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GUIDE

AI Content Machine System

SELF-PACED PDF COURSE

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AI Content Machine System

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How to Use This Guide

Posting content consistently is hard for a simple reason: every post asks you to do five different jobs. You have to think of something worth saying, write it, produce it, publish it and then work out whether it helped. Done one post at a time, from a blank page, those jobs eat your evenings and wear you out.

The AI Content Machine System turns those jobs into a weekly production line. ChatGPT helps you generate and shape ideas and scripts. CapCut turns your footage into finished short videos. Notion holds the whole operation together: your idea bank, your content calendar and the status of every piece. Batching, templates and a short weekly review keep the machine running without taking over your life.

What “machine” means here, honestly

A machine in this guide is a **repeatable system**, not autopilot. AI speeds up the slow parts: blank-page ideation, first-draft scripts, captions, repurposing, rough cuts. Scheduling tools let posts go live while you are busy or asleep. But nothing in this guide pretends that good content can be produced around the clock without you. Your experience, your judgment and your face or voice are what make people follow you, and they are exactly what AI cannot supply. The system’s job is to protect your time for those parts.

Who this guide is for

- Small business owners who know they should post but never find the time.
- Coaches, consultants, freelancers and experts building an audience around what they know.
- Creators who post in bursts and then disappear for weeks.
- Anyone with 2 to 8 hours a week who wants content to be a routine rather than a scramble.

The system at a glance

Stage	What happens	Main tool	Chapter
Foundations	Audience, pillars, platforms, your voice	ChatGPT + you	2 and 3
Ideas	Fill and score your idea bank	ChatGPT, Notion	4
Scripts and posts	Turn chosen ideas into scripts and captions	ChatGPT	5
Production	Film and edit short videos, design simple posts	Phone, CapCut	6
Organization	Track every piece from idea to published	Notion	7
Batching and scheduling	Make a week or two of content in one session, schedule it	Notion, platform schedulers	8
Quality and disclosure	Check facts, voice, rights and labels	Checklists	9
Review	Learn from results, adjust, rest	Notion, your analytics	10

How to get the most from it

1. **Set up over two weeks.** In week one, read Chapters 1 to 4 and build your foundations, voice guide and idea bank. In week two, read Chapters 5 to 8 and produce your first batch.
2. **Use the companion planner.** The **Content Calendar Planner** gives you a printable content system map, weekly content calendars and a batch production checklist. Fill in the system map as you read Chapters 1 to 3.
3. **Start smaller than you think.** A cadence you can keep for six months beats a heroic month followed by silence.
4. **Keep your own judgment in charge.** Every output from ChatGPT is a draft. You decide what is true, what sounds like you and what gets published.

CHAPTER 1

The Content Machine at a Glance

01

Before touching any tool, it helps to see why a system beats willpower, and to decide how much content you can actually sustain.

Why one-at-a-time content burns you out

When you make each post from scratch, you pay a startup cost every time: deciding what to say, getting into a writing mood, setting up lights, opening the editing app, remembering your export settings. Research on task switching has consistently found that moving between different kinds of tasks costs time and attention, because your brain has to reload the rules of each task. Making one post means switching between thinking, writing, filming, editing and publishing in a single sitting, then doing it all again tomorrow.

Batching flips this around. You do all of one kind of task in one block: all the ideas, then all the scripts, then all the filming, then all the editing. Each block gets faster as you warm up, setup happens once, and the content waits in a queue until its publish date.

The weekly rhythm

The full system runs on four recurring sessions:

Session	When	Time (typical)	Output
Plan	Once a week or every two weeks	30 to 45 minutes	Ideas chosen, calendar filled
Batch	Once a week or every two weeks	2 to 5 hours	Scripts written, videos filmed and edited, posts written

Session	When	Time (typical)	Output
Schedule and engage	Schedule once; engage most days	20 minutes to schedule; 10 to 15 minutes a day	Posts queued; comments and messages answered
Review	Once a week	20 minutes	What worked, one change for next week

Choose your cadence by your time, not your ambition

The most common reason content efforts fail is an unsustainable cadence. Work backward from the hours you can reliably give each week, including busy weeks.

Weekly time	A realistic starting cadence
About 2 hours	2 short videos and 2 written posts on one main platform
About 4 hours	3 short videos on one platform, repurposed as posts on a second platform, plus 1 longer written post
6 to 8 hours	4 or 5 short videos, a weekly newsletter or blog post, and repurposed posts on 2 platforms

These are starting points, not targets from any platform. If your batch sessions regularly overrun, reduce the cadence before you reduce the quality.

The content bank: your burnout insurance

A **content bank** is a buffer of finished, ready-to-publish pieces. Aim to build a bank of one to two weeks of content before you commit to a public schedule. Then, when you are ill, busy or simply out of energy, the machine keeps publishing while you recover. Evergreen pieces (content that stays useful for months) are the best bank material.

Where AI helps, and where it does not

AI is good at	You are essential for
Generating many idea angles quickly	Knowing which ideas your audience actually needs
First-draft scripts and captions	Your stories, opinions and lived experience
Repurposing one piece into many formats	Judging what is true and what is risky
Rough cuts, auto captions, resizing	Your face, voice, energy and taste
Summarizing comments and analytics	Deciding what to change and what to keep

EXAMPLE

Rosa's two-hour machine

Rosa owns a small plant shop. She used to post on impulse, when a customer asked an interesting question or a delivery arrived, and went silent for weeks at a time. She had about two hours a week. She chose Instagram as her main platform and set a cadence of two short videos and two posts a week. Her Sunday evening plan session takes 30 minutes; her Tuesday morning batch session, before the shop opens, takes 90 minutes. Within a month she had a two-week content bank, and a slow week in the shop no longer meant a silent week online.

EXERCISE

Size your machine

1. How many hours a week can you reliably give to content, including in a busy week?

2. Which day and time could be your plan session? Your batch session?

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PLANNER

Content Calendar Planner

System Map, Weekly Calendar and Batch Production Checklist

COMPANION TO AI CONTENT MACHINE SYSTEM

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Platforms and cadence

Platform	Main or second	Pieces per week	Formats

Weekly hours I can give, even in a busy week: _____

Content bank target (pieces): _____

Weekly rhythm and tools

My recurring sessions

	Day and time	Length	Tools I use
Plan session			
Batch: script and write			
Batch: film and edit			
Scheduling			
Daily engagement			
Weekly review			

My voice traits (“this, not that”): _____

Phrases I never want in my content: _____