

The **4 Documents** That Run My Entire Content System

A clinician's setup. No code. Just writing you already know how to do.

People assume I automated my content with some clever software. I didn't. I wrote four documents once, and the AI runs on top of them. Here's exactly what's in each — steal the structure.

01 — THE BRAIN FILE

Your judgment, written down.

What a good post looks like to you. The topics you'll cover and the ones you won't. Who you're talking to. Why you post at all. This is the hardest one and the most important — it's the difference between AI that sounds like everyone and AI that sounds like you.

Start it with one line: "A post is worth publishing if it ___."

02 — THE VOICE FILE

The rules that make it sound like you.

Sentence rhythm. Words you use. Words you'd never use. How you open (mid-thought, not "I've been thinking about..."). Paste in 5 things you've written that felt right and list what they have in common.

One rule to start: your banned-words list. Mine bans 12.

03 — THE RULES FILE

The hard lines.

Platform limits, what never to post, legal/scope lines (important for us — practitioners can't say certain things). This is the guardrail that lets you trust the system unattended.

04 — THE SCHEDULE

Decided in advance, not in the moment.

What format posts when. Reels vs carousels vs text. Cadence per platform. The whole point: no post is ever decided at 11pm on a Tuesday.

These four took me a weekend to write and they've run my content for months. In the cohort, the first thing we build together is your four — in your voice, for your practice.

If that's what you've been missing, start here.

Request the details

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