

# Content Creation Pipeline

The System to Reclaim 5+ Hours per Week

WORKSHOP

Reclaim Your Workweek Workshop

EVENT

Founded in FoCo 2026

PRESENTED BY

by Reuben 'Reu' Smith | Local Nerds

### Most Content Systems Fail at Math

You see "write one post, repurpose it 5 ways" and think: 30 minutes.

**Reality:** Ideation + drafting + editing + approval + scheduling + monitoring = 2–4 hours, minimum.

Without batching, AI assistance, and clear rules on what to repurpose vs. write fresh, content becomes a chokepoint instead of a lead generator.

This system fixes that.

#### What You'll Get

- Time-blocked content batching (one 2-hour session equals one week of posts)
- Clear repurposing rules: When to adapt, when to write fresh
- A 5-theme framework tied to your ICP's actual pain points
- Metrics that matter (and how to fix them when they drop)
- AI-assisted workflows that cut writing time in half

## TIME AUDIT

### What 2 Hours of Batching Actually Looks Like

#### The 2-Hour Batch Day Template

Phase	Time	Output	Notes
Ideation	30 min	5 ideas	One per theme
Drafting	45 min	5 posts	AI-assisted, 150–300 words each
Editing	30 min	5 polished posts	Hook, clarity, CTA
Scheduling	15 min	Calendar filled	Platform + posting time locked

*The Math: 2 hours/week ÷ 7 days = ~2 posts/day. On weekends. Or batch once, schedule for 7 days. Choose the latter.*

#### What Eats Time (and How to Avoid It)

- **No clear framework for ideas** → drift, rabbit holes, re-starting. **FIX:** Use 5-theme system (below).
- **Writing from scratch each time** → 90+ minutes. **FIX:** Use AI templates + repurposing rules.
- **Waiting for approvals** → posts sit, momentum dies. **FIX:** Pre-approved themes, self-authority.
- **Manual scheduling** → 20+ min. **FIX:** Use Buffer/Later bulk scheduling.
- **Revisiting metrics** → check daily, panic, change strategy. **FIX:** Weekly review, batched fixes.

REALISTIC ESTIMATE: 2 hours/week → 7–10 posts/week + monitoring

### Choose 5 Themes Mapped to Your ICP

Don't pick themes because they interest you. Pick them because your ideal client is literally searching for answers.

#### How to Validate Your 5 Themes

1. List your ICP's top 5 pain points (tie to your service offerings)
2. Check: Are people asking about this in your discovery calls?
3. Check: Can you solve this in a short post or guide?
4. Check: Does this lead to a natural CTA? (Free resource, discovery call, etc.)
5. Assign one theme per weekday. Rotate monthly.

#### Theme Selection Worksheet

##### Theme 1: PROBLEM DIAGNOSIS

Your client does not know if they have the problem yet. Content: signs you need X

##### Theme 2: HOW THEY ARE SOLVING IT WRONG

What are they trying now that does not work? Content: The manual approach and why it fails

##### Theme 3: YOUR METHODOLOGY

How your approach differs. Content: Here is how we solve X in 4 steps

##### Theme 4: RESULTS/ROI PROOF

They need to believe it works. Content: Case study, metric, benchmark, before and after

##### Theme 5: OBJECTION DISSOLVING

Cost, timeline, complexity, risk. Content: Cost X time vs cost Y time comparison

*Rotate these monthly. Month 2: same 5 themes, different angles. This prevents repetition while staying focused.*

## REPURPOSING RULES

### When to Adapt vs. Write Fresh

Not all content is created equal. Some posts are goldmines for multiple platforms. Others bomb if you change a single variable.

#### Decision Tree

**START:** You've written a LinkedIn post.

#### Question 1: Does it have a strong hook/insight?

- YES → Repurpose for Instagram (add visual hook, shorten to 150 chars, CTA to link in bio)
- NO → Write fresh for Instagram

#### Question 2: Is it data/link heavy?

- YES → LinkedIn + Newsletter only. Twitter/IG will feel spammy
- NO → Can adapt to Twitter, IG, TikTok (video)

#### Question 3: Does it require context/back-story?

- YES → LinkedIn/Newsletter only. Threads if you can compress
- NO → Repurpose widely

#### Platform Repurposing Map

**LINKEDIN → INSTAGRAM:** Strong hook/stat? Yes. Remove jargon, add emojis, use line breaks, CTA to DMs or link in bio.

**LINKEDIN → TWITTER:** Take the first paragraph + stat. Add credibility (you/role). Link to full post.

**LINKEDIN → EMAIL:** Expand with context, add breakdown/numbers, strong CTA to calendar link.

**INSTAGRAM POST → THREADS:** Copy-paste but break into threads. First post = hook. Last = CTA.

**CASE STUDY → EVERYTHING:** LinkedIn: full story. IG: carousel (problem/solution/results). Newsletter: deep dive. Twitter: 1 stat.

**RULE:** If you're not saying something different, you're not repurposing. You're just posting.

## EXECUTION

# The Content Calendar & AI-Assisted Workflow

## Weekly Content Calendar Template

Day	Theme	Post Type	Batch Window	Posting Time
Monday	Problem Diagnosis	LinkedIn	Sunday 2pm–4pm	9am
Tuesday	Wrong Solution	LinkedIn + IG	Sunday 2pm–4pm	10am + 11am
Wednesday	Your Method	Newsletter	Sunday 2pm–4pm	1pm
Thursday	Results/ROI	Case Study (IG Carousel)	Sunday 2pm–4pm	10am
Friday	Objection	Twitter Thread	Sunday 2pm–4pm	9am

## AI-Assisted Workflow (Cuts Writing Time by 50%)

### Step 1: Generate Hook Options (5 min)

#### GENERATE 5 HOOK OPTIONS

Your role: Marketing expert for [SERVICE] targeting [ICP]. Your task: Generate 5 attention-grabbing hooks for the topic "[TOPIC]". Requirements: - Each hook is 1–2 sentences - Opens with a question, stat, or contrarian take - Leads naturally to the body of the post - Sounds like your brand (not generic) Topic: [TOPIC] Output: List exactly 5 options, numbered.

### Step 2: Pick the Best Hook & Expand (30 min)

You pick the hook that resonates. Paste it into the next prompt.

#### EXPAND HOOK TO FULL POST

You are a [YOUR ROLE/EXPERTISE]. Topic: [TOPIC] Hook: [SELECTED HOOK] Write a LinkedIn post that: 1. Opens with the hook (do not repeat it) 2. Provides 3 specific insights or points (use numbers/bullets) 3. Ends with a clear, specific CTA (not "let us chat") 4. Is 200–250 words 5. Uses simple language and avoids jargon unless necessary Tone: [YOUR TONE] (e.g., direct, empowering, data-driven) Output: Write the post.

### Step 3: Edit (15 min) + Adapt for Other Platforms (15 min)

Check: Does the hook land? Are examples specific? Is the CTA clear? Then use repurposing rules above.

*Pro tip: Run this workflow once per theme. In month 2, swap hooks, keep structure. Muscle memory = faster.*

## Generic vs. This System

### BEFORE: Generic Post (Scored Low)

#### LINKEDIN POST

Content creation is important for your business. If you are not creating content, you are missing out on leads.

There are many ways to create content. You can write blog posts, social media, videos, and more.

We help businesses create content that works. Let us chat about your needs.

**Problems:** Generic hook, vague benefits, no specificity, weak CTA, does not address ICP pain point

### AFTER: This System (Scores 8+)

#### LINKEDIN POST (PROBLEM DIAGNOSIS THEME, WEEK 1)

Your team's spending 12 hours/week on tasks a \$50/month tool could automate.

We audited 47 service businesses last year. 39 of them had the same problem: workflow gaps that looked "just part of the job."

#### **The 3 signs your workflows need an audit:**

1. Handwritten notes → spreadsheet → invoice (multiple tools, manual transfers)
2. Approvals wait in email until you remember to check
3. Client data lives in 3 or more places (CRM, email, sheet)

Sound familiar? Book a 15-min diagnostic call. We will map your workflows and show you exactly where time leaks.

**Why it works:** Specific hook (12 hours per week), proof point (47 audits), diagnostic framework (3 signs), immediate CTA

## Real Metrics vs. Vanity Metrics

### What to Track (Weekly Review, Every Sunday)

#### REAL METRICS (These drive business)

##### SAVES/SHARES

People bookmarking or sharing equals they saw value. LinkedIn: Target 5 or more per post. IG: Target 3 or more.

##### COMMENTS (QUALITY)

People asking questions or engaging with ideas. Count equals good. Debate equals great.

##### DMS/INBOUND

People reaching out directly. This is your leading indicator for leads.

##### NEWSLETTER SIGNUPS

From posts to email list equals warm audience for future CTA.

##### CLICK-THROUGHS

If you linked a resource or tool, did people click? 5 percent or higher is solid.

##### DISCOVERY CALL BOOKS

The real metric. Track which posts drove which calls.

#### VANITY METRICS (Ignore these)

**LIKES:** Meaningless. Everyone likes. No one buys because you got 200 likes.

**IMPRESSIONS:** Only matters if you are trying to go viral. You are trying to go deep.

**FOLLOWER COUNT:** Focus on engaged followers, not total count.

**ENGAGEMENT RATE %:** Sounds smart. Does not predict revenue.

### Benchmark Targets (Per Post)

Metric	Target
Saves/Shares	5 to 8 or more
Quality Comments	3 to 5 or more
DMs from post	1 or more
Click-throughs (if link included)	3 to 5 percent or more

# Engagement Dropped 40%? Here's How to Fix It

Do not panic. Do not change everything. Diagnose first.

## Diagnostic Flowchart

### Question 1: Did you take time off or miss posting days?

- YES → This is expected. Post consistently for 2 weeks, it bounces back.
- NO → Move to Q2.

### Question 2: Did you switch themes or styles?

- YES → Your audience came for [OLD]. Change is jarring. Blend old + new.
- NO → Move to Q3.

### Question 3: Are you posting at different times?

- YES → Timing matters. Return to optimal posting window.
- NO → Move to Q4.

### Question 4: Check your hook quality.

- Weak hook = low engagement. Rewrite it, repeat the post 2 weeks later.

## Common Culprits & Fixes

**You are posting more frequently:** Platform fatigue. Dial back to 5 to 7 per week. Increase quality instead.

**Your visual is bland:** LinkedIn: Add contrast, text overlay, or carousel. IG: Make it stop-scroll-worthy.

**You are asking too much in the CTA:** Change "Book a call" to "Reply with one word" first. Warm them up.

**You shifted to pure education:** Add personality. Share a failure, a contrarian take, or a POV.

**Platform changed algorithm:** Not your fault. Double down on quality hooks and saves and shares.

*Recovery takes 3–4 weeks of consistent posting. Don't overthink. Post the best content you can, then review next Sunday.*

### Build a Swipe File (Your Content Bank)

In 3 months, you will have 60 or more posts. Do not let them die. Build a bank you can reuse, remix, and reference.

#### How to Set Up Your Content Bank

1. Create a shared doc (Google Doc or Notion). Title: "Content Bank - [Your Name]"
2. Structure by theme (Problem Diagnosis, Wrong Solution, Your Method, Results, Objection Dissolving)
3. After each post publishes, add to the bank: Title, Theme, Performance (saves/comments/DMs), Repurpose Ideas
4. Add 5 best-performing posts to "Swipe File" at the top
5. When you run out of ideas in month 2, access it here

#### Content Bank Entry Template

**CONTENT BANK ENTRY**

**TOPIC:** [Your topic]

**THEME:** [Problem Diagnosis / Wrong Solution / etc.]

**HOOK:** [Original hook used]

**PERFORMANCE:** Saves: X, Comments: Y, DMs: Z, Bookmarks: W

**POST LINK:** [LinkedIn post URL]

**REPURPOSE IDEAS:** Could work as: [Newsletter deep-dive / IG carousel / case study / thread]

**NOTES:** [What worked, what didn't, what to do differently next time]

*Your best hooks never die. They evolve. Track them, reuse them, build variations.*

# AI Prompts & Integrated Systems

## Your AI Prompt Library (Copy These)

### Prompt 1: Weekly Idea Generation

GENERATE WEEKLY IDEAS BY THEME

You are a content strategist. ICP: [YOUR ICP DESCRIPTION] Services: [YOUR SERVICES] Generate 5 content ideas: 1. One Problem Diagnosis post 2. One Wrong Solution post 3. One Your Method post 4. One Results/ROI post 5. One Objection Dissolving post Each idea should: - Address a real pain point your ICP has - Be concrete (not vague) - Lead to a natural CTA - Be achievable in 1 post Output: 5 ideas, each 1-2 sentences.

### Prompt 2: Polish a Rough Draft

EDIT FOR HOOK, CLARITY, CTA

You are a LinkedIn content editor. Original post: [PASTE YOUR DRAFT] Rewrite it to: 1. Strengthen the opening hook (make it more specific, contrarian, or data-driven) 2. Replace generic language with specifics 3. Ensure the CTA is clear and actionable (not "let's chat") 4. Keep it 200-250 words 5. Maintain the voice/tone Output: Rewritten post.

## Cross-References to Your Other Systems

- **Client Communication Hub:** Discovery objections → map to "Objection Dissolving" theme
- **Service Offerings.md:** Your 5 services → map to "Your Method" theme (1 service per week)
- **Case Study Library:** Each case study → repurpose to 3-4 posts (problem, solution, results, ROI)
- **Messaging Framework.md:** Approved messaging → use in every hook and CTA
- **Website Content Guidelines:** No pricing on posts. Link to landing pages, not dollar amounts.

**INTEGRATION:** Your content engine feeds discovery calls, which feed case studies, which feed your content engine.

## QUICK START

### Your First 30 Days

#### Week 1: Setup

- Define your 5 themes using the worksheet (page 3)
- Choose your posting schedule (e.g., M–F at 9am on LinkedIn)
- Create a shared doc for your Content Bank
- Set up Buffer/Later for scheduling

#### Weeks 2–4: Execution

- **Sunday 2–4pm:** Batch one week of content (use AI prompts)
- Edit and schedule by Monday morning
- Monitor Monday–Friday (respond to comments, track DMs)
- Sunday evening: Review metrics, add to Content Bank, plan next week

#### Checkpoint: Week 4

- You should have 25 posts (5/week × 5 weeks)
- Content Bank should have 20+ entries with performance data
- You should have received 3–5+ inbound DMs or discovery requests
- **If yes:** You are on track. Month 2: Add video, deeper repurposing.
- **If no:** Diagnose using Recovery Playbook (page 8)

*30 days to a system you can run on autopilot. Month 2: optimization. Month 3: you are a content machine.*

## NEXT STEPS

### The System, Summarized

#### What You Now Have

- A 2-hour/week batching workflow (realistic, not theoretical)
- 5 themes mapped to your ICP's actual pain points
- A repurposing decision tree (stop guessing)
- A content calendar you can copy-paste today
- AI prompts that cut writing time in half
- Before/After examples showing what works
- A recovery playbook for when metrics dip
- A Content Bank system to never waste a post
- Cross-references to your other marketing systems

#### The Three Decisions

1. **Will you batch?** (Sunday 2–4pm, once/week)
2. **Will you track the right metrics?** (Saves, comments, DMs, not likes)
3. **Will you keep a Content Bank?** (5 min/week, massive compound effect)

If yes to all three: You will reclaim 5 or more hours per week and have a pipeline of warm leads.

#### Last Step: Schedule Your First Batch Session

##### SCHEDULE IT NOW

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Location (home, coffee shop, etc.): \_\_\_\_\_

Write it down. Block it on your calendar. Set a reminder. One 2-hour session unlocks the entire system.

**You have got this.**