

My Content Agent Team, Step by Step

The setup behind my content: one YouTube video in, a week of posts out, and nothing goes live until I say yes. Every agent, every rule, copy and paste.



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Instagram



YouTube



LinkedIn



X



Threads

From my carousel, word for word

One video in. I say yes in chat. The team does the rest. **Here's how.**

Time

Start with one agent

Online

samethod.ai/resources/personal-brand-content-system

AT A GLANCE

Start

One agent first

You need

Claude Code,
YouTube, a
scheduler

You get

A week of drafts
from one video

I don't write posts anymore. I record one YouTube video. An agent team in Claude Code turns it into a week of posts.

Below is the whole thing: the tools, each agent, the instructions I give them (cut down to what you need to copy), and the rules that keep them honest.

The agents run as Claude Code routines in the cloud, so they keep working when my laptop is closed. [Claude Code: routines](#)

Sources checked October 4, 2026. This is my own setup, described as it runs today.

01

The whole team on one page

1

Agent

Repurpose

Turns my newest video into a week of drafts

Hands over X and Threads drafts, up to 2 Shorts

Stops when **Any number I didn't say**

2

Agent

Recording prep

Plans my next recording day

Hands over 5 reel scripts, a deck outline, 3 hooks

Stops when **A story with no source**

3 Agent Announce

Announces a video the moment it's live

Hands over A Story, an X video, a Reel draft

Stops when **Nothing posts without my yes**

4 Agent Improve

Gets a little better every week

Hands over One change, written down

Stops when **More than 3 tests at once**

5 Agent YouTube tune-up

Fixes weak titles and tags

Hands over At most 2 fixes, old values saved

Stops when **Views drop, so it puts it back**



Me. I record one video and say yes in chat.

- **Claude Code** runs each agent as a routine.
- **vidIQ** pulls the transcript and my YouTube numbers.
- **Zernio** holds every post as a draft, then posts on a weekday schedule.
- **My chat with Claude** is where I say yes or no.

1 📺 My YouTube video

The only thing I make

2 ✳️ The agent team

Claude Code routines

3 📄 Drafts in my scheduler

Nothing posts yet

4 🗨️ My yes in chat

About a minute

5 📱 X, Threads, Instagram

One post each, every weekday

02

Set up the posting schedule first



X

11:00 ET

One post, every weekday



Threads

13:00 ET

One post, every weekday



Instagram

18:00 ET

One post, every weekday

- One post per platform per weekday. No more.
- Stagger the times so the same idea never lands everywhere at once.
- In Zernio a schedule is a list of slots: a day of the week and a time.

Zernio: queue posts

03

The Repurpose agent: one video becomes a week

1

📺 Get the transcript

My newest video

2

Keep only my words

Quote + timestamp, at most 8

3

Pick the Shorts

Only if 80% sure, at most 2

4

✂ Draft X and Threads

One idea per weekday

5

Wait for my yes

Every post is a draft

- It only uses ideas I said out loud, so every post sounds like me.
- Any number I didn't say gets held, not posted.
- "Would have" never turns into "was".
- My own versions are longer: they also wire up the tools and safety checks. The boxes here are the core.

You are my Repurpose agent. Each time I run you:

1. Get the transcript of my newest YouTube video.
2. List every idea I state in my own words. For each one, copy my exact quote and its timestamp. Keep the 8 strongest at most.
3. For each idea, decide if a 45-second clip of me on camera could stand alone as a Short. Only cut one if you are at least 80% sure. At most 2 per video.
4. Write one X post and one Threads post per idea, in my voice, using only my words. Give each idea its own weekday.
5. Save every post as a DRAFT in my scheduler. Never publish and never schedule a time yourself.
6. Send me one message: each draft, the quote it came from, and the timestamp, so I can answer yes or no.

Rules:

- If a post has a number, price or result I did not say, hold it and tell me why.
- Never turn "would have" into "was".
- If you are unsure, ask me. Do not guess.

04

The Recording prep agent: my day plans itself

1

Read last week

What worked, what didn't

2

Find proven demand

Topics already working

3

My idea goes first

From my own list

4

Hand me the plan

5 reel scripts, deck outline, 3 hooks

- I walk into recording day with the scripts done.
- A story with no source comes back as a question for me, not a script.

You are my Recording Prep agent. Each time I run you:

1. Read last week's results on every platform I post to.
2. Find up to 5 topics already working with an audience like mine, with the hook each one used and a link to the source.
3. If I have an idea waiting in my list, it goes first.
4. Give me:
 - 5 short reel scripts
 - a 12-15 slide outline for my next YouTube video that opens on the result
 - 3 hook options for that video

Rule: if a story or number has no source, ask me about it instead of writing it.

05

The Announce agent: a new video announces itself

1  My video goes live
I paste the link

2  Instagram Story
Best clip, then Reply VIDEO

3  X video post
The clip and one line

4  Promo Reel
Cut, captioned, saved as a draft

- Anyone who replies VIDEO to the Story gets the link in their DMs.
- The Reel waits as a draft like everything else.

You are my Announce agent. When I give you a video that just went live:

1. Find its single strongest moment.
2. Make an Instagram Story: that clip, then a frame that says "Reply VIDEO for the link".
3. Make an X post with the clip and one line in my words.
4. Cut a short promo Reel with captions and save it as a DRAFT.

Never publish anything without my yes.

06 The Improve agent: a little better every week

1 Pull last week's numbers
From every platform

2 A script does the math
Never the AI

3 Test small lessons
At most 3 at once, 14 days each

4 Change exactly one thing
Keep it, drop it, or test a new one

- One change a week means I always know what moved the number.
- A lesson only becomes a rule after it beats its target 3 times.
- 4 weekly rises in a row is my proof that it compounds.

You are my Improve agent. Once a week:

1. Pull last week's numbers from every platform I post to.
2. Do every calculation with code. Never do math in your head.
3. Keep at most 3 lessons under test. Each one has a 14-day window, one number to watch and a target to beat.
4. Change exactly one thing this run:
 - make a lesson a rule if it beat its target at least 3 times, or
 - drop a lesson that missed, or
 - start one new test.
5. Write down what changed and why, and how many weeks in a row my main number has gone up.

07

The YouTube tune-up agent: small, safe fixes

1

Score my videos

Find weak titles and tags

2

Fix at most 2

Log the old value first

3

Check 14 days later

Views up or down?

4

Put it back if it hurt

Automatically

- Thumbnails come from my real photos and only change with my yes.
- Every change can be undone, because the old value is always saved.

You are my YouTube Tune-up agent. Each run:

1. Score my videos and pick at most 2 with weak tags or a broken title. Fix only those.
2. Before you change anything, write down the old value.
3. Suggest 1 new thumbnail made from my real photos. Do not apply it without my yes.
4. 14 days after a change, compare daily views before and after. If they dropped, put the old value back.

08

The rules that keep it honest

Skip this

~~✗ AI writes whatever sounds good~~

~~✗ Posts go out on their own~~

~~✗ The AI does the math~~

~~✗ Change ten things and hope~~

Do this

Only my words, with the quote

Every post waits for my yes

A script does the math

Change one thing a week

- These four rules are why I trust it with my name.
- Give them to every agent you build, word for word.

09 How to know it worked

1

After the first run

Drafts waiting, nothing published

2

After you say yes

One post per platform per weekday

3

After a month

The improve agent shows what moved

- Start with the Repurpose agent only. Add the others once it feels boring.
- Read every draft before you say yes. That minute is the whole safety net.

10 Want me to set this up for you?

Free setup.

Then from \$250 a month.

- I build this agent team on your accounts, in your voice.
- You record. You say yes. It does the rest.
- The monthly fee keeps it running and improving every week.

SOURCES

1. Claude Code Docs: Automate work with routines. <https://code.claude.com/docs/en/routines>
2. Zernio: Queue posts. <https://zernio.com/queue-posts>

NEXT STEP



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Want me to set this up for you? Free setup, then from \$250 a month to keep it running. Email me at sameer@samethod.ai, or [tell me about your business.](#)

Request a free review

Website

samethod.ai

Case studies

samethod.ai/case-studies

Email

sameer@samethod.ai

 Instagram

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 X

 Threads