

MARKETING & SOCIAL · FREE STARTER KIT

A Week of Content in One Hour

An idea bank, a weekly plan and a method to plan 5 posts in 60 minutes.

The idea

Posting consistently is hard because every day you start from zero. The fix is to separate thinking from posting: decide the whole week once, then just execute. This kit gives you the system, and one hour is enough.

The 60-minute method

Min	Step	What to do
0–10	Review	Look at last week's results in the Idea Bank. What got replies or saves? Pick the goal for this week (leads, bookings, awareness).
10–25	Choose	Pick 5 ideas from the bank following the balance: 2 Teach, 1 Show, 1 Prove, 1 Offer. If the bank is empty, use prompt 1 below.
25–50	Draft	Write the first version of each post (use prompts 2 and 3). Edit with your own words and add a real detail only you know.
50–60	Schedule	Put each post on a day in the Weekly Plan, schedule what you can, and set a 10-minute reminder for replying to comments.

One idea, five posts

You do not need 5 different ideas. One good idea can be told in five ways:

Angle	Example for "pricing your services"
Tip	"3 numbers to know before you set a price"
Story	"The month I discovered I was working for free"
Myth	"Myth: lower prices bring better customers"
How-to	"How to calculate your hourly rate in 5 minutes"
Question	"What is the hardest part of pricing for you?"

AI prompts to go faster

Use the AI assistant you already have. Always edit the result so it sounds like you.

PROMPT 1 · FILL THE IDEA BANK

"I run [business] and my customers are [who]. Give me 20 content ideas split across these 4 pillars: Teach, Show, Prove, Offer. For each idea, suggest the best format (short video, carousel, text). Base them on real questions customers ask: [list 3–5 questions you hear]."

PROMPT 2 · ONE IDEA, FIVE POSTS

"Take this idea: [idea]. Write 5 posts for [channel]: a tip, a short story, a myth-buster, a how-to and a question. Each under 80 words, with a strong first line and no hashtags. Tone: [friendly / professional]."

PROMPT 3 · MAKE IT SOUND LIKE ME

"Here are 2 posts I wrote that I like: [paste]. Rewrite the draft below in the same voice, keeping the facts untouched: [draft]."

PROMPT 4 · HOOKS

"Give me 10 different opening lines for a post about [topic]. Mix questions, bold claims and short stories. Max 12 words each."

Keep it honest: Do not invent results, testimonials or numbers. Ask the AI to leave a [placeholder] where you must add a real fact, and ask permission before naming a customer.

Next step: Need a full month? The **30-Day Social Media Planner**, the **Content Calendar & Campaign Planner** and the **Social Analytics Tracker** are in the Marketing bundle (15% off) at gelka.co/templates.