

Score each idea: **Effort** (1=quick, 5=heavy) and **Lead Potential** (1=low, 5=high). Priority = Lead – Effort.

#	Idea	Effort	Lead	Priority	Format
1	[Idea 1 — problem/topic]	[1-5]	[1-5]	[High/Med/Low]	[Article/Thread/Vi
2	[Idea 2 — problem/topic]	[1-5]	[1-5]	[High/Med/Low]	[Article/Thread/Vi
3	[Idea 3 — problem/topic]	[1-5]	[1-5]	[High/Med/Low]	[Article/Thread/Vi
...	... up to 30 ideas	...	...	...	...

```
graph LR; A["Idea  
[N]  
New ideas  
[items]"] --> B["Script  
[N]  
Outlines & drafts  
[items]"]; B --> C["Production  
[N]  
Design / Record / Build  
[items]"]; C --> D["Editing  
[N]  
Review & polish  
[items]"]; D --> E["Published  
[N]  
Shipped + metrics  
[items]"];
```

The diagram illustrates a five-stage process flow for creating and publishing content. Each stage is contained within a light gray rounded rectangle. The stages are: **Idea** (New ideas [items]), **Script** (Outlines & drafts [items]), **Production** (Design / Record / Build [items]), **Editing** (Review & polish [items]), and **Published** (Shipped + metrics [items]). Each stage title is in bold black text, followed by a blue '[N]' icon, and then a description of the stage's activities in a smaller black font.

[illegible]

WEEK	MON	TUE	WED	THU	FRI	SAT	SUN
	[Idea/title]	[Idea/title]	[Idea/title]	[Idea/title]	[Idea/title]	[30-min retro + plan]	—
Wk 4	[Post]	[Post]	[Post]	[Post]	[Post]	[Monthly review]	Off
	[Idea/title]	[Idea/title]	[Idea/title]	[Idea/title]	[Idea/title]	[Deep-dive analytics + next month]	—

4. CHANNEL & CONTENT TYPE PLAN

CHANNEL	CADENCE	CONTENT MIX	BEST TIME (IST)
LinkedIn	[2-3]/week	[Threads, carousels, insights]	[9-11 AM]
X / Twitter	[Daily]	[Threads, hot takes]	[7-9 AM]
Blog (RunoSO)	[1]/week	[SEO articles]	[10 AM]
Newsletter	[1]/month	[Roundup, insights]	[Tue, 8 AM]
YouTube	[1-2]/month	[Tutorials, case studies]	[6 PM]
Instagram	[3]/week	[Carousels, reels]	[1-3 PM]

5. CONTENT MATRIX

#	TITLE / TOPIC	STAGE	CHANNEL	CLIENT TAG	TYPE	STATUS	METRICS (VIEWS/ENG/LEADS)
1	[Budget 2026 GST changes for freelancers]	[Script]	[Blog + LinkedIn]	[—]	[Article]	[Draft]	—
2	[5 signs your scope crept (with script)]	[Idea]	[X + LinkedIn]	[Client A]	[Thread]	[Scheduled]	—
...	...	...	...	...	...	...	...

6. REPURPOSING MAP

One idea → 10 posts: 1 long-form blog → 3 X threads → 2 LinkedIn posts → 1 carousel → 1 newsletter section → 1 short video → 1 quote graphic → 1 email tease. Total: 10 assets from a single idea.

7. WEEKLY REVIEW (30 MIN)

QUESTION	ANSWER
What published this week?	[List]
Top performer & why?	[Insight]
What failed & why?	[Insight]
Leads / inquiries generated?	[Count + source]
Next week's 3 priorities?	[List]

This template is from RunoSO — www.runoso.in. Automate this pipeline with Kanban + calendar + analytics.