GUIDE

/SYSTEM

One folder. VS Code. One conversation.
The entire content operation behind @agency.pov.

START HERE

/READ THIS FIRST

You commented **SYSTEM**. This is the whole thing — no course, no upsell, no "book a call".

I run a small agency from **Rajkot**. Three years in. I don't write code. I don't have a content team, an editor, a writer or a planner.

What I have is one folder and one window. This guide is exactly what's in them.

> **The exact setup**
> **VS Code** — the free code editor. **Claude Code** running inside it. One project folder open. That is the entire stack. No Notion, no Trello, no scheduler, no team.

Who it's for: freelancers and small agency owners drowning in the repetitive half of the work.

What it costs: VS Code is free. The assistant is about $20/month. Everything else in here is free.

IN THIS GUIDE

01	**THE FOLDER**	Ten directories, nothing else
02	**THE MEMORY**	Why the voice never drifts
03	**THE CALENDAR**	30 days from one conversation
04	**THE PROMPTS**	The four I actually reuse
05	**THE RULES**	What I never let it do

STEP 01

/THE FOLDER

Everything lives in one directory. If it isn't in here, it doesn't exist.

AGENCY.POV.OFFICIAL/
00_MEMORY · 01_SCRIPTS · 02_CONTENT_IDEAS · 03_REJECTED
04_CAROUSELS · 05_LEAD_MAGNETS · 06_VOICEOVER_AUDIO
07_END_CARDS · 08_POSTED_ARCHIVE · REEL/

The one that matters most is **03_REJECTED** — ideas I killed, with the reason. It stops me re-pitching myself the same bad idea three weeks later.

The point: a content operation is a filing problem before it's a creative problem. Fix the filing and the creative gets easier.

STEP 02

/THE MEMORY

One file — **00_MEMORY/MEMORY.md** — holds every decision I've locked: voice rules, pillars, posting time, and everything I've already tried and dropped.

Every session starts by reading it. That's the entire trick.

> **What's actually in mine**
> Delivery is medium-slow, deadpan, never hyped. Short sentences, one idea each. Hinglish stays natural. No face, ever. The hook must work with sound off in two seconds.

Why it matters: without it every session starts from zero and the account slowly drifts into sounding like everyone else. The memory file is the difference between a brand and a feed.

STEP 03

/THE CALENDAR

I don't brainstorm. I have one conversation a month and it produces a file with thirty days in it.

Each day carries the full script — **hook, body, turn, close** — plus what to shoot, the caption, the hashtags and the CTA. Nothing is left to decide on the day.

The ask that produces it

"Read the memory file. Plan the next 30 days across my three pillars. For every day give me hook, body, turn, close, what to film, caption, hashtags, CTA. Match the voice rules exactly."

The honest part: the first draft is never postable. It gets me 70% of the way and I rewrite the hooks in my own words. That last 30% is the whole job.

STEP 04

/THE PROMPTS

Four asks cover almost everything. I don't have a prompt library — I have these.

01 · Hooks
"Ten hooks for a reel about [topic]. Deadpan, no hype. Each must work in two seconds with sound off."

02 · The honest version
"What's the version of this claim I can actually back with a number?"

03 · Repurpose
"Turn this carousel into a reel script. Same idea, spoken, 25 seconds."

04 · Client report
"Here are this month's numbers. Write the client summary — plain language, no jargon, name the one thing that needs a decision."

STEP 05

/THE RULES

The system only works because of what it *isn't* allowed to do.

IT NEVER

Posts anything. Writes the final line of a hook. Speaks — the voice is mine, every time. Invents a number I haven't checked. Touches a client's name.

IT ALWAYS

Reads the memory first. Gives me options, not an answer. Gets rewritten before anything goes out.

The thing nobody says out loud: this isn't automation. It's a faster first draft. Hand over the judgement and the account stops sounding like a person — which was the whole advantage.

THAT'S THE WHOLE SYSTEM

/STEAL IT

VS Code. One folder. One memory file. One monthly conversation. Four prompts. Five rules.

There's no team behind this account and no secret tool. It's VS Code — a code editor — with a coding assistant in it, being used for content instead of code. That's the only genuinely unusual thing about it.

If you build this, send me the folder screenshot. I read every DM.

Where the receipts are

Every month I post the real numbers on the account — views, followers, what worked, what didn't. Including the months that go nowhere.

@agency.pov