



DIGITAL MARKETING VAULT — FIELD NOTES

The Unfiltered Content System

I spent a lot of money so you don't have to.

It cost me money I wouldn't have had to spend, had I known these things.

In about a month, I built a real content system from nothing — a blog with actual SEO structure, a social series that runs itself, a YouTube channel with branded video, and a funnel behind all of it. It works. It's still running.

But getting there wasn't clean. I picked the wrong hosting before I picked the right one. I paid for courses that promised the shortcut and delivered more work instead, burned credits on image prompts that came back nothing like what I asked for, and went through a domain migration that went sideways at the worst possible time.

None of that made it into the polished version of this story before. This guide is the version with it left in — the actual five steps, in the order I use them, with the parts that went wrong included on purpose.

WHAT IT COST ME	
Courses that promised the shortcut, delivered more work	\$1,000s
Paid courses that just moved the hassle, didn't remove it	more than I'll say
Wrong hosting, switched later	time + \$
Image prompts that missed the brief	wasted credits
Domain migration, gone sideways	a weekend
Learning the hard way which tools were worth it	real time and money I won't get back
YOUR COPY OF THIS GUIDE	
FREE	

Five steps. Same order, every time. Here's how it works.

1. Concept & Strategy

Before writing anything, decide what a piece of content is, who it's for, what format makes sense — post, image, or video — and how it connects to everything else already built. Bigger ideas get tracked in a running document so nothing gets lost between sessions.

2. Blog Content

Real, evergreen articles that do the long-term work. Each one gets proper SEO groundwork — a focus keyword, a meta description that makes someone want to click, and a clean URL. Then the content itself, written to sound like a person, not a keyword-stuffing robot.

3. Social Media Images

Write a clear, detailed image prompt — always specifying photorealistic, no text, no watermark. Generate the image with an AI tool. Add a caption treatment: clean typography, a soft gradient for legibility, nothing that fights the photo.

4. Video Production

Generate a short image-to-video animation with subtle motion only — drifting fog, flickering flame, falling leaves. Add a consistent branded outro, the same close every time. Write the title, description, and tags before publishing — never skip this part.

5. Scheduling & Publishing

Content only works if it actually goes out consistently. Build a real calendar, interleaving different content types so nothing feels repetitive, and track everything in one running document so it's always clear what's live and what's next.

Want the deeper walkthrough?

This guide covers the shape of the system. The full course goes further — the actual prompts I use step by step, the funnel already built for you to start from, the tool-by-tool breakdown, and the mistakes that didn't make it into this guide. Built and taught by someone who's a certified funnel builder, not just someone recommending software they're paid to promote.

[**See The Full Course**](#)

This guide is free and always will be. No spam, no pressure — just the option to go deeper if it's useful to you.