



THE FREE STARTER KIT / WITH DANIELLE

Your next week of posts. Sorted.

A 7-day setup routine, six copyable prompts and 30 hooks. Start with three posts.



START HERE

- 01** Pick one account and one audience.
- 02** Use the AI tool and design editor you already know.
- 03** Start on page 2. No filming or new automation required.

This kit helps you plan, make and check a small batch. It does not post for you or promise a particular number of views.



DAY 1 / YOUR BRIEF

VISUALIZE

Tell it who you help.

Start with your customers, not a blank content calendar.

DO THIS

Paste this prompt. Answer out loud if that feels easier.

PROMPT 1 / THE CONTENT BRIEF

Help me write a short brief for my social content.

Ask me one question at a time. Wait for each answer.

Find out:

- Who I want to reach.
- What I offer and how it helps them.
- Three questions they actually ask.
- One useful story or lesson from my own experience.
- Words I use, plus any wording I dislike.

Then write a brief under 200 words with these headings:

Audience / Offer / Questions / My story / My voice.

Use only what I tell you. Do not invent client wins or results. If I do not have a story, leave that part out.

FICTITIONAL EXAMPLE / MAKE THE AUDIENCE SPECIFIC

Broad: "People who need design."

Specific: "Independent coaches whose websites do not explain which session to book."

✓ **Save the brief. Keep using it with the prompts in this kit.**



Notice what makes you stop.

Borrow the structure of a good post. Build yours around your own material.

DO THIS

Save five relevant posts. Capture the opening and what comes next.

PROMPT 2 / WHAT IS THE PATTERN?

My brief: **[PASTE IT]**

Here are 5 reference posts: **[PASTE TEXT OR SCREENSHOTS]**

For each post, tell me:

1. What the opening makes the reader expect.
2. How the next slide or moment delivers on it.
3. The structure in a few words, such as "mistake, lesson, fix".

Choose 2 structures that fit my audience. Suggest a fresh angle for each using only my brief. Do not copy the creator's wording or invent my experience. Do not call a post successful based on its appearance alone.

OPTIONAL / A BETTER PERFORMANCE CHECK

Compare a post with that account's usual posts of the same format and a similar age. A large like count alone does not tell you whether it performed unusually well.

✓ **Choose two structures to try. You do not need a giant research spreadsheet.**



DAY 3 / WRITE THE OPENING

AUTOMATE

Ten hooks. Pick three.

A hook is a reason to keep reading, not a mystery the post never answers.

DO THIS

Use yesterday's two structures, or choose from the hook bank on page 9.

PROMPT 3 / THE HOOKS

My brief: **[PASTE IT]**

Structures I want to try: **[PASTE TWO]**

Write 10 opening lines for carousel posts.

Use the questions and language in my brief. Keep each one short enough to understand at a glance. Each must make a clear promise the post can deliver.

Do not invent numbers, quotes, personal stories or results. Under each hook, add one sentence explaining what the post would teach. Number them 1 to 10.

FICTIONAL EXAMPLE / A HOOK WITH A PAYOFF

Hook: "Your booking page should answer this before it asks for payment."

Payoff: show where to explain who each session is for.

✓ **Keep three you would actually say. If the payoff is weak, choose a different hook.**



One template. Three useful posts.

Use a simple layout in your usual editor. Make the words easy to read.

DO THIS

Paste your three hooks. Add an example or fact for each.

PROMPT 4 / THE FIRST BATCH

My brief: **[PASTE IT]**

My 3 hooks: **[PASTE THEM]**

My examples or facts: **[PASTE THEM]**

My next step for readers: **[ONE ACTION OR WORKING LINK]**

Turn each hook into a 5-slide carousel:

1. The hook.
2. The answer or main takeaway.
3. A concrete example from my material.
4. One thing the reader can try.
5. A simple next step.

Keep each slide to one idea and about 20 words or fewer.

Add a 2-sentence caption in my voice. Mark missing facts **[NEED INPUT]**. Do not invent examples or results.

A SIMPLE SLIDE SEQUENCE

Hook > Answer > Example > Try this > Next step

Use your own photos or simple type. Put long explanations in the caption, not tiny text on the slide.

✓ **Export three drafts. Open them on your phone and check every slide is readable.**



DAY 5 / THE EDIT

AUTOMATE

Would you actually say that?

Read each post out loud. Keep it, tweak it or drop it.

DO THIS

Check the hook, the useful part and the next step. Then run this on one draft.

PROMPT 5 / THE PLAIN-ENGLISH EDIT

My brief: **[PASTE IT]**

My post: **[PASTE THE SLIDES AND CAPTION]**

Find the 3 most useful edits. Check:

- Does the post deliver what the hook promises?
- Is there a concrete example or action?
- Does any line sound generic or unlike my brief?
- Are there claims or details I need to verify?
- Is the next step clear and available?

Quote each line you would change and suggest a simpler replacement. Flag claims you cannot verify. Do not rewrite the whole post unless it needs it.

FICTIONAL EXAMPLE / CUT THE AI-SOUNDING LINE

Before: "Unlock the power of a seamless client journey."

After: "Tell people which session to book before they reach the calendar."

✓ **Resolve every [NEED INPUT] and fact check. Read the final version once more.**



DAY 6 / LINE IT UP

AUTOMATE

Give every post a place to go.

Three ready posts are a good start. Daily posting is not required for this first batch.

DO THIS

Pick three dates. Use a scheduler that supports your account and post format.

- 1 Check the destination.**
Confirm the account, format, date, time and time zone before saving.
- 2 Open the final preview.**
Check slide order, crop, caption and any links. Do not assume the export looks right everywhere.
- 3 Verify it is scheduled.**
Look for a scheduled status in the tool. A draft or an uploaded file is not a scheduled post.
- 4 No scheduling option?**
Set a phone reminder and keep the final files beside the caption. Publish manually.

ILLUSTRATIVE FIRST WEEK / PICK DAYS THAT SUIT YOU

Tuesday Answer a common question

Thursday Show one useful example

Saturday Share a lesson from your own work

✓ **Each post has a date and a verified scheduled status, or a manual-post reminder.**



DAY 7 / SET UP THE REVIEW

OPTIMIZE

Decide what to try again.

If nothing has published yet, set a review date for one week after your first post.

DO THIS

When the data is ready, compare posts of the same format at a similar age.

PROMPT 6 / THE WEEKLY REVIEW

My goal: **[REACH / USEFUL REPLIES / NEWSLETTER SIGNUPS]**

My brief: **[PASTE IT]**

My posts: **[HOOK | FORMAT | DAYS LIVE | VIEWS | SAVES | SHARES | USEFUL REPLIES | TRACKED SIGNUPS]**

Review only the data I provided. Missing numbers are unknown, not zero. Do not compare a new post with one that has had much longer to circulate.

Give me one observation, one uncertainty and one change to test next. Suggest 3 hook variations for that test. Keep the rest of the approach similar so I can learn from the change.

A few posts are an early signal, not proof of a winning format. If there is not enough data, say what to collect next.

NEXT WEEK / REUSE THE ROUTINE

Review > Choose hooks > Make posts > Check > Schedule

Keep what helped. Test one change. You do not need to restart your whole strategy every Sunday.

✓ **Write down one thing to test next. That is your starting point for the next batch.**



[SAVE THIS / HOOKS 01-15](#)

REFERENCE

Your next opening line.

Replace the [brackets]. Keep the promise true. Personal stories, quotes and results must be yours to use.

The thing you wish you knew

- 01 nobody told me [step] would mean [surprise]
- 02 before you [big step], check this
- 03 what i wish i knew about [topic]
- 04 i wish i had done this before my first [milestone]
- 05 the part of [your work] people rarely see

Answer the objection

- 06 "it is just [task]." here is what goes into it
- 07 "do i really need [thing]?" start here
- 08 "just [common advice]" misses one important thing
- 09 "[objection you hear]" is a fair question
- 10 "can you do it faster?" here is the trade-off

Name the frustration

- 11 the most frustrating part of [task] is [detail]
- 12 can we stop telling [audience] to [bad advice]?
- 13 [problem] gets harder when [specific cause]
- 14 the hard part of [goal] is not [obvious thing]
- 15 the question i keep getting: [question]

✓ **Read it out loud. If you would not say it, change it.**



[SAVE THIS / HOOKS 16-30](#)

REFERENCE

Make it yours.

Replace the [brackets]. Keep the promise true. Personal stories, quotes and results must be yours to use.

Make a short list

- 16 3 things to know before you [start]
- 17 3 signs [approach] might fit your situation
- 18 5 things i check before [task]
- 19 where i would start with [goal]
- 20 the 3 questions i ask before [decision]

Tell the honest story

- 21 i used to [habit]. here is why i stopped
- 22 i made this mistake with [task]
- 23 what i changed my mind about in [field]
- 24 the lesson from my [biggest mistake]
- 25 i nearly gave up on [thing]. then i tried [change]

Show the change

- 26 how [person] got [result] without [obstacle]
- 27 [result]. here is what we changed
- 28 what happened when i stopped [habit]
- 29 one change that helped with [specific problem]
- 30 before: [problem]. after: [result]. what changed?

Ready to build a repeatable system?

Explore The Social Machine, a live workshop with Danielle.

[Get workshop dates >](#)

switchboards.ai/social-machine.html