AI SKILLS MADE SIMPLE

AI CONTENT & BUSINESS TOOLKIT

Create better content. Build clearer offers. Run your business with AI.

200 CONTENT & BUSINESS PROMPTS • 12 WORKFLOWS • CONTENT CALENDAR
BRAND VOICE • SALES COPY • EMAIL • SOCIAL MEDIA • BUSINESS PLANNERS

Product #3 • Suggested Retail Price: $67 • 2026 Edition

aiskillsmadesimple.com

Start Here

Welcome to the Toolkit

The AI Content & Business Toolkit is Product #3 in the AI Skills Made Simple system. It is built for creators, freelancers, small-business owners, affiliate marketers, service providers, and anyone who wants to turn AI into a practical content and business assistant.

This toolkit goes beyond general productivity. It gives you repeatable systems for audience research, content planning, writing, repurposing, email marketing, offer creation, sales messaging, customer communication, business planning, and performance review.

The BUILD Method

Use the BUILD Method whenever you create content or make a business decision with AI:

B - Be clear about the business outcome.
U - Understand the audience and context.
I - Instruct the AI with specific constraints.
L - Look critically at the output and verify claims.
D - Develop, personalize, and deploy the final version.

AI should accelerate your thinking and production, not replace your judgment, experience, or responsibility.

Quick-Start Business Worksheet

Business/brand: _____
Primary audience: _____
Main problem I help solve: _____
Main offer/product/service: _____
Primary content channels: _____
My next 30-day business goal: _____
The first workflow I will use: _____

How to Use This Toolkit

1. Choose one business outcome instead of trying to use every resource at once.

2. Replace all [bracketed fields] with real context before running a prompt.

3. Treat AI drafts as working material. Edit, verify, personalize, and approve them.

4. Save prompts and workflows that repeatedly produce useful results.

5. Review the 30-Day Implementation Plan at the end and build one sustainable system.

Privacy and accuracy: Never paste passwords, private keys, payment-card data, confidential customer information, or other sensitive material into an AI tool unless that use is explicitly approved and appropriate. Verify important facts, dates, prices, policies, calculations, citations, and claims before publishing or acting on them.

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Part 1 - 200 Content & Business Prompts

Customize anything in [brackets]. These prompts are starting points, not substitutes for research, professional advice, or final human review.

Audience & Customer Research

1. Create a practical audience profile for [offer]. Audience: [who]. Include goals, frustrations, objections, buying triggers, common questions, and language they are likely to use.

2. Turn these customer comments/reviews into a voice-of-customer summary: [paste]. Group recurring pains, desired outcomes, objections, and exact phrases worth reflecting in ethical marketing.

3. List 20 questions a beginner in [topic] is likely to ask before buying [offer]. Organize them by awareness, consideration, and purchase stage.

4. Help me interview potential customers for [offer]. Create 12 neutral questions that uncover real problems without leading the respondent.

5. Analyze these support questions: [paste]. Identify content topics, product improvements, FAQ opportunities, and recurring confusion.

6. Build a simple customer journey for [audience] moving from [problem] to [desired result]. Show what they need to know, feel, and do at each stage.

7. Create three distinct audience segments for [business]. Explain which offer, message, and content angle best fits each segment.

8. Generate 15 ethical market-research hypotheses about why [audience] struggles with [problem]. Label each as a hypothesis that must be validated.

9. Turn this sales-call transcript or notes into customer insights: [paste]. Separate facts, interpretations, objections, desired outcomes, and follow-up questions.

10. Create a competitor research checklist for [market]. Focus on positioning, offer structure, content themes, customer reviews, strengths, gaps, and differentiation - not copying.

11. Based on this audience description [description], create a 'day in the life' scenario showing when the problem becomes most painful and what a useful solution would need to do.

12. Create a survey for [audience] about [problem]. Keep it under 10 questions and combine multiple choice with two open-ended questions.

13. Summarize the top five jobs-to-be-done for someone buying [product/service]. For each, explain functional, emotional, and social motivations.

14. Identify likely objections to [offer] at [price]. For each objection, suggest a truthful response and the evidence needed to support it.

15. Create a research brief for validating demand for [idea]. Include questions, evidence sources, success signals, warning signs, and a one-week validation plan.

16. Turn these analytics observations into audience questions I should investigate: [data/observations]. Do not assume causation.

17. Create a list of 25 search-style questions my audience might type about [topic], ranging from beginner to purchase-intent questions.

18. Map the awareness levels for [audience] regarding [problem]. Give content ideas for unaware, problem-aware, solution-aware, product-aware, and most-aware people.

19. Help me distinguish what my audience says they want from what they may actually need. Inputs: [research]. Clearly label inference versus evidence.

20. Create a customer insight repository template with fields for source, quote, problem, desired outcome, objection, content idea, offer implication, and confidence level.

Content Strategy & Ideas

21. Build four content pillars for [brand] based on audience [audience], offer [offer], and goal [goal]. Give five subtopics under each pillar.

22. Create 30 useful content ideas for [audience] about [topic]. Mix how-to, mistakes, myths, examples, comparisons, checklists, stories, and FAQs.

23. Turn this business goal [goal] into a 30-day content strategy with weekly themes, content objectives, and calls to action.

24. Create a content gap analysis from these existing topics: [list]. Identify missing beginner, intermediate, decision-stage, and trust-building topics.

25. Give me 20 evergreen content ideas that could still be useful one year from now for [audience] in [niche].

26. Create 15 content ideas that demonstrate expertise without making unsupported claims. Business: [business].

27. Turn these five customer questions [questions] into a connected content series with a logical progression.

28. Create a topic cluster around [pillar topic] with one cornerstone piece and 12 supporting pieces. Explain internal-link relationships.

29. Generate 20 lead-magnet ideas for [audience] that solve a small, specific problem and naturally connect to [offer].

30. Create a weekly content mix for [platforms] using education, proof, personality, engagement, and promotion in a balanced way.

31. Help me choose between these content ideas [ideas]. Score each for audience relevance, business alignment, uniqueness, effort, and reuse potential.

32. Create 10 contrarian-but-responsible content angles about [topic]. Avoid outrage bait and unsupported certainty.

33. Build a seasonal content planning template for [business] covering events, launches, deadlines, recurring needs, and evergreen backup topics.

34. Create 25 'quick win' content ideas that can be produced in under 30 minutes from my existing knowledge about [topic].

35. Turn this long list of ideas [paste] into a prioritized 8-week editorial calendar.

36. Create a content brief template for [content type] with audience, intent, key points, evidence needed, CTA, internal links, and quality checks.

37. Generate 12 case-study angles from this customer result [verified result]. Avoid exaggeration and specify what evidence should be included.

38. Create a content series called [series name] with 10 episodes/posts. Give each a hook, teaching point, example, and CTA.

39. Create a balanced promotional calendar for [offer] so I can sell regularly without every post feeling like an advertisement.

40. Review my content strategy [paste]. Identify where it is too broad, repetitive, disconnected from the offer, or difficult to sustain.

Writing & Editing

41. Draft a clear outline for [article/post/video] about [topic] for [audience]. Goal: [goal]. Include the questions the piece must answer.

42. Write a first draft about [topic] using this outline [outline]. Tone: [tone]. Avoid hype, clichés, and invented statistics.

43. Rewrite this draft for clarity and flow while preserving my meaning and voice: [draft].

44. Edit this content to remove repetition, filler, vague claims, and unnecessary jargon: [draft].

45. Turn this technical explanation [text] into beginner-friendly language without removing important nuance.

46. Give me three stronger introductions for this piece [draft]. Each should quickly establish relevance without clickbait.

47. Create 10 headline options for [topic]. Make them specific and useful; do not promise results the content cannot support.

48. Improve this conclusion [text] so it summarizes the value and gives one natural next step.

49. Convert these rough notes [notes] into a structured article with headings, short paragraphs, and a practical takeaway.

50. Critique this draft before rewriting it. Evaluate clarity, usefulness, evidence, structure, tone, and CTA: [draft].

51. Create a style checklist from these writing samples [samples] so future drafts sound more like the same brand.

52. Shorten this content by 30% without losing key information: [text].

53. Expand this thin section [text] with examples, cautions, and practical steps. Do not add unsupported facts.

54. Create five examples that make this concept easier to understand: [concept]. Tailor them to [audience].

55. Rewrite this copy at approximately an eighth-grade reading level while keeping it professional: [text].

56. Find claims in this draft that require fact-checking or evidence: [draft]. Return a verification list, not fabricated sources.

57. Turn this FAQ list [questions] into concise, helpful answers. Mark any answer that depends on current policies or prices for verification.

58. Create a before-and-after editing checklist I can use to improve AI-assisted drafts before publishing.

59. Rewrite this content in three tones: practical, warm, and authoritative. Preserve all factual meaning: [text].

60. Act as a skeptical editor. List the five weakest parts of this content and give a specific fix for each: [draft].

SEO & Website Content

61. Create a search-intent brief for keyword/topic [topic]. Explain likely reader intent, questions to answer, useful sections, and conversion opportunity.

62. Build an SEO-friendly outline for [topic] that prioritizes reader usefulness over keyword repetition.

63. Suggest 15 related subtopics and questions for [topic] that could support a comprehensive article.

64. Write a meta title and meta description for this page [summary]. Keep them accurate, specific, and natural.

65. Review this article [text] for opportunities to improve headings, scannability, internal links, and topical completeness.

66. Suggest internal-link opportunities between these pages/posts [list with summaries]. Explain why each link helps the reader.

67. Create an FAQ section for [page topic] based on likely user questions. Avoid inventing current product details.

68. Turn this product description [details] into a clear landing-page structure with benefits, features, objections, FAQ, and CTA.

69. Create five SEO title options that include [keyword] naturally and match the actual content.

70. Identify places where this page sounds written for search engines instead of humans: [text]. Rewrite those lines naturally.

71. Create a content refresh checklist for an older article about [topic], including facts, screenshots, links, dates, examples, and search intent.

72. Create a comparison-page outline for [A] vs [B] that is fair, useful, and transparent about differences.

73. Write descriptive image alt-text options for an image showing [description]. Keep them concise and useful; do not keyword-stuff.

74. Create a pillar-page plan for [topic] with supporting articles and suggested internal-link anchor concepts.

75. Review this page for conversion friction: [copy]. Identify unclear value, weak proof, distracting sections, and missing next steps.

76. Create a homepage messaging hierarchy for [business] with headline, subheadline, trust points, primary CTA, and supporting sections.

77. Write a concise About page framework that explains who we help, what we believe, what we offer, and the next step.

78. Create a Contact page copy block that sets expectations for response time, what information to include, and appropriate inquiries.

79. Generate 10 blog topics that naturally connect educational content to [product/service] without forcing a sales pitch.

80. Create a pre-publish SEO and usefulness checklist for every article on [site].

Social Media

81. Turn this article [text] into five social posts for [platform], each with a different angle and no invented claims.

82. Create 20 short-form video hooks about [topic] for [audience]. Keep them specific and avoid fake urgency.

83. Write a 30-second faceless video script about [topic] with hook, three teaching points, on-screen text, and CTA.

84. Create a seven-slide carousel outline that teaches [concept] step by step.

85. Turn this customer FAQ [question] into a short educational post with a helpful CTA.

86. Create 15 conversation-starting questions for my audience about [topic] that do not feel like engagement bait.

87. Repurpose this long-form piece [text] into a carousel, short video script, email teaser, and three text posts.

88. Write five promotional posts for [offer] using different angles: problem, outcome, feature, objection, and use case.

89. Create a one-week posting plan for [platform] using my content pillars [pillars].

90. Rewrite this social post to sound more human and less generic: [post].

91. Create 10 'mistake and fix' post ideas for [audience] about [topic].

92. Create 10 'before you buy/use/try' educational posts related to [offer].

93. Turn these three lessons [lessons] into a story-based social post with a clear takeaway.

94. Create a social proof post using only these verified facts/testimonials [facts]. Do not add results or claims.

95. Create five CTA variations for a post whose goal is [goal]: comment, save, visit, subscribe, or buy.

96. Build a 30-day social content calendar from these pillars [pillars], with format and purpose for each day.

97. Create a batch-production plan to make 10 faceless short videos in one session about [topic].

98. Write captions for these 10 video ideas [ideas]. Keep each concise and useful.

99. Create a comment-response guide for common questions about [offer], including when to move the conversation to support or checkout.

100. Review my last 10 post ideas [ideas]. Identify repetition and suggest a more varied mix.

Email Marketing

101. Write a welcome email for new subscribers interested in [topic]. Set expectations and give one immediate useful tip.

102. Create a five-email welcome sequence that moves from value to trust to a soft introduction of [offer].

103. Write a newsletter about [topic] with one lesson, one example, and one CTA.

104. Create 10 subject lines for this email [summary]. Avoid deceptive curiosity and spammy language.

105. Write a launch announcement for [offer] using only these verified features/benefits [details].

106. Create a three-email launch sequence for [offer]: announce, teach/objection, final reminder. Do not use false scarcity.

107. Write a cart-abandonment-style reminder that is respectful and does not imply tracking beyond what is true.

108. Create a re-engagement email for subscribers who have not interacted recently. Keep the tone low-pressure.

109. Turn this article [text] into an email that teaches the main idea and links readers to the full piece.

110. Write a customer onboarding email for [product/service] explaining the first three steps.

111. Create a post-purchase email that thanks the customer, explains access, and sets support expectations.

112. Write an FAQ email answering these questions [questions] about [offer].

113. Create a monthly newsletter template with sections for insight, practical tip, resource, offer, and reply question.

114. Rewrite this sales email [text] to be clearer, more specific, and less hype-driven.

115. Create a plain-text promotional email for [offer] focused on one concrete use case.

116. Write a follow-up email after someone downloads [lead magnet], connecting the resource to the next logical problem.

117. Create a testimonial request email that does not pressure the customer and asks permission before public use.

118. Write a customer feedback email with three short questions about experience, obstacles, and desired improvements.

119. Create a win-back sequence for past customers with education first and an optional relevant offer.

120. Create an email quality checklist covering accuracy, links, names, dates, offer terms, CTA, mobile readability, and compliance.

Offers & Product Creation

121. Turn this skill/knowledge [description] into five possible digital product ideas for [audience]. For each, define the specific problem and outcome.

122. Create a one-sentence value proposition for [offer] using audience, problem, mechanism, and realistic outcome.

123. Help me narrow this broad product idea [idea] into a smaller, clearer first version that can be delivered well.

124. Create a product outline for [product] that takes a customer from [starting point] to [desired result].

125. List the must-have components for [offer] and separate them from nice-to-have bonuses.

126. Create three package options for [service/product] based on scope, not artificial feature withholding.

127. Help me price [offer] by considering value, alternatives, delivery cost, support burden, audience, and positioning. Do not claim a single objectively correct price.

128. Create a bonus strategy for [offer] where each bonus removes a real obstacle to implementation.

129. Turn these existing assets [assets] into a coherent bundle. Identify overlap and gaps.

130. Create a product naming brief for [offer] with desired tone, audience, promise boundaries, and 20 name directions.

131. Write a product description for [offer] based only on these verified contents [contents].

132. Create a 'who this is for / not for' section for [offer] that helps buyers self-select.

133. Create an FAQ for [offer] covering access, format, skill level, support, payment, updates, and realistic expectations.

134. Create a customer onboarding checklist for [digital product] so buyers know exactly where to start.

135. Create an implementation roadmap for customers to use [product] over 7, 14, or 30 days.

136. Review this offer [details] for confusion, missing deliverables, weak differentiation, and unrealistic promises.

137. Create five ethical urgency alternatives that encourage action without fake countdowns or false scarcity.

138. Create an upsell/cross-sell map between these products [list]. Only suggest combinations that solve the next logical problem.

139. Create a refund-policy drafting checklist of issues I should decide. Do not invent legal requirements; flag jurisdiction-specific points for professional review.

140. Create a product improvement survey for buyers of [offer] that focuses on usage, outcomes, obstacles, and missing resources.

Sales Copy & Conversion

141. Create a landing-page outline for [offer] with headline, problem, benefits, contents, proof, objections, FAQ, price, and CTA.

142. Write 10 headline options for [offer] based on these verified benefits [benefits]. Avoid guaranteed outcomes.

143. Turn these features [features] into customer-centered benefits without exaggerating what the product can do.

144. Write a clear problem section for [audience] struggling with [problem]. Keep it empathetic and specific, not fear-based.

145. Create a benefit stack for [offer] showing what each component helps the customer do.

146. Write a 'what you get' section from this exact product inventory [inventory].

147. Create a 'why this is different' section based on these genuine differentiators [differentiators].

148. Write an objection-handling section for [offer] covering time, skill, price, complexity, and fit.

149. Create five CTA button labels for [offer] that are clear about what happens next.

150. Write microcopy under a checkout button covering payment type, access, and security using only verified facts.

151. Review this sales page [copy] for unsupported claims, vague benefits, repetition, and friction.

152. Rewrite this paragraph to be more persuasive through specificity, not hype: [text].

153. Create a comparison table between [offer] and [alternative] using only verifiable differences.

154. Write a short sales section showing three use cases for [offer].

155. Create a value explanation for a one-time price of [price] without using fake discounts or invented monetary returns.

156. Write a guarantee/refund section only from this actual policy [policy]. If information is missing, list what must be decided.

157. Create a trust checklist for a sales page: contact details, policies, secure checkout, accurate pricing, testimonials, disclosures, and clear access information.

158. Create a mobile sales-page editing checklist focused on short paragraphs, headings, CTA visibility, load speed, and readability.

159. Create three versions of a product CTA: direct, benefit-led, and low-pressure.

160. Audit this checkout journey [steps] and identify unnecessary clicks, unclear labels, missing reassurance, or inconsistent pricing.

Business Planning & Operations

161. Turn this business goal [goal] into a 90-day plan with monthly milestones, weekly actions, and measurable indicators.

162. Create a simple weekly CEO review for a one-person business covering traffic, leads, sales, content, customers, cash, and next priorities.

163. Build a KPI dashboard for [business model]. Separate leading indicators from lagging indicators.

164. Create a weekly operating rhythm for content, customer support, product work, finance admin, and review.

165. Turn this recurring process [process] into a simple SOP with trigger, steps, quality check, owner, and exception handling.

166. Create a decision memo for [decision] with objective, options, evidence, assumptions, risks, and next step.

167. Run a premortem on this plan [plan]. Assume it failed in six months and identify plausible causes and prevention actions.

168. Create a risk register for [project/business] with likelihood, impact, early warning signs, mitigation, and owner.

169. Help me prioritize these business opportunities [list] using strategic fit, customer value, effort, cost, risk, and learning potential.

170. Create a monthly business review template covering wins, misses, lessons, numbers, customer feedback, and next-month priorities.

171. Turn these messy business notes [notes] into projects, next actions, waiting items, decisions, and someday ideas.

172. Create a capacity plan for a solo business with [hours] available per week. Protect time for delivery, marketing, admin, and recovery.

173. Create a simple content-to-sale funnel map for [business] from discovery to email/list to offer to follow-up.

174. Identify tasks in this business process [process] that AI can draft, summarize, classify, or assist with, and tasks that should remain human-led.

175. Create a customer support triage system for [business] with categories, priority, response target, and escalation rules.

176. Create a launch checklist for [product] covering product, page, checkout, delivery, email, analytics, support, and post-launch review.

177. Create a weekly finance-admin checklist for a small business. Keep it general and flag tax/accounting decisions for a qualified professional.

178. Create a simple experiment plan to test [business hypothesis] with smallest test, metric, time box, success threshold, and learning question.

179. Create a business continuity checklist covering backups, account access, domain/hosting, payment systems, customer records, and recovery contacts.

180. Review this 90-day plan [plan] for overload. Cut, sequence, or defer work so the plan is realistic.

Analytics & Improvement

181. Turn these website metrics [data] into observations, questions, and next tests. Do not infer causation without evidence.

182. Create a content performance review template using impressions, clicks, engagement, conversions, and qualitative feedback.

183. Analyze these top-performing posts [data]. Identify patterns worth testing without assuming they caused performance.

184. Analyze these low-performing posts [data]. Suggest whether to improve, reposition, repurpose, or retire each.

185. Create an A/B test plan for [page/email] changing only one major variable at a time.

186. Create a monthly experiment backlog for [business] ranked by impact, confidence, and effort.

187. Turn these sales numbers [data] into a simple funnel summary: visitors, leads, buyers, conversion rates, and biggest drop-off.

188. Create a customer retention review from [data/feedback]. Identify likely friction points and questions to investigate.

189. Create a post-launch review for [product] covering what happened, what surprised us, customer feedback, operational issues, and next changes.

190. Build a content update queue from these posts [list] based on age, traffic, business relevance, and accuracy risk.

191. Create a hypothesis for why [metric] changed, then list evidence that would support or contradict each explanation.

192. Create a simple attribution caution note explaining why a sale may have multiple touchpoints and why last-click data can be incomplete.

193. Create a weekly scorecard with no more than 8 metrics for [business goal].

194. Help me set realistic targets from my own baseline data [data], rather than generic industry benchmarks.

195. Create a stop/start/continue review for my marketing activities [activities/results].

196. Create a qualitative content review rubric scoring usefulness, specificity, trust, clarity, originality, and CTA fit.

197. Create a customer feedback tagging system for feature requests, confusion, praise, objections, bugs, and content requests.

198. Turn these comments/replies [paste] into a prioritized improvement list while separating frequent issues from one-off opinions.

199. Create a quarterly business review agenda for a solo operator that can be completed in 90 minutes.

200. Create a decision rule for when to continue, modify, or stop a marketing experiment based on [metric], [time period], and [minimum sample].

Part 2 - 12 Ready-Made Content & Business Workflows

1. Audience Research to Content Plan

1. Collect 10-30 real questions, reviews, comments, or support notes.
2. Use AI to group pains, goals, objections, and language.
3. Verify that themes are genuinely present in the source material.
4. Choose 3-4 content pillars.
5. Create a 30-day calendar tied to those pillars.
6. Review every planned claim for evidence needs.

Reusable AI instruction: "Help me run this workflow one step at a time. Ask only for information needed for the current step. Do not invent facts, customer evidence, results, prices, policies, or sources."

2. One Idea to Multi-Channel Content

1. Start with one useful long-form idea.
2. Create a strong outline and draft.
3. Extract 5-10 standalone insights.
4. Adapt them into short posts, a carousel, a short video, and an email.
5. Edit each format for the platform rather than copying verbatim.
6. Link or CTA toward one logical next step.

Reusable AI instruction: "Help me run this workflow one step at a time. Ask only for information needed for the current step. Do not invent facts, customer evidence, results, prices, policies, or sources."

3. SEO Article Production

1. Define search intent and reader outcome.
2. Create a content brief and outline.
3. Draft section by section.
4. Add examples, cautions, and internal links.
5. Flag factual claims for verification.
6. Edit for clarity, originality, and usefulness.
7. Add title, description, alt text, and final CTA.

Reusable AI instruction: "Help me run this workflow one step at a time. Ask only for information needed for the current step. Do not invent facts, customer evidence, results, prices, policies, or sources."

4. Faceless Short-Video Batch

1. Choose one content pillar.
2. Generate 10 narrow video ideas.
3. Write 20-40 second scripts.
4. Create on-screen text and B-roll/visual notes.
5. Batch record or assemble the videos.
6. Write captions and CTAs.
7. Schedule and track which hooks/topics perform.

Reusable AI instruction: "Help me run this workflow one step at a time. Ask only for information needed for the current step. Do not invent facts, customer evidence, results, prices, policies, or sources."

5. Lead Magnet to Email Sequence

1. Choose one small problem the audience wants solved.
2. Create a concise checklist/template/guide.
3. Write the opt-in page copy.
4. Write delivery email.
5. Create 3-5 follow-up emails that deepen the topic.
6. Introduce the relevant offer naturally.
7. Review claims, links, and access instructions.

Reusable AI instruction: "Help me run this workflow one step at a time. Ask only for information needed for the current step. Do not invent facts, customer evidence, results, prices, policies, or sources."

6. Digital Product Builder

1. Define one audience and one specific outcome.
2. Research recurring questions and obstacles.
3. Design the smallest complete transformation path.
4. Create modules, templates, examples, and implementation plan.
5. Draft product copy from verified contents.
6. Set up checkout and delivery.
7. Test purchase and access end-to-end.

Reusable AI instruction: "Help me run this workflow one step at a time. Ask only for information needed for the current step. Do not invent facts, customer evidence, results, prices, policies, or sources."

7. Sales Page Builder

1. List verified product contents and benefits.
2. Define audience, problem, and realistic outcome.
3. Draft page structure.
4. Write sections using specificity instead of hype.
5. Add objections, FAQ, price, and clear CTA.
6. Add trust elements and policy links.
7. Test buttons, checkout, mobile layout, and delivery.

Reusable AI instruction: "Help me run this workflow one step at a time. Ask only for information needed for the current step. Do not invent facts, customer evidence, results, prices, policies, or sources."

8. Weekly Content-to-Sales System

1. Review business goal for the week.
2. Choose one promotional focus.
3. Publish 2-4 educational pieces around the related problem.
4. Send one useful email.
5. Publish one direct offer post.
6. Respond to questions and capture objections.
7. Review traffic, leads, sales, and lessons.

Reusable AI instruction: "Help me run this workflow one step at a time. Ask only for information needed for the current step. Do not invent facts, customer evidence, results, prices, policies, or sources."

9. Customer Feedback to Improvement

1. Collect support messages, reviews, refunds, and survey responses.
2. Tag themes.

3. Separate product problems from expectation or onboarding problems.
4. Prioritize by frequency and impact.
5. Create fixes or clearer content.
6. Communicate meaningful changes where appropriate.
7. Measure whether the issue declines.

Reusable AI instruction: "Help me run this workflow one step at a time. Ask only for information needed for the current step. Do not invent facts, customer evidence, results, prices, policies, or sources."

10. Monthly Business Review

1. Gather key numbers.
2. List wins and misses.
3. Review customer feedback.
4. Review content and sales performance.
5. Identify the biggest bottleneck.
6. Choose no more than three priorities.
7. Create the next month's experiment and content plan.

Reusable AI instruction: "Help me run this workflow one step at a time. Ask only for information needed for the current step. Do not invent facts, customer evidence, results, prices, policies, or sources."

11. Offer Validation Sprint

1. Write the offer hypothesis.
2. Interview or survey target users.
3. Review existing alternatives and complaints.
4. Create a simple offer description or waitlist.
5. Ask for meaningful commitment rather than compliments.
6. Review evidence after one week.
7. Proceed, revise, or stop based on what you learned.

Reusable AI instruction: "Help me run this workflow one step at a time. Ask only for information needed for the current step. Do not invent facts, customer evidence, results, prices, policies, or sources."

12. AI-Assisted SOP Builder

1. Choose one stable recurring process.
2. Document how it is actually done today.
3. Ask AI to organize steps, inputs, outputs, and exceptions.
4. Add quality checks and human approvals.
5. Test the SOP on a real task.
6. Fix missing steps.
7. Store the final SOP where it can be reused.

Reusable AI instruction: "Help me run this workflow one step at a time. Ask only for information needed for the current step. Do not invent facts, customer evidence, results, prices, policies, or sources."

Part 3 - Content Strategy & Planning System

Four-Pillar Content Map

Pillar	Audience Problem	Core Topics	Offer Connection
Pillar 1			
Pillar 2			
Pillar 3			
Pillar 4			

30-Day Content Calendar Framework

Week	Primary Goal	Educational Content	Trust/Proof	Promotion	Review
1	Clarify problem	Beginner guide + FAQ	Process/behind-the-scenes	Soft CTA to resource	Questions received
2	Build authority	How-to + mistakes	Example/case study	Offer use case	Clicks/leads
3	Handle objections	Comparison + checklist	Customer feedback	FAQ + direct CTA	Objections
4	Convert & learn	Implementation guide	Results/process proof	Direct offer	Sales + lessons

Weekly Content Planner

This week's business goal: _____

Primary offer/CTA: _____

Audience question to answer: _____

Long-form piece: _____

3 short-form pieces: _____

Email/newsletter: _____

Promotion post: _____

Metric to review: _____

What I learned: _____

Part 4 - Brand Voice & Messaging Toolkit

A consistent brand voice is a decision system, not a list of adjectives. Complete this once, then paste the relevant parts into AI prompts.

Three words our voice should feel like	_____ / _____ / _____
Three things we never want to sound like	_____ / _____ / _____
Audience sophistication	Beginner / Intermediate / Advanced
Typical sentence style	Short / Mixed / Detailed
Words/phrases we use often	_____
Words/phrases we avoid	_____
Proof standard	What evidence do we require before making a claim? _____
CTA style	Direct / Helpful / Low-pressure / Other: _____

Brand Voice Master Prompt

Use this brand voice guide when editing my content:
Audience: [audience]
Voice should feel: [3 words]
Avoid sounding: [3 things]
Sentence style: [style]
Words/phrases we use: [list]
Words/phrases we avoid: [list]
Proof standard: [rule]
CTA style: [style]
Edit the draft for consistency while preserving factual meaning. Flag any claim that needs evidence instead of inventing support.

Messaging Ladder

Audience: _____

Problem: _____

Desired outcome: _____

Our approach: _____

Why it is useful: _____

Evidence/proof available: _____

Primary offer: _____

Primary CTA: _____

Part 5 - Offer & Sales Copy Builder

Offer Builder Worksheet

Offer name: _____

Who it is for: _____

Specific problem: _____

Desired realistic outcome: _____

Core deliverables: _____

How it is delivered: _____

Time/effort required from customer: _____

Price/payment type: _____

What makes it different: _____

Proof available: _____

Main objections: _____

Next step/CTA: _____

Sales Page Structure

1. Clear headline and subheadline
2. Specific problem and context
3. What the buyer will be able to do
4. What is included
5. Who it is for / not for
6. How to use it
7. Genuine proof or trust signals
8. Objection handling
9. Price and payment wording
10. FAQ
11. Clear CTA
12. Checkout reassurance and policy links

Sales Copy Rule

Persuasion should come from relevance, specificity, clarity, evidence, and fit - not fake scarcity, invented testimonials, guaranteed income claims, or exaggerated outcomes.

Part 6 - Email Marketing Toolkit

Welcome

Subject: Welcome - here's where to start
Hi [Name],
Thanks for joining [brand]. If you want to [goal], start with [resource/step]. Over the next few emails, I'll share practical ideas about [topics].
Start here: [link]
Best,
[Name]

Lead Magnet Delivery

Subject: Your [resource] is here
Hi [Name],
Here is the [resource] you requested: [link].
A good first step is [specific action]. If you run into [common obstacle], try [helpful tip].
Best,
[Name]

Educational Newsletter

Subject: [Specific useful idea]
Hi [Name],
[Short observation/problem].
Here's the practical idea: [lesson].
Try this: [3 short steps].
[Optional example].
Next step: [CTA].
Best,
[Name]

Product Introduction

Subject: A practical way to [outcome]
Hi [Name],
If you're working on [problem], I created [offer] to help with [specific use]. It includes [verified contents].
You can see the full details here: [link].
Best,
[Name]

Post-Purchase

Subject: Your access to [product]
Hi [Name],
Thank you for purchasing [product]. Access it here: [link].
Start with: [first step].
For help: [support route].
Best,
[Name]

Part 7 - Social Media & Repurposing Toolkit

The 1-to-8 Repurposing Map

1 long-form article or guide

1 newsletter

2 short educational posts

1 carousel

1 short faceless video

1 FAQ post

1 promotional/use-case post

Faceless Short-Video Script Template

HOOK (0-3 sec): [specific problem/question]
TEACH (3-20 sec): [2-3 concise points]
EXAMPLE (20-30 sec): [quick example]
CTA (final): [save/read/visit/comment/buy]
ON-SCREEN TEXT: [key phrases]
VISUAL NOTES: [screen recording, text animation, product mockup, stock/B-roll you have rights to use]

Social Content Review

☐ Hook clear in first line/seconds?

☐ One main idea?

☐ Useful without clicking?

☐ Claims verified?

☐ Readable on mobile?

☐ CTA matches purpose?

☐ Brand voice consistent?

Part 8 - Customer Research & Business Planning

Customer Insight Log

Source	Exact words	Problem/Goal	Implication	Confidence

90-Day Business Plan

90-day outcome: _____

Month 1 milestone: _____

Month 2 milestone: _____

Month 3 milestone: _____

Weekly lead indicator: _____

Weekly sales indicator: _____

Main constraint: _____

What I will NOT do this quarter: _____

Weekly CEO Review

Traffic/attention: _____

Leads/subscribers: _____

Sales/revenue: _____

Best content: _____

Customer questions: _____

Operational issues: _____

Biggest win: _____

Biggest bottleneck: _____

Top 3 priorities next week: _____

Part 9 - Content Quality & AI Verification Checklists

Pre-Publish Content Checklist

☐ Does the piece solve a clear reader problem?

☐ Is the opening specific and relevant?

☐ Are factual claims verified where needed?

☐ Are examples clearly examples rather than invented evidence?

☐ Did I remove repetition and generic filler?

☐ Does the content sound like our brand?

☐ Are headings and paragraphs easy to scan?

☐ Are links correct and useful?

☐ Is the CTA a logical next step?

☐ Have I checked spelling, names, dates, prices, and product details?

Sales Page Trust Checklist

☐ Product name and price are consistent everywhere.

☐ One-time vs recurring payment is stated accurately.

☐ Product contents match what the buyer receives.

☐ Buttons go to the correct checkout.

☐ Checkout and delivery have been tested.

☐ Refund/terms statements match the actual policy.

☐ Testimonials/results are genuine and permissioned.

☐ Affiliate/sponsorship disclosures are present where required.

☐ Contact/support route is clear.

☐ No guaranteed income, performance, or unsupported outcome claims.

AI Output Verification Checklist

☐ Separate facts from suggestions and opinions.

☐ Verify important claims with reliable sources.

☐ Check current dates, prices, features, policies, and availability.

☐ Open and verify citations before relying on them.

☐ Check calculations independently when material.

☐ Review copyright/licensing and permissions for assets.

☐ Remove sensitive data before AI use.

☐ Keep human approval for financial, legal, medical, safety, employment, or other high-stakes decisions.

☐ Edit AI text for accuracy, specificity, originality, and brand voice.

☐ Do not publish invented testimonials, case studies, statistics, or customer quotes.

Part 10 - 30-Day Content & Business Implementation Plan

DAY 01 Define your 30-day business outcome and one primary offer.

DAY 02 Complete the audience worksheet using real evidence.

DAY 03 Create or refine four content pillars.

DAY 04 Build your brand voice checklist.

DAY 05 Generate 30 content ideas and choose the best 12.

DAY 06 Create one SEO/content brief.

DAY 07 Draft and edit one useful long-form piece.

DAY 08 Repurpose it into five social assets.

DAY 09 Create one faceless short-video script and publish it.

DAY 10 Write one useful newsletter from the same core idea.

DAY 11 Review your homepage or landing-page message.

DAY 12 Rewrite your offer value proposition.

DAY 13 Create a clear 'what you get' section.

DAY 14 Create a 'who this is for / not for' section.

DAY 15 Write or improve your offer FAQ.

DAY 16 Audit pricing, payment wording, buttons, and checkout.

DAY 17 Create a lead magnet tied to one audience problem.

DAY 18 Write the lead magnet delivery email.

DAY 19 Draft a three-email nurture sequence.

DAY 20 Create a one-week content-to-sales plan.

DAY 21 Collect and tag customer/audience questions.

DAY 22 Turn five questions into future content.

DAY 23 Run the Sales Page Trust Checklist.

DAY 24 Run the AI Output Verification Checklist on one important piece.

DAY 25 Document one recurring business process as an SOP.

DAY 26 Create a simple weekly KPI scorecard.

DAY 27 Review content performance without assuming causation.

DAY 28 Choose one small marketing experiment for next week.

DAY 29 Clean and save your best prompts, templates, and workflows.

DAY 30 Complete the monthly review and choose the next three priorities.

At the end of 30 days, keep the systems that produced useful work, remove what added complexity, and choose one measurable improvement for the next month.

Bonus - Reusable Worksheets & Templates

Content Brief

Working title: _____

Audience: _____

Reader intent: _____

Main question: _____

Key points: _____

Examples/evidence needed: _____

Internal links: _____

CTA: _____

Fact-check list: _____

Product Launch Checklist

Product file finalized: _____

Sales page reviewed: _____

Price consistent: _____

Checkout tested: _____

Delivery tested: _____

Mobile tested: _____

Emails ready: _____

Policies linked: _____

Analytics checked: _____

Support route ready: _____

Experiment Card

Hypothesis: _____

Smallest test: _____

Metric: _____

Baseline: _____

Time box: _____

Success threshold: _____

Result: _____

Decision: continue / modify / stop: _____

Prompt Library Card

Prompt name: _____

Problem it solves: _____

Prompt: _____

Best customization: _____

Example result: _____

Last reviewed: _____

Monthly Review

Wins: _____

Misses: _____

Numbers: _____

Customer feedback: _____

Best content: _____

Best offer insight: _____

What to stop: _____

What to start: _____

What to continue: _____

Next month's top 3: _____

Final Note

The goal is not to produce more content for the sake of volume. The goal is to build a small, trustworthy system that helps you understand your audience, create useful work, communicate clearly, sell responsibly, and learn from real results.

AI SKILLS MADE SIMPLE

Create useful work. Verify what matters. Keep human judgment in control.