

THE TOOLKIT

THE FIELD LOG.

Show up daily, in your own voice, in 20 minutes — without the blank page. A complete daily publishing system you run yourself.

↳ Everything you need to publish your first piece in the next 15 minutes.

START HERE

You publish something in the next 15 minutes.

Not this week. Today. Here's the deal: the reason you haven't been publishing was never knowledge — it's **starting**. This kit removes every reason to stall. Set it up once (15 minutes), then run the same 20-minute loop every day. You talk; the system turns it into published work in your voice.

15 MIN

20 MIN

DAY 1

WHAT'S INSIDE

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The 15-minute promise + how the kit fits together
- 02 Module 1 — Your one target**
Guide + worksheet: pick the single place you publish
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- 04 Module 3 — The daily loop**
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Companion: **The AI Playbook** — 8 paste-ready prompt systems that do the heavy lifting.

START HERE

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Pick your one place to publish.

The fastest way to never ship is to keep asking “where should this go?” every single day. So we decide **once**. One destination. One finish line. Everything you make goes there until it’s a habit — then you can expand. Choosing is the work; posting becomes automatic.

CHOOSE YOUR ONE TARGET

Circle the single place your people are most likely to already be. Don’t overthink it — you can add more later.

- | | |
|---|--|
| <input type="checkbox"/> LinkedIn post | <input type="checkbox"/> A blog on your site |
| <input type="checkbox"/> A short email / newsletter | <input type="checkbox"/> YouTube / short video |
| <input type="checkbox"/> Instagram / threads | <input type="checkbox"/> Other: _____ |

LOCK IT IN

Finish the sentence in ink. This is your commitment for the next two weeks.

My one place to publish is...

I’ll publish there every... (weekday? Mon–Fri? daily?)

Build your Voice File.

This is the piece that makes the AI sound like **you** and not a press release. You build it once. Fill in the brackets below, paste the whole thing into a Claude Project (or the top of every chat), and from then on it cleans your transcripts in your voice.

Voice File — [your name]

You turn my raw, spoken transcripts into published writing **in my own voice**. I talked this out loud; clean it, don't rewrite it into someone else.

My voice

[3–5 lines on how you sound — e.g. “Direct. Plain words. Short sentences. Dry humor. No corporate gloss.”]

Rules

- Keep my phrasing and my stories. Cut only filler, false starts, and repetition.
- Don't add ideas I didn't say. Don't inflate. Don't make it sound like LinkedIn.
- Tighten to the strongest version of what I already said. Short paragraphs.

Output

1. A clean post, ready to publish. 2. Three alt opening lines. 3. One line: what to talk about tomorrow.

DRAFT YOUR “## MY VOICE” LINES

How do you actually sound? Write 3–5 honest descriptors. (Steal from how a friend would describe the way you talk.)

The daily loop — four moves.

The same four every day. Your brain never decides **how**, only **what** to say.

01

Preflight 1 MIN

Open the log. Read today's prompt — it's already chosen. You are not here to decide what to say. You are here to say it.

| The blank page is defeated before you sit down. That's the whole trick.

02

Talk 5-10 MIN

Hit record. Talk it out in one pass — no editing, no stopping, no going back. You already know this cold. Just say it out loud like you would to a smart friend.

| If you stall, say "the thing I really mean is..." and keep going.

03

Clean 5 MIN

Paste the transcript into Claude with your Voice File. It cuts the filler and hands your words back, sharpened — still yours, just tighter.

| Take the first good version. Don't re-write it into a stranger.

04

Ship 2 MIN

Post it to your one place. Done means posted, not perfect. Mark the log, drop any new idea in the Parking Lot, close the laptop.

| Perfect is the enemy here. Posted is the whole win.

The Run-of-Show.

TODAY'S FLIGHT

FLOWN TODAY

PREFLIGHT

1 MIN

Open the log. Read today's prompt. Don't pick — it's chosen.

FLIGHT

5-10 MIN

Hit record. Talk it out. One pass. No editing, no stopping.

CLEAN

5 MIN

Paste into Claude with the Voice File. Take what it gives.

SHIP

2 MIN

Post to your one place. Done = posted. Not perfect. Posted.

DEBRIEF

30 SEC

Mark the log. Drop new ideas in the Parking Lot. Close the laptop.

Rough landing? Don't quit flying. Debrief and fly tomorrow.

The Prompt Bank — 30 things to talk about.

Stuck on “what do I say”? Pick a line, hit record, talk for five minutes. That’s a preflight prompt, done.

WHAT YOU KNOW

- The mistake you see beginners make over and over
- A rule of thumb you follow that others don't
- Something “everyone believes” in your field that's wrong
- The one skill that mattered more than you expected
- What you'd teach first if you had 10 minutes
- A myth about your work you want to kill

YOUR TAKE

- A trend you think is overhyped — and why
- The advice you'd give your younger self
- What you'd change about your industry
- A tool or habit you can't work without
- An unpopular opinion you'll stand behind
- What “good” actually looks like in your work

BEHIND THE CURTAIN

- How you actually start your day
- A process you use that no one sees
- What you're working on / learning right now
- The part of your job people romanticize
- A resource that changed how you work
- What you're still bad at (and okay with)

YOUR STORY

- The moment you knew you were good at this
- A failure that taught you more than any win
- Why you do this work and not something easier
- The hardest decision you made this year
- Who you were 10 years ago vs. now
- A time you were completely wrong about something

YOUR PEOPLE

- The question clients ask you most
- A transformation you helped someone make
- What people get wrong before they hire you
- The kind of person you do your best work with
- A small win a client had that you're proud of
- What you wish clients knew before day one

The Parking Lot.

New idea mid-flight? It goes **here** — not into today’s post. We fly it later, on purpose. This is how you stop the idea-flood from hijacking the one thing you’re shipping today.

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The 30-Day Log.

One box per day. Shipped? Fill it in. A missed day is a blank cell — never a broken streak. You don't break the chain; you just get back in the seat.

1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30

Longest streak. Update it whenever you beat it. This number is the whole game — watch it climb.

FLY IT FOR 14 DAYS.

YOUR COMMITMENT

For the next two weeks, every essay, post, or page starts as a five-minute talk and runs through this loop before anything else. No blank pages. No “I’ll do it later.” Just: open, talk, ship — and mark the log. Two weeks is enough to feel it become automatic.

DO IT YOURSELF

The Toolkit

This kit. You’re holding it. Start today.

DO IT WITH ME

The Install

We build your Field Log together, tuned to your voice.

KEEP IT FLYING

The Retainer

I review your logs and keep raising the bar.

[FRANKANAYA.COM/FIELD-LOG](https://frankanaya.com/field-log)

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