



DOCUMENT TEMPLATE

Content Strategy

01

What this guide helps you create — and who it's for

A content strategy you'll actually stick to: the one job content does for the business, the three-to-five themes you'll own, the format and cadence you can sustain *forever*, the distribution plan for what happens after you hit publish, and the one number that tells you it's working.

Use this if you “should be doing content” but it's either not happening or it's a graveyard of three posts from when you were excited. **Skip it** if you have a content engine that's already producing results — this guide is for building one that lasts, not tuning one that runs.

HOW TO USE THIS GUIDE

- 1 **Read sections 02–04** so you know what content is *for* — and why “post more” isn't a strategy.
- 2 **Open your AI chatbot** — the one you set up in guide 01.
- 3 **Make the decisions in section 03** — the job, the themes, the sustainable format, the distribution. Do this *before* you touch the prompt.
- 4 **Copy the prompt in section 05** into the chatbot. Paste your Founder Context Block where it says to, and fill in the `{curly braces}`.
- 5 **Send it**, then sharpen what comes back using the four moves in section 06 — one at a time.
- 6 **Run the cadence for three months before judging it.** Content compounds; one month tells you nothing.

02

Why this document matters

Most founder content dies the same way: a burst of unrelated posts, then silence. There's no through-line, so it doesn't build anything; there's no distribution, so it doesn't reach anyone; and the cadence was set in a moment of enthusiasm, so it collapses by week four. The result is a feed

that proves you *can* post, not a channel that does anything for the business.

A content strategy fixes the three things that actually matter: it picks the *job* (different jobs need completely different content), the *themes* (so each piece builds the last), the *cadence you can keep* (a slow rhythm you sustain beats a fast one you abandon), and the *distribution* (publishing is the halfway point, not the finish line).

A weekly post you'll still be writing in a year beats a daily one you quit in a month. Pick the pace you can keep.

It comes from four decisions. Section 03.

03

The thinking framework — what to settle before you prompt

The prompt builds the plan. These calls are yours.

— What's the job?

Content can do one of three jobs, and the answer changes everything downstream:

- **Discovery** — be found by people who don't know you exist (SEO, search-shaped content). Job: rank for what your buyer is looking up.
- **Trust** — convince people who *are* considering you that you know what you're doing (depth, opinion, proof). Job: be the thing they read before they buy.
- **Community** — keep an audience around you (regular, personal, relationship-led). Job: be a habit they don't want to break.

Pick one as primary. Trying to do all three at once is how you end up doing none.

— What are the themes?

Three to five territories you'll own — the intersection of *what you know better than almost anyone* and *what your buyer is actually thinking about*

or searching for. Every piece you publish should fit one of them. If a post idea doesn't fit a theme, it's not for this channel — or you're missing a theme.

— What's the format you'll actually keep doing?

Be honest, not aspirational. A weekly blog post and email you'll sustain beats a daily video you'll quit. Pick the format that fits how you actually work and the time you actually have — then the cadence that you could keep up even in a bad month.

— What's the distribution plan?

Publishing is step one. Where does every piece go next — your email list, two or three specific communities, a repurposed short version on social, a section of a future guide or page? Write the distribution checklist now, so "publish" always triggers the same four or five follow-up moves and reach isn't an afterthought.

DECIDE	WEAK DEFAULT	WHAT GOOD LOOKS LIKE
The job	"build our brand"	"discovery — rank for 'how do I do my own bookkeeping'-type searches"
The themes	"industry news, tips, our updates"	"bookkeeping mistakes that cost sole traders money / what HMRC wants / the receipt-to-return workflow / real micro-business stories"
The format/cadence	"post daily on LinkedIn"	"one solid post + email, weekly — sustainable in a bad week"
Distribution	"share it on social"	"email list → 3 trades communities → repurpose into a carousel — every time"

04

Common failure modes — what generic output looks like

Ask an AI for "a content strategy" cold, and you get a content-calendar impression of one. Reject these:

× WHAT TO REJECT ON SIGHT

- **A feed, not a strategy.** A list of post ideas with no themes tying them together — random tips, news reactions, updates. Nothing builds.
- **Writing for peers, not buyers.** Clever takes that impress other founders and mean nothing to the person who'd actually pay you.
- **A cadence you can't survive.** "Daily video" / "3 posts a day" — a plan that assumes a content team you don't have. It'll be dead in a month.
- **Publish and pray.** A plan with no distribution — it ends at "hit publish." Reach was supposed to be in the plan, not left to luck.
- **Vanity metrics.** Counting views, likes, followers — not the thing those are meant to lead to. Measure the downstream number.

If the plan looks like this, you haven't picked the job or set an honest cadence. Section 03.

05

The prompt template

This is the bit that does the work. You don't need to understand prompting — you just need to do these five things, in order:

RUNNING THIS PROMPT — STEP BY STEP

- 1 **Copy the entire grey box below** (all of it, top to bottom).
- 2 **Open your AI chatbot** and paste it into the message box. Don't press send yet.
- 3 **Paste your Founder Context Block** where the prompt says `{paste your Founder Context Block here}` — delete that line and put your block in its place. (No Context Block yet? Build one in guide 01.)
- 4 **Replace every `{curly-brace}` bit** with your own answer — your four decisions from section 03 go straight in. If you're unsure of one, leave it; the prompt will ask.
- 5 **Send it.** Then go to section 06 to sharpen what comes back.

PROMPT TEMPLATE

→ Copy the whole box. Paste your **Founder Context Block** where it says to, then swap everything in {curly braces} for your own answers before you send it.

You are helping me write a content strategy I'll actually stick to – not a content calendar, a strategy.

Here is everything you need to know about my company:

{paste your Founder Context Block here}

Four things I've decided (use these – don't expand them):

- The job content does for the business – one of: discovery / trust / community: {e.g. "discovery – rank for 'how do I do my own bookkeeping'-type searches"}
- The themes (3-5 territories I'll own): {e.g. "bookkeeping mistakes that cost sole traders money / what HMRC wants / the receipt-to-return workflow / real micro-business stories"}
- The format + cadence I can sustain in a bad month: {e.g. "one ~800-word blog post + email, weekly"}
- Distribution – where each piece goes after publishing: {e.g. "email list → 3 trades communities → repurposed carousel → linked from in-app help"}

Produce the strategy with exactly these five parts:

1. The job – restate it, plus one sentence on why this is the right job for us right now.
2. The themes – for each: one sentence on why it's ours to own (unfair knowledge × buyer interest), and one concrete example piece (a real headline I could write).
3. Format & cadence – restate it, and name the smallest version that still counts as "kept the cadence" in a bad week.
4. The distribution checklist – the fixed list of 4-5 things done with EVERY piece after it's published. Make it a checklist, not advice.
5. The one metric – the number downstream of the job (signups for discovery, demos for trust, returning readers for community), and how I'll attribute it.

Rules:

- Be realistic, not aspirational. If the cadence I gave looks unsustainable for a solo founder, say so and propose a slower one.
- No new themes or channels beyond what I gave you. If you think one's missing, say so at the end.
- Anything in {curly braces} is a slot for me to fill. If I left one blank, ask me for it – don't invent it.

When you're done, tell me which part of this strategy is most likely to quietly stop happening, and why.

How to iterate when the output is weak

First drafts come back over-ambitious and under-distributed. These four moves fix that — one at a time:

1. **Halve the cadence.** *“Cut the publishing frequency to something I could keep up in my worst month. If that’s monthly, make it monthly.”*
A slow channel that survives beats a fast one that doesn’t.
2. **Narrow the themes.** *“For each theme, tell me honestly: do I know this better than almost anyone, and is my buyer thinking about it? Cut any that fails either test.”*
3. **Add the distribution.** *“For every piece, list the 4–5 things I do after publishing — email, communities, repurposing. Make it a fixed checklist, not a suggestion.”*
4. **Fix the metric.** *“Replace the success metric with the one number that’s downstream of the job — signups for discovery, demos booked for trust, returning readers for community.”*

If two passes don’t fix it, you’ve picked the wrong job or a cadence you won’t keep — back to section 03.

A worked example

Sam from guide 01, Ledgerwise — the content strategy, made sustainable.

> WORKED EXAMPLE — SAM'S CONTENT STRATEGY

The job: discovery. Sole traders in trouble with their books type “*how do I do my own bookkeeping*” and “*what receipts do I need for tax*” into Google. Sam wants Ledgerwise to be what they find — with trust as a secondary effect (the posts also reassure people who already landed on the site).

The themes: (1) bookkeeping mistakes that cost sole traders money; (2) what HMRC actually wants (deadlines, allowable expenses, the boring stuff explained plainly); (3) the receipt-to-return workflow, step by step; (4) real micro-business stories. Every post fits one.

Format/cadence: one solid blog post a week, ~800 words, that also goes out as the week's email. No video — Sam can't sustain it. Weekly is the floor; in a bad week it's still one post.

Distribution: every post → the email list → posted (genuinely, as help) in three trades communities → repurposed into a short carousel → linked from the relevant in-app help screen. Same five moves, every time.

The metric: organic signups attributed to a blog post (UTM links + a “how did you hear about us?” field). Likes and views are noise; this is the number.

08

Edge cases — and when to go deeper

A few situations need more than the template:

- **You have no audience yet.** Don't try to be everywhere — pick one channel to publish on and one to build a list (usually email), and ignore the rest until the list exists. Distribution to nobody is just publishing.
- **The content is partly you, not the company.** Founder voice and company voice are different; decide which carries each theme, and keep them straight (your Context Block from guide 01 covers the founder side).
- **You want video at scale,** not blog posts — a UGC-style engine you can keep fed:

→ WHEN YOU NEED TO GO DEEPER

HeyGen AI UGC Engine — Spin up volumes of avatar-led UGC video from a single content brief, on a schedule.

n-access.co.uk/playbook/heygen-ai-ugc

- **Your content needs a consistent visual look** — covers, diagrams, carousels that read as one series:

→ WHEN YOU NEED TO GO DEEPER

Claude Visual System — A repeatable prompt chain for generating an on-brand visual identity — colour, type, layout rules — without a designer.

n-access.co.uk/playbook/claude-visual-system

- **Discovery is the job** — then SEO is the deeper version of this, and guide 06 is next.

09

What to read next

- **06 · SEO Foundations & Keyword Strategy** — if discovery is the job, this is how you actually get found.
- **10 · Social Media Content System** — turns the distribution step into a repeatable system.
- **09 · Email Sequences** — your email list is your most reliable distribution channel; this is how you use it well.

The Founder's Playbook

A library of short operator guides for founders building with AI — not prompt-pack content, an actual method. Each guide is free, each routes you to deeper blueprints when you need them, and each assumes one thing: that you've built your **Founder Context Block** (that's guide 01).

The Founder's Playbook · n-access.co.uk/playbook