The Empire System

Your 3-Day Content Rhythm

"Consistency is key!"

Everyone says it...

↓

But you're burnt out trying to
post every single day

The 3×3×3 Framework

3 posts × 3 pillars × 3 days per week

MONDAY
Research Day

Find winning content to model
Identify patterns that convert
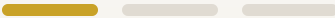
WEDNESDAY
Create Day

Write your content pieces
Using proven frameworks

FRIDAY
Schedule Day

Batch schedule for the week
Set up and forget

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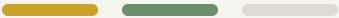
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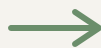3 posts × 3 pillars × 3 days per week

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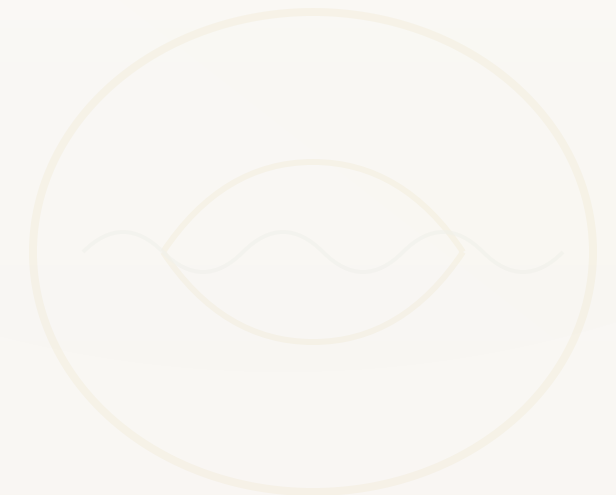
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✓ Complete System

Why This Rhythm Works

01 Removes daily pressure → No more staring at blank screens every morning

02 Batching creates flow → Get into creative mode once, produce more

03 Quality over quantity → 3 great posts beat 7 mediocre ones

Monday

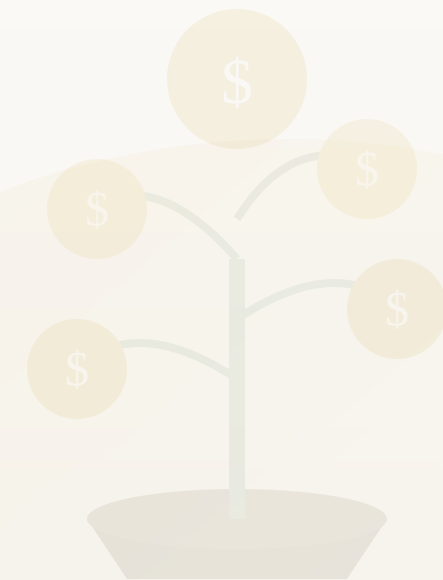## RESEARCH DAY

M.O.N.E.Y. Day

Monday is when you

Organize

New

Evergreen

Yields

The research you do today becomes the content that pays you for months

Open Your Research Tools

Get these ready before you start

Etsy Search

Etsy.com — where we'll spy on real listings + keywords.

EverBee / ProfitTree

Open your sales estimator so you can see age + monthly revenue.

Idea Dump Sheet

Your Google Sheet/Notion where you'll log every promising idea.

Notion / Notes

Timer (45 min)

Coffee (Optional)

Pro tip: Close all other tabs to stay focused

Green Lights Criteria

What makes content worth saving?

High Engagement

Lots of likes, comments, reposts → Proof it resonated with an audience

Relevant to Your Niche

Speaks to your audience's problems, desires, or transformation

Clear Structure

Has a framework you can model → Hook, story, lesson format

Makes You Think "I Could Write That"

Gives you ideas → Not intimidating, inspires your own take

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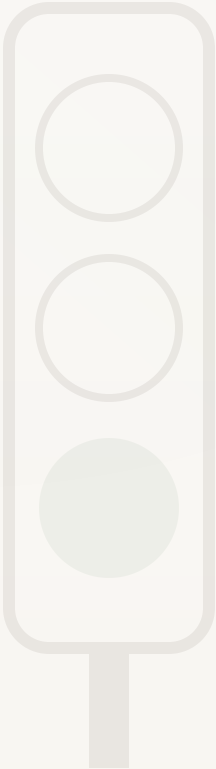Speaks to your audience's problems, desires, or transformation

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✓ Save anything that hits 2+ of these criteria