

FREE GUIDE · RHETORIC FIRST

The One-Afternoon Content Month

Plan and write 30 days of social posts in one afternoon, using AI, in your own voice

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Rhetoric First

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Read this first

I used to sit down every day and stare at a blank screen, trying to think of something to post. Some days I got something out. Most days I didn't. The problem was never that I had nothing to say. It was doing the whole thing, deciding, writing, posting, in the same tired moment, every single day.

So I stopped doing it that way. Now I plan a whole month in one sitting, and the blank screen is gone.

This guide hands you that exact system. You'll teach an AI your voice, have it brainstorm a month of ideas, turn those into real captions, and lay them out in a calendar you can post from. Four steps, one afternoon, in your voice. Free.

What you'll need

An AI chat tool you can type into (the free version of any of the big ones works), about an hour, and yourself. That's it.

You do not need to know anything about AI. If you can send a text message, you can do this. Every step below hands you the exact words to paste. You paste, the AI does the heavy lifting, and you keep whatever sounds like you.

How to use this guide

Do the four steps in order, all in the same chat window, so the AI remembers your voice the whole way through. Each step has a prompt in a dark box. Copy the whole box, paste it into your AI chat, and follow along. Start at Step 1 and just keep going down the page.

Step 1: Teach the AI your voice

Before an AI can write like you, it has to know you. So we let it interview you. Paste the prompt below, and it will ask you a few simple questions, one at a time. Answer them like you're texting a friend. When you're done, it writes up your Voice Brief and remembers it for everything after.

PROMPT · COPY & PASTE

I want you to help me create social media content that sounds like me, not like a robot. First, interview me to learn my voice.

Ask me these questions one at a time, and wait for my answer before you ask the next one:

1. What is your name, and what do you do?
2. Who are you trying to reach? Be specific, not "everyone."
3. What are the 3 to 5 things you post about?
4. If your vibe was three words, what would they be?
5. Give me a few phrases or sentences you actually say, in your real voice.

After I have answered all five, write a short "Voice Brief" that sums up my voice, and remember it for everything you write for me after this. From now on, write in that voice: short sentences, contractions, plain words, no corporate tone, and no em dashes.

Tip: if you want to reuse your Voice Brief next month, ask the AI to "give me my Voice Brief to save," and keep it somewhere. Otherwise, stay right here in the same chat and go to Step 2.

Step 2: Get a month of ideas

Now that it knows your voice, have it brainstorm a whole month of posts, sorted into themes so your feed has variety instead of thirty versions of the same thing. Read the list, cross out any that aren't you, and ask for more in any theme you like. This part is fast, because you're editing instead of inventing.

PROMPT · COPY & PASTE

Great. Using what you just learned about my voice, brainstorm 30 social media post ideas for me for the next month.

Sort them into 4 or 5 themes (for example: teaching, personal story, quick tip, myth-bust, behind-the-scenes). Give each idea a one-line description and a rough format (short video, carousel, single image, or text post).

Make them specific to my audience and the things I actually care about, not generic. Number them, and don't write the captions yet.

Step 3: Turn your ideas into captions

An idea isn't a post yet. This is where the AI earns its keep. Paste the prompt below along with the ideas you kept, and it writes each one as a full caption built to get read.

Then do the one thing I never skip: read each caption out loud. Wherever it sounds like a robot, fix that line so it sounds like you. About ten seconds a post. That quick pass is the difference between "AI made this" and "this is mine."

PROMPT · COPY & PASTE

Now write a full caption for each idea I keep, in my voice. Use this shape every time:

1. HOOK: one line, 5 to 12 words, that earns the tap. It has to make sense on its own. Put the most interesting thing first.
2. VALUE: 2 to 4 short lines. A story, a tip, or a reframe. One idea per line, with space between them.
3. ONE ASK: a single, specific call to action (not "thoughts?").

Keep my voice. Short sentences. Contractions. Plain words. No em dashes.

Here are the ideas I'm keeping:
[paste the numbered ideas you kept]

One rule worth knowing: the first line has to earn the tap. On Instagram, people see about the first 125 characters before "more." Read your first line by itself and ask "so what?" If there's no answer, make it sharper.

Step 4: Drop it all into a calendar

Last move. Have the AI lay your finished captions into a simple calendar, so you're never guessing what goes out when.

PROMPT · COPY & PASTE

Now lay these captions out as a 30-day content calendar in a simple table.

Columns: Day | Theme | Format | Hook (first line only) | Status.

Space the themes so no two days in a row use the same format or theme. Leave the Status column blank so I can mark each one "posted" as I go. Keep the full captions in a list below the table so I can copy them.

Copy that wherever you keep your posts, or drop it straight into a scheduler. Your month is done, and you did it in one sitting instead of thirty stressful mornings.

The caption formula (keep this page)

Tape this next to your screen. It's the whole thing.

Hook, then Value, then One Ask.

The hook is a headline for the post. Five to twelve words. It lives in the space people see before "more" (about 125 characters on Instagram). Write it last, once you know what the post is really about. Test it alone: "so what?" If there's no answer, sharpen it.

The value delivers fast. Short lines, white space, one idea at a time. A story, a tip, or a reframe. Your voice does the work here, so keep it plain and human.

The ask is one specific thing. "Save this for your next slow morning" or "tell me your go-to in the comments" both beat "thoughts?" One ask per post. Two asks split the response and you get neither.

Good hooks tend to be one of these shapes: an uncomfortable truth, an information gap (you have to keep reading to get the payoff), a specific number, a contrarian take, or a relatable confession. Steal the shape, swap the words.

You just saved yourself a month of blank screens

That's the win. One afternoon, thirty posts, in your voice, done. Run it again next month and it goes twice as fast, because the AI already knows your voice.

Want to never do it the manual way again? The full kit, **Create Like Me**, gives you one drop-in document that runs this whole month for you in a single go, no step-by-step. It also covers the other two things I build with AI: a real website you launch online for free, and on-brand images that actually look like you. Every step, every prompt, the cheapest useful thing I sell.

Get the full kit → rhetoricfirst.com/ai

Chris Brim · Rhetoric First. Built with AI, kept in my own voice. You can do the same.