



A LOW-KEY HARTLEY RESOURCE GUIDE

The AI Content Creation System

One idea in, a whole week of content out. No overwhelm, no overthinking.

Easy Weekly Rhythm • Copy & Paste Prompts • Simple Planning

A Hartley Resource Guide

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Let's be honest — content creation can feel like paddling against the tide. New idea every day, new deadline chasing you down the beach. It's a lot.

Here's the easier way: create once, share it everywhere. This guide shows you how we take one simple idea and stretch it into a whole week of content — blog posts, social captions, emails, video scripts, newsletters — without starting from scratch every single time.

Inside: the easy idea behind the system, a weekly rhythm you can actually stick to, a handful of copy-and-paste prompts, and a planning routine so simple it takes 30 minutes a month.

1. One Idea, A Whole Week of Content

Everything you'll ever post starts as one small thing: an idea, a story, a little insight. Nothing fancy — just something worth sharing.

That one thing could be:

- A client win you're proud of
- A question someone asked you this week
- Something you learned the hard way
- Your take on something happening in your industry
- A peek behind the scenes at how you work

Take that one idea, spend an hour on it, and it can turn into:

- 1 main piece — a blog post, video, or podcast episode
- 3–5 social posts
- 1 email to your list
- 1 chunk of your newsletter
- 1 short video or reel script

Why bother? Because showing up consistently, in more than one place, is what builds trust — and it's a lot easier than coming up with five new ideas every single week.

2. Your Easy Weekly Rhythm

You don't need to hustle every day. This simple 5-day flow turns one idea into a full week of content, in just a couple of focused sessions.

Day	Focus	What You're Doing
Monday	Pick your idea	Look through your idea list and grab ONE thing to focus on this week. Don't overthink it.
Tuesday	Make the main thing	Write the blog post, film the video, or record the podcast.

		This is your one big piece.
Wednesday	Spread it around	Turn that one piece into social posts, an email, and a few captions.
Thursday	Queue it up	Schedule everything so the week runs itself. Batch any graphics here too.
Friday	Check in	See what people liked last week. Jot down a few new ideas for next time.

Little tip: pick two chill, recurring time blocks each week (say, Tuesday morning and Wednesday afternoon) so this just becomes routine — no motivation required.

3. Copy, Paste, Done: AI Prompts

Once you've made your main piece, these prompts do the heavy lifting. Just swap in your own content where you see the brackets, and paste the whole thing into Claude.

Turn It Into Social Posts

Great for pulling a week's worth of posts out of one piece of content:

Here's something I created: [paste your blog post, video transcript, or notes]

Turn this into 5 social media posts:

- One sharing the single best takeaway
- One told like a quick story or client example
- One that's a “myth vs. truth” format
- One that's a quick list or tip
- One that just asks a question to get people talking

Write them in my voice: [describe your tone — friendly, laid-back, straight-shooting, whatever fits]. Keep each one under 150 words, with a first line that actually grabs people.

Turn It Into an Email

Great for a quick, friendly note to your list:

Here's something I created: [paste your blog post, video transcript, or notes]

Write a short, casual email to my list that:

- Starts with a story or relatable moment, not “Hi everyone”

- Shares the main idea in plain, simple language
- Gives one thing the reader can actually use today
- Ends with one clear next step: [insert your CTA — read more, reply, book a call]

Keep it under 300 words. Write me a subject line too.

Turn Notes Into a Blog Post

Great for when your idea starts as a voice memo or messy notes:

Here are my rough notes on a topic: [paste notes or transcript]

Turn this into an easy-to-read blog post that:

- Has a headline that's clear about what's in it for the reader
- Opens by naming the problem or question they've got
- Uses simple subheadings to break things up
- Gives real, specific advice — not generic fluff
- Wraps up with a quick summary and next step

Write it in my voice: [describe your tone]. Around 700–900 words.

Turn It Into a Quick Video Script

Great for a 30–60 second reel or short:

Here's something I created: [paste your blog post or notes]

Write me a 30–60 second video script with:

- A hook in the first 3 seconds that stops the scroll
- 3 short, easy talking points — like I'm just chatting
- A simple closing line with a clear next step

Keep it sounding like me — short sentences, no jargon. Add suggested on-screen text too.

Wrap the Month Into a Newsletter

Great for a monthly roundup at the end of the month:

Here are quick summaries of this month's content: [paste 3–4 short summaries]

Write a monthly newsletter that:

- Opens with a short, personal note from me
- Recaps the month in a quick, skimmable way
- Links out to the full pieces for anyone who wants more
- Ends with one upcoming thing to look forward to

Keep the tone warm, like a friendly update — not a corporate newsletter.

4. Your Toolbox: What to Actually Use

You don't need a huge stack of software. A handful of easy tools covers just about everything — here's what we reach for.

Writing & Ideas

- Claude — for brainstorming ideas, writing captions, and running the repurposing prompts in Section 3.
- A simple note app (Notes, Google Keep, whatever) — for your running idea list.

Photos & Graphics

- Canva — the easiest way to make on-brand graphics, carousels, and quote posts. Save your colors and fonts as a Brand Kit once and reuse forever.
- Your phone camera — seriously. Real, slightly imperfect photos usually outperform anything too polished.
- Unsplash or Pexels — free stock photos for when you need a filler image.
- Photoroom or Canva's background remover — handy for clean product shots.

Video

- CapCut — free, mobile-friendly, and built for exactly the kind of quick edits Reels and TikToks need.
- Canva — also does simple video edits if you want to stay in one app.
- Descript — great if you're turning a longer video or podcast into short clips (it edits video by editing the text transcript, which is a game changer).
- Your phone — vertical video, natural light, and a decent mic cover 90% of what you need.

Scheduling & Posting

- Meta Business Suite — free, built-in scheduler for Facebook & Instagram.
- Later, Buffer, or Metricool — handy if you want to schedule across several platforms (including Pinterest and TikTok) from one place.
- Planoly — a nice option if Pinterest and Instagram are your main channels.

Keeping an Eye on Results

- Each platform's built-in Insights/Analytics tab — free, and enough for most small businesses.
- Metricool or Sprout Social — worth it once you're managing several platforms and want it all in one dashboard.

5. Your Posting Schedule Cheat Sheet

Here's the honest, no-fluff version of how often to post and when — and which platforms are actually worth your time depending on your business.

Platform	Best For	How Often	Best Times
Facebook	Local & community businesses, services, a broad or older crowd	3–5x a week	Weekday mornings (9–11am) or early afternoon (1–3pm)
Instagram	Visual brands — retail, food, beauty, fitness, lifestyle	3–5 feed posts/week + Stories most days	Late morning (11am–1pm) or evenings (7–9pm)
TikTok	Anyone wanting a younger crowd, or who can be fun & casual on camera	2–5x a week (daily if you've got the energy)	Midweek, afternoon into evening (3–5pm or later)
Pinterest	Home, wedding, food, fashion, design — anything people plan or shop for	A few pins a week (more if you batch)	Evenings & weekends; pins last a long time so timing matters less
LinkedIn	B2B, consultants, coaches, professional services	2–5x a week, weekdays only	Weekday mornings, especially Tue–Thu
X (Twitter)	News-driven brands, tech, thought leadership, customer service	1–4x a day if you're active there	Midday, Tuesday–Thursday
YouTube	Anyone with evergreen how-to or story-driven video	1x a week (every other week is fine)	Consistency matters way more than exact timing

Which Platforms Should You Actually Use?

- Local service business (salon, contractor, med spa, gym): Facebook + Instagram. Add a Google Business Profile too — it's not “social media” but it matters just as much.
- Retail or product-based business: Instagram + Pinterest, with TikTok if you have the bandwidth to be on camera.
- B2B, consulting, or coaching: LinkedIn first. Facebook can work as a secondary spot for community-building.
- Restaurants & food businesses: Instagram + TikTok, with Facebook for the local crowd and event announcements.
- Creative, home, or wedding-related business: Pinterest + Instagram — people are actively planning and saving ideas on both.

If you're just starting out:

Pick two platforms max and do those really well. Trying to show up everywhere at once is the #1 reason people burn out and quit. You can always add a third platform once the first two feel easy.

6. Keep Planning Simple

No need for a fancy calendar tool. All you really need is three things: a few themes, a running list of ideas, and a once-a-month check-in.

Step 1: Pick 3–5 Themes

Think of these as the buckets your content lives in. They keep you from staring at a blank page. A few examples:

- Client wins & results
- Helpful tips (how-tos, common mistakes)
- Behind the scenes
- Your take on what's happening in your industry
- Your story & what you stand for

Step 2: Keep a Running Idea List

One note, one doc, wherever's easy — just somewhere you drop every idea the second it pops into your head. A client question, a comment that got a big reaction, anything. That way you never start the week with a blank page.

Step 3: Plan Once a Month, Then Coast

Once a month, grab 30 minutes and do this:

1. Skim your idea list and pick 4 topics — one for each week.
2. Match each one to a theme so things stay balanced.
3. Note any big dates — launches, promos, seasonal stuff — that should shape a specific week.
4. Drop those 4 topics into your weekly rhythm (see Section 2) and let it run.

7. A Few Things to Watch For

- Waiting for the “perfect” idea. A good-enough idea you actually post beats a perfect one that never sees daylight.
- Starting from scratch every time. This is the #1 way people burn out — repurpose instead.
- Skipping the planning step. Without your themes, content starts to drift.
- Forgetting the call to action. Always give people something easy to do next.

- Not checking what's working. That Friday check-in is there so you can do more of what people actually like.

8. Quick-Start Checklist

Ready to give this a go? Start here:

- ☐ Pick 3–5 themes for your content
- ☐ Start a running idea list (doc, note app, whatever's easy)
- ☐ Block two chill, recurring time slots for content each week
- ☐ Grab this week's idea and create your main piece
- ☐ Run it through the prompts in Section 3
- ☐ Pick your 2 main platforms from Section 5
- ☐ Set up one easy tool from Section 4 for graphics, video, and scheduling
- ☐ Schedule the week's content in one sitting
- ☐ Check in Friday and refill your idea list

9. Want Us to Just Handle It?

This system works great — but building it, running it, and keeping it fresh takes time most business owners just don't have. That's where we come in.

Hartley Resource helps businesses set up and run content systems like this one, start to finish, so good content happens every week without taking over your to-do list.

Here's how we can help:

- Figuring out your themes and content strategy
- Building AI prompts trained on your voice
- Creating and repurposing content for you, weekly or monthly
- Setting up a content calendar that actually makes sense
- Training your team so they can run all of this themselves

Ready to stop starting from scratch every week?

Let's talk about what a done-for-you (or done-with-you) content system could look like for your business.

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