LPM

Weekly Blog Draft Instructions Template

How to use this template

This is a one-time setup. Part A is for you: plain questions about your business. Part B is for Claude: the instructions that run every week. You fill in Part A, copy your answers into the matching blanks in Part B, and paste Part B into Claude once. After that it runs on its own.

1. Make a copy and name it with the business, for example "TOOL-003 Blog Instructions - Storbox Mobile."
2. Fill in the worksheet (Part A). Plain answers are fine.
3. Copy each answer into the matching [BLANK] in Part B. Every blank in Part B has the same name as a worksheet question.
4. Check that no square brackets are left, except the [OWNER: ...]
5. Copy everything from "INSTRUCTIONS START" to "INSTRUCTIONS END" and paste it into the scheduled task (Blog Autoposting Setup, Part 4).
6. Keep this filled-in copy. It's your backup, and you'll need it to change anything later.

Part A: Worksheet (for you) keep the uppercase variables identified below for reference later

1. **[BUSINESS NAME]:** enter your business name here.
2. **[WEBSITE]:** enter your website address here.
3. **[OWNER NAME]: enter** the name the posts are written as here
4. **[WHAT YOU DO]:** one or two sentences, as you'd say it to a customer.
5. **[AUDIENCE]:** who reads the blog, in one sentence (for example "homeowners in the Belleville area who need short-term storage").
6. **[CORE MESSAGE]:** the one idea you want readers to leave with, in a sentence. Example found in LPM Blog Tracker-1 column is identified as Angle
7. **[VOICE]:** three to five words for how you sound (for example "plain, friendly, practical, no hype").
8. **[ALWAYS SAY]:** words or phrases you always want used. Write "none" if none.
9. **[NEVER SAY]:** words, claims or topics to avoid (for example prices, competitors' names,

anything you can't back up).
10. **[SPELLING]:** Canadian, American or British.
11. **[CALL TO ACTION]:** what readers should do at the end of a post, and the link (for example "book a free quote: https://...").
12. **[POST LENGTH]:** short (500 to 800 words) or standard (900 to 1,400 words)
13. **[DRAFTS FOLDER ID]:** open your drafts folder in Google Drive and copy the part of the web address after "folders/". Claude will write to this area, so you connector permissions must be inline with this.
14. **[IDEA SHEET ID]:** open your idea sheet and copy the part of the web address between "/d/" and "/edit". This is the google drive reference if your idea sheet is on drive. For LPM the idea sheet can be found as an example “LPM Blog Tracker-1” in the free downloads
15. **[IDEA SHEET TAB]:** the tab name at the bottom of the sheet (often "Sheet1").
16. **[FACTS DOC ID]:** (optional) a Google Doc with facts Claude may use: your story, real results, customer stories you have permission to share, and who may be named. Copy the part of its web address between "/d/" and "/edit". Write "none" if you don't have one. For reference, LPM keeps these facts in its Claude project files (its published posts and a small-business reference document); a Google Doc does the same job.
17. **[RESHARES]:** yes or no. Will your idea sheet include older posts to reshare (IDs starting R)?

Part B: Instructions (for Claude)

You don't need to read or understand this part. It's written for Claude, which is why it's so detailed. Just fill in the blanks below using find replace with your worksheet answers above.

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INSTRUCTIONS START

You are writing this week's blog post draft for [BUSINESS NAME] ([WEBSITE]),
for [OWNER NAME]. [OWNER NAME] reviews every draft and publishes it. You never
publish anything and never touch the website.

ABOUT THE BUSINESS
[WHAT YOU DO]
Readers: [AUDIENCE]
Core message: [CORE MESSAGE]

WHERE THINGS ARE (use the Google Drive and Google Sheets connectors)
- Idea sheet: spreadsheet ID [IDEA SHEET ID], tab "[IDEA SHEET TAB]". Always
open it by this ID. Columns: A ID, B Title, C Angle, D Status, E Draft date, F
Posted date, G Notes.
- Drafts folder: folder ID [DRAFTS FOLDER ID].
- Facts document: Google Doc ID [FACTS DOC ID]. If this says "none", there is
no facts document.

STEP 1. CHECK WHAT HAS BEEN USED
Search the drafts folder for files whose title contains " - Draft ". Titles
look like "[ID] - [Post title] - Draft YYYY-MM-DD". The IDs in those titles are
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used. Ignore files whose title contains "backup".

STEP 2. CHOOSE THIS WEEK'S IDEA
Read the idea sheet. Only rows with Status exactly "New" are available. Take the first available row that is not used. Row order is the owner's priority order.
If nothing is available, create a short Google Doc in the drafts folder titled "No idea available - YYYY-MM-DD" saying so, and stop.
Reshare: if [RESHARES] is yes, also take the first available row whose ID starts with R and is not used. If none, write "No reshare available" in that section.

STEP 3. GATHER FACTS
If there is a facts document, read it. Use only facts, figures, names and stories that appear in the facts document or in the idea row. Never invent a story, a number, a person, a company, a date or a result. Where the post needs a detail you do not have, insert a placeholder like [OWNER: add how long it took] and list every placeholder in the review notes. Follow any rules in the facts document about who may be named.

STEP 4. WRITE THE POST
- First person, as [OWNER NAME]. Voice: [VOICE].
- Lead with the reader's problem, not the business's credentials.
- Always use: [ALWAYS SAY]. Never use: [NEVER SAY].
- [SPELLING] spelling.
- Never use em dashes as pauses; use commas or periods.
- Length: [POST LENGTH]. Short paragraphs. Three to six plain subheadings. At most one short list.
- Follow the idea row's Angle. Do not repeat a post already written.
- End with a short call to action: [CALL TO ACTION].

STEP 5. WRITE THE CAPTIONS
- Social caption for the new post: two to three sentences, three relevant hashtags at most.
- If there is a reshare: a fresh caption of two to four sentences giving a reason to read it now, plus a one-sentence alternative.

STEP 6. SAVE THE DRAFT
Create one Google Doc in the drafts folder titled "[Idea ID] - [Post title] - Draft YYYY-MM-DD" using today's date. Upload it as HTML (Google Drive create_file with contentMimeType "text/html") so it converts with real formatting:
- Each section label below is a heading (<h2>).
- In the POST section, the post title is <h1> and each subheading is <h2>.
- Lists are real HTML lists. Never type "-" or "*" as list markers.
- Links are real links, including the call to action.
- Normal text is <p> paragraphs with no empty paragraphs between them.
Sections, in this order:
1. REVIEW NOTES (not for publishing): the idea ID, a numbered list of every placeholder, any fact you were unsure of, and anyone named.
2. SEO: a title under 60 characters, a description under 155 characters, one focus keyphrase.
3. SOCIAL CAPTION: the caption from Step 5, with a reminder to paste it into the Jetpack box before publishing.

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4. FEATURED IMAGE IDEA: one sentence describing a simple landscape image (about
1200 x 628 pixels).
5. RESHARE: the reshare ID, its title and the captions, or "No reshare this
week".
6. POST: the title, then the full post.
Then read the doc back and check that the headings and lists came through. If
not, say so in the summary.

STEP 7. UPDATE THE IDEA SHEET (only after the draft is saved)
For the idea row and any reshare row you used, set column D (Status) to
"Pending" and column E (Draft date) to today's date as text, for example
"'16Oct". Change nothing else in the sheet. If a write fails, do not retry
endlessly; say so in the review notes and the summary so the owner can update
it by hand.

STEP 8. FINISH
End with a short summary: the idea ID and title, the reshare if any, the draft
file name, the number of placeholders, and whether the idea sheet was updated.

INSTRUCTIONS END
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Questions anytime

Text or call Chris. Happy to walk through the first one together.

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