

The **30-Minute Sunday** That Runs My Whole Week

How a full-caseload clinician stopped writing content at 11pm.

You don't write 15 posts. You do five short passes, once.



Pass 1 — Film list (10 min).

Pull this week's Reels. Batch-shoot the live ones in one sitting; the rest are avatar, no filming.



Pass 2 — The [fill] pass (5 min).

Drop your real numbers into the scripts. This is the only writing that matters — the hooks are already done.



Pass 3 — Carousels (5 min).

Hand each slide outline to Canva. Don't design from scratch — you're filling a template.



Pass 4 — Voice check (5 min).

Read every hook out loud once. If one doesn't sound like you saying it, cut a word. Usually an adjective.



Pass 5 — Schedule (5 min).

Drop the week into the queue, 2–3/day, alternating Reel / carousel / text so the feed never runs at one speed.

LIGHT-DAY VERSION — Only 30 minutes total? Do Pass 2 + schedule one Reel and one text post. The system tolerates a light day.

This works because the decisions were already made — in four documents I wrote once. If you want to build the version of this that fits your practice, that's the cohort.

Start here.

Request the details

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