The One Hour a Week Posting System

A repeatable hour that produces a week of posts, and ends.

> Consistency is **a scheduling problem wearing the costume of a creativity problem.** Solve the schedule and the creativity stops being the bottleneck.

THE FIVE DECISIONS

1. Pick one channel and let the others go quiet

Being present everywhere with one person behind it means being forgettable everywhere. One channel done properly beats four done when you remember.

What to do: Choose the channel where your actual buyer already spends time, not the one you find most comfortable. Leave the others up with a link to the live one.

2. Pick three recurring shapes and reuse them forever

A blank page every week is what kills the habit. Three shapes you refill is a form to complete, and a form gets completed.

What to do: Choose three: for example the thing you saw this week, the thing people keep getting wrong, and the question back to the reader. Name them and write them down.

3. The hour: fifteen, twenty, fifteen, ten

An hour with four named parts finishes. An hour called content finishes whenever you run out of energy, which is not a schedule.

What to do: Fifteen minutes collecting what you noticed this week. Twenty drafting into the three shapes. Fifteen scheduling. Ten replying to whatever came in since last time.

4. Batch it, and never post daily

Daily posting is four decisions a day about whether today counts. Batching removes the decision entirely, which is the whole point.

What to do: Put the hour in the calendar on the same day each week and treat it as an appointment with a client. If it moves, it moves as a block, not as a cancellation.

5. Measure one thing, and make it a conversation

Likes tell you a post was pleasant. Replies and messages tell you it reached somebody with a problem. Only one of those turns into work.

What to do: Count conversations started, once a month. Ignore everything else on the dashboard for the first ninety days.

Working through this and want a second pair of eyes on it? Send me a DM, or write to tech@wilglobo.com.

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Set the hour. Name the shapes.

Fill this in once and it carries you for a quarter.

My one channel, and why my buyer is there

One. The others go quiet.

My hour, on the calendar

Day and time. Treat it like a client appointment.

MY THREE SHAPES

SHAPE	WHAT GOES IN IT	WHERE I COLLECT IT
Shape 1		
Shape 2		
Shape 3		

CONVERSATIONS STARTED

MONTH	CONVERSATIONS	TURNED INTO WORK

Want a second pair of eyes on yours? Book a time, or send a DM.

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