

CPS

Content Planning Studio

The Complete Guide

Plan 30 or 90 days of content for any website, in your own voice, from your own writing. Set it up, build a plan, make carousels, write email, connect Claude Desktop and keep your work safe.

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1. Welcome and what this is

Content Planning Studio is software that runs on your Windows PC. It plans 30 or 90 days of content for one website at a time, written in your own voice from the writing you have already done. It also turns content ideas into carousels.

It lives on your computer. You download it and it runs as a desktop app (an .exe file), with your data in a single database file on your own machine. There is no subscription and no third-party account to open. It is built with Django, so a developer who prefers to run it from source can, but for most people it is simply an app on their computer.

The plan follows a framework called **Know, Like, Trust**:

Stage	When	What the content does
Know	Week 1	Introduces who you are and who you help, so new people learn what you do.
Like	Weeks 2 and 3	Shows your personality, stories and opinions, so people enjoy hearing from you.
Trust	Week 4	Shares proof and depth, then invites people to your email list and your offer.

GOOD TO KNOW

The plan never promises a result for your audience or for you. It gives you a clear month of content in your own voice. What happens afterwards depends on your audience and your product.

Who this guide is for. You do not need any marketing or coding background. Every term that might be new (asset, voice profile, prompt template, MCP) is explained the first time it comes up, and again in the glossary at the back.

The short version, in the order you will use it:

1. Install the app and choose where your AI comes from.
2. Set up a website, its brand details and its product.
3. Give it your writing as assets, and build a voice profile.
4. Build a 30-Day Content Plan with the plan chat.
5. Work the plan and tick off each day on the tracker.

2. Install and open the app

1. **Unzip the download** into a permanent folder such as Documents, not your Downloads folder. Right-click the zip file and choose Extract All. The app cannot run from inside the zip.
2. **Open CPStudio.exe.** The first launch takes a few seconds while the app sets up its database and example content.
3. **Windows may show a blue warning** that says "Windows protected your PC". This is normal for a new app. Click **More info**, then **Run anyway**. You only do this once.
4. **Log in** with `admin@example.com` and `admin123`.
5. **Change the password straight away.** Click **Admin** in the top menu, then **Change password**, and pick a password you do not use anywhere else.

File or folder	What it is
<code>CPStudio.exe</code>	The app. Double-click it every time you want to open Content Planning Studio.
<code>CPStudio-mcp.exe</code>	The link between the app and Claude Desktop. Claude Desktop starts it for you. You never open it yourself.
<code>_internal</code>	The files the app needs. Leave it alone and keep it next to the two .exe files.

Finding it again. The first time you open it, the app adds itself to your Start menu. Click Start, type Content Planning Studio, and open it. Right-click it there to pin it to Start or to the taskbar. If you move or re-download the folder, the Start menu entry repoints itself the next time you open the app.

Updating to a new version. Unzip the new download into a new folder and open its CPStudio.exe. Your data sits outside the app folder, so it carries over. If you use Claude Desktop, open Settings in the app, press Reconnect, and restart Claude Desktop once so it points at the new folder.

Where your data lives. In `%LOCALAPPDATA%\ProductTracker` on your own computer: a database file and a media folder. The folder keeps the name from an earlier version on purpose, so nobody loses their work. Do not rename it.

3. Choose how your AI runs

The plan chats, the Generate panels and the carousel text all use AI. You decide where it comes from, and you can change your mind later. Tasks, pages, products and the content calendar work with no AI at all.

Route	What it costs	Choose it if
Claude Desktop	Nothing extra. It uses your Claude plan.	You already pay for Claude.
Your own AI key	The provider charges you for what you use.	You prefer OpenAI, Anthropic or Google Gemini.
No AI yet	Nothing.	You want to look around first.

Route A: Claude Desktop

Everything the app's chats can do is also available as a connection that lets Claude Desktop talk to your install. You run the same tools from a normal Claude chat window, on your existing Claude plan, with no API key and no per-use cost.

1. Install the **Claude Desktop app** and sign in. It must be the desktop app. The browser version and the phone app do not work for this.
2. Open Content Planning Studio. On first launch it registers itself with Claude Desktop and a green bar appears: **Connected to Claude Desktop**.
3. **Fully quit Claude Desktop**: right-click the Claude icon near your clock and choose Quit. Closing the window is not enough, because Claude only loads new tools when it fully restarts. Open it again.
4. Click the dismiss button on the green bar in the app.
5. Use a **New Chat**, not Cowork. Paste the connection test prompt below.

Confirm you can reach my content tools by calling `list_websites` and tell me what you get back. Then call `get_content_framework` and explain its phases (Know, Like, Trust) and its first rule in your own words, so I know you will follow the framework before building any plan.

If Claude lists your websites and explains the framework back to you, you are set. If it cannot see your websites, the connection is not live yet. Fully quit Claude Desktop and reopen it, or open Settings in the app, find **Claude Desktop connection** and press **Reconnect**, then restart Claude Desktop once more. After that, saying "Check my content-calendar for today" makes Claude list what you have to do.

GOOD TO KNOW

Two small tools (draft from a template, and distil my voice) call the AI key in AI Settings even when you work through Claude Desktop. Claude can do that writing for you instead, so you can ignore those two.

Route B: your own AI key

1. Create an account with OpenAI, Anthropic or Google Gemini and get an API key from that provider's website. The key is not included with the app.
2. In the app, open **AI Settings** in the top menu and pick your provider.

3. Paste the key into its field and **tick Active**. A saved key with Active unticked is never used, and you will see a "no active provider" error.
4. Optional: type a model name. Leave it blank to use a sensible default.
5. Press **Save**, then **Test connection**.

Your key is encrypted on your own computer and is only sent to the provider you chose, when you use an AI feature. There is also an Off option that turns AI off while keeping your keys saved.

WATCH OUT

Paste an API key only into the AI Settings page of the app. Never paste a key or a password into a chat.

4. Your first session

Log in and you land on the **Dashboard**, your home base. It shows what is due today, this week's plan and a running work log. The Training pages in the sidebar explain each part of the app, and some example content (marked [Example]) is there so you can see how things look. Delete the examples whenever you like.

A sensible first session, in order:

1. Create your first website (section 5).
2. Add your product (section 9).
3. Upload two or three pieces of your own writing as assets (section 11).
4. Build a voice profile (section 12).
5. Do a little research and save it as an asset (section 11).
6. Only then, open the 30-Day Content Plan (section 16).

It is easy to sit down, guess what might work, publish it, and wonder why nobody cared. Every platform is publicly showing you what people already care about. Use AI to carry out research, or do your own. Look at what is working and what keeps coming up. A few minutes there makes the plan far less generic.

5. Websites: your hub

A Website is where you put your business details. It is a container for everything related to one venture, so it does not have to be an actual website. Nearly every other part of the app hangs off a website: its tasks, content calendar, products, blog posts, pages, hosted tools, assets and content plans.

Each website has a status (active, paused or completed) and a priority number, so the dashboard can tell you which business to focus on when two things clash on the same day. It also stores your brand and EEAT (Experience, Expertise, Authoritativeness, Trustworthiness) details:

Field	What it is for
Domain, brand name	Identifies the business.
Author or founder name and bio	Who is behind it. The plan chats and AI generation use this to write authentic hooks.
Founder expertise	Comma-separated topics you are known for.
Business bio, meta description	The short pitch, reused wherever a summary is needed.
Support email	Where customer questions about this business go.

Import from Djangify. If the business already has a live shop on Djangify, use Import from Djangify instead of typing everything in. Enter the shop domain and the read-only export token from your Djangify admin (Connect to Content Planning Studio). The app fetches the brand info and product list, and you pick which products to bring in. It also brings in your cluster pages, pages and hosted tools, and your recent blog posts. It is a one-time pull, so run it again if you add products later.

Social platforms. Edit the website and tick the platforms you actually post on: Instagram, TikTok, YouTube, LinkedIn, X, Facebook, Pinterest, Reddit, Substack, Threads, Bluesky and Medium. The plans are built around only these. If none are set, the chat asks and saves your answer for next time. Pick the one to three you can keep up.

Deleting a website. Open it and click Delete. A confirmation screen lists exactly what will be removed, with live counts of tasks, work sessions, products, contacts, plans, notes, assets and content items, before anything happens. Notes, assets and content items can be shared across websites: if this site is their only link they are deleted, otherwise they are just unlinked.

6. Tasks and habits

This is the part of the app that keeps you doing the work, not just planning it. Every task belongs to a website, has a status (planned, in progress or done) and usually a scheduled date.

One-off tasks and habits. Most tasks are one-off: do it once and mark it done. A habit is a task set to repeat daily, weekly or monthly. Its done status resets each period, and the app tracks a separate

completion record for each day, week or month. This is the mechanism behind your content plan: each day of the plan becomes a real task with its own date, so "did I do day 14" is a clear yes or no.

Three views:

- **Table:** every task, sortable by website, title, status, date or estimate. Good for bulk edits.
- **Board:** grouped by status, with a dropdown on each card.
- **Calendar:** a month grid. A day with tasks from two different websites is flagged as a clash.

The Dashboard's Today panel shows what is scheduled today, anything overdue, and any habit not yet done for its current period.

7. The reminder email

Looking at a dashboard only works if you remember to look. When you close the app for the day, it can email you whatever is still open: overdue tasks, anything scheduled for today and any habit not yet done for its current period. It sends at most one email a day, and says nothing if everything is done.

1. Open **Settings**.
2. Under **Email & Reminders**, enter the address where reminders go.
3. Enter your email provider's sending details: SMTP host, port, username, password and from address. If you run a Djangify shop, use the email details from your shop. The password field accepts an app password if your provider offers them.
4. Tick **Email me my outstanding tasks when I close the app**, and press **Save settings**.
5. Press **Send test email** to confirm it works.

A content plan only works if something taps you on the shoulder when you skip a day. This is that tap.

8. Pages

Pages are nestable notes with a block editor. Think of them as your wiki. Anything generated by the AI (a content plan, a piece of generated content) is saved here as a Page, but you can also write your own notes, nest them under each other, and restore deleted pages from a soft-delete trash.

Pages and assets are not the same thing. A Page stores output: something finished and ready to read. An Asset (section 11) stores input: raw material you give the AI. Keep this straight and the rest of the AI features make much more sense.

9. Products

Each website can have one or more digital products, each with a name, price, description, an optional deliverable file, a sales log and simple funnel steps. Your product ladder, usually a cheap entry product, a mid-priced course and a bigger offer, is exactly what the plan chats read when they ask which product the plan is for. Keep the descriptions accurate even if you never look at this screen again.

10. Content calendar

Everything you would track in a content-planning spreadsheet, in one record per piece of content: scheduled date, pillar, content type, topic, platforms, hook, caption, call to action, hashtags, tags and links, and the published link. Each item has two separate statuses: a production status (idea, draft, scheduled, published, archived) and an approval status (draft, ready, approved, changes), so you can review before something goes out.

- **Calendar view:** a Sunday to Saturday grid.
- **Board view:** grouped by approval status. This is where you review and approve.
- **Table view:** filterable, for bulk work.

TikTok, Instagram, Pinterest, Facebook, YouTube and WhatsApp come built in, and you can add more without any code changes.

11. Assets: what to upload and where

An Asset is a piece of raw source material: something you upload, or text or a transcript you paste in. It is the input side of the AI engine. Every generation feature, the voice profile and both content plan chats draw on your assets, so you do not re-explain your business every time.

Field	What it does
Title	How you will find it later.
File (optional)	Upload the original: PDF, document, image, audio, video or an interactive HTML tool.
Type	Text, Markdown, PDF, Image, Audio, Video, Interactive tool (HTML) or Other.
Content	The actual text. This is what gets sent to the AI.
Tags	Comma-separated, for filtering later.
Website	Optional. Leave blank for something reusable across every business.

IMPORTANT

The Content field is what the AI reads, not the file you upload. If you upload a PDF or a Word document, paste its text into Content as well. The file upload is an attachment for your own reference. The app does not read it for you.

Website-specific and global assets. Most assets belong to one website: a blog post, a transcript, a lead magnet. Some are useful across every business you run, such as a style guide, a piece of evergreen writing or a general tool. Leave Website blank on those and they become global, visible in every business's asset list and to the plan chats.

The Interactive tool (HTML) type. If you have built a standalone HTML tool such as a quiz or a diagnostic, upload it as an asset of this type. It then appears in a reminder banner at the top of the Dashboard, and the plan chats can suggest working it into a day's content.

Do your own research

The biggest thing that stops a plan being generic is real research into what your audience searches for, complains about and is afraid of. You do not need this app for that. Most AI tools can search the web, and you know your world better than any AI.

- Ask your AI, with web search on, for the exact phrases, questions and complaints your audience uses.
- Read the comments on competitors' posts and videos, and the threads in the forums and groups your audience uses.
- Look at what search suggests as you type your topic. Those are real queries.
- Look at what is already working: Google Trends, "People also ask", the low-star reviews on best-selling books, long-running ads in the Meta Ad Library, the most-viewed or most-saved posts on

YouTube, Pinterest and Reddit.

- Write the pain in their words, not yours. "My shop got shut down overnight and I lost every listing" is research. "People want to sell online" is not.

Paste what you find into a new asset (type Text is fine) linked to the website. Now the plan chats can use it for this plan and every future one, and you only research once. When you brief the chat, point it at that asset by name.

Email assets

Email material is kept separate from your promotion material. Set an asset's Category to Email for anything email-specific: past emails that did well, a swipe file, an email-only story, a bank of subject lines. Email assets show up in the Email section, not in your general Assets list, and they stay out of your content plans.

12. Voice profiles

A voice profile is a distilled description of how you write. It is built once from your own words, then applied automatically everywhere content is generated, so drafts sound like you instead of a generic AI.

How to build one. In Assets, open **Voice profiles**. Paste a few writing samples, or point it at saved assets, and press **Distil**. The AI produces:

- A one or two sentence summary of your voice.
- A handful of tone words.
- Typical sentence length (short and punchy, medium, long and flowing, or varied).
- Words to avoid.
- Do's and don'ts, in your own patterns.

You can keep more than one voice profile, which is useful if you write very differently for two businesses. Only one is active at a time, and that is the default whenever generation has no specific voice chosen.

Build your voice profile before your first plan, not after. A plan full of hooks is only useful if they sound like something you would say.

13. Prompt templates and content templates

The app has two different things called templates, in two different places, doing two different jobs. Mixing them up is the most common point of confusion.

	Prompt template (Assets)	Content template (Content Calendar)
What it is	One reusable system instruction.	An ordered recipe of several prompts.
Input	One or more assets you pick.	A brief you write, or nothing.
Output	A new Page (free-form).	One content item with its fields filled in (hook, caption, CTA, hashtags) in one run.
Used from	The Generate from Assets panel.	The calendar's Generate panel and the Assistant.
Examples	Blog post, social media, email, funnel or sales copy, documentation, general.	Named per recipe, such as "Instagram carousel".

Creating a prompt template. Give it a name, pick a content type and write the system prompt: the instruction the AI follows before it reads the assets you select. For example, for a blog post: "Write a helpful, search-friendly blog post from the material provided. Use the voice profile if one is active. Include a clear intro, three to five subheadings and a soft call to action at the end."

Creating a content template. A content template is a sequence of steps, each aimed at one field of the content item (topic, hook, caption, call to action or hashtags), with its own instruction and order. Step 1 writes the hook, step 2 writes the caption using that hook, step 3 writes the call to action. Set a default content type and platforms so items come out tagged correctly.

14. The two Generate panels

Generate from Assets. Found on the Assets pages. Pick one or more assets, pick a prompt template, optionally add a voice profile and extra instructions, and run it. The result is saved as a new Page you can edit further in the block editor.

The calendar's Generate panel. Found on the Content Calendar. Pick a content template, or write a short brief, choose a date, and a full draft content item (hook, caption, CTA, hashtags) is dropped into the calendar with the approval status Ready for Approval, waiting for you on the Board view.

15. The Assistant

The Assistant is a chat page focused on your content calendar. Unlike the Generate panels, it acts: it calls the same tools directly, so you can tell it what you want in plain language.

- "What content do I have scheduled this week?"
- "Give me five August Instagram post ideas about summer skincare."
- "Move item 3 to next Friday."
- "Approve item 5."
- "Draft an Instagram post about morning routines for August 20."

If a request is ambiguous, it asks a short clarifying question rather than guessing. Use Clear chat any time. It does not affect anything the Assistant already created.

16. The 30-Day Content Plan

This is a separate chat from the Assistant, with one job: build a 30-day content plan for one product on one website, in your own voice. Open **30-Day Content Plan** in the top menu. It is written for someone new to marketing: plain language, no jargon.

What it asks you, in order

1. **Which business.** It loads that website's brand info and product list itself, so you are not asked to repeat anything already in the app.
2. **Which product.** Usually your cheapest, with its price and what it delivers confirmed.
3. **Your audience, concretely.** Not "entrepreneurs" but "busy parents wanting a side income". It helps you find the one main problem your product solves if you are not sure yet.
4. **Your research and real pain points.** If you have none, it tells you to research first and offers a lighter first plan. It does not invent pain points.
5. **Your platforms.** From the ones ticked on the website.
6. **Time available per day.** This decides everything that follows.
7. **What already exists.** It checks your assets first and tells you what it found, such as a lead magnet, a transcript or a tool, instead of asking you to describe them from scratch.

The briefing prompt

Rather than relying on the chat to know your business, hand it everything up front. Fill in the brackets (or point at an asset by name) and paste it into the plan chat. The more you give it, the less it guesses.

Build a 30-day plan for [BUSINESS OR WEBSITE NAME].

VOICE: Write in my voice. Check my voice profile for [BUSINESS NAME].

MY ASSETS (use these, do not invent from scratch):

- Check: [NAME OF ASSET]
- Check: [NAME OF ASSET]

MY PLATFORMS: the ones I have ticked on the website.

MY AUDIENCE AND THE PAIN I FIX:

- Who they are: [BE SPECIFIC]
- The main pain they feel: [THE PROBLEM, IN THEIR OWN WORDS]
- What my product helps them do: [PLAIN DESCRIPTION, NO PROMISES]

MY RESEARCH (what they actually search for or complain about):

- [PAIN POINT 1]
- [PAIN POINT 2]

(or: Check: [NAME OF RESEARCH ASSET])

Build it around Know, then Like, then Trust. Every day must answer a real pain and point to where my product fits in. No promises of results. No generic behind-the-scenes filler.

How the plan is built

- **Channels** come only from your ticked platforms. With a couple of hours a day or less, you get one channel. With several hours, up to three, never more. Commenting on other people's posts counts as part of the plan, not just posting your own.
- **Know, Like, Trust** shapes the weeks (see section 1). Every piece of content names a real pain your audience feels and points to where your product fits. If a task cannot name the pain it addresses, it does not belong in the plan.
- **Each day** has a main task and, when you have the time, lighter tasks around it (engagement, repurposing an existing asset). Each names the channel, a concrete hook in your voice, the call to action, and where an existing asset fits.
- **Each week** ends with a short review task: what got a response, what did not, and what to do more of next week.
- Around **days 18 to 22** the plan includes a note that results often feel flattest here. Judge yourself on whether you showed up that day, not on follower counts.

17. Running your plan, and doing it again

Once you confirm the plan looks right, it is saved two ways at once: as a readable Page, and as real dated Tasks on your dashboard. If you approved a very loose plan the chat may not create tasks, so ask it to lay out specific days before saving.

The day-by-day tracker. The plan's Page lists every day with a done marker, a date and notes, and a link to the interactive tracker. Click any day to record:

- Whether you actually showed up and posted.
- The link to what you posted.
- The hook you used.
- Notes: what you would change next time.
- Views, clicks and new followers or subscribers.

Saving marks that day done on the tracker and on your dashboard. Anything not done stays on the dashboard as overdue and is listed in the reminder email.

Doing it again next month. Before you ask for the next 30 days, open the finished tracker and look at it. Which days had the best hooks, which channel earned its time, which days did you skip and why? Bring that into your next conversation with the plan chat, for example: "last month's Reels did better than the carousels and I skipped most Wednesdays". Each plan then starts from what the last one showed. There is nothing to reset. Open the chat again (or clear it first for a fresh start) and ask for the next 30 days for the same product or a different one.

18. The 90-Day Content Plan

Everything in sections 16 and 17 also comes in a longer form: a 90-day plan, opened from its own chat and broken into three linked 30-day phases, for when a business needs more runway than one month. It runs on the same framework: **Know** (days 1 to 30), **Like** (days 31 to 60) and **Trust** (days 61 to 90). Phase names default to this wording, and the chat asks first if you already use your own.

The 90-Day Content Plan asks the same questions as the 30-day chat, then plans Phase 1 as four connected weeks:

- **Week 1:** lock the one-line positioning message and make it consistent everywhere you are already visible (every bio and about page). One-time foundation basics also get checked off: analytics installed, an opt-in page live, any automation set up.
- **Weeks 2 and 3:** the first content wave on your chosen channels, with the same hook and CTA detail as a 30-day plan.
- **Week 4:** a review week. Look at what got a response, repeat what worked, and make a direct invitation.

Phases 2 and 3 are drafted later, on purpose

Go back to the 90-Day Content Plan chat once a phase is finished. It checks real task-completion data from your dashboard before writing anything:

If the finished phase's completion was	What happens next
Below the plan's threshold (default 40%)	The chat recommends repeating the phase rather than moving on, and says why. Piling on more work when the last phase was not done only widens the gap. You can still choose to press on.
Above the threshold but some days skipped	The next phase folds those specific skipped items back in early, by channel and topic.
Above the threshold and mostly done	The next phase carries forward whatever got the best response and increases volume and specificity.

That is the difference between a 90-day plan and running the 30-day plan three times: the app looks at what really happened before deciding what comes next.

What is tracked to make that check possible

- **Foundation checklist:** one-time setup items (analytics installed, search console verified, email list connected, brand info complete, opt-in page live), checked once, not weekly.
- **Weekly metrics:** numbers you enter yourself: email list size, new subscribers and which channel sent them, sessions and the top source, revenue and number of transactions, and content pieces published per channel.
- **Weekly journal:** a handful of reflective questions written for that week and plan, with a place to type your own answers.

90-Day Content Plans get their own section in the left sidebar, above Pages. Opening a plan shows every phase, each week's progress, the tracker for each week, that week's journal, and the foundation checklist and metrics log on the plan's overview page.

Which one to use. Use the 30-Day Content Plan for a single product push you want to review and re-plan month to month. Use the 90-Day Content Plan when you want the next three months mapped out, with the app checking your follow-through. The 90-day version is an option alongside the 30-day plan, not a replacement.

19. Checking your topics before you create

Your plan gives you topics based on your audience and your saved research. That is the starting point, not the final word. Before you spend hours on a piece, check that real people are searching for it and see what is already working. The gate is simple: suggested, then validated, then made.

The 3-minute manual check

1. Open YouTube and type the topic into the search bar. The autocomplete shows the exact phrases real people type. If it fills in richly, there is demand.
2. Look at the top four or five results and compare views against the channel's subscriber count. A small channel with a video doing far more views than usual means the idea is hot. A huge channel

with modest views just means they are famous.

3. Take the title pattern of the winner and rewrite it in your own angle. A different spin, never a copy.

If nothing autocompletes and no small channel is winning with it, consider skipping the topic.

The faster way: hand the list to AI first

Paste your plan's topics into Claude (with web search on, or Claude in your browser) using this prompt. It does the legwork and gives you links to check.

You are helping me check content topics before I create them.

My website: [WEBSITE]

My niche: [NICHE]

My audience: [WHO THEY ARE]

The main pain I solve: [THE PAIN]

Below is a list of topics from my content plan. For each topic, search the web and YouTube now. Do not answer from memory.

For each topic tell me:

1. DEMAND: are real people searching for or watching this? What exact words do they use?
2. WHAT IS ALREADY WORKING: find 2 or 3 videos or posts doing well, with links so I can check them. Where you can see it, compare the channel size with the view count.
3. VERDICT: MAKE IT (real demand, clear angle), SHARPEN (real demand but crowded, so give me a sharper angle) or DROP (little real demand, say so plainly).
4. HOOK: if MAKE IT or SHARPEN, give me one title or hook based on what is already working, rewritten in my own angle. A different spin, never a copy.

Rules: give a real link for every claim. If you cannot find a source, say "no source found, treat as unverified". Never invent view counts. If a topic is weak, tell me to drop it.

Here are my topics:

[PASTE YOUR TOPICS HERE]

Make it means create it with the hook you were given. **Sharpen** means keep the topic and take the sharper angle. **Drop** means cut it and ask the plan chat for a replacement, or promote an existing asset instead. If there is no real signal behind a topic, do not make it.

20. Carousels

A content item whose type is Carousel can become a carousel of up to 7 slides. The slide text is written from a short brief, and the slides are laid out in the brand palette the app reads from your assets, so add a short brand note as an asset first.

1. Open a content item whose type is Carousel and press **Make carousel**. Once you have made one, the button says Open carousel.
2. Write a short brief: the one idea the carousel should make, and who it is for.

3. Press **Rewrite from brief**. Edit any slide by typing over it, pick a photo for a slide if you want one, and add a footer call to action.
4. Press **Export**. The slides are saved as PNG images in a zip file, attached to the content item as an asset, ready to post.

TIP

An empty carousel cannot be exported. Write a brief or type the slide text first. In the desktop app you can open the exported folder in Explorer. Otherwise use Download the zip.

21. Email and newsletters

The point of building an audience is reaching it. The Email Specialist is a separate AI chat with one job: turn what you do, and who you do it for, into email you can send. It already knows your business because it pulls your brand, product list, saved assets and voice, so you are not re-explaining yourself each time. Open **Email Specialist** in the top menu to chat, and **Email** (top menu and sidebar) to see everything it has saved.

Sequences and newsletters

- A **sequence** is automated and evergreen. It starts when someone joins a list and sends a series of emails on a schedule, walking a new subscriber from "hello" to "here is the thing that helps". Set one up once for a list, especially a new list or one with a freebie attached.
- A **newsletter** is a one-off broadcast: a single timely email sent to a list once. It can be a full draft, or just a saved idea (a topic and an angle) that you write out later.

How it writes

It combines personal storytelling with direct-response marketing, and the subject of every email is the reader's pain, never yours. It starts from the one problem your subscriber is living with, then uses a real story from your life or a client's, only because that story speaks to the reader's struggle. It never invents a story or puts words in your mouth. If good stories live in your assets it pulls them from there, and if you do not have one it helps you surface one.

What it asks you

- Which list and which product this is for.
- The most important question: what did the subscriber sign up for? A freebie tied to the same problem your product solves means they are warm, so the product can appear within the first few emails. A cold or standard list means earning trust first, with more story and help and a later pitch.
- Who it is for and the one real problem your product fixes.
- Your stories, chosen for what they say to the reader, including your origin story and at least one problem story.
- How many emails over how many days (for a sequence). It suggests a default and you adjust.

What you get

- A sequence on a proven arc: Email 1 delivers what they signed up for and introduces you; Email 2 is a problem or mistake story; Email 3 is real value or proof; Email 4 introduces your product plainly. Each email has a subject line, a full body in your voice and its send delay.
- A newsletter: one email with a subject line, a body in your voice and one clear call to action.

IMPORTANT

The app does not send email. Everything the Email Specialist produces is a draft. To run a sequence or send a newsletter, paste it into your own email provider and send it from there. Subscriber counts, open rates and sending all live with your provider.

The send reminder. Give a newsletter a send date and the assistant drops a "Send newsletter: ..." task onto your dashboard for that day, so you do not forget to send it.

Sample questions. "I have a free meal-plan PDF. Write me a welcome sequence that leads to my Starter Course." "This list already has a welcome sequence. I just want a newsletter for this week about [topic]." "Give me three newsletter ideas for my audience." "My list is cold and did not sign up for anything specific, so do not pitch too hard too soon."

22. Learn from your edits

You will always change what the AI writes, and that is how it should be. What wastes your time is making the same change every single time. This feature spots those repeat edits and teaches the drafts to start that way.

- When a content item is created with AI-written text, the app keeps a copy of that original draft. When you mark the item Approved or Published, your version is saved next to it. Items you type yourself are never included.
- Open a website and scroll to **What have I been changing?**. The **Look at my edits** button unlocks at 10 finished drafts.
- It suggests only changes you made in at least 3 different drafts, with a before and after example of each. Click **Accept** on the ones that are true and **Reject** on the rest.
- Accepted notes appear under **What drafts for this site now do**, and you can remove them any time.

Nothing is used until you accept it. Each website learns separately, rejected suggestions never come back, and reviews use your AI key from AI Settings (Claude Desktop uses your Claude plan instead).

23. Repeating tasks and the archive

A repeating task (with a Daily, Weekly or Monthly badge) makes a real task for every day, week or month up to the end of next month. Deleting a single day only hides that day. To stop a repeating task for good, open it and delete the repeating task itself, which removes all of its days.

Finished tasks move to the **Archive** tab automatically once they were completed more than 90 days ago. Nothing is deleted. Archived tasks leave the Table, Board and Calendar but still count towards your history. Use the search box to find an old task, click Restore to bring one back as an open task dated today, and click Export these to CSV to save what you are looking at to your Downloads folder. Once an archived task is over a year old, a banner offers to clear it out. The app saves a CSV first and only deletes if that file was saved.

24. Claude Desktop (MCP)

MCP (Model Context Protocol) is the connection that lets Claude Desktop talk directly to your install and run the app's tools from a normal Claude chat. Setup is in section 3. Once it is connected, you can ask Claude things like:

Tool	Example prompt
List and search content	"What content do I have scheduled this week?"
Create content	"Add a Reel for Aug 12 titled 'Morning routine'."
Approve or change status	"Approve item 5." / "Mark item 5 published."
Reschedule	"Move item 3 to next Friday."
Draft content	"Draft an Instagram post about summer skincare for Aug 20."
Update your voice	"Here are three of my posts. Learn my voice: ..."
Brand and product context	"Pull up my brand info and products for [website]."
Check reusable assets	"What assets do I already have for [website]?"
Build a plan	"Build me a 30-day content plan for my Starter Guide."

The one place it still costs money. Everything above is free on your Claude plan, including having Claude write the captions, except two tools that call your configured AI provider directly (draft from a template, and distil my voice). They use the key from AI Settings if you have set one up. You can ignore them and let Claude do the writing instead.

Requirements. The Claude Desktop app installed and signed in (not claude.ai in a browser, and not the phone app), and this app installed and running on the same computer. Use a New Chat, not Cowork.

25. Back up your data

Everything you create in the app (websites, products, assets, content, plans and tasks) lives in a single database file on your own computer. To protect it, open **Settings** and click **Backup everything**. The app writes one zip file to your Downloads folder, named with the date and time (for example `content-planning-studio-backup-20261006-142530.zip`), so each backup is kept separately and nothing is overwritten. The zip holds a complete copy of your database, every uploaded file and a short note on how to restore it. You can click the button any time, even mid-work.

How often. Back up after any session you would hate to redo: after building a plan, importing a shop, or adding research, assets or a batch of content. If you use the app most days, a weekly backup plus one before anything big is plenty. A banner reminds you if you have never backed up, or your last backup is over 30 days old.

DO THIS PART

Move a copy off this computer. A backup sitting in Downloads on the same PC will not help if that PC fails. Put a copy in a cloud drive (Google Drive, OneDrive, Dropbox), on a USB drive, or email it to yourself.

Restoring or moving to a new computer. Install the app on the new computer, open it once, then close it. Open the data folder (%LOCALAPPDATA%\ProductTracker) and replace `db.sqlite3` and the `media` folder with the ones from the backup zip. Open the app again.

26. Quick-start checklist

The order that gets you to a running 30-day plan fastest.

- ☐ Unzip the app into a permanent folder and open CPStudio.exe.
- ☐ Log in, then change the default password (Admin, then Change password).
- ☐ Connect Claude Desktop, or add your own AI key in AI Settings.
- ☐ Test the connection (the test prompt in section 3, or Test connection in AI Settings).
- ☐ Create your first Website, or use Import from Djangify. Tick your platforms.
- ☐ Add the product you will build a plan around.
- ☐ Upload two or three assets: past writing, transcripts, anything reusable. Paste the text into Content.
- ☐ Build a voice profile from those assets.
- ☐ Save a little real research as an asset.
- ☐ Open the 30-Day Content Plan and answer its questions honestly, especially the time you have.
- ☐ Review the plan before confirming it, then save it.
- ☐ Open the tracker and complete Day 1.
- ☐ Turn on the reminder email in Settings (optional).
- ☐ Press Backup everything, and keep a copy off the computer.
- ☐ Thirty days later: review the tracker, then ask for next month's plan. Want three months mapped out? Use the 90-Day Content Plan instead.

27. If something does not work

Problem	What to do
Windows will not let me open it	Click More info on the blue warning, then Run anyway. If the app will not start at all, check you extracted the zip into a folder first.
The first launch is slow	The first time, the app sets up its database and example content. Later launches are quicker.
Claude Desktop does not show my content tools	Fully quit Claude Desktop from the icon near your clock and reopen it. Then open Settings in the app, press Reconnect under Claude Desktop connection, and restart Claude Desktop once more. Make sure it is the desktop app, signed in, in a New Chat. If it still fails, ask Claude to walk you through it and send it the <code>claude_connect.log</code> file from the data folder.
"No active provider" or "no API key"	Open AI Settings, tick Active next to your provider, save and press Test connection. Or connect Claude Desktop and skip the key.
The plan feels generic	Nearly always thin input. Add more of your own assets, build the voice profile, save real research as an asset, then ask the chat to rebuild the plan and name the assets it should use.
The plan chat did not create tasks	It needs day-by-day detail. Ask it to lay out specific days before saving.
It asked about a platform I do not use	Edit the website and tick only the platforms you really post on.
Phase 2 or 3 did not appear	By design. Go back to the 90-Day Content Plan chat once a phase is finished and ask for the next one.
The reminder email is not arriving	Check Settings, Email & Reminders: the sending details, the tick box, and Send test email. It sends when you close the app, at most once a day.
A carousel will not export	It is empty. Write a brief or type the slide text first.

28. Where to ask questions

Start with this guide and the Training pages in the app. Most "how do I" questions are answered in the section for that feature. For anything this guide does not cover, ask your AI. You can upload this guide to Claude and ask it to walk you through any step.

If something is not behaving as described, contact Djangify support at djangify.com/support, or use the contact form in your dashboard area.

The step-by-step guides are also on djangify.com: the *Content Planning Studio Setup Guide for Any AI* and *Create Your First 30-Day Content Plan*.

29. Glossary

Term	Meaning
30-Day Content Plan	The in-app chat that builds and saves a 30-day content plan for one product on one website.
90-Day Content Plan	A 90-day plan for one product, in three linked 30-day phases (default: Know, Like, Trust).
API key	A credential for an AI provider (OpenAI, Anthropic, Google Gemini), needed only for the in-app chats and Generate panels. Stored encrypted.
Approval status	Where a content item is in review: draft, ready, approved, changes.
Asset	Raw source material (an upload or pasted text) used as input for the AI.
Carousel	A set of up to 7 slides made from a content item, exported as PNG images.
Content item	One planned or published piece of content in the calendar.
Content template	An ordered recipe of prompts that fills a content item's fields in one run.
EEAT	Experience, Expertise, Authoritativeness, Trustworthiness: the brand-credibility details stored on a website.
Foundation checklist	One-time Phase 1 setup checks: analytics, search console, email list, brand info, opt-in page.
Global asset	An asset not tied to any one website, visible everywhere.
Know, Like, Trust	The framework behind the plans: introduce yourself, show your personality, then share proof and invite.
MCP (Model Context Protocol)	The connection that lets Claude Desktop run the app's tools directly, on your Claude plan instead of an API key.
Page	A note or piece of AI-generated output, in the block editor.
Phase	One 30-day segment of a 90-Day Content Plan, with its own status and a completion percentage from real task data.
Prompt template	A reusable system instruction used with the Generate from Assets panel.
Task / habit	A one-off to-do, or one that repeats daily, weekly or monthly and is tracked as done per period.
The Assistant	The in-app chat that manages your content calendar by calling its tools directly.
Tracker	The day-by-day grid for a saved plan: mark done, log the hook, link, notes and numbers.
Voice profile	A distilled description of your writing style, applied automatically to generated content.

Website	A business or venture tracked in the app: the container for its tasks, content, products and plans.
Weekly journal	AI-written reflective questions for a week, with a place to store your own answers.
Weekly metrics	The real inputs tracked per website per week: subscribers and source, sessions and top source, revenue and transactions, content published per channel.