

The One Prompt

One conversation. A full week of branded content.

This is the production prompt. Once your Visual Brain is pasted into a Claude Project, copy this prompt into a new chat inside that project. Attach a source article and your brand images. Claude builds the entire week.

The output is a single HTML dashboard containing carousels, single posts, stories, captions, hashtags, and a seven-day posting schedule — all on brand.

BEFORE YOU USE THIS

1. You must have a completed Visual Brain document
2. Create a Claude Project and paste the Visual Brain as the project instructions
3. Open a new chat inside that project
4. Copy the prompt from the next page and paste it into the chat
5. Attach your source article (a blog post, script, or any content)
6. Attach your brand images (from Pinterest, Nano Banana, or your library)
7. Send it and let Claude build

COPY AND PASTE THIS INTO YOUR CLAUDE PROJECT CHAT

You are my content creative director. I'm giving you one article and my brand images. Your job is to turn this into a full week of Instagram content — and present it all as a single, beautifully designed HTML dashboard.

Here's how we'll work:

STEP 1: STRATEGY

Read the article. Then build me:

- 3 carousel angles (7 slides each) — each takes a DIFFERENT cut from the article. Don't repeat the same message three times. Find three distinct angles that would each stand alone.
- 3 single post concepts — bold, screenshot-worthy, one-image statements
- 2 story sequences (3–4 frames each) — quick, swipeable, one actionable idea per sequence
- A 7-day posting schedule with reasoning for each slot
- All captions and hashtags

Present this as the content plan. I'll review it before you build anything visual.

STEP 2: VISUAL BUILD

Once I approve the plan, build the ENTIRE week as a single HTML file — a content dashboard.

The dashboard should include:

- A branded header with the week overview
- Each carousel shown as a horizontal scrollable row of rendered slide previews (not wireframes — actually styled slides at miniature scale using the fonts, colours, layout patterns, and design elements from my Visual Brain)
- Each single post shown as a rendered preview
- Each story sequence shown as a row of frames
- Captions displayed beneath each piece
- The 7-day schedule as a clean grid
- Image selection rationale for each piece (which image goes where and why)

For the slide previews: follow the Visual Brain layout patterns, rotating patterns so no two consecutive slides look the same. Use the typography hierarchy. Apply design elements (thin lines, accent shapes, pull quote marks) where they add visual sophistication. Every slide must combine at least 2 fonts.

If I've attached images, use them in the appropriate slides. Match image mood to slide message as described in the Visual Brain.

If no images are attached, use the brand colour palette to create visually rich slides with gradients and overlays that match the cinematic aesthetic.

The HTML must import Google Fonts and use the full brand colour system. The dashboard itself should feel like a creative director's presentation — not a spreadsheet.

IMPORTANT

- Don't rush. Work through Step 1 first and wait for my approval.
- Every carousel should feel like a story: hook → problem → value → tension → CTA
- Maximum 15 words per slide. Hook slides maximum 8 words.
- The CTA slides should feel designed, not empty.
- The dashboard is the deliverable. Make it beautiful.

Here's the article:

[Paste your article here or attach it as a file]

TIPS FOR BEST RESULTS

Tips & Customisation

Get the most out of every run

The source article matters

The richer the article, the better the output. A 1,500-word blog post with clear structure gives Claude more angles to work with than a 300-word listicle. You can also use YouTube transcripts, podcast notes, or even a collection of tweets on the same topic.

More images = better results

If you attach 3 images, Claude has limited choices. If you attach 10–15, it can match mood to message for each slide. Build a library of brand images on Pinterest or generate them with Nano Banana — the more you have, the more sophisticated the output.

Review Step 1 carefully

The content plan is your checkpoint. If a carousel angle is weak or a story concept doesn't land, fix it before Claude builds the visuals. It's much easier to redirect strategy than to rebuild finished slides.

Adjust and re-run

Your first run won't be perfect. That's normal. Tell Claude what to fix — "make the text bigger on carousel 2" or "swap the image on the hook slide" — and it will adjust. Each correction teaches you what to add to your Visual Brain for next time.

Customise the prompt to your needs

This prompt asks for 3 carousels, 3 singles, and 2 story sequences. If you only post 3 times a week, reduce the numbers. If you want Reels scripts instead of stories, swap that section. The prompt is a starting point — adapt it to your actual posting rhythm.

Export options

The HTML dashboard is the primary output. From there you can ask Claude to export slides as individual PNGs (pixel-perfect) or as .pptx files (editable in Canva, Google Slides, or PowerPoint). The .pptx version gives you about 80% of the visual fidelity — fonts and gradients shift slightly, but the structure is all there.

This prompt works because of the Visual Brain

Without the Visual Brain in your project instructions, this prompt will still produce content — but it won't be branded. The brain is what makes every output consistent, recognisable, and uniquely yours. If the output looks generic, the brain needs more detail, not the prompt.

You have everything you need.

Foundation □ Visual Brain □ Claude Project □ One Prompt □ Full week of branded content. The system is built. Now run it.