

■ THE PLAYBOOK

Build your own AI content team.

A step-by-step guide to standing up a system that drafts your social content every weekday — ideas, copy, on-brand visuals, and a ready-to-post package — while you stay the editor. It proposes; you approve. Here's exactly how I built mine, and how to build yours.

WHAT YOU'RE BUILDING

A small content operating system: a place everything lives, a set of narrow AI "workers" that each do one job, and a scheduled run that hands you a finished draft to review. Not one magic bot — a pipeline you can see and trust. The whole thing rests on one rule, so we start there.

01

Stack

02

Hub

03

Strategy

04

Pipeline

05

Auto-run

RULE ZERO

It proposes. You approve.

Nothing posts, sends, or publishes on its own. The AI does the heavy lifting; a human still ships. Decide this before you build anything — it's what makes the whole system safe to hand real work to.

01

STEP 1 • PICK YOUR STACK

You don't need anything exotic

Here's what I use and the general equivalent, so you can swap in whatever you already have.

PIECE	WHAT IT DOES	I USE	SWAP FOR
The brain	A capable AI model that can follow instructions and use tools.	Claude (run agentially)	Any strong LLM with tool use
The hub	One place everything lives — plain-text files you own and the AI can read + write.	Obsidian (Markdown vault)	Plain folders · Logseq · Notion
The design kit	Turns copy into on-brand slides from a fixed template.	HTML template → PNG	Canva templates · Figma
The scheduler	Fires the pipeline on a schedule, hands-free.	A scheduled task (cron)	OS scheduler · a cloud cron · Zapier
Publishing (optional)	Only if the system ships a web page or freebie.	Cloudflare Pages	Netlify · Vercel

Rule of thumb: pick tools where your content is plain files you own, not trapped inside an app. That's what lets the AI work on it and lets you see everything.

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STEP 2 • BUILD THE HUB — ONE SOURCE OF TRUTH

Give everything one home

Make a single folder your system lives in. Inside, keep it boringly clear: **strategy/** (voice, pillars, rules the AI reads), **pipeline/** (idea list, calendar, results), and **pieces/** (one folder per post).

Track status with folders, not memory: a **_ready/** queue for drafts, and a dated **posted/** archive. "Posting" is just dragging a folder from one to the other.

If your notes app has a database/table view, point it at the pieces folder so you get a live board for free.

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STEP 3 • WRITE THE STRATEGY THE AI READS

Your docs are the whole game

The AI is only as good as what you hand it. Write these once, in plain language, and keep them in **strategy/**:

Voice

how you sound, with 3-4 real sample captions.

Pillars

the 4-6 themes you post about, weighted (mine lead with education for trust).

CTA cadence

how often you actually ask for anything (most posts: nothing; ~1 in 5: a soft ask).

Format mix

carousel / single / reel / story, and roughly how often each.

Spend most of your setup time here. Tools take an afternoon; the strategy is what makes it sound like you.

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STEP 4 • ASSEMBLE THE PIPELINE — MANY SMALL WORKERS > ONE BIG ONE

One job each, with gates

Break the work into narrow steps, each a separate instruction the AI runs in order:

Scout

refill ideas, pick the strongest.

Draft

write the copy in your voice.

Design

render the slides.

QA

check for hype, invented numbers, off-voice lines.

Package

assemble a copy-paste bundle.

Put a human gate in two places: after the ideas, and after the finished draft. Narrow jobs mean that when something's off, you know exactly which step to fix.

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STEP 5 · TURN ON AUTO-RUN (SAFELY) – HANDS-FREE, NOT HEADLESS

Let it run while you sleep

Point your scheduler at the pipeline — say, every weekday morning. It drafts one piece and leaves it in your **_ready/** queue for you to review.

Build in a fail-safe: have it check it can reach your files first. If it can't, it should ping you — not quietly produce a draft it can't save. And it never posts; it only ever stages.

Start manual. Run the pipeline by hand a few times, fix the strategy docs, and only schedule it once the drafts are consistently good.

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STEP 6 · KEEP IT HONEST & SAFE

You approve before anything ships

Real work stays anonymized — no client names or data

Keep secrets out of anything you publish

No invented metrics or fake virality

Responsible data collection (respect terms)

Teach the method, not your credentials

Then measure & tune: after you post, drop the real numbers (saves, reach, follows) into a results file and let them steer your pillar and format mix. The system gets sharper the more honestly you feed it.

THE DAILY DRAFT — WHAT THE PIPELINE RUNS EACH MORNING

Read my strategy docs (voice, pillars, CTA cadence, format mix) and my idea list. Pick the single strongest unused idea for today and draft one piece in my voice for [channel]: a scroll-stopping hook, the body, and a soft CTA that matches my cadence.

Rules: sound like me, not a brand account; no hype; never invent a metric or a result.

Leave it in my _ready queue as a draft — do NOT post. Then tell me which idea you used, and why.

THE STARTER CHECKLIST

- ☐ Write Rule zero down: it proposes, you approve.
- ☐ Create the hub folder — strategy / pipeline / pieces.
- ☐ Draft your voice doc with real sample captions.
- ☐ Wire the pipeline: scout → draft → design → QA → package.
- ☐ Run it by hand a few times; fix the strategy docs.
- ☐ Pick your stack (brain, hub, design kit, scheduler).
- ☐ Set up _ready → posted folders for status.
- ☐ Define your pillars + CTA cadence + format mix.
- ☐ Add the two human gates (after ideas, after draft).
- ☐ Schedule it with a fail-safe; confirm it never auto-posts.

Want this built for you instead?

Standing up your own version is a real weekend project. If you'd rather have it installed — tuned to your voice, your pillars, your guardrails — that's literally the work I do.

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