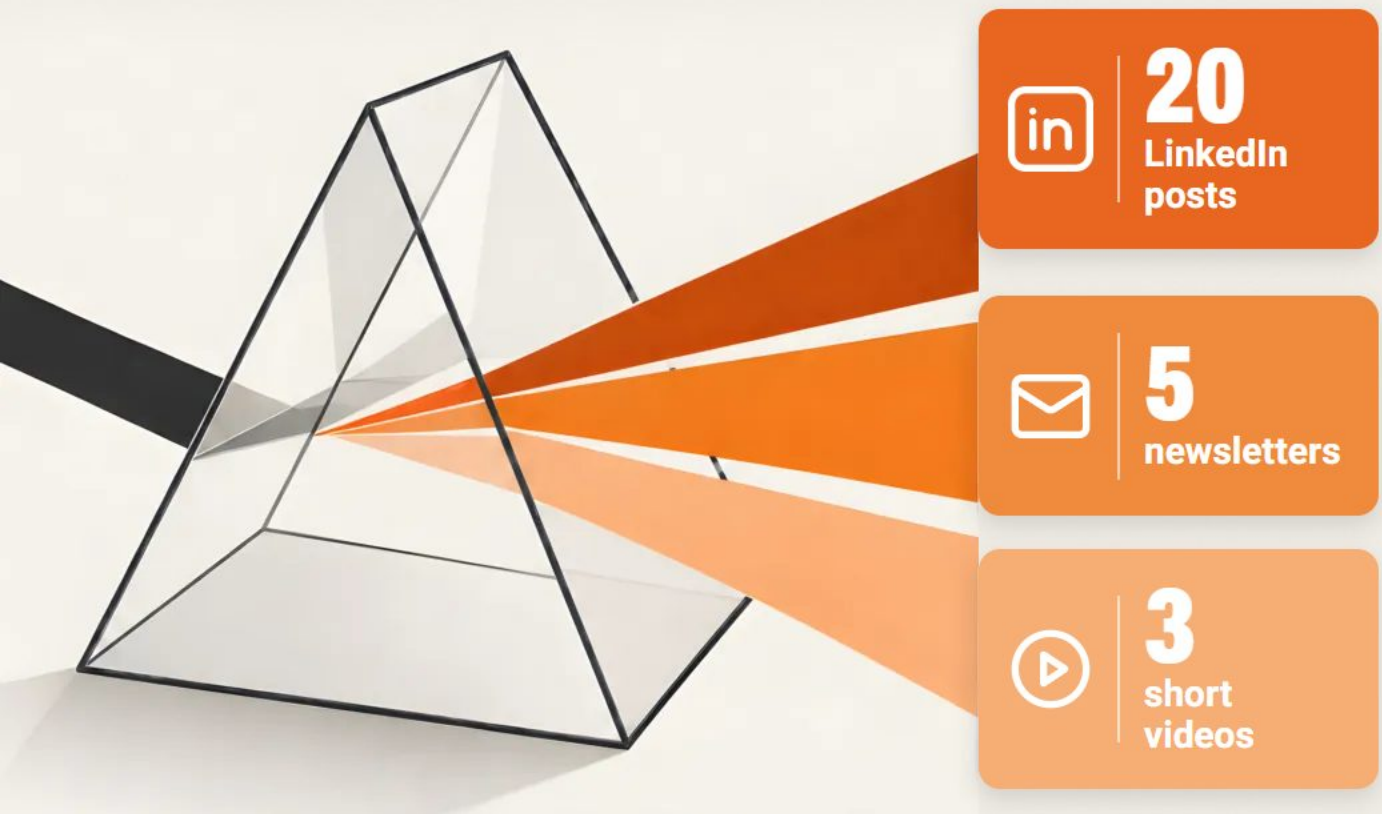
How to create a month of content in four hours?



AvivLevi

One idea
28 pieces for different networks
without starting from zero every day



The problem: everyone starts from zero

The cause

No system. Every post is written from scratch.

The experience

Content feels like a daily chore.

Starting from zero

The symptom

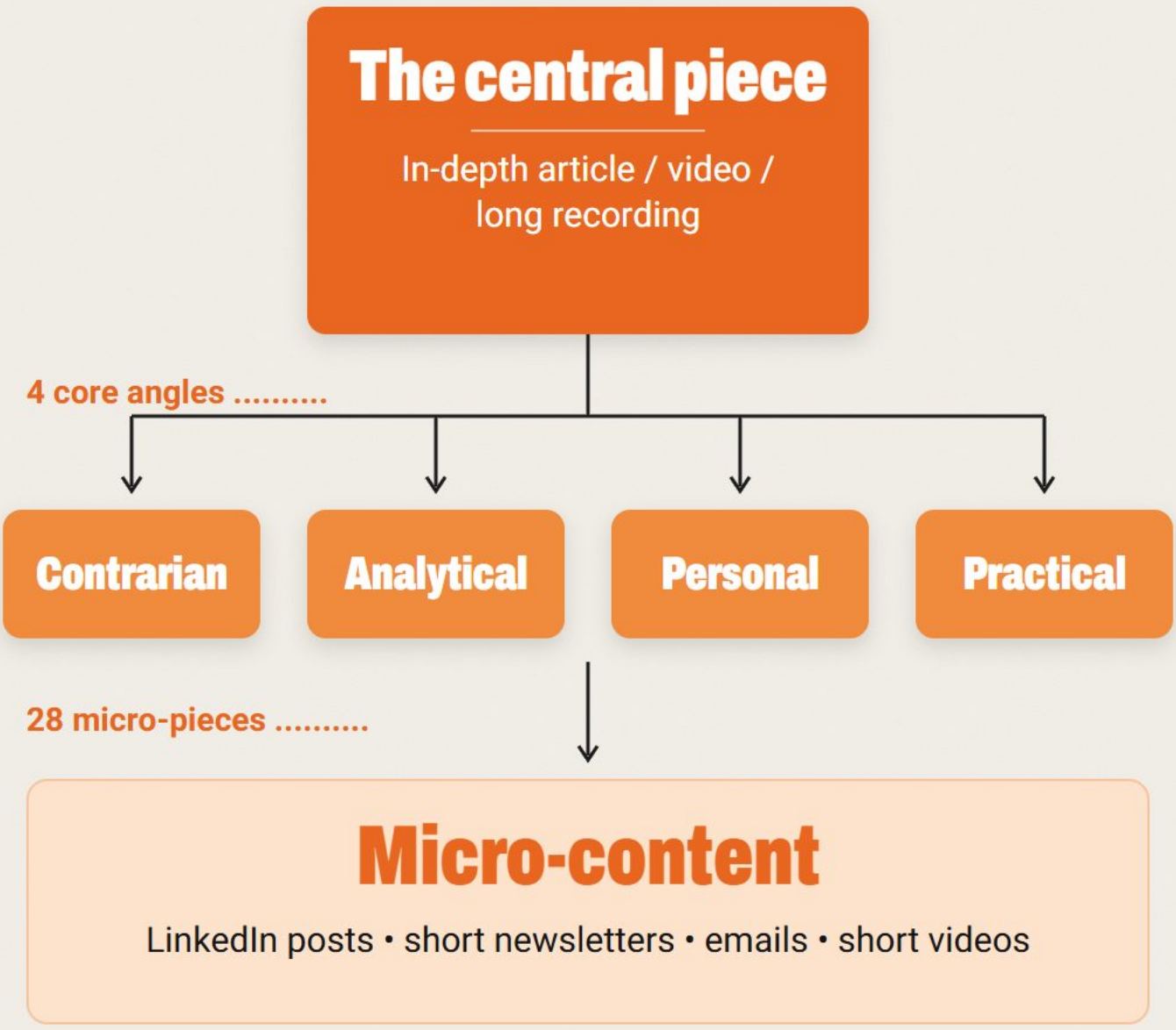
Stuck at a blank page, chasing the algorithm.

The result

Less consistency, less quality, fewer results.

The content waterfall

How one asset becomes dozens of pieces



Step 1: write the central piece

Don't start from a post.
Start from an in-depth document.

- One problem
- One insight
- One action
- 1,000-1,500 words



Step 2: turn one idea into 4 angles

Take one idea from the central piece
and write it from 4 different angles

Practical

1 2 3

Carousel: how to do it,
step by step

Personal story

The insight that changed
how I work

One idea

Contrarian

Why the common advice
on this topic is wrong

Analytical

A data-based picture of
how the market is changing

Step 3: adapt it for every platform

Turn the central piece
into micro-content for different channels

5 short newsletters

Pick 5 key points, one short newsletter each



The central piece



3 short videos

Pick 3 strong lines, turn each into a short video



More reach

More value

More results

What it looks like in one working week

Idea session

Spend 45 minutes on a recorded conversation or voice note to bring up ideas.

Deep work

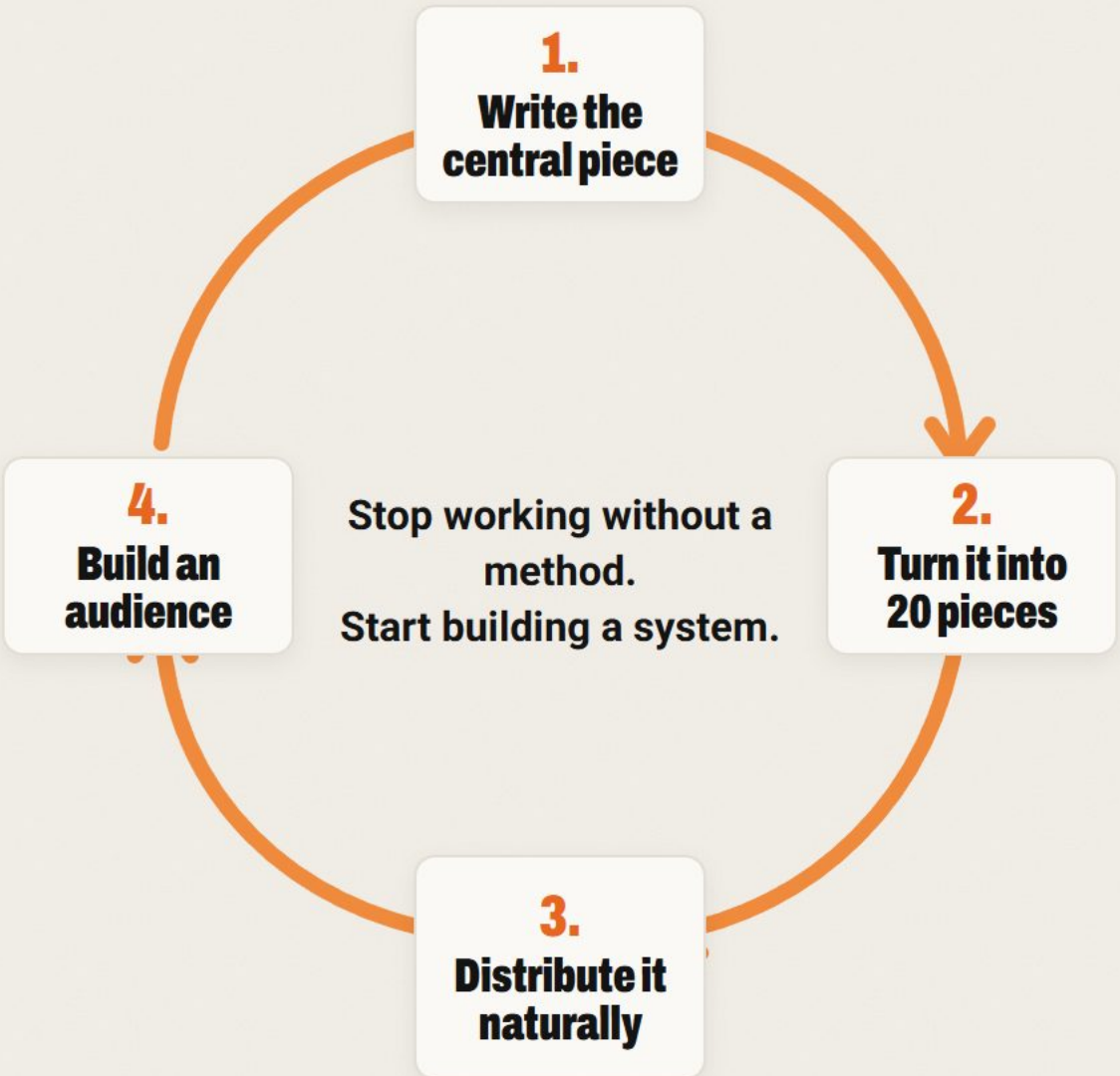
Write the central piece and turn it into the main asset.

Content lab

Split it into 20 posts + 5 newsletters + 3 short videos.



Build your media empire



Save this carousel to build your content waterfall by the end of the week. And follow for more ways to grow your personal brand.

@AvivLevi