

CHECKLIST

**THE 60-MINUTE  
WEEKLY  
CONTENT  
FACTORY**



# THE 60-MINUTE WEEKLY CONTENT FACTORY

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This checklist transforms content creation from a daily struggle into a systematic weekly production line. By batching similar tasks together and following this structured workflow, you'll create seven days of professional faceless content in just 60 minutes, eliminating creative fatigue and freeing your week for other priorities.

## Checklist

### 1. Preparation Phase (Before You Start)

- **Set up your visual inventory folder**  
Create a dedicated folder on your phone or computer specifically for storing B-roll footage and stock videos. This centralized location ensures you can quickly access your raw materials during your 60-minute batch session without wasting time searching multiple locations.
- **Choose your brand-aligned search terms**  
Based on your Brand Vibe (Dark Luxury, Minimalist/Cozy, Moody/Cinematic), write down 5-10 specific search keywords that capture your aesthetic mood rather than generic terms. This preparation prevents decision

paralysis during your timed session and ensures visual consistency across all content.

- **Create your Canva template**

Set up a reusable template file with your brand fonts, colors, and logo already in place. This eliminates repetitive design work and allows you to simply drag in new footage and swap text, cutting your editing time by up to 70%.

## **2. Minutes 0-15: Sourcing Phase (The Hunt)**

- **Set a strict 15-minute timer**

Use your phone or computer timer to create urgency and prevent perfectionism. This constraint forces quick decision-making and keeps you from getting lost in endless browsing, which is where most creators waste hours of productive time.

- **Download 5-7 fresh video clips**

Visit your chosen stock sites (Pexels, Unsplash, or curated libraries like Social Stocks) and download clips that match your predetermined aesthetic keywords. Focus on videos with "negative space"—empty areas in the sky or walls where text can be placed cleanly without competing with busy backgrounds.

- **Verify vertical format compatibility**

Ensure all downloaded clips are either already in 9:16 aspect ratio or can be easily cropped to vertical format for Instagram Reels, TikTok, and YouTube Shorts. Horizontal footage forces awkward cropping that reduces visual quality and professionalism.

- **Save files with descriptive names**

Rename each video file immediately with simple descriptors like "coffee-morning-beige" or "city-night-moody" so you can quickly identify which clip matches which post idea during the editing phase without re-watching everything.

### **3. Minutes 15-45: Assembly Phase (Writing and Editing)**

- **Select audio tracks for all 7 videos**

Before editing any individual video, choose either trending audio tracks or consistent instrumental music for your entire week. Batching this decision prevents context-switching and ensures sonic cohesion across your content calendar.

- **Write all 7 Hooks first (text overlays)**

Create the attention-grabbing text that will appear on each video screen using the strong hook formula: state a specific problem or desire. Batch-writing all hooks together keeps you in "copywriting mode" and maintains consistent quality across all posts.

- **Draft all 7 Value sections (captions)**

Write the substantive caption for each post that delivers on the hook's promise. Use lists and step-by-step instructions for easy mobile reading. Completing all captions in one session ensures your value delivery remains consistent and comprehensive.

- **Add all 7 CTAs (calls to action)**

Write specific action requests for each post: "Save this post to try tomorrow," "Click the link in my bio for the full guide," or "Send this to someone who needs to hear it."

Never assume viewers will know what to do next—explicit direction dramatically increases engagement and sales.

- **Import videos into your editing app**

Open CapCut, Canva, or Instagram Reels editor and load all 7 video clips at once. Batch-importing prevents repetitive app navigation and keeps you in production flow rather than constantly switching between tasks.

- **Apply your template to each video**

Drag each new video clip into your pre-made template background, swap the text overlays with your prepared hooks, and ensure font readability with proper contrast. This assembly-line approach can reduce editing time from 20 minutes per video to under 4 minutes.

- **Add captions to platform draft area**

Copy and paste your prepared Value sections and CTAs into each video's caption field. Double-check that each post's visual hook matches its written caption to ensure message consistency.

#### **4. Minutes 45-60: Distribution Phase (Scheduling)**

- **Schedule all 7 posts at consistent times**

Use native platform scheduling features or third-party tools to queue your entire week of content. Set posts to go live at the same time each day, as consistent posting schedules generate 30% higher engagement than irregular timing.

- **Verify all links and tags are functional**

Before finalizing your schedule, click through to ensure your bio link works, your product links aren't broken, and

any tagged accounts or hashtags are correctly formatted. Technical errors cost sales.

- **Create accompanying Stories (optional bonus)**

If you finish with time remaining, quickly design 7 matching Story graphics that tease each day's feed post. These drive additional traffic to your main content and reinforce your brand aesthetic across multiple touchpoints.

## **5. Post-Session Actions**

- **Close your laptop and protect your time**

Once the 60-minute timer ends, immediately shut down your work apps. The entire purpose of batching is to contain business tasks within a strict window, preventing content creation from consuming your entire week and protecting your mental energy.

- **Review performance data only once weekly**

Resist the urge to check analytics daily. Instead, schedule one 15-minute review session each week to identify which hooks, topics, and formats performed best. Use this data to inform next week's batch session, creating a continuous improvement loop without obsessive monitoring.