30-Day Content Plan

The worst-week floor · the honest mix · signed at the bottom

Step 1 — find the floor (capacity before ambition)

MY WORST NORMAL WEEK looks like (be honest — this is the kindness):

Hours truly available in THAT week: _____ **How my time arrives: blocks ■ slices ■ fragments ■**

Step 2 — the floor cadence

FLOOR (what I can hold in the worst normal week): _____ flagship video(s) per _____ week(s)

Plus quick-lane / Shorts ONLY if capacity truly allows: _____ per _____

Remember: posting more does not automatically grow a channel. The floor is a strategy.

Step 3 — production mode (match how time arrives)

BLOCKS (one big session) → BATCH: film 2-3 quick-lane videos per session (Marcus)

SLICES (steady evenings) → WEEKLY: script / record / edit across the week (Jade)

FRAGMENTS (small windows) → MICRO-BATCH: one video assembles across many sittings (Priya)

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The calendar — publishing AND production sessions

P = production session (an appointment, not a hope) · ■ = publish date. Slot 1 goes on day one.

WEEK 1

MON	TUE	WED	THU	FRI	SAT	SUN

WEEK 2

MON	TUE	WED	THU	FRI	SAT	SUN

WEEK 3

MON	TUE	WED	THU	FRI	SAT	SUN

WEEK 4

MON	TUE	WED	THU	FRI	SAT	SUN

Slot 1 publishes on: _____ (read it out loud — that is the day Module 3's work ships)

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Buffer tracker — the life-insurance

The buffer rule

Beat the floor on a normal week → the extra video goes to the RESERVE, not to an early publish.
Target: ONE finished buffer video by the end of month one. Two by month two.

Reserve shelf

BUFFER 1: _____ Ready? YES ■ date: _____

BUFFER 2: _____ Ready? YES ■ date: _____

Month-one mix — honest sizing

Long-form carries the promise; Shorts amplify discovery — a channel of only Shorts gives fans nothing deeper to land on. Anchor on the flagship at the floor; add Shorts only from the quick lane or as derivations, only if capacity truly allows. (Full Shorts strategy: Module 5, with your data.)

The comparison trap — read when tempted

You will see channels posting daily and hear that volume is mandatory. Unsustainable pace is borrowed time. Quality, clarity, and consistency grow channels; the creator still publishing in month six beats the one who sprinted and vanished in month two.

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The fall-apart protocol — decided while calm

When a week falls apart, in this order

1 · PUBLISH THE BUFFER

This is literally why it exists. Zero guilt. Restock it when normal weeks return.

2 · NO BUFFER? DOWNSHIFT

Publish something from the quick lane — the appointment is kept even if the meal is smaller.

3 · NOTHING POSSIBLE? SKIP — WITHOUT THE SPIRAL

One missed week never killed a channel. The shame-quit afterward does.

4 · NEVER DOUBLE UP

Do not "make it up" by doubling next week — that is motivated-week math sneaking back in.

WRITE THIS INTO YOUR PLAN:

"A missed week is a missed week. It is not a verdict. Resume at the floor next week."

Sign the plan

Signed: _____ **Date:** _____

Copy the plan headline into your Channel Clarity cornerstone. Next planning session (30 days out): _____

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What to do with this document

Your next steps

- [ ] Set the floor from your worst normal week — then pick the production mode that matches your time
- [ ] Place the Queue on real dates, slot 1 first — and calendar the production sessions too
- [ ] Write the buffer rule and the fall-apart protocol while calm; sign the plan
- [ ] Bring slot 1 to Module 3 — scripts, production, editing, and your finished video #1

Keep going (free)

Every lesson of the YouTube Creator Academy is free at braintrain-ai-academy.com/creator-academy — clarity, consistency, and honest expectations, module by module.

A NOTE FOR LATER

Documents like this one grow, module by module, into your Channel Playbook — the complete written plan for your channel. You can build every piece yourself with these lessons. And if you would ever like help designing it around your specific situation, BrainTrain AI Coach can guide you step-by-step. For now: run the worksheet. That is the whole assignment.