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The Content System

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The 30-topic planner, the brief template, and the weekly batching checklist behind a daily account that doesn't eat my days.

The idea

Daily posting doesn't fail on effort. It fails on decisions. Picking a topic, finding the angle, designing, writing the caption — thirty times a month.

The fix is to make each decision once:

LAYER	DECIDED	HOW OFTEN
Topic plan	What to post, in what order	Once per 30 days
Brief format	The structure of every post	Once, ever
Renderer / template	How it looks	Once, ever
Schedule	When it goes out	One sitting a week

After that, every post is just words.

Layer 1 — The 30-topic plan

Plan all 30 before writing a single brief. Use `content-planner.xlsx` from the pack page.

How to pick and order them:

1. **List 40 candidates** — questions you get asked, things you do every week, mistakes you see others make. Cut to 30.
2. **Group into 3–5 pillars** (for me: listings, customers, money, operations, tools). No pillar more than twice in a row.
3. **Alternate hard and easy.** A heavy spreadsheet post, then a quick prompt post.
4. **Front-load the broad ones.** Early posts should make sense to someone who's never seen the account.
5. **Put a review post at day 30.** It forces you to look at the numbers.

The prompt, if you want help with the list:

> I post daily for [audience]. They struggle with [top 3 problems].
> I can speak with experience about: [your real experience].
>
> Give me 40 post topics. For each: a one-line tension (the problem),
> a one-word keyword, and a pillar from this list: [pillars].
> Only topics I can back with my own experience above — no generic
> tips I'd have to research from scratch.

The last line matters. An account that posts things nobody behind it has tried reads like it.

Layer 2 — The brief template

Every post has the same bones. When the structure never changes, you only think about the content.

SLOT	JOB
1 · Cover	The tension in one line. Why should they stop?
2 · The problem	Why the obvious approach fails
3 · Before / after	Same situation, two ways. Concrete, quotable
4 · The method	Five steps max, verbs first
5 · The prompt	The exact prompt, copy-pasteable
6 · The trap	The mistake that makes the method backfire
7 · The number	One number, and why it matters — only one you can stand behind
8 · How it scales	The routine or automation, four steps
9 · CTA	One keyword, what's in the pack

Plus a caption and a "fact-checked by / date" line. The template tab in the sheet has all of it.

Slot 6 is the one people skip and the one readers save. Anyone can give the method. The trap is where experience shows.

Layer 3 — The renderer

Mine is a small script: a brief file in, finished slides out, one command. Yours can be a Canva template with nine fixed pages. What matters:

- Design decisions are made **once**. Fonts, colours, layouts per slot.
- A brief can't break the design. If text doesn't fit, the brief is too long — shorten the words, don't shrink the font.
- The output is ready to post. No per-post tweaking.

Layer 4 — The weekly batching checklist

One sitting a week. Most of the time goes to step 2 — that's the right place for it.

Before you sit down

- Planner is up to date — last week's posts marked Posted
- "Days ahead" in the planner is 3 or more (if not, this sitting is urgent)

The sitting

- Pick the next 10 topics from the plan
- Write 10 briefs — slot by slot, no designing yet
- Fact-check each brief: every number, every platform claim, every prompt actually run once
- Render all 10
- Look at every slide once at phone size — typos, overflow, wrong day number
- Write captions
- Build any packs the CTAs promise — **before** the post goes out

Schedule

- Queue the week (Instagram's own scheduler, or Meta Business Suite)
- Threads: post the same slides — check it carried the images
- Update planner statuses to Scheduled

After each post

- DM keyword reply works (test it once)
- Log reach, saves and signups at 24–48 hours (Day 30 review sheet)

The rule I don't break

AI helps me draft, render and schedule. It doesn't pick what's worth saying, and it doesn't check that it's true. The day it does both, readers can tell — and they stop saving.

Questions? Email hello@jjwong.ai — I read them all. More at @jjwong.ai — one AI play for SEA sellers, daily.