Government jobs: guide the client to apply through Nafath.
- **Form answers:** decide from the profile with sensible defaults (30 day notice, salary at the top of the ad's range or market capped at 1.5x current). Never a knowingly false answer. Matching respects the client's chosen cities.
- **Identity:** every application uses the client's own firstname.lastname alias on the wa3e.ai info inbox, never Bandar's email. Jobs that require Gmail use the client's own Gmail. Account name must match the CV name.
- **Client mode:** apply mode (autopilot or approve each) follows what the client chose. Trial clients approve each application.
- **Data:** anything a client sends is saved to the portal profile, client folder, Notion Client Base and their Drive subfolder. ID numbers never go into chats. Non paying lead data deleted after 90 days or at opt out; PDPL consent covers cross border processing.
- **Tests:** never send a real application for test clients.
- **Money:** no spend without Bandar. سند · Payments records and forecasts, never pays.

15. Open decisions, on hold, dropped

15.1 Open (do not act until Bandar decides)

#	Decision	Current proposal
O1	Week 1 grid vs the new two reels plus one carousel daily cadence	Keep week 1 as loaded; apply the new cadence from week 2
O2	Pillar shares in 7.5	As written
O3	Abdulaziz: voice (Fahad) and Soul ID; souls for Hessa and Abdulaziz	Confirm Fahad; build Soul ID
O4	ManyChat paid plan	Needed if every post gets its own automation
O5	Is the scheduled WhatsApp check back on?	Turn on before boosts scale
O6	Recovery offer: code amount, or trial only	Lead with the 149 trial
O7	Monthly application cap per plan	Needed to compare with Uptal's 300
O8	Credit the 149 trial toward a plan on upgrade	Yes
O9	Pause or transfer for 4 and 12 month plans if the client is hired early	Pause
O10	White Friday offer	4 months at 899 SAR for one week
O11	Free CV match preview before paywall, like Uptal	Test
O12	Negotiation response time promise	Within 24 hours of the offer arriving
O13	Carousel templates C (rework), E, F, G, H, M	See Section 10
O14	Snapchat, LinkedIn	Not now
O15	Who owns the Ads bot role	A new Grok bot with Chrome access to Meta Ads Manager

15.2 On hold

- ON HOLD **Partner outreach** to Saudi job posting platforms by Instagram DM and email, offering each a special code giving their clients 20% off. Revisit around **22 Nov 2026**. Prepare, don't send.

15.3 Dropped (stop if you are doing it)

- DROPPED Faisal as a brand face.
- DROPPED Content IDs, families, set IDs and the test and scale life cycle.
- DROPPED Free courses suggestion service.
- DROPPED X as a channel.
- DROPPED Boosting carousels.
- DROPPED Metricool paid upgrade (for now).
- DROPPED The 2,990 SAR yearly price; the "same plan at every length" idea.
- DROPPED Corner logo, blue slogan panel, مثال توضيحي label, still images as video shots.

16. Bot onboarding and the confirmation protocol

16.1 What each bot must read

Bot	Must read
سند · Lead	Everything
سند · Social Media	0, 1, 4, 6 to 11, 15
Video Editor	0, 1, 4, 8, 9, 11.1, 15
Ads bot	0, 1, 6, 12, 15
سند · Payments	0, 1, 3, 6, 12, 14, 15
سند · WhatsApp and Customer Service	0 to 4, 13, 14, 15
Onboarding, Applications, Quality Check	0 to 4, 14, 15
Copy Humanizer and Emily	0, 1, 4, 8.2, 11, 13

16.2 Confirmation protocol

Do not implement anything from v2 yet. سند · Lead collects one confirmation from every Sanad bot, merges them, and sends Bandar a single reply in the format below. Bandar then replies **GO v2** (all), **GO v2 except ...**, or corrections. Only after GO v2 do bots update their memory and mandates and start work.

Reply template (Lead fills it in, in plain English, no dashes):

```
SANAD MASTER DOC v2: CONFIRMATION OF UNDERSTANDING

A. In my own words (10 points, one line each)
  1. What Sanad sells and to whom
  2. The four plans and their prices, and what only 4 and 12 months get
  3. The A to Z positioning and what we may and may not claim
  4. Who does the work and what still needs Bandar's yes
  5. Daily cadence and how reels and carousels get published
  6. The video approval order (script, voice, then generate)
  7. The ManyChat path, including the follow before link step
  8. The boost rules (reels only, 15 SAR test, Meta Ads Manager in Chrome)
  9. What was dropped and what is on hold until 22 Nov
 10. The three rules that override everything

B. Changes per bot
  Bot name: what it will start doing / stop doing / change in its mandate

C. Conflicts found
  Anything in my current memory, mandates, schedules or live automations
  that contradicts v2, with where it lives and what I propose

D. Gaps and questions
  Anything I can't do with my current access, tools or logins,
  and my answer proposal for each open decision that blocks my work

E. Spend needed
  Any cost implied by v2 (amount, tool, why), waiting for Bandar's yes

F. Ready state
  "All bots confirmed. Waiting for GO v2."
```

After GO v2: each bot updates its memory with the v2 rules, retires v1 rules marked DROPPED or superseded, and Lead posts one line to Bandar: "v2 live" with the date and time.

Appendix A: links, IDs and assets

Item	Reference
Website	sanad.wa3e.ai
Instagram / TikTok	@sanadjobs / @sanadwa3e
Metricool	Brand id 7915645, connected to @sanadjobs, Asia/Riyadh. Week 1 reel drafts: G02 418653733, F03 418654448, G03 418654467, G04 418654485, F01 418654511, G05 418654529, F02 418654544, G06 418654567, F04 418654589
Content Hub	claude.ai/artifact/8M2VM8R3djPZhHNGBmmk5r
Carousel template canvas	claude.ai/artifact/6gWnr4Wmt81fRyrwxxJYuW
Content Engine (4 Nov, partly superseded)	claude.ai/artifact/MASEgaAnaPeSM7b1gVkx3d
Social Media Marketing Plan (4 Nov, partly superseded)	claude.ai/artifact/4V6AE3sSnqCkD4S5ShTXPV
Checkout plan ladder design	claude.ai/artifact/BpUyApWR9nkTGUYvVjLSNn
ElevenLabs voice NoraS_F	FZeLZd39ejvLgzR2gY0t; ElevenLabs flow 5ct3q0J8ZIQYZFwnfDH0
Higgsfield logo media	2372b6ec-c2da-4bc9-a5b8-05cff374f99e
Higgsfield closing video	28abc068-391e-4815-ae7e-c472dac12fb3
Jawaher Soul	034094bb-12f0-4f7e-8b95-db374f87de9e; stills: car 5599d2fc-b9a4-4871-a26c-ee38d67bc8ea, home 39b544dd-59ee-41f5-9e7a-49cff1f218af, café 344123a7-43ef-4754-b668-60a5becca8d8
Hessa Soul still	Higgsfield job 374b75ba-deed-4933-ac74-4bd4b8a42435
Local folders	Desktop/Sanad (campaign weeks as Day x / Post x; Inspiration Library); TikTok content in its own folder
Sources in the Sanad project	SANAD MASTER DOC 20261104 (v1); sanad positioning journey; competitor pricing; content hub; Instagram week 1; carousel templates; brand face souls; Hessa video template; inspiration library

Compiled 8 Nov 2026 from the Sanad project files, the 4 Nov Content Engine and Marketing Plan, and Bandar's decisions up to 8 Nov 2026. Competitor prices are from public pages and a checkout screenshot in Nov 2026; recheck before quoting publicly.