

E.M. DESIGNS

WORKSHOP SERIES

Before the Workshop

Your 15-minute setup

Do this 48 hours before the session

NOTE What you're setting up

Four free accounts, two API keys, your topics, and a copy of the template spreadsheet. That's everything. The workshop itself starts in Make.com. No blog or website needed.

STEP 1 OF 4

Create four free accounts

All free, each under two minutes.

- **Make.com** (make.com) — sign up for the free plan. This is where you build the machine.
- **OpenAI** (platform.openai.com) — create an account and add \$5 of credit (Billing → Add payment method). You'll spend well under fifty cents.
- **Unsplash** (unsplash.com/developers) — log in, click New Application, name it anything, and copy your Access Key. A "Demo" app is fine.
- **Google** (you probably already have one) — needed for Google Sheets and Drive.

STEP 2 OF 4

Copy the template spreadsheet

The template already has the eight columns, the Status dropdown, the colors, the auto-date formulas, and a sample row built in. You don't build any of it.

Go to emdesigns.ai/build-lab to get the content calendar template.

1. Open the template from emdesigns.ai/build-lab.
2. Click File, then Make a copy. This saves your own editable copy into your Google Drive.
3. Give your copy a name only you will recognize, like My LinkedIn Content Machine. Do not reuse the exact template name (see the note below).

WATCH OUT Use Make a copy, not upload

Copying keeps it as a real Google Sheet, which Make.com needs. If you ever end up with an Excel (.xlsx) file, open it and click File, then Save as Google Sheets to convert it.

NOTE Avoid two sheets with the same name

After copying you have two files: the shared view-only original and your own editable copy. If they share a name, Make.com later shows two identical choices and you will not know which to pick. So give your copy a distinct name. Renaming is completely safe and never breaks the automation,

because Make identifies your sheet by a hidden ID, not its name. Once you have your copy, you can also remove the shared view-only original from your Drive (right-click it, Remove) to avoid any mix-up.

STEP 3 OF 4

Save your two keys

Keep these somewhere you can copy from quickly during the workshop (a notes app is fine).

OpenAI API key

1. platform.openai.com → your profile icon → API keys → Create new secret key.
2. Copy it immediately (you can't see it again) — it starts with sk-.

Unsplash Access Key

1. unsplash.com/developers → Your apps → your app → copy the Access Key.
2. Save it next to your OpenAI key. (Use the Access Key, not the Secret Key.)

STEP 4 OF 4

Pick your topics

Your machine pulls news articles about topics you choose, then writes posts about them. Decide on two to four topics now. Examples:

- AI for work, workplace AI, AI productivity
- instructional design, elearning, learning and development
- your industry, your specialty, a trend you follow

NOTE You'll plug these in during the workshop

No need to set anything up now — just have your topics in mind. We turn them into a Google News search together in the session.

CHECKLIST

Ready to go?

Done?	Item
	Make.com account created
	OpenAI account + \$5 credit + key saved (sk-...)
	Unsplash account + Access Key saved
	Google account ready
	Template spreadsheet copied to your Drive
	Two to four topics picked

Stuck on any of these? Reply to your workshop invite or reach Rachel at emdesigns.ai.