
5-STACK CONTENT ENGINE

One idea. Twelve assets. Fill in each stack to plan your week.

STACK 01: THE ANCHOR

Your one high-quality long-form piece for the week.

Topic / Working Title: _____

Core Thesis (1 sentence): _____

Format: Blog Post Newsletter Video Script Podcast

Target Publish Date: _____

STACK 02: THE SPLITTER

Extract 8-10 standalone ideas from your anchor. List them below.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

STACK 03: THE FORMATTER

Assign each extracted idea to a platform and format.

#	Idea (from above)	Platform	Format
1	_____	_____	_____
2	_____	_____	_____
3	_____	_____	_____
4	_____	_____	_____
5	_____	_____	_____
6	_____	_____	_____
7	_____	_____	_____
8	_____	_____	_____

Platforms: TikTok, Instagram, X/Twitter, LinkedIn, YouTube Shorts, Newsletter

Formats: Thread, Carousel, Short Video, Reel, Story, Single Post, Email

STACK 04: THE VISUAL LAYER

Note the visual approach for each content piece.

Brand template being used: _____

AI image tool: Midjourney Ideogram Canva Other

Midjourney style prompt base: _____

STACK 05: THE SCHEDULER

Map each piece to a day and time slot.

Day	Platform	Content Piece	Time	Status
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