COMPANION IMPLEMENTATION GUIDE

The AI Quick-Start Checklist

Get your free AI workspace fully configured and execute your first master prompt in under 30 minutes.

TIMEFRAME
30 Minutes

How to use this checklist: Follow these 5 chronological steps in order. Once you check off Step 5, your business is permanently equipped to run any of the 50 Master Prompts in under 10 minutes.

- [ ] **Step 1: Set Up Your Free AI Accounts (Zero Subscriptions Needed)** — 5 Minutes

Create free accounts on the top two conversational AI platforms. You do NOT need paid versions to get exceptional results.

```
• Primary: Open chat.openai.com (ChatGPT 4o-mini is 100% free and lightning fast).
• Secondary / Long Copy: Open claude.ai (Claude 3.5 Sonnet excels at nuanced human copywriting).
```

- [ ] **Step 2: Bookmark Your Workspace for Instant Access** — 2 Minutes

Eliminate friction. Save your AI tools directly on your browser bookmarks bar so you can access them with one click.

```
Save: chat.openai.com and claude.ai to your main browser bar. Label them "AI Assistant".
```

- [ ] **Step 3: Configure Your Permanent "Business Context Prompt"** — 8 Minutes

Never explain your business twice. In ChatGPT Settings > Custom Instructions (or Claude Project Knowledge), paste this exact starter template:

```
"I run a [TYPE OF BUSINESS] called [BUSINESS NAME]. My target audience is [WHO YOU SERVE]. My primary
product is [OFFER] priced at [PRICE]. In all responses: Be concise, direct, and outcome-oriented. Avoid
generic corporate buzzwords. Follow direct-response marketing principles."
```

- [ ] **Step 4: Execute Your First Master Prompt & Bank Your First Win** — 10 Minutes

Open *The 50 Master Prompts* PDF. Navigate to Department 01 (Marketing) and copy **Prompt 01: High-Converting Facebook/Instagram Ad**.

```
1. Paste Prompt 01 into your AI tool.
2. Replace all yellow [BRACKET VARIABLES] with your real business details.
3. Hit enter and review the 3 ad variations generated.
```

- [ ] **Step 5: Create Your "AI Asset Vault"** — 5 Minutes

Create a centralized folder or document where every winning prompt output is stored for future re-use.

```
Create a Google Doc or Notion page titled: "Company AI Vault — Winning Copy & SOPs". Paste your 3
winning ad variations from Step 4 here.
```

MASTERY REFERENCE

The 3 Golden Prompting Rules

Keep this reference handy whenever you need to fine-tune an output or handle complex tasks.

PRECISION
Pro Rules

Rule #1: Context Over Length

AI does not need paragraphs of backstory. It needs 3 critical anchors: **Who you are**, **Who your customer is**, and **The exact obstacle they face**. If the output feels generic, the fix is almost always adding one sentence describing your customer's biggest frustration.

Rule #2: The Iterative Polish Prompt

If the first answer is 80% good, do not start over from scratch. Use this simple 1-line follow-up instruction:

```
"Rewrite this to sound more conversational. Cut 30% of the words, remove any corporate clichés, and make the hook more provocative."
```

Rule #3: The Rule of Constraints

Never tell the AI what to write without telling it what *not* to write. Always specify word limits (e.g., "Under 120 words") and formatting restrictions (e.g., "Use bullet points, no long paragraphs"). Constraints breed creativity.

✦ The 10-Department Weekly Rotation Protocol

Organize your business week with these 10-minute AI focus blocks:

- **Monday:** Marketing & Sales (Prompts 01-10) → Launch ads & send follow-ups.
- **Tuesday:** Social Media & Content (Prompts 11-15 & 26-30) → Schedule weekly posts.
- **Wednesday:** Email Newsletters (Prompts 16-20) → Broadcast to your subscriber list.
- **Thursday:** Operations & HR (Prompts 31-35 & 41-45) → Systematize 1 SOP.
- **Friday:** Finance & Strategy (Prompts 36-40 & 46-50) → Review P&L scorecard.