

The Monday System

45 minutes every Monday. A full week of content. Done.

This is the core of everything AJ teaches. Before this system, most business owners spend 15+ hours a week on content — and still post inconsistently. After this system, 45 minutes on Monday handles everything. Here is the exact workflow, step by step.

45 Minutes

Total time investment every week

STEP 1

Brief Your AI

9:00 – 9:05am

Open Claude at claude.ai. This is your 5-minute brief. Copy and paste this exact prompt structure:

[COPY THIS PROMPT →](#)

[Open Claude → paste this → fill in your brackets → hit Enter]

- Fill in [your audience] and [this week's topic] — takes 2 minutes
- Run the prompt — Claude delivers everything in under 60 seconds
- Save the output in a Google Doc titled with the week's date

STEP 2

Review & Personalise

9:05 – 9:25am

Claude gives you 90% of the work. Your job is the final 10% — the human layer that makes it yours and makes it convert.

- Read through all 7 posts — do they sound like you? Adjust any that don't
- Add ONE personal detail to each post: a specific number from your week, a client win, a mistake you made, or a contrarian opinion only you would have
- Change at least one sentence in the email subject line — Claude's first draft is rarely the best headline
- Highlight your 2 best posts — these go out on Tuesday and Thursday (peak days)
- Save everything in your Google Doc. You'll copy from here into Buffer.

STEP 3

Create Visuals in Canva AI

9:25 – 9:40am

Open canva.com. You need branded visuals for carousels, thumbnails, and story graphics. This takes 15 minutes because you're working from templates.

- Open your saved Canva Brand Kit (set this up once in week 1 — saves hours every week after)
- For each social post that needs a visual, duplicate your template and change the text
- For the blog post: create one featured image using Canva's AI image generator — describe what you want
- For the email: create a simple header graphic (your logo + that week's theme)
- Export all visuals as PNG — create a folder named with the week's date

STEP 4

Schedule in Buffer

9:40 – 9:45am

Open buffer.com. You're scheduling your entire week in 5 minutes. Buffer handles the rest automatically.

- Connect: TikTok, Instagram, LinkedIn, YouTube Shorts (4 channels on free plan)
- Schedule your 7 posts across the week — Buffer suggests optimal posting times
- Attach the corresponding Canva visual to each post
- Set the newsletter to send Thursday morning (highest open rates)
- Hit 'Schedule All' — your week is done

Pro Tips & Common Mistakes

Read these before your first Monday session.

✓ DO: Batch everything on Monday

Resist the urge to create content on the day you post it. Monday batching is what makes this system sustainable. If you miss Monday, do it Tuesday — but always batch the full week at once.

✓ DO: Keep a 'content swipe file'

When you see a post that performs well — from anyone in any niche — screenshot it and add it to a Google Doc called 'Swipe File'. When briefing Claude, paste 2-3 swipe examples and say 'write in a similar style to these'.

✓ DO: Post even if it's not perfect

AJ's rule: a published 7/10 post beats an unpublished 10/10 post every time. The algorithm rewards consistency above all else. Post imperfectly and improve week by week.

✗ DON'T: Edit Claude's output for more than 20 minutes

If you're spending more than 20 minutes editing, your brief wasn't specific enough. Go back to the brief template, add more detail about your audience and tone, and re-run it. Better input = better output.

✗ DON'T: Skip the personalisation step

The single biggest mistake beginners make is posting Claude's raw output without adding their own voice. One personal sentence per post is what separates content that converts from content that just exists.

✗ DON'T: Post to every platform from day one

Start with ONE platform. Master it. Get consistent. Add a second platform in month 2. Adding too many platforms too early is how people burn out and quit in week 3.

Your Week 1 Monday Brief Topic

Use this exact topic for your very first session:

"5 AI tools that every business owner needs in 2026 (all free)"

High search volume · Easy to write · Sets up your affiliate links naturally