

## Batch social posts once, publish all week

For solo operators running the whole business.

### Who this is for

Solo operators and one-person businesses who wear every hat â sales, delivery, admin, and support â and need leverage without hiring a department.

Daily posting from scratch destroys deep work.

### Suggested stack

Scheduler + asset folder + weekly batch ritual. Primary tools: Buffer, Typefully, Canva.

### Do this

1. Pick 3 pillars (teach, proof, product) and rotate.
2. Batch write 7 posts every Monday in Buffer/Typefully.
3. Reuse Canva brand kit â no new layouts mid-week.
4. Queue, then mute social apps until the engagement window you choose.

### Operator tip

Consistency beats virality for a solo brand. Protect the batch ritual.

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