

THE SECRET OF **GM / GN SYSTEM**

PAWAGENCY | DECODED IT.



THE SECRET OF **GM / GN** SYSTEM



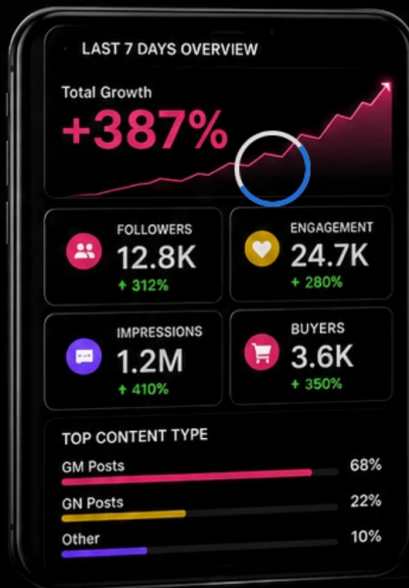
Turn **Attention** Into Trust.



Turn Trust Into **Buyers**.



Turn Buyers Into **Growth**.



**24 HOUR
RESULTS**

A PRACTICAL
BUYER GROWTH
SYSTEM FOR
X & WEB3



GROWTH ISN'T LUCK.
IT'S A SYSTEM.

PAWAGENCY | DECODED IT.

Built For Founders. Backed By Systems. Driven By Buyers.

www.pawagencydogs.com

ABOUT PAWGENCY

Growth isn't luck. It's a system.

Why this book exists

Pawgency was built from real mistakes, real years in the market, and a refusal to keep operating randomly. Too many builders spend years collecting disconnected advice without ever receiving a true sequence for growth.

Sold BNB at around \$7. Sold Bitcoin at around \$6,500. At the time it felt smart. Looking back, it taught one lesson that changed everything: knowledge alone is not enough — you need a system.

Founders with a few hundred followers were outselling accounts with thousands. Younger builders were beating veterans. The difference was never talent — it was always a better system.

What you'll get inside

This free mission is the opening chapter of **The Secret of GM / GN System** — a practical buyer-growth framework for X & Web3. Read this one mission today, execute tonight, and see the first signals of traction within 24 hours.

The full book unlocks all 15 missions — the complete sequence to turn attention into trust, trust into buyers, and buyers into compounding growth.

How to use this PDF

1. Read Mission 01 below. 2. Apply the checklist today. 3. Wake up to real engagement.

Unlock all 15 missions → pawgencydogs.com/#instant-access

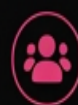
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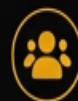
— THE SECRET OF —

GM / GN SYSTEM

THE GROWTH OS FOR X & WEB3



Turn **Attention** Into Trust.



Turn **Trust** Into Buyers.



90
DAYS

A PRACTICAL GROWTH
SYSTEM FOR X &
WEB3 COMMUNITIES

TESTED TECHNIQUES TO GROW YOUR BRAND ON X

PAWGENCY | DECODED IT.



01

Build Your Identity

Two letters. One ritual. The quietest growth engine in Web3.

Before any tactic, you decide who you are showing up as. Your identity is the lens every post, reply and DM gets filtered through. A clear identity makes the right people stop scrolling.

THE INSIGHT

Identity > Strategy. People follow conviction, not perfection. Pick a lane you'd still be in 12 months from now.

The Hidden Power of GM & GN

Two letters. One ritual. The quietest growth engine in Web3.



Most people think "GM" means two letters.

They're wrong.

In Web3, NFTs, crypto, startups and creator communities, "GM" is not a greeting.

It's a signal.

It's a culture. It's a daily ritual. And for those who understand it, it becomes one of the most powerful community-building tools on the internet.

Real proof: @Miss__Rose_ on X

See how a simple daily GM & GN ritual turned into a magnetic, fast-growing community. Open her profile and scroll — every reply, every GM, every GN is the system in action. → Open @Miss__Rose_ on X

THE STORY

The Million-Dollar Greeting

Imagine two NFT founders.

FOUNDER A

Posts links all day. Promotes mints. Talks about floor prices. Disappears between launches.

FOUNDER B

Wakes up every morning. Spends 30 minutes saying GM to community members, creators, collectors and supporters.

Six months later, Founder B almost always has the stronger community.

Why?

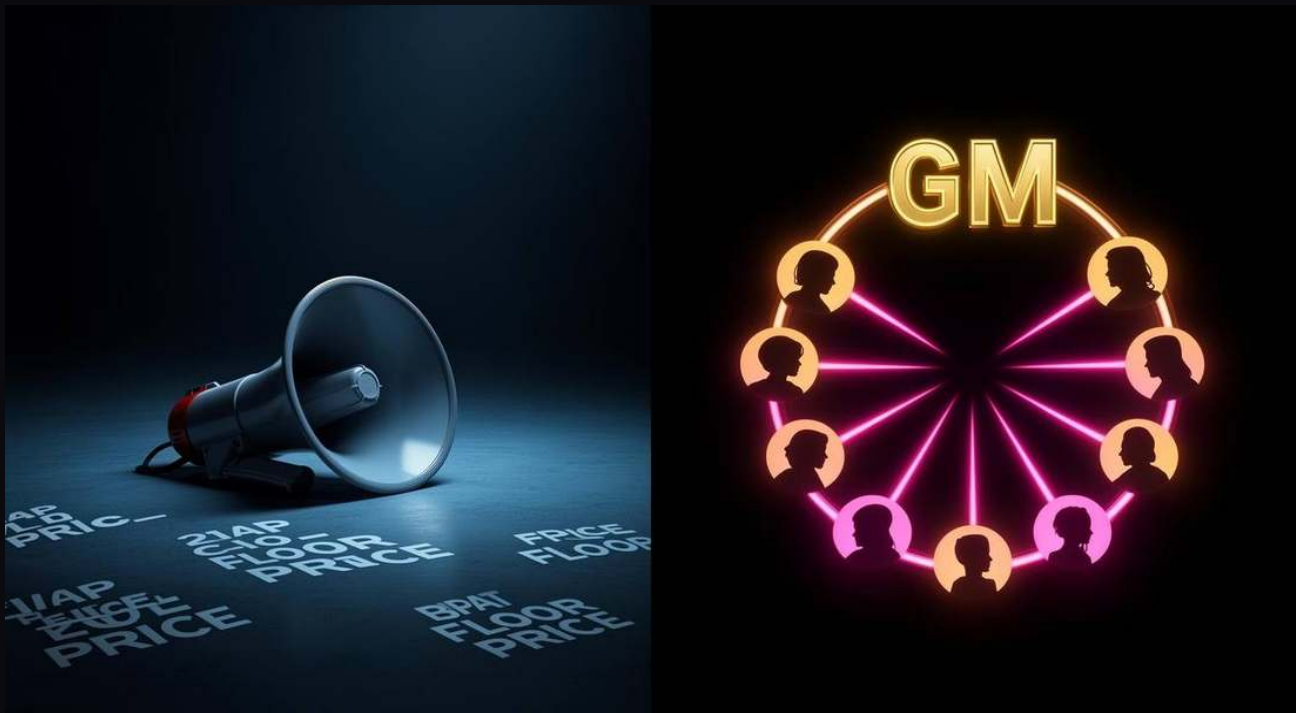
Because communities are built through relationships — not announcements.

- Humans are emotional creatures.
- We remember people who acknowledge us.
- We remember people who consistently show up.
- We remember people who make us feel seen.

Every GM is a micro-interaction. Every micro-interaction builds familiarity. Every familiarity creates trust. And trust creates community.

THE CULTURE

Why GM Became Web3 Culture



Broadcasting vs. building. Most founders pick the wrong side.

Web3 is different from traditional business. Most projects have no physical office. Most communities are spread across countries. Most members never meet in real life.

So a new ritual emerged: GM.

Every morning thousands of builders, artists, collectors, founders and investors greet each other. At first glance it looks simple. In reality it solves a huge problem — it creates daily connection.

- A builder in Pakistan says GM to someone in New York.
- A collector in Japan says GM to an artist in Brazil.
- A founder in Dubai says GM to holders in Europe.

The digital handshake.

Greeting → familiarity → trust → community. That's the whole loop, and it runs on GM.

THE PSYCHOLOGY

The Familiarity Effect

"People prefer things they see repeatedly."

— The Mere Exposure Effect

The more often someone sees your name, profile picture, artwork or project — the more familiar it becomes. The more familiar it becomes, the more trusted it feels.

This is one reason why the successful NFT founders seem to be everywhere. They are not necessarily smarter. They are simply more visible.

1. People see your name.
2. People see your profile.
3. People see your project.
4. People begin recognizing you.

Recognition is the first step toward trust.

THE TRAP

Why Most NFT Creators Fail

Many creators think:

- "I need a viral tweet."
- "I need influencers."
- "I need paid marketing."
- "I need advertisements."

These can help. But they are not the foundation.

The foundation is attention.

And attention is earned through consistency — not through campaigns.

Most founders disappear for days. Some disappear for weeks. Some only show up when they need money. Communities notice.

People support builders who consistently show up. Not builders who only appear on mint day.

THE MATH

The Compound Effect of Daily Greetings



Let's do simple math. If you reply to 100 people every morning...

100

INTERACTIONS / DAY

3,000

INTERACTIONS / MONTH

36,500

INTERACTIONS / YEAR

Most creators never come close to this. Now imagine those interactions are positive. Helpful. Encouraging. Supportive. Genuine.

You become part of the community.

People begin recognizing your project. Your brand becomes familiar. Your audience grows naturally. That is the real power of GM — not the greeting itself, the consistency behind it.

THE MINDSET

GM Is Not About Growth

This may sound strange. But the people who get the biggest results from GM are usually not focused on growth. They are focused on relationships. Growth becomes the byproduct.

"How can I support my community today?"

— The only question that matters

When that's your goal, your replies become authentic. Your engagement becomes meaningful. People can feel the difference.

The internet is full of people trying to extract value. Very few people try to create value. Be one of those people.

THE ADVANTAGE

The NFT Founder's Advantage

As a founder, every interaction matters. A future holder may see your reply. A future partner may see your comment. A future investor may notice your consistency.

- Most opportunities begin with visibility.
- Visibility begins with presence.
- Presence begins with showing up.

Every day.

Not occasionally. Not when it's convenient. Every. Single. Day.

THE RULE

The Golden Rule of GM

Never use GM as spam. Use GM as a bridge.

BAD

"GM"

GOOD

"GM! What are you building today?"

BAD

"GN"

GOOD

"GN builders. Rest well. Tomorrow we create again."

- The goal is conversation — not automation.
- Connection — not volume.
- Community — not metrics.

Pawgency is for every builder.

This system can help you build any Web3 project — a dApp, meme project, Web3 app, NFTs, tokens, or any business. You can use the Pawgency system to grow your brand.

RECAP

Chapter Summary

GM and GN are not greetings.

They are relationship-building tools. Familiarity → trust → community → opportunity. Founders who understand this aren't posting greetings — they're building a network, one interaction at a time. That network becomes the most valuable asset they will ever own.

RUN THIS MISSION

Your checklist

1. Write your one-line identity statement
2. List 3 content themes you'll own
3. List 5 accounts your future self would belong to

End of Free Preview

MISSION 01 OF 15 - COMPLETE

14 more missions are waiting:

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Content Machine | Launch Strategy | The Long-Term Game*

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PAWGENCY - THE X GROWTH MISSIONS