

AI Content Calendar and Batching System

A complete system for planning themes, batching production, repurposing and publishing, with AI support that keeps your quality.

23

AI prompts

13

fill-in templates

30

A4 pages

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Choose themes and turn them into a realistic calendar

Batch Creation Workflows

Produce several pieces in focused sessions

Repurposing Frameworks Across Platforms

Turn one strong idea into several useful pieces

Platform-Specific Calendar Ideas

Match format and rhythm to each channel

Review and Optimization Loops

Learn from results and improve your next calendar

Two-week start plan

A simple sequence for putting the system into practice

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Who this is for

Content creators, social media managers, bloggers and small teams that publish regularly, and personal brands that want more consistency with less last-minute pressure.

How to use it

Plan one month

Begin with a simple monthly calendar and two or three content themes.

Batch in focused sessions

Create related pieces together instead of one at a time.

Add your expertise

Use AI for outlines and first drafts, then refine with your own knowledge and voice.

Please note: results vary by tool version and settings, so review AI output before relying on it.

Why Planning Beats Posting on Impulse

Creating one piece at a time often leads to gaps, rushed work and uneven quality. A simple plan removes daily decision-making and makes consistency easier.

1 Choose a small set of themes

Pick three to five content pillars that reflect your expertise and your audience's needs. Themes keep your output focused.

2 Decide a realistic frequency

Choose how often you will publish in each place. A sustainable rhythm beats an ambitious one you cannot keep.

3 Map themes to weeks

Assign a main theme to each week, so related pieces support one another and the plan feels coherent.

4 Leave space for the unexpected

Keep one or two open slots each month for news, questions from your audience or ideas that come up.

5 Write the plan down

Put the calendar where you will see it. A plan that lives only in your head is easily forgotten.

PROMPT 1 · MONTHLY THEME PLANNER

I create content about [TOPIC] for [AUDIENCE]. I can publish [FREQUENCY] on [CHANNELS]. Suggest four weekly themes for next month, with three content ideas for each, and mark which ideas could be reused across channels.

Tip: Start with a month, not a year. Short plans are easier to follow and adjust.

NOTES

Content Pillars Worksheet

Define the themes your content will return to. Three to five is enough.

MY AUDIENCE IN ONE SENTENCE

PILLAR 1 topic and why it matters to the audience

PILLAR 2

PILLAR 3

PILLAR 4 (OPTIONAL)

TOPICS I WILL AVOID

MY VOICE IN THREE WORDS

WHAT I WANT PEOPLE TO DO OR FEEL AFTER READING

Monthly Content Calendar

Fill in your themes and planned pieces for the month. Use short titles or labels.

Plan	Week 1	Week 2	Week 3	Week 4
Weekly theme				
Long-form piece				
Short posts				
Email or newsletter				
Video or audio				
Notes and deadlines				

Three Prompts for Content Planning

Use these to generate ideas and structure a month. Review everything against your own expertise.

2 Idea bank

Use it when: You are short of ideas.

PROMPT

Generate 25 content ideas for [AUDIENCE] around the theme [THEME]. Group them into questions people ask, how-to ideas, common mistakes and personal stories. Keep each idea to one line.

MY VERSION

3 Audience questions

Use it when: You want to answer real needs.

PROMPT

List 15 questions a beginner interested in [TOPIC] might ask, from most basic to more advanced. Suggest which could become a short post and which a longer article.

MY VERSION

4 Calendar draft

Use it when: You have ideas but no schedule.

PROMPT

Here are my ideas: [LIST]. I can publish [FREQUENCY]. Arrange them into a four-week calendar with one theme per week, easy pieces on busy days and a mix of formats.

MY VERSION

Weekly Content Planner

Break the week into creating, editing, publishing and engaging. Add the specific piece for each day.

Task	Mon	Tue	Wed	Thu	Fri
Create					
Edit					
Publish					
Engage					
Learn					

Monthly Planning Checklist

Work through this list when you plan the next month.

Prepare

- ☐ Reviewed last month's results
- ☐ Chose the main themes
- ☐ Checked holidays and events
- ☐ Noted personal busy periods

Plan

- ☐ Assigned themes to weeks
- ☐ Listed pieces for each channel
- ☐ Left flexible slots
- ☐ Set realistic deadlines

Support

- ☐ Gathered sources and examples
- ☐ Listed images or media needed
- ☐ Noted collaborators or guests
- ☐ Prepared my tools

Commit

- ☐ Put dates in my calendar
- ☐ Blocked batching sessions
- ☐ Shared plans with my team
- ☐ Chose one thing to improve

The Logic of Batching

Switching between tasks costs time and attention. Batching groups similar tasks, so you spend less time starting and stopping.

1 Batch by task type

Do all outlining in one session, all drafting in another and all editing in a third, rather than finishing one piece at a time.

2 Batch by theme

Create several pieces on the same theme together. Research and ideas carry across and the pieces fit together.

3 Choose a regular batch day

Reserve a recurring block of two to four hours. Treat it as a standing appointment.

4 Prepare inputs beforehand

Gather research, images and notes before the session so you can concentrate on creating.

5 Stop at a clear finish

Define what the session will produce, such as four outlines or six drafts, and end when you reach it.

PROMPT 5 · BATCH SESSION PLAN

I have [N] hours to batch content for [THEME]. Plan the session into outlining, drafting and editing blocks, estimate how many pieces I can complete, and note what I should prepare beforehand.

Tip: Protect your batch day from meetings. It is the most valuable block in the system.

NOTES

Batch Session Plan

Complete this before each batching session.

DATE AND LENGTH

THEME

PIECES I WILL CREATE

how many and which formats

WHAT I NEED TO PREPARE

research, images, notes

ORDER OF WORK

outline, draft, edit

TOOLS AND RESOURCES

DEFINITION OF DONE

Three Prompts for Outlines and Hooks

Use these at the start of a batch. Edit outputs to match your knowledge and voice.

6 Outline set

Use it when: You need several outlines quickly.

PROMPT

Create outlines for four short articles on [THEME]. Each should have a working title, a one-sentence promise to the reader, four main points and a closing question.

MY VERSION

7 Title and hook options

Use it when: You want a strong opening.

PROMPT

Suggest ten title options and five opening lines for an article about [TOPIC] aimed at [AUDIENCE]. Keep them clear and honest, not exaggerated.

MY VERSION

8 Research checklist

Use it when: You want to avoid missing facts.

PROMPT

For an article on [TOPIC], list the facts, examples and sources I should gather before writing, and flag any claims that must be verified.

MY VERSION

Three Prompts for Drafting

Always add your own experience and check facts before publishing.

9 First draft from an outline

Use it when: You have an outline ready.

PROMPT

Using the outline below, write a first draft of about [N] words for [AUDIENCE] in a [TONE] tone. Leave [BRACKETS] where I should add my own examples.

[PASTE OUTLINE]

MY VERSION

10 Add my voice

Use it when: The draft feels generic.

PROMPT

Here is a draft and a sample of my writing: [DRAFT] / [SAMPLE]. Suggest edits that make the draft sound more like my sample without changing the meaning.

MY VERSION

11 Tighten the draft

Use it when: The draft is too long.

PROMPT

Shorten the draft below by 25%, keep the key points and examples, and remove repetition. Show the revised version only.

[PASTE DRAFT]

MY VERSION

Batch Day Checklist

Use this on every batching day.

Before

- ☐ Calendar blocked and protected
- ☐ Themes and ideas chosen
- ☐ Research gathered
- ☐ Distractions silenced

During

- ☐ Outlines first, then drafts
- ☐ Timer set for each stage
- ☐ Facts flagged for checking
- ☐ Breaks taken

After

- ☐ Drafts saved in one folder
- ☐ Facts checked
- ☐ Media prepared
- ☐ Publishing dates assigned

Wrap-up

- ☐ Calendar updated
- ☐ Leftover ideas saved
- ☐ Next batch day set
- ☐ One improvement noted

Example: A Four-Hour Batch Day

This fictional example shows how a small creator produces a week of content in one session.

GOAL

Create four short articles and eight social posts on the theme “starting a morning routine”.

HOURL 1: OUTLINE

Used an AI prompt to generate four outlines. Chose the best four and edited headings.

HOURL 2: DRAFT

Drafted each article from its outline, adding personal examples. Marked facts to check.

HOURL 3: EDIT

Shortened the drafts, checked facts against reliable sources and rewrote weak openings.

HOURL 4: PACKAGE

Wrote social posts from the articles, selected images and assigned publishing dates.

RESULT

A full week of content scheduled, with time left over to reply to readers.

WHAT KEPT IT ON TRACK

A timer for each stage, a short list of facts to verify, and a rule that no new ideas were researched during the session.

WHAT WAS LEFT FOR LATER

Two extra outlines were saved to the idea bank rather than squeezed in, so the session ended on time.

WHAT TO TRY YOURSELF

Block a two-hour session next week, aim for two outlines and two drafts, and see how it compares with creating pieces one by one.

YOUR BATCH DAY

The Repurposing Mindset

Repurposing does not mean copying the same content everywhere. It means expressing a strong idea in different formats for different audiences.

1 Start with a strong core piece

Choose an article, video or talk that is genuinely useful. Strong ideas are worth reusing.

2 Extract the building blocks

Pull out key points, examples, quotes, questions and lessons. Each can become a smaller piece.

3 Adapt to the format

Short posts need one clear idea. Longer formats need structure. Adjust length and style for each channel.

4 Change the angle, not the truth

Present the same insight from different angles, such as a story, a checklist or a common mistake.

5 Space them out

Spread repurposed pieces over several weeks so each gets attention and the calendar stays full.

PROMPT 12 · REPURPOSING MAP

Here is my core article: [PASTE]. Suggest eight pieces I could create from it, such as a short post, an email, a checklist or a question for my audience. Give each a one-line description and an appropriate length.

Tip: Always edit repurposed pieces for the new format. A pasted copy rarely works.

NOTES

Three Prompts for Repurposing

Check that each piece keeps the original meaning and does not overstate claims.

13 Core article to short posts

Use it when: You have a long piece.

PROMPT

From the article below, write five short posts. Each should cover one idea, stand alone and end with a question or a useful tip. Do not add claims that are not in the article.

[PASTE ARTICLE]

MY VERSION

14 Article to email

Use it when: You want to reach your list.

PROMPT

Turn the article below into a short, friendly email of 150 to 200 words with a clear subject line and one call to read or reply.

[PASTE ARTICLE]

MY VERSION

15 Article to script

Use it when: You want a short video.

PROMPT

Convert the article below into a 60-second spoken script with a hook, three points and a closing line. Use simple language.

[PASTE ARTICLE]

MY VERSION

Repurposing Map

Plan how one core piece will become several.

CORE PIECE AND LINK

KEY POINTS TO REUSE

BEST QUOTES OR EXAMPLES

SHORT POST IDEAS

EMAIL IDEA

VISUAL OR VIDEO IDEA

DATES TO PUBLISH EACH PIECE

Repurposing Matrix

List your core pieces and note how each becomes other formats. Use short descriptions.

Core piece	Short post	Email	Visual	Video or audio
Core piece 1				
Core piece 2				
Core piece 3				
Core piece 4				
Core piece 5				
Core piece 6				

Example: One Article, Six Pieces

This fictional example shows how a single article on meeting habits becomes a small content campaign.

CORE ARTICLE

"Five Habits for Shorter Meetings", published on the blog.

PIECE 1: SHORT POST

One habit with a question for readers.

PIECE 2: CHECKLIST

A downloadable checklist version of the five habits.

PIECE 3: EMAIL

A friendly email highlighting the most useful habit.

PIECE 4: SHORT VIDEO SCRIPT

A 45-second script on the habit that surprised the author most.

PIECE 5: READER QUESTION

A post asking readers for their own meeting rules.

PIECE 6: FOLLOW-UP ARTICLE

A longer piece answering the best reader replies.

SPACING

Published over three weeks to keep the topic visible without repeating it.

YOUR EXAMPLE

Choosing Channels and Cadence

You do not need to be everywhere. Choose a small number of channels where your audience spends time and where you can sustain good work.

1 Start with one or two channels

Quality is easier to maintain when you focus. Add another only when your current rhythm feels easy.

2 Match format to strength

Pick channels that suit how you communicate best, such as writing, speaking or visuals.

3 Set a cadence you can keep

Decide how often you will publish in each channel and be conservative. Missing a promised schedule is worse than posting less often.

4 Learn each channel's norms

Different places favor different lengths and styles. Observe before you publish and adapt.

5 Review and adjust

After a month or two, look at what is working and what is draining energy, then adjust your mix.

PROMPT 16 · CHANNEL SELECTION

I create content about [TOPIC] for [AUDIENCE] and I enjoy [FORMATS]. I have [N] hours per week. Suggest which two channels to focus on and a realistic weekly posting rhythm for each.

Tip: Results vary by platform and audience, and platform features change often. Check each platform's current guidance.

NOTES

Channel Cadence Planner

Decide how often you will publish in each channel and the type of content for each slot.

Channel	Format	Frequency	Best days	Notes
Blog or articles				
Newsletter				
Short written posts				
Visual posts				
Short video				
Audio or podcast				

Three Prompts for Channel-Specific Ideas

Adapt each idea to the channel and review for accuracy and tone.

17 Written post ideas

Use it when: You publish short written posts.

PROMPT

Suggest 12 short written post ideas on [THEME] for [AUDIENCE]: four tips, four questions to ask readers and four short stories or lessons. One line each.

MY VERSION

18 Visual and carousel ideas

Use it when: You make image-led content.

PROMPT

Suggest eight simple visual content ideas on [THEME], such as checklists, before-and-after examples or step-by-step graphics. Describe each in one line, with the main message.

MY VERSION

19 Video and audio ideas

Use it when: You record spoken content.

PROMPT

Suggest eight short video or audio topics on [THEME]. For each, give a one-line hook, the single point and a suggested length.

MY VERSION

Channel Strategy Sheet

Complete one for each channel you decide to use.

CHANNEL

WHY THIS CHANNEL

AUDIENCE AND WHAT THEY WANT

CONTENT TYPES

FREQUENCY AND BEST TIMES

WHAT I WILL NOT POST HERE

HOW I WILL MEASURE WHETHER IT IS WORKING

Platform Readiness Checklist

Check these items before you launch or relaunch a channel.

Profile

- ☐ Clear description of who I help
- ☐ Consistent name and image
- ☐ Link to main site or email
- ☐ Contact method is visible

Content

- ☐ First ten pieces are planned
- ☐ Voice and style are defined
- ☐ Hooks are reviewed for honesty
- ☐ Sources and credits are ready

Rhythm

- ☐ Posting days are chosen
- ☐ Batch sessions are scheduled
- ☐ Reply time is set aside
- ☐ Holiday gaps are planned

Rules

- ☐ I read the platform guidelines
- ☐ I respect copyright and privacy
- ☐ I disclose partnerships clearly
- ☐ I avoid misleading claims

The Review Loop

A review loop closes the circle: you plan, create, publish, measure and learn. Even a simple monthly review improves your next plan.

1

Record what you published

Keep a list of pieces with dates, formats and themes, so you can look back easily.

2

Note simple results

Track a few measures that matter to you, such as views, replies, clicks or saves. Avoid drowning in numbers.

3

Look for patterns

Ask which themes and formats got the most response, and which took the most effort for little return.

4

Choose one change

Pick one adjustment for next month, such as a new theme, a shorter format or a different publishing day.

5

Feed it back into planning

Write your conclusions into next month's plan so learning is not lost.

PROMPT 20 · PERFORMANCE REVIEW

Here is a list of my pieces with results: [PASTE]. Identify patterns in what performed better and worse, possible reasons, and three experiments for next month. Be cautious about drawing firm conclusions from small numbers.

Tip: Small audiences produce noisy data. Look for trends over several weeks, not single posts.

NOTES

Monthly Content Review

Complete this at the end of each month.

MONTH

PIECES PUBLISHED

BEST-PERFORMING PIECE AND WHY I THINK SO

PIECE I ENJOYED MOST

PIECE THAT TOOK TOO MUCH EFFORT

WHAT MY AUDIENCE ASKED OR SAID

ONE EXPERIMENT FOR NEXT MONTH

THEMES FOR NEXT MONTH

Content Performance Log

Record results for each published piece. Use the measures that matter for your goals.

Piece	Date	Format	Result	Lesson
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				

Three Prompts for Optimization

Use these to improve your plan. Verify any suggestions before changing your strategy.

21 Improve a weak piece

Use it when: A post did not land.

PROMPT

Here is a piece that got little response: [PASTE]. Suggest three possible reasons and three ways to improve the hook, structure and call to action, without making false claims.

MY VERSION

22 Plan the next experiment

Use it when: You want to test one change.

PROMPT

Based on my review notes [PASTE], design a simple four-week experiment to test [CHANGE], including what to measure and how to decide whether it helped.

MY VERSION

23 Audience feedback summary

Use it when: You have comments and replies.

PROMPT

Summarize the audience comments below into themes, common questions and ideas for new content. Quote nothing; paraphrase only.

[PASTE COMMENTS]

MY VERSION

Example: A Monthly Optimization

This fictional example shows a small creator making one change after a review.

OBSERVATION

Short how-to posts received more replies than opinion pieces, but opinion pieces took twice as long to write.

HYPOTHESIS

More how-to posts and fewer opinion pieces may give more engagement for less effort.

EXPERIMENT

Replace two opinion pieces per month with how-to posts for the next two months.

MEASURE

Replies and saves per post, and the time spent writing.

REVIEW POINT

After eight weeks, compare the two sets of posts.

CAUTION

The creator noted that the sample was small and that seasonal interest might also play a part.

DECISION

Keep the change for another month, then review again.

YOUR EXPERIMENT

Your two-week start plan

Build the system in layers. Start with a simple calendar, then add batching, repurposing and reviews as each step becomes comfortable.

Days 1–2**Define your pillars**

Complete the content pillars worksheet and pick two or three themes.

Days 3–5**Plan the month**

Fill in the monthly calendar and the weekly planner for the first week.

Days 6–8**Run a batch session**

Use the batch session plan and produce several pieces on one theme.

Days 9–11**Repurpose one piece**

Build a repurposing map and create at least two additional formats.

Days 12–13**Choose your channels**

Complete a channel strategy sheet and set a realistic posting rhythm.

Day 14**Schedule your review**

Set a date for the monthly content review and record your first results.

Use AI for outlines and first drafts, then add your own expertise. Always check facts before publishing. Results vary by tool version and settings.