

The 30-Day Content Calendar *Workflow*

The exact prompts, agent briefs and worksheets from the video — set up so you can run the whole thing on **your** channel, not mine. Fill in four inputs, run three prompts, and you get an audit, a 30-day calendar, a spreadsheet and an interactive dashboard.

~45 minutes

Time to run it end to end

ChatGPT + Codex

Any model with agent delegation

No coding

Not one line

START HERE

The one idea this whole workflow rests on

Ask AI for thirty content ideas and you get “*share a motivational quote.*” Not because the model is weak, but because the request had no constraints in it. With nothing to aim at, it fills the space with the safest, most generic thing that technically answers the question.

Everything below is really one move repeated: **give the AI your constraints before you ask it for creativity.** The prompts are just a tidy way of carrying those constraints into the conversation.

THE TEST

If you could hand your prompt to a stranger and they could not tell whose channel it was for, the AI cannot either. Go back and add the missing constraint.

STEP 1

Fill in your constraint sheet

Do this before you open ChatGPT. It takes ten minutes and it is the difference between a usable calendar and internet oatmeal.

YOUR FOUR INPUTS

1. Who is the channel for?

Be specific enough to exclude people. "Creators" is too broad. "Solo business owners who edit their own videos" is usable.

2. What outcome do you help them reach?

Finish the sentence: "After watching, they can _____."

3. What are your three content pillars?

Three is the limit. If you have five, two of them are subtopics.

4. What can you honestly publish every week?

Not your best week — your average week, including the weeks you are ill or travelling. Long-form _____ · Shorts _____ · Community _____

MOST COMMON MISTAKE

Answering question 4 aspirationally. A calendar built on a capacity you cannot sustain fails in week two, and then you blame the calendar. Halve your first instinct.

STEP 2

Run the master prompt

This is the prompt from the video, with your constraint sheet dropped into the brackets. The last line is the important one — it is what splits the job across separate agents instead of asking one model to research, audit, strategise and then agree with itself.

I am a content creator for the YouTube channel [CHANNEL NAME].

I help [WHO IT IS FOR] to [THE OUTCOME YOU DELIVER].

My content pillars are [PILLAR 1], [PILLAR 2], and [PILLAR 3].

Realistically I can publish [N] long-form videos, [N] Shorts and [N] Community posts per week.

Here is my channel: [YOUR CHANNEL URL]

Review the public channel, identify what I have already covered, and develop a practical 30-day content calendar.

Use delegated lighter-model agents for the channel audit, current-topic research, and calendar strategy. Tie every idea to a concrete viewer outcome.

WHY THE BRACKETS MATTER

Notice what is *not* in that prompt: “give me thirty viral ideas.” Viral according to what? For which audience? Connected to which business goal? Every one of those questions is answered by a bracket you just filled in.

STEP 3

Understand what the three agents do

You do not have to write these separately — the master prompt triggers them. But knowing what each one is responsible for tells you what to check when the results come back.

AGENT 1

Channel audit

Pulls your public upload metadata — titles, formats, dates, view counts — and categorises the catalog by pillar. Answers: *what have I actually been publishing?*

AGENT 2

Topic research

Finds current, relevant topics and prioritises primary sources over social chatter. Answers: *what is worth covering right now?*

AGENT 3

Publishing system

Designs a rhythm you can sustain at your stated capacity. Answers: *what can I actually keep up?*

WHY THREE

Separate points of view

The strategy agent does not have to pretend its own research was brilliant, because a different agent did the research. That is the whole point of splitting them.

THE SHIFT WORTH NOTICING

This is where prompt engineering turns into **workflow engineering**. The value is not one clever prompt. It is dividing the job, giving each agent a boundary, and bringing the results back for review.

STEP 4

Read your audit honestly

The audit is not there to insult your strategy. It is there to show you the strategy your behaviour has actually created. Fill this in from what comes back.

PILLAR	VIDEOS	% OF CATALOG	TARGET %
Pillar 1 _____	_____	_____	_____
Pillar 2 _____	_____	_____	_____
Pillar 3 _____	_____	_____	_____

WORKED EXAMPLE — WHAT MY AUDIT FOUND

22 long-form videos: 17 news, 4 walkthroughs, 1 ethics-led. I knew I made a lot of news. I did not realise the channel had become **77% news**.



Before — what the catalog had actually become



After — the mix the calendar was built to produce

THOSE NUMBERS ARE NOT A LAW

Fifty/twenty-five/twenty-five was right for *my* promise. Yours depends on what you said in Step 1. The point is not the ratio — it is that the calendar should support the promise rather than repeat the existing imbalance.

STEP 5

Turn it into a system, not a list

A list of content is thirty disconnected ideas. A content system is thirty connected decisions. The difference is that one long-form idea feeds everything else that week.

THE FAN-OUT

Every long-form video should produce, at minimum:

- A demonstration
- A Short
- A poll
- A checklist
- A follow-up question

A WEEKLY RHYTHM YOU CAN COPY

DAY	WHAT SHIPS
Tuesday	Searchable long-form walkthrough or case study (8–12 min)
Wednesday	Short extracted from Tuesday's result (30–60 sec)
Thursday	Community poll, checklist or viewer research
Friday	Timely news test or ethics explainer (6–10 min)
Saturday	Short with one practical takeaway
Sunday	Community conversation or behind-the-scenes
Monday	Short, plus batching and research for next week

THE BATCHING BLOCK

- **Monday, 90 min** — review comments and official sources; outline Tuesday and Friday.
- **Tuesday, recording** — record the walkthrough plus three vertical hook clips.
- **Wednesday, 90 min** — edit the first Short, schedule Community posts, package Friday.
- **Friday, recording** — capture news/ethics *only after* rechecking the claims.
- **Sunday, 30 min** — record CTR, first-30-second retention, average % viewed, subs gained.

STEP 6

Package every long-form the same way

Use this structure in every upload so the first fifteen seconds always earn the next fifteen.

0:00	Outcome — show the finished result or the clear stakes.
0:15	Audience fit — say who this is for and what problem it removes.
0:40	Setup — tools, cost, data and assumptions.
Main	Live proof — build or test the workflow on screen.
Then	Reality check — time saved, mistakes, privacy and copyright, what stays human.
Last 20s	One CTA — the next video, a prompt pack, or a comment question. One.

STEP 7

Make the calendar something you will actually open

The first output is a Markdown plan and a spreadsheet-ready CSV. Useful — but not something that makes you excited to open it every morning. This second prompt turns it into a single standalone HTML dashboard: no subscription, no database, no app asking you to upgrade so you can change the colour of a button.

Using the same agent delegation, create a single-page HTML document that visualises the content calendar.

Delegate to lighter-model agents for: visual direction, accessibility and mobile behaviour, and the interactions a beginner creator would actually use.

It must include:

- a calendar view and an agenda view
- filters for long-form, Shorts, Community posts and content pillars
- search across titles, hooks and calls to action
- a detail window for every content idea
- links to primary sources for time-sensitive topics
- local completion tracking
- a mobile layout
- a print-to-PDF option

Ship one standalone file that works without a build step.

OPTIONAL THIRD PROMPT

If you want the plan as a spreadsheet too: *"Also output the calendar as a spreadsheet-ready CSV with columns for day, date, format, pillar, working title, hook and CTA."*

STEP 8

Keep the news slot honest

If you cover timely topics, the flexible slot is where calendars usually rot. Replace a planned topic only when you can answer **all four**:

1. What actually changed?
2. What real task does it improve?
3. What did your own hands-on test show?
4. What risk, limitation, price or rollout caveat matters?

POSITIONING NOTE

Your edge is not “all AI news.” It is **news translated into a practical decision** for the person you named in Step 1. Skip the roundup unless at least one item produces a concrete viewer action.

STEP 9

Do the part AI cannot do

The agents work from public data. They cannot see inside your Studio, and public views are a signal, not the story. Before you trust any of this, check the numbers only you can see.

WHAT THE AUDIT COULD NOT SEE

- ☐ Click-through rate
- ☐ First-30-second retention
- ☐ Average percentage viewed
- ☐ Returning viewers
- ☐ Subscribers gained

BEFORE YOU PUBLISH ANYTHING FROM THE CALENDAR

- ☐ I checked the primary source myself — the feature, price and rollout still hold.
- ☐ I actually ran the workflow instead of describing it.
- ☐ I added something from my own experience that the model could not know.
- ☐ I disclosed AI involvement where the platform requires it.
- ☐ I would defend this video with my name on it.

DO NOT RUN THIS AS A 30-DAY AUTOPILOT

If you copy every title without checking the source, testing the workflow or adding your own experience, you have not built a content system. You have automated the production of things you do not care about. The tool exposes the user — a thoughtful creator becomes more consistent, a lazy one just publishes generic content faster. AI is not making that choice.

STEP 10

Decide what to keep after 30 days

WHAT YOU SEE

WHAT TO DO

A topic beat your median on **both** CTR and retention

Repeat the topic, not just the title.

A Short performed

Make the deeper long-form follow-up within seven days.

News gets clicks but weak retention

Shorten it; move the practical implication into the first 20 seconds.

Walkthroughs retain but get few impressions

Repackage title and thumbnail around the outcome. Keep the topic.

You only have public view counts

Do not judge the calendar yet. Go and get the Studio numbers.

REFERENCE

Verify before you record

Time-sensitive topics expire. A feature changes, pricing moves, or a rollout is not available everywhere by the time you hit record. Always open the primary source.

- Adobe Firefly audio announcement — blog.adobe.com
- YouTube Ask Studio creator guide — blog.youtube
- YouTube AI labelling update — blog.youtube
- YouTube disclosure examples — blog.youtube
- OpenAI, Codex for knowledge work — openai.com
- OpenAI, how agents are transforming work — openai.com

TROUBLESHOOTING

When the output comes back wrong

It usually is, the first time. Almost every bad result traces back to a constraint you did not give it — not to the model. Find the symptom, fix the input, run it again.

WHAT YOU GOT	WHAT ACTUALLY WENT WRONG	THE FIX
Ideas so generic they could be any channel	There was no positioning in the prompt for it to aim at.	Go back to Step 1. If a stranger could not name your channel from the prompt, neither can the model.
Every idea sounds like your last twenty videos	It read the audit as a target instead of a baseline.	Say it plainly: <i>"the calendar should correct this imbalance, not repeat it."</i>
A calendar you could never keep up with	You answered the capacity question aspirationally.	Halve it and re-run. A plan you abandon in week two teaches you nothing.
Features, prices or rollouts that are not real	It wrote from training data instead of sources.	Require primary sources per time-sensitive idea, then recheck each one before you record.
One long answer instead of separate agent reports	Delegation never triggered.	Name the three jobs explicitly and ask for lighter-model agents for each.
Titles you would be embarrassed to say out loud	The word "viral" appeared somewhere in your prompt.	Ask for a concrete viewer outcome per idea instead. Outcome beats hype and it ages better.
Shorts that feel unrelated to the long-form	Each was generated on its own.	Require every Short to be extracted from that week's long-form result.
Days that do not match how you actually work	You never told it your rhythm.	Give it the real weekday pattern and your recording days, not just a count.

THE PATTERN

Every row above is the same failure: a constraint you held in your head and never wrote down. That is why Step 1 exists, and why it is the only step you cannot skip.

WORKSHEET

Your 30-day scoreboard

Step 10's decision rules only work if you have real numbers. The agents cannot see any of these — they are behind your Studio login. One row per long-form upload; thirty minutes on a Sunday covers the week.

#	WORKING TITLE	FORMAT	CTR %	30S RET	AVG %	SUBS	KEEP?
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							

COMPARE AGAINST YOURSELF

Your benchmark is **your own channel median**, not another creator's numbers and not a figure you read somewhere. Repeat a topic when it beats your median on **both** click-through rate and retention — one without the other tells you the packaging worked or the content worked, never that both did.

APPENDIX

The calendar this actually produced

Yours will not look like this — different audience, different pillars, different capacity. It is here as a quality bar: this is the level of specificity to hold the output to. Every row names a format, a pillar and a working title, not a theme.

DAY	DATE	FORMAT	PILLAR	WORKING TITLE
1	Tue, Aug 25	Long-form	News + walkthrough	Adobe Firefly Can Now Make Your Music, Voice & Sound Effects — Worth It?
2	Wed, Aug 26	Short	News	I Made a Full Soundtrack With One AI Tool
3	Thu, Aug 27	Community	Research	What takes you longest when making a video?
4	Fri, Aug 28	Long-form	Walkthrough	Use YouTube Ask Studio to Plan Your Next 10 Videos (Exact Prompts)
5	Sat, Aug 29	Short	Walkthrough	The Ask Studio Prompt Most Creators Miss
6	Sun, Aug 30	Community	Trust	Should creators tell viewers when AI helped write a video?
7	Mon, Aug 31	Short	Walkthrough	Turn One Viewer Comment Into 5 Video Ideas
8	Tue, Sep 1	Long-form	Walkthrough	Turn One YouTube Video Into 7 Pieces of Content With ChatGPT + Codex
9	Wed, Sep 2	Short	Walkthrough	One Video → 7 Posts: The Prompt
10	Thu, Sep 3	Community	Research	What should AI never write for you?
11	Fri, Sep 4	Long-form	Ethical AI	YouTube's New AI Labels Explained: What Creators Must Disclose in 2026
12	Sat, Sep 5	Short	Ethical AI	AI Help Does Not Always Require a YouTube Label
13	Sun, Sep 6	Community	Ethical AI	AI disclosure checklist
14	Mon, Sep 7	Short	Ethical AI	3 Times You Should Disclose AI Use
15	Tue, Sep 8	Long-form	Walkthrough	Build a Simple Content Operating System in Codex — No Coding Required
16	Wed, Sep 9	Short	Walkthrough	Codex Isn't Just for Coders
17	Thu, Sep 10	Community	Research	Which admin task steals the most creator time?

DAY	DATE	FORMAT	PILLAR	WORKING TITLE
18	Fri, Sep 11	Long-form	News + ethical AI	AI Agents for Solo Business Owners: What to Delegate—and What to Keep Human
19	Sat, Sep 12	Short	Ethical AI	Never Let an AI Agent Do These 3 Things Unchecked
20	Sun, Sep 13	Community	Trust	Would you let an AI agent send email as you?
21	Mon, Sep 14	Short	Walkthrough	My 4-Step Safe AI Delegation Brief
22	Tue, Sep 15	Long-form	Case study	I Automated My Weekly Creator Admin — Here's How Much Time I Saved
23	Wed, Sep 16	Short	Case study	This AI Workflow Saved Me ___ Minutes
24	Thu, Sep 17	Community	Research	Choose my next real-world AI test
25	Fri, Sep 18	Long-form	Ethical AI	AI Can Copy Your Voice—Here's My Consent-First Creator Workflow
26	Sat, Sep 19	Short	Ethical AI	Before You Clone a Voice, Check These 3 Things
27	Sun, Sep 20	Community	Behind the scenes	What I automate vs. what stays human
28	Mon, Sep 21	Short	Walkthrough	The Human-in-the-Loop Rule I Use Before Publishing
29	Tue, Sep 22	Long-form	Case study	I Used AI for 30 Days to Buy Back Time—What Actually Worked
30	Wed, Sep 23	Short	Case study	My Biggest AI Productivity Lesson After 30 Days

Nine long-form, thirteen Shorts, eight Community posts — the capacity stated up front in Step 1. Notice the pattern: a Tuesday long-form, a Short pulled from it, a Community post that feeds the next one. One idea, four assets.

If you want to build workflows like this

That is exactly why I built the **AI Creators Roundtable** — a private creator community, weekly live working sessions where we share screens on real projects, a resource library of vetted prompts, templates and SOPs, tool reviews, and a collaborator job board.

aiceatorsroundtable.com

Companion guide to *"I Used ChatGPT + Codex to Plan 30 Days of Content."* Screens, numbers and prompts in this guide are from that real build.

© Jayy The AI Creative · Free to share. Please do not resell.