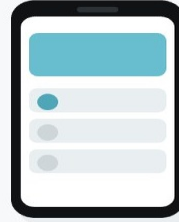


The Monthly Content Power Hour



Ninety focused minutes, once a month, that turn into four emails, a month of social posts and a video or two — instead of scrambling week to week.

Why this exists

Consistency is one of the clearest differences we see between brands that grow and brands that stall. And almost nobody is inconsistent because they are lazy. They are inconsistent because content gets made in the gaps between real work, and some weeks there are no gaps. The Power Hour moves content out of the gaps and into one protected block, so the month is decided before it starts.

WHAT IT IS

A four-step, ninety-minute session you run once a month. You leave with a month of topics, the raw material for each, and a list of what to produce from it.

HOW WE USE IT AT BAP

It is how we plan client calendars. One session sets the month; the rest of the month is production and publishing, not deciding what to say.

WHY NINETY MINUTES

Long enough to get past the obvious first ideas. Short enough to actually protect in a diary. Two hours becomes “when I have a free afternoon,” which is never.

What one session gives you

1

Four clear topics

Chosen on purpose, from what your clients actually care about right now.

2

Twelve pieces of raw material

A story, a tip and a mistake for each topic — the substance every post needs.

3

A month of output

Four emails, four to eight social posts and one or two short videos, mapped and scheduled.

Why batching works better than weekly

Not because it is faster per post. Because it is a different kind of thinking.

ONE DECISION, NOT TWELVE

Deciding what to talk about is the expensive part. Doing it once a month in one sitting beats doing it twelve times under deadline.

TOPICS CONNECT

When you plan four topics together they reinforce each other. Planned weekly, they drift into unrelated one-offs.

BAD WEEKS STOP MATTERING

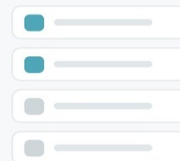
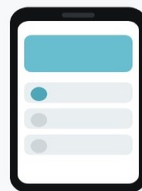
The content already exists. A chaotic week still publishes, because nothing depended on having a spare hour.

ON THE NEXT PAGES

Page 2 walks through the four steps with timings and what each one is really for. Page 3 is the worksheet you fill in during the session. Page 4 covers turning the worksheet into a month of scheduled content.

The four steps, with timings

Block ninety minutes, turn off notifications, and work through these in order. The timings are a guide — the order is not.



01 Choose four topics · 15 min

List four things your ideal clients care about right now. Examples: lead generation, hiring, pricing, retention.

WHAT THE STEP IS REALLY FOR

Everything else depends on this. Pick from real conversations — questions you were asked this month, objections you heard, problems that came up on jobs. Not from what you think you ought to post about.

Watch for: four topics that are really one topic worded differently.

02 Gather the material · 40 min

For each topic write one story or example, one tip or lesson, and one common mistake.

WHAT THE STEP IS REALLY FOR

This is the heart of the session. The three angles give each topic enough substance to become several pieces without repeating itself — and it is the part only you can do, because it comes from your own work.

Watch for: tips with no story behind them. The story is what makes the tip believable.

03 Map the output · 20 min

Turn the material into four email ideas, four to eight social posts and one or two short videos.

WHAT THE STEP IS REALLY FOR

You are not writing them yet. You are deciding which raw material becomes which piece, so production is just execution.

Watch for: trying to finish the writing now. That is a different session.

04 Load the calendar · 15 min

Put everything into your scheduler of choice, with dates.

WHAT THE STEP IS REALLY FOR

A plan that lives in a notebook does not publish. Dates on a calendar are what turn the session into a commitment.

Watch for: skipping this because you are tired. It is the step that makes the other three count.

SAME DAY, EVERY MONTH

First Tuesday, last Friday — pick one and put it in the diary for the year now. A recurring appointment survives busy months; a good intention does not.

BRING YOUR NOTES

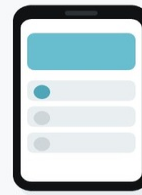
Keep a running list during the month of questions clients asked and things that happened on jobs. The session goes twice as fast when the material is already half-collected.

WHY FORTY MINUTES ON STEP TWO

It is the longest step on purpose. Topics are easy to name and output is easy to map; the stories, tips and mistakes are the only part that requires you specifically. If the session runs short anywhere, take the time from steps three and four — never from this one.

Your Power Hour worksheet

One row per topic. A few words per box is plenty — this is raw material for later, not finished copy.



	TOPIC WHAT IT IS ABOUT	STORY ONE REAL EXAMPLE	TIP ONE USEFUL LESSON	MISTAKE ONE TO AVOID
Topic 1				
Topic 2				
Topic 3				
Topic 4				

START WITH THE STORIES

If you can only fill one column, fill the Story column. Tips and mistakes are easy to write once you have a real example to hang them on.

BORROW FROM LAST MONTH

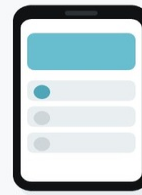
Anything that got replies or questions last month is a topic worth returning to from a new angle. Good topics are not used up in one go.

A WORKED ROW, SO YOU CAN SEE THE LEVEL OF DETAIL

Topic: pricing a first project. **Story:** a client who nearly walked away over the quote, then said the itemised version made it easy to say yes. **Tip:** break the price into what they get, not what it costs you. **Mistake:** sending a single total with no explanation. — That one row is an email, two posts and a short video.

Turn one session into a month

The worksheet is the raw material. This is how it becomes a published calendar — and how to keep it running when life gets in the way.



What the twelve boxes become

1

Four emails

One per topic. Lead with the story, deliver the tip, warn about the mistake. That structure writes itself once the material exists.

2

Four to eight posts

Each topic gives you at least one post, often two — the story as a Proof post, the tip as a Process post. They slot straight into the weekly grid from Email 5.

3

One or two videos

Pick the topic with the best story and say it to camera. The six-line script from Email 3 gives it structure in five minutes.

BEFORE YOU CLOSE THE SESSION

- ☐ Every topic has a story, a tip and a mistake written down, even roughly.
- ☐ You know which piece each box is turning into, and on roughly which date.
- ☐ Everything is in the scheduler or the calendar — not just in the notebook.
- ☐ Next month's session is already in the diary.

IF YOU RUN OUT OF TIME

Finish steps one and two, and stop there. Topics and material are the hard part; mapping and loading can happen in fifteen minutes on another day.

IF YOU MISS A MONTH

Do not try to make up two months at once. Run the next session as normal and let the gap go. The rhythm matters more than the record.

HOW THIS FITS THE REST OF THE SERIES

The Power Hour sits between your 90-day plan and your weekly posting. The plan decides what the quarter is about; the Power Hour turns that into four monthly topics; the weekly grid turns those into posts. Each layer is small because the one above it already made the big decision.

YOUR NEXT MOVE

Book ninety minutes in the next two weeks and run your first session with page 3 open. Then put the same slot in the diary for every month this year. Many clients run this themselves for a while and then hand the production, editing and scheduling to us so the system keeps running while they stay focused on serving people — either way, the session is where it starts. www.bap.digital