

FREE GUIDE

The Social Platform Playbook.

Build your social platform with Claude in four moves. Your real stories in your actual voice, a month of posts planned in one evening.

The most consistent account in your market usually wins, and it is rarely the most talented one. They post every day. You post when you feel like it. Consistency is not a personality trait, it is a system problem, and this guide hands you the system: four moves, with the **word-for-word prompts** to run them in the newest Claude (Fable 5). One rule the whole way through: everything comes from your real life and real results. Claude never invents a story for you.

MOVE 1 · VOICE

The Voice Session

Most AI-written content dies for one reason: it sounds like AI wrote it. The fix is a **voice doc**, one page that captures how you actually talk. Claude interviews you for about 20 minutes, writes the doc, and every post after this sounds like you on a good day.

What it does

Claude asks you 10 questions about your stories, your takes, and how you say things. Then it writes a one-page voice doc you paste into every future session.

Why it works

People follow people, not templates. Your voice is the one thing a competitor cannot copy, and 20 minutes now fixes every post that comes after.

COPY-PASTE THIS INTO CLAUDE

"You are my voice interviewer. Ask me 10 questions, one at a time, about how I actually talk: phrases I overuse, stories I tell friends, opinions I defend, what annoys me about my industry. Then write a one-page voice doc: my tone, rhythm, go-to phrases, and hard opinions, plus 3 example lines written as me. Rules: use only what I say in my answers, never invent stories or opinions for me. If an answer is thin, ask a follow-up instead of filling the gap. I review and approve the doc before we use it anywhere. Start with question 1. My business: *[what you do and who you serve]*"

THE NEXT THREE MOVES
MOVE 2
The 30-Day Calendar

One brain dump becomes a month of post ideas.

MOVE 3
The Hook Bank

Your real stories become 20 scroll-stopping first lines.

MOVE 4
The Repurposer

One idea becomes 5 formats across every channel.

MOVE 2 · CALENDAR

The 30-Day Calendar

You did not quit posting because you are lazy. You quit because deciding what to post, from scratch, every day, is a job nobody signed up for. **This move takes one 15-minute brain dump** of real stories, wins, mistakes, and customer moments, and turns it into a month of decisions already made.

What it does

Turns one messy brain dump into 30 days of post ideas, each mapped to a format: story, how-to, hot take, behind the scenes, or lesson learned.

Why it works

The hard part of posting daily is the deciding, not the writing. With the calendar, you wake up, check the day, and make the thing. Zero blank pages.

COPY-PASTE THIS INTO CLAUDE

"You are my content planner. Below is a brain dump of real things from my business: stories, wins, mistakes, and customer moments. Turn it into a 30-day post calendar. For each day give the idea, the format (story, how-to, hot take, behind the scenes, or lesson learned), and a one-line angle. Rules: every idea must trace back to my brain dump, never invent stories, results, or numbers. If the dump is thin, tell me what is missing and ask instead of padding. Nothing gets posted until I review it. My platform: [Instagram / LinkedIn / TikTok]. Brain dump: [paste it all]"

MOVE 3 · HOOKS

The Hook Bank

Readers give your post about one second before they scroll. **The first line does most of the work**, and most owners write it last, tired, as an afterthought. This move turns 5 of your real stories into 20 first lines built to earn that second.

What it does

For each real story you paste, Claude writes 4 hooks in different styles: curiosity, contrarian, specific number, and confession. 20 total, all labeled.

Why it works

The same story with a sharper first line reaches more people. Hooks are the cheapest thing to test on social, and you never start a post from zero again.

COPY-PASTE THIS INTO CLAUDE

"You are my hook writer. I'll paste 5 real stories from my business. For each story write 4 first lines built to stop the scroll: one curiosity, one contrarian, one using a specific number from the story, one confession. That's 20 hooks. Rules: every hook must stay true to its story, never exaggerate, never invent numbers or outcomes, no fake urgency. If a story is missing a detail a hook needs, flag it and ask me. Label each hook by story and style. I pick and post myself, nothing goes out without my review. My 5 stories: [paste them]"

MOVE 4 · REPURPOSING

The Repurposer

Big accounts do not create more than you, **they repurpose harder**. One idea from your calendar becomes five pieces in one sitting, each shaped for where it will live.

COPY-PASTE THIS INTO CLAUDE

"You are my repurposing assistant. Take one post idea plus my voice doc and turn it into 5 formats: a 30-second video script, a 6-slide carousel outline, a 2-frame story, a caption, and a short email. Rules: use only the facts in the idea, never add stories, results, or numbers that are not there. Match my voice doc in every version. If the idea is too thin for a format, say so and ask. I review all 5 before anything is posted or sent. Idea: [paste one idea] Voice doc: [paste it]"

RUN IT TONIGHT

Three steps, one evening

1

Open Claude

Start a new chat and pick the newest model (Fable 5). Run Move 1 first. The voice doc feeds everything else.

2

Paste and fill in

Copy one prompt, replace the [green blanks] with your real stories and details. Real beats polished.

3

Review, then post

Read every draft. Cut anything that is not true or is not you. Then schedule the week and close the laptop.

Why your feed stays honest, and stays yours

The guardrails are written into every prompt on purpose. Here is what they do.

- ✓ **No invented stories.** Claude uses only what really happened to you and flags gaps instead of filling them.
- ✓ **No made-up numbers.** If a result is not in your brain dump, it does not go in a post. Period.
- ✓ **Nothing auto-posts.** Claude drafts, you review, you hit publish. Every single time.
- ✓ **It still sounds like you.** The voice doc keeps every draft in your voice, and you approve it first.

READY TO GO DEEPER?

This playbook gets you posting. The certification makes you the one who builds the systems.

In the 12-Week AI Certification we sit with you live and build AI systems around your actual business. Content is one of them. You leave with systems that keep working after the call ends, and a credential to show for it. No tech skills needed.

[Get Your 12-Week AI Certification →](#)

Start at brainvaultai.com

You were never short on stories. **Now you have a system that posts them.**