

Course: The Automated Empire: Scale to 6-Figures on Autopilot

Lesson 9: Automating Your Social Media & Content

1. Core Concept & Learning Objective

Core Concept (149 words): Content creation is a high-value (manual) task. Content *distribution* (posting, re-posting, cross-promoting) is a low-value (repetitive) task. Most solopreneurs are stuck in the "post-and-ghost" trap: they spend 3 hours on a blog post, post it once, and then it's forgotten. This is a massive waste of effort. This lesson teaches you to automate your "content engine." You'll build a system that *distributes* your core content far and wide, on autopilot. This includes "Blog-to-Social" automations that turn one blog post into 5 social media posts, and "content-repurposing" systems that automatically create tasks for your team (or you) to turn that blog post into a video script.

Learning Objective: By the end of this lesson, you will be able to **design** a content repurposing system and **build** an automation that "listens" for a new piece of content (like a blog post) and automatically cross-promotes it on multiple social media platforms.

2. Interactive Content Activities

Activity 1: Case Study: "The 'One-and-Done' Content Waste"

- **Type:** Case Study Analysis
- **Time:** 15 minutes
- **Instructions:**
 1. Read the scenario: "Founder 'Li' writes an amazing 2,000-word blog post. He posts it on his blog, manually copies the link, and tweets it *once*. That's it. A month later, he complains that 'blogging doesn't work' because it got no traffic. His 'content graveyard' is full of one-and-done posts."

2. In the text box, answer: "What is 'content repurposing'? List 3 ways Li could have *repurposed* that *one* blog post (e.g., into a video, an email, multiple 'quote' graphics) to get 10x the value."

- **Expected Outcome:** An understanding that one "pillar" piece of content can be atomized into 10-20 smaller pieces of "micro-content."

Activity 2: Tool Exploration: "The RSS Feed Trigger"

- **Type:** Tool Exploration
- **Time:** 20 minutes
- **Instructions:**
 1. Find your website's "RSS Feed." (If you have a WordPress, Squarespace, or Webflow blog, your RSS feed is almost always `www.yourdomain.com/feed` or `www.yourdomain.com/rss`).
 2. Copy that URL.
 3. Go to Zapier or Make. Create a new automation.
 4. For the "Trigger" app, search for "RSS".
 5. Select the "New Item in Feed" trigger.
 6. Paste your RSS feed URL into the box.
 7. Test the trigger. It should pull in your most recent blog post!
- **Expected Outcome:** The "a-ha" moment of the RSS Trigger. This is the "starting gun" that allows you to automate *any* action based on a new blog post.

Activity 3: "My Content Repurposing 'Map'" (Peer Collaboration)

- **Type:** Peer Collaboration / Discussion
- **Time:** 15 minutes
- **Instructions:**
 1. Think about *one* "pillar" piece of content you can make (e.g., Blog Post, YouTube Video, Podcast).
 2. Go to the community discussion board.
 3. **Post:** "My 'Content Repurposing Map':"

4. *Example:* "Pillar Piece: 1 YouTube Video. Repurposed into: 1. Blog post (from the transcript). 2. Email newsletter. 3. 3x 'quote' graphics for Instagram. 4. 2x short 'clips' for TikTok/Reels."
 5. Reply to one other student's map and suggest another repurposing idea (e.g., "You could also turn your 3 quotes into a Twitter thread!").
- **Expected Outcome:** A clear, strategic plan for content repurposing, which is the foundation of an efficient, automated content engine.

3. Assignment & Project Milestone

Assignment: The "Blog-to-Social" Automation (Component 9 of Final Project)

- **Estimated Time:** 60 minutes
- **Deliverable:** A screenshot of your active, multi-step "Blog-to-Social" automation (Zap/Scenario).
- **Description:** This is the classic "set-it-and-forget-it" content automation. You will build a machine that "listens" to your blog's RSS feed and, when it detects a new post, automatically blasts it to your social channels.
- **Step-by-Step Instructions:**
 1. **Your Stack:** Your Blog's RSS Feed, Zapier/Make, and your Social accounts (e.g., Twitter, LinkedIn).
 2. **In Zapier/Make:** Create a new automation.
 3. **Trigger:** "New Item in Feed" (from the "RSS by Zapier" app).
 - **Paste in:** Your blog's RSS feed URL.
 4. **Action 1:** "Create Tweet" (Twitter/X).
 - **Map the Data:** Map the "Post Title" from the RSS feed into the "Message" field.
 - **Map the Data:** Map the "Post Link" from the RSS feed at the end of the "Message."
 5. **Action 2:** "Create Post" (LinkedIn).
 - **Map the Data:** Map the "Post Title" into the "Message" field.

- **Map the Data:** Map the "Post Link" into the "Link" field.
6. **Action 3 (Advanced):** "Create Task" in your Operations Hub.
 - **Map the Data:** Map the "Post Title" into the "Task Name" (e.g., "Create IG Reel for: [Post Title]"). This automatically creates a *manual* to-do for you.
 7. Test the automation.
 8. Turn it "On."
 9. Take a screenshot showing the full, "On," multi-step automation. This is Component 9.
- **Connection to Final Project:** This is the "Content Distribution" module. You've now automated the "top-of-funnel" marketing, ensuring your high-effort content gets maximum visibility with zero extra effort.
 - **Evaluation Criteria:**
 - **Excellent:** The screenshot shows a working, multi-step (at least 2 "Actions") automation originating from the "RSS" trigger.
 - **Proficient:** The screenshot shows a 2-step automation (e.g., RSS -> Twitter) but is missing the other "cross-promotion" actions.
 - **Needs Improvement:** The trigger is not "RSS" (e.g., it's a "manual" trigger), or the automation is not "On."

4. End-of-Lesson Assessment

(Multiple Choice 1) What is the difference between content *creation* and content *distribution*?

- A. Creation is writing; distribution is video.
- B. Creation is the high-value (manual) work; distribution is the low-value (automatable) work of posting/sharing.
- C. Creation is for your blog; distribution is for social media.
- D. There is no difference. (Answer: B)

(Multiple Choice 2) What is the "RSS" trigger you used in your assignment?

- A. A new social media scheduling tool.
- B. A "Rich Site Summary" feed that "listens" for new content on a blog.
- C. A trigger that "listens" for new sales in Stripe.
- D. A trigger that "listens" for new "likes" on Instagram. (Answer: B)

(Multiple Choice 3) What is "Content Repurposing"?

- A. Deleting old blog posts to make your site faster.
- B. "Atomizing" one "pillar" piece of content into many smaller "micro-content" pieces.
- C. Only posting on one social media platform.
- D. Manually posting the same link on 10 different sites. (Answer: B)

(Multiple Choice 4) In the "Content Repurposing Map" activity, a "pillar" piece of content is:

- A. A quick Tweet or status update.
- A. A large, high-value piece of content (like a blog post or YouTube video) that can be broken down.
- C. A piece of "paid" ad content.
- D. A "viral" post with many likes. (Answer: B)

(Short Answer 1) In your "Blog-to-Social" assignment, what two social media "Actions" did you create?

- (Example Answer: I created "Action 1: Create Tweet" and "Action 2: Create LinkedIn Post.")

(Short Answer 2) What is the "content graveyard" or the "post-and-ghost" problem?

- (Example Answer: It's when you spend hours creating content, post it only one time, and then it's "dead" and forgotten, which is a huge waste of effort.)

(Scenario-Based 1) You just posted a new YouTube video. You want to automate its promotion.

1. What is the "Trigger" (App and Event)?

2. What is one "Action" you could automate?