

PART THREE

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

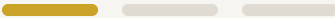
Create Day

Write your content pieces
Using proven frameworks

FRIDAY

Schedule Day

Batch schedule for the week
Set up and forget



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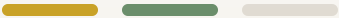
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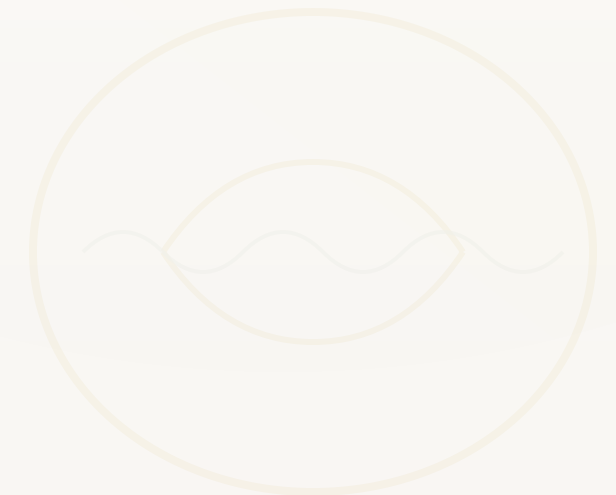
Complete System

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



DAY 1 OF 3

Monday

RESEARCH DAY



PATTERN INTERRUPT

M.O.N.E.Y. Day

Monday is when you

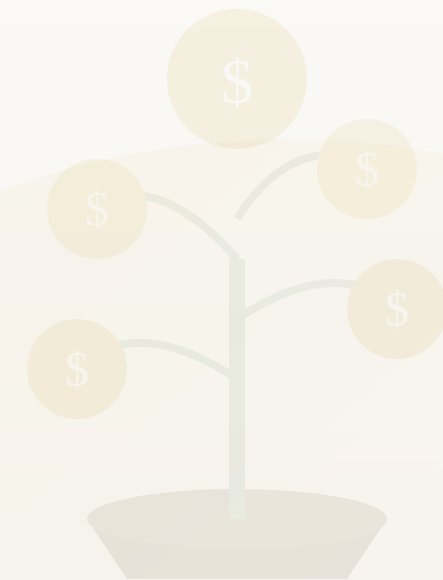
Organize

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



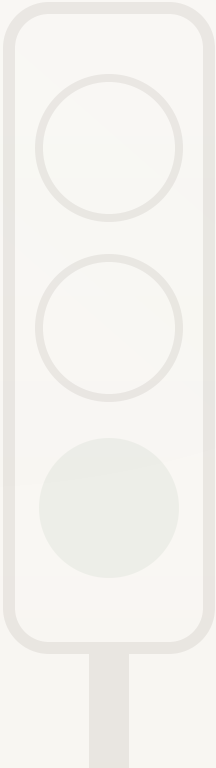
Clear Structure

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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Save anything that hits 2+ of these criteria