



GYC Content System Kit

Fillable PDF text + swipe file. The working documents behind Stage 5, Step 3. Four parts: the rotation planner, the reuse library conventions, the caption starters, and the pinning calendar.

Part 1: The two-week rotation planner

One row per post. Rotate the five pillars; never post at random. Fill during the batching hour.

Day	Pillar	Format & Content Idea	Made?	Scheduled?

For example: Monday, Product showcase, A reel showing the before vs after of pink mug, use caption starter 5.



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Part 2: Your Caption Starter Swipe File

Thirty openers in the friend-voice register, grouped by pillar. Finish them with your product and your day. Every caption still passes the two-question filter: does it fit what I sell, and would my customer find it interesting?

Product Showcase

1. "Fresh out of the [kiln/press/studio] this morning..."
2. "The one everyone asks about at markets:"
3. "If your [shelf/kitchen/desk] has one empty spot, may I suggest..."
4. "Back in stock, and I'll be honest, I nearly kept this one."
5. "New colour. Old obsession."
6. "This one took [X] hours and I'd do every one again."

Educational

7. "The question I get most: [question]. Here's the honest answer."
8. "How to make your [product] last twice as long:"
9. "Choosing between [option A] and [option B]? Here's how I'd decide."
10. "Three ways to style this that aren't the obvious one:"
11. "A little [craft] secret nobody tells beginners:"
12. "What [material] actually is, and why it matters:"

Behind-the-Scenes

13. "This is what [product] looks like six hours before it's pretty."
14. "The workbench at 2pm. No apologies."
15. "Batch day. Send coffee."
16. "The step that takes the longest, and why I refuse to rush it:"
17. "Made a mistake today. Here's what it taught me."
18. "POV: you're the [thing] and this is your glow-up."

Proof (reviews, milestones, UGC)

19. "Someone just said this about the [product] and I'm not okay:"
20. "Order number [X] just left the studio."
21. "This review is why I do the handwritten notes."
22. "A customer sent me this photo and honestly, it's styled better than mine."
23. "Small shop milestone: [milestone]. Thank you for being here for it."

Engagement & Community

24. "Which one would you choose: left or right?"
25. "Naming the new [collection]. Help me pick:"
26. "Be honest: do you gift these or keep them?"
27. "What should I make next? Wrong answers also welcome."
28. "Tell me your [relevant thing] and I'll tell you which piece is yours."
29. "The next batch drops [day]. First look goes to the email list, as always."
30. "Six months ago vs today. Growth isn't always loud."