MIKE GOWANS / FIELD GUIDE

Creator Growth Operating System

24 jobs to hand off in an online education business

01 Attract & create

Audience research
Summarize real buyer questions from calls, replies and comments.

Topic shortlist
Rank topics by buyer intent and examples you can actually show.

Recording brief
Draft one hook, three talking points and a clear next step.

Source check
Collect primary links and flag claims you need to verify.

Clip selection
Find standalone moments and deliver a cut list with timestamps.

First edit
Cut repetition, draft captions and mark where visuals would help.

Video packaging
Draft title and thumbnail pairs, description and pinned comment.

Repurposing
Turn one approved recording into drafts for email, posts and Shorts.

YOU STAY IN CHARGE

You choose the point of view, film the core teaching and approve public claims.

ONE RECORDING, THREE USEFUL DRAFTS

You teach the coaching call. AI proposes one Short, one email and one lesson.

You check the clips, remove private member details and approve the drafts.

Use the same brief next time if the result is good enough to repeat.

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02 Convert & deliver

Offer clarity
Find recurring objections and draft clearer page copy around them.

Workshop promotion
Draft the invite, reminder and one simple follow-up sequence.

Workshop prep
Turn your outline into slides, a run of show and audience prompts.

Lead follow-up
Sort questions and draft replies with the right next step.

Member onboarding
Draft a welcome note and checklist for the first useful result.

Lesson building
Turn your walkthrough into a lesson, worksheet and practice task.

Support triage
Group repeat questions and flag issues that need your judgment.

Replay packaging
Suggest chapters, key takeaways and a recognizable replay cover.

YOU STAY IN CHARGE

You own the offer, teach live, check links and approve what customers receive.

LET AI WRITE THE DRAFT, NOT MAKE THE PROMISE

For a workshop follow-up, give AI your last email and the real offer details.

Ask for one email and one next step. Check the offer, audience and link.

Send only to the people who should receive it.

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03 Run & improve

Weekly dashboard
Summarize traffic, opted-in leads, paid joins and retention.

Content review
Compare topics and formats, separating reach from outcomes.

Launch QA
Check links, dates and mobile previews against a launch checklist.

Workflow handoff
Write a reusable brief from work you reviewed and accepted.

Inbox triage
Turn real requests into a shortlist of tasks and draft replies.

Meeting recap
Capture decisions and owners from a recording you can share.

Member feedback
Sort common blockers and propose one classroom improvement.

Next-week plan
Recommend one improvement and a simple way to measure it.

YOU STAY IN CHARGE

You set priorities and check the numbers before changing budgets or making promises.

START WITH ONE JOB THIS WEEK

Give AI: a real input, a good example and one clear deliverable.

Check the work before it goes out. Save the brief when it works.

Start with one of four roles: researcher, editor, follow-up, or member support.

Track time spent, usable output and actual results. Then add the next role.