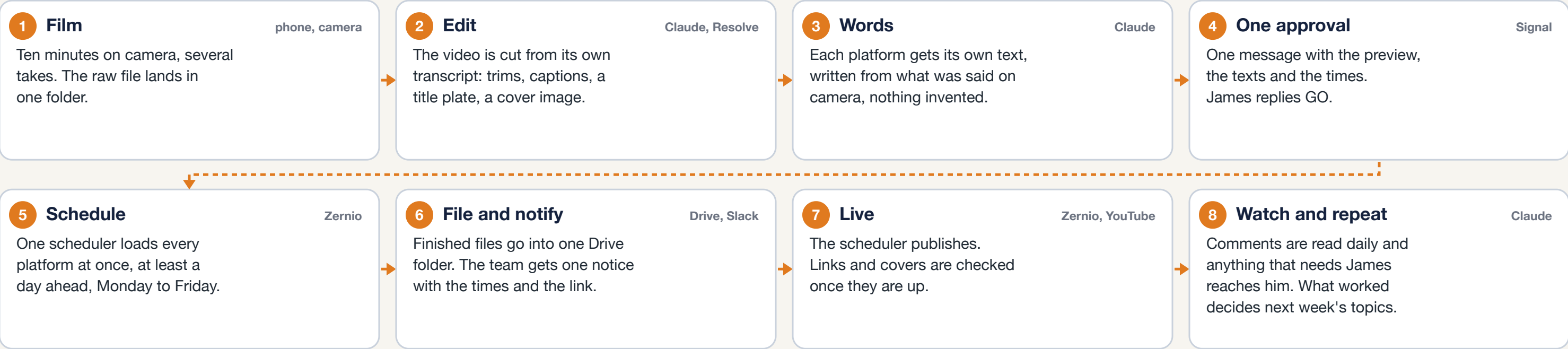


From paper to published: the daily publishing loop

Eight stages, one person approving, nobody posting by hand. James Schramko, October 2026.

JAMES'S RUN: EIGHT STEPS, ONE PERSON APPROVING, NOBODY POSTING BY HAND



YOUR VERSION THIS WEEK

- **You film**
from a printed script, phone at eye level, in one sitting. Several takes are fine.
- **One editor edits**
a person or an AI, from the transcript: trims, captions, a cover. One editor, not a committee.
- **The words come from the transcript**
a title and description, a caption, a short line for the text platforms. Nothing you did not say.
- **You approve**
in one message. A quick yes, or the one line to change.
- **One scheduler**
Zernio or similar: YouTube and Instagram loaded together, a day ahead. Nobody posts by hand.
- **File it**
finished videos in one folder, one list of what went out and when.
- **You check comments**
once a day. Reply to the real ones. The rest can wait.

Seven tools at most: a phone, an editor, Claude, one scheduler, YouTube, Instagram, one folder. Add one only when the current one hurts.

The order matters more than the tools. Edit from the transcript, write from what was said, approve once, schedule everything at once, file it, watch the comments.

Read *The Content Octopus* playbook for the full picture: jamesschramko.com/playbooks/the-content-octopus/