

THE ONE-PERSON CONTENT MACHINE

COMPLETE TOOLKIT TEMPLATES

Editable Companion Workbook — Book 5 of The One-Person Business Playbooks

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The One-Person Content Machine Toolkit

The templates that follow are designed to be used, not admired. Keep them simple. Print them, copy them into your preferred software, or recreate them in whatever system you already use. A good template reduces decisions. If a template creates more work than it saves, simplify it.

This workbook includes all 14 templates from the book, plus the final one-page Content Machine worksheet.

TEMPLATE 1 — Content Asset Audit

Purpose: Identify useful material you already have before creating more.

For each existing item, complete the following:

Asset name: _____

Current format: _____

Where does it live? _____

Primary audience: _____

Which customer question or problem does it address?

Is it still accurate? Yes / Needs update / No

Can it support sales? Yes / No / Maybe

Can it support onboarding or customer success? Yes / No / Maybe

Can it support search? Yes / No / Maybe

Possible second lives:

- _____
- _____
- _____

Next action: Keep / Refresh / Repurpose / Combine / Retire

Quick audit table

Asset	Useful?	Evergreen?	Sales Use?	Reusable?	Next Action

TEMPLATE 2 — Content Customer Worksheet

Purpose: Make the audience specific enough that you can write to a real problem.

Who are we helping?

Write one sentence, not a demographic novel.

What are they trying to accomplish?

1. _____
2. _____
3. _____
4. _____
5. _____

What keeps getting in the way?

1. _____
2. _____
3. _____
4. _____
5. _____

What decisions are hard for them?

What are they afraid of getting wrong?

What have they already tried?

What do they need to believe before buying?

What words do they use to describe the problem?

The 25-Question Bank

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____

20. _____
21. _____
22. _____
23. _____
24. _____
25. _____

TEMPLATE 3 — Content Territory Map

Purpose: Decide what your business should repeatedly talk about — and what it should not.

Content promise:

“We help _____ understand / do / improve _____.”

Pillar 1: _____

Themes / questions:

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Pillar 2: _____

Themes / questions:

- _____
- _____
- _____
- _____
- _____

Pillar 3: _____

Themes / questions:

- _____
- _____
- _____
- _____
- _____

Pillar 4: _____

Themes / questions:

- _____

- _____
- _____
- _____
- _____

Pillar 5: _____

Themes / questions:

- _____
- _____
- _____
- _____
- _____

Not-Our-Content List

We will generally avoid spending business-content time on:

1. _____
2. _____
3. _____
4. _____
5. _____

TEMPLATE 4 — 100-Idea Content Generator**Purpose:** Turn ten recurring problems into a deep idea bank.

Choose ten customer problems. For each one, complete as many angles as useful.

Problem	How To	Why	Mistake	Checklist	Comparison	Case	Myth	Warning	Framework	FAQ
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										

Idea scoring

For the most promising ideas, mark High / Medium / Low:

- Audience relevance: H / M / L
- Usefulness: H / M / L
- Business fit: H / M / L
- Reusability: H / M / L

TEMPLATE 5 — Anchor Content Brief

Purpose: Turn a promising idea into a focused source asset.

Working title: _____

Audience: _____

The question/problem:

The promise:

After consuming this piece, the reader will be able to:

My point of view:

What people usually get wrong:

Three to five key points:

1. _____
2. _____
3. _____
4. _____
5. _____

Example / story / proof:

Best source format: Writing / Audio / Video / Interview / Presentation

Next useful step for the reader:

Seven-part anchor structure

1. Problem
2. Why it matters
3. Common mistake
4. Better approach
5. Steps
6. Example
7. Action

TEMPLATE 6 — AI Content Master Prompt

Purpose: Give an AI assistant enough real context to be useful without letting it invent the strategy.

Copy and adapt the following:

You are helping me develop content for my business. Act as an editorial partner, not as the source of my expertise.

Audience: [describe the specific customer]

Business: [what I do and what I sell]

Content territory: [list 3–5 pillars]

Goal of this piece: [educate / clarify / generate leads / support sales / etc.]

My point of view: [state the conclusion or belief I want to communicate]

Source material: [paste notes, transcript, data, examples, prior writing]

Voice: Clear, direct, practical, conversational, and experienced. Avoid inflated language, generic motivational phrasing, unnecessary jargon, fake certainty, repetitive three-part lists, and claims not supported by the source material.

First task: Before drafting, identify the strongest ideas in the source material, any gaps that need my input, and a proposed structure. Do not invent facts or examples. Flag anything that needs verification.

After I approve the structure, create a working draft. Preserve specific examples, customer language, and my stated point of view. Prefer concrete language over abstractions. Do not make the prose more polished than a thoughtful human business writer would naturally sound.

Humanization checklist

Before approving AI-assisted copy, ask:

- Would I actually say this?
- Is there a real example?
- Is there a clear point of view?
- Is anything merely obvious filler?
- Can any sentence be simpler?
- Are all facts verified?
- Does the customer appear in the piece more than the technology does?

TEMPLATE 7 — 1-to-10 Repurposing Worksheet

Purpose: Make one good idea work more than once.

Anchor: _____

Main insight: _____

Best story/example: _____

Useful framework/list: _____

Customer question answered: _____

Strong quote/line: _____

Possible derivatives

1. Newsletter angle: _____
2. Short post #1: _____
3. Short post #2: _____
4. Short post #3: _____

5. Short video: _____
6. Checklist/tool: _____
7. FAQ: _____
8. Sales email use: _____
9. Visual/diagram: _____
10. Reuse date / refresh angle: _____

Repurposing rule

Do not force all ten. Circle the derivatives that genuinely improve distribution or usefulness.

TEMPLATE 8 — Content Format Scorecard

Purpose: Pick formats you can sustain instead of chasing every medium.

Score each 1–5.

Format	Audience Fit	Ease	Business Value	Repurposing Value	Personal Fit	Total
Article						
Newsletter						
LinkedIn / social post						
Short video						
Long video						
Webinar						
Podcast / audio						
Guide / PDF						
Case study						
Other: _____						

Primary format #1: _____

Primary format #2: _____

Formats we are deliberately not prioritizing now:

TEMPLATE 9 — Content Production Board

Purpose: Make production visible and keep every piece from becoming an emergency.

Suggested statuses:

IDEA → SELECTED → OUTLINE → CREATE → EDIT → READY → SCHEDULED → PUBLISHED → REPURPOSE

For each item track:

Content Item	Pillar	Format	Status	Publish Date	CTA	Repurpose Date

Definition of Done

Before an item moves to Ready, confirm:

- ☐ Clear audience
- ☐ Clear point
- ☐ Specific example or proof where appropriate
- ☐ Facts checked
- ☐ Headline / subject line complete
- ☐ CTA selected
- ☐ Links checked
- ☐ Human review completed

TEMPLATE 10 — Channel Selection Matrix

Purpose: Give every channel a job.

Channel	Audience Present?	Role	Effort	Business Value	Keep / Reduce / Stop
Website		Owned			
Email		Relationship / Owned			
LinkedIn		Discovery / Relationship			
YouTube		Discovery / Education			
Instagram					
Podcast					
Other					

Three-channel plan

Owned home: _____

Primary discovery channel: _____

Primary relationship channel: _____

What we will stop or reduce to make room:

TEMPLATE 11 — Content-to-Lead Funnel Builder

Purpose: Make sure attention has a natural next step.

Content piece: _____

Customer problem: _____

What does the reader want next?

Low-commitment CTA: _____

Medium-commitment CTA / lead magnet: _____

High-commitment CTA: _____

Lead magnet format: Checklist / Guide / Template / Assessment / Calculator / Other

Nurture sequence:

1. Deliver resource: _____
2. Expand problem: _____
3. Teach approach: _____
4. Show proof: _____
5. Invite conversation: _____

How will we know it is working?

TEMPLATE 12 — Sustainable Newsletter Template

Purpose: Make the newsletter a repeatable part of the machine.

Version A — One Idea

Subject line: _____

Opening observation:

One useful idea:

Example:

Recommendation / action:

CTA: _____

Version B — What / So What / Now What

WHAT: What happened / what did I notice?

SO WHAT: Why does it matter to the reader?

NOW WHAT: What should the reader do?

Newsletter reserve

Keep three evergreen issue ideas ready:

1. _____
2. _____
3. _____

TEMPLATE 13 — Content Performance Scorecard

Purpose: See whether the machine is operating and whether it helps the business.

Monthly scorecard**Production**

- Anchors published: _____
- Derivatives published: _____
- Newsletter issues sent: _____
- Approximate content hours: _____

Attention

- Best-performing piece: _____
- Primary attention metric: _____

Audience

- New subscribers / relevant followers: _____
- Replies / downloads / registrations: _____

Business

- Leads influenced: _____
- Sales conversations influenced: _____
- Opportunities / revenue influenced: _____

Efficiency

Which piece created the most value for the least effort?

Quarterly questions

1. Which topics consistently perform best?
2. Which formats consistently perform best?
3. Which content directly helped sales or customer success?
4. Which channel consumes too much time?
5. Which evergreen asset should be refreshed?
6. What should we stop doing?
7. What is one experiment for next quarter?

TEMPLATE 14 — Three-Hour Weekly Content Planner

Purpose: Turn the system into calendar blocks.

Week of: _____

LISTEN + CHOOSE — up to 60 minutes

Customer questions captured:

- _____
- _____
- _____

Anchor selected: _____

Brief completed? Yes / No

CREATE — up to 60 minutes

Source format: Writing / Audio / Video / Interview / Presentation

Creation block scheduled for: _____

MULTIPLY + HUMANIZE — up to 50 minutes

Derivatives selected:

1. _____
2. _____
3. _____
4. _____

Human review complete? Yes / No

Facts checked? Yes / No

SCHEDULE + REVIEW — up to 10 minutes

Publish dates loaded? Yes / No

One useful performance observation:

New idea generated by response:

Monthly content plan

Week	Anchor / Main Theme	Newsletter	Derivatives	Business Event Supported
1				
2				
3				
4				

Operating rules

Write five rules that will keep your machine small and sustainable:

1. _____
2. _____
3. _____
4. _____
5. _____

FINAL WORKSHEET — Build Your Content Machine in One Page

Content Customer: _____

Content Promise: _____

Pillar 1: _____

Pillar 2: _____

Pillar 3: _____

Primary Anchor Format: _____

Primary Distribution Format: _____

Owned Channel: _____

Discovery Channel: _____

Relationship Channel: _____

Lead Magnet / Next Step: _____

Publishing Rhythm: _____

Weekly Content Time Block: _____

Primary Business Metric: _____

What we are deliberately NOT doing:

First anchor topic:

Next action:
