



FREE SYSTEM • NO EMAIL REQUIRED

The posting system that survives a busy month.

How to batch a whole month of content in one afternoon, so posting stops depending on whether you feel like it. Includes the monthly planner to fill in.

Posting fails for one reason: it is treated as a creative act to be performed weekly rather than a production run to be batched monthly. Creativity on demand is unreliable. A production run is not.

“Shoot once, cut many. One hour of intentional shooting yields a month of content.”

The four-step loop

STEP	WHEN	HOW LONG
1. Shoot — one session covering the whole month	First week of the month	1 to 2 hours
2. Sort — pick the keepers, drop them into folders	Same day	20 minutes
3. Write — all captions in one sitting	Same day or next	30 minutes
4. Schedule — queue everything at once	Same sitting	20 minutes

Total: about three hours, once a month. Then the account runs itself and you keep two slots a week free for whatever actually happens, which is where the best posts come from anyway.

Shoot once, cut many

Walk into the session with a list that covers the whole stack, not just the hero shot: the wide frames, the vertical-safe framing, the detail shots, and ten seconds of boring establishing coverage you will thank yourself for later. Shooting with the edit in mind is the difference between one usable post and twelve.

BUILD A CONTENT BANK

Every good frame you do not use this month gets tagged and banked instead of forgotten. Three sessions in, you can produce a week of posts without picking up a camera. That bank is what makes a bad month survivable.

The folder system

One structure, every month, so future-you can find anything in ten seconds:

FOLDER	WHAT LIVES THERE
2026-09 / 01 - raw	Everything straight off the phone or camera. Never edited in place.
2026-09 / 02 - selects	The keepers only. This is the folder you actually work from.
2026-09 / 03 - final	Exported, ready to post, named by the date it goes out.
_bank	Unused selects worth keeping. Tagged by subject, not by date.

The lean tool stack

You need far less software than you are being sold. One tool per job, chosen for reliability, upgraded only when it actually breaks.

JOB	WHAT TO LOOK FOR
Scheduling	Meta Business Suite is free and posts to Instagram and Facebook. Good enough for almost everyone.
Editing	Whatever you already know deeply. Mastery of one beats subscriptions to three.
Storage	Working drive, archive drive, cloud. Do not keep a month of content in one place.

The weekly twenty minutes

1. Check what actually went out and that nothing failed to publish.
2. Reply to every comment and message. This is the part that compounds.
3. Look at one number: which post held attention longest, and why.
4. Drop anything good that happened this week into the bank.

If you only do one thing: put the shoot session in the calendar as a repeating appointment on the first Tuesday of every month, and treat it like a meeting with a client who is paying. That single calendar entry is the whole system.

Month: _____ Shoot day: _____ Posts per week: _____

#	DATE	WHAT IT IS	FORMAT	SHOT?	WRITTEN?	SCHEDULED?
01						
02						
03						
04						
05						
06						
07						
08						
09						
10						
11						
12						

Shot list for the session

HERO SHOTS NEEDED

VERTICAL-SAFE FRAMES

DETAIL AND TEXTURE

PEOPLE AND FACES

Leave two slots a week empty. That is where the real stuff goes: the delivery arriving, the customer who made your day, the thing that broke and got fixed.