CHAPTER 13 EXERCISE

Design Your AI Marketing Workflow

This exercise produces a complete AI workflow including your voice document, your brief library foundation, and your weekly AI workflow design. Complete each part carefully. The voice document in particular is one of the most valuable documents you will produce from this book.

Write your voice document. Cover the four elements from this chapter: your characteristic vocabulary, your sentence rhythm, your perspective stance, and your editorial standards. Be specific enough that AI reading this document would produce noticeably different output than if it had not. Aim for one to two pages.

Identify the three AI use cases from this chapter that will add the most value to your current marketing operation. For each one, write why it is high-leverage for you specifically and what your current manual process looks like that the AI assistance would improve.

Customize the three prompts from this chapter that are most relevant to your use cases. Fill in every context, constraint, and criteria slot with your specific information so the prompts are ready to use without modification.

Design your weekly AI workflow. What will you do with AI at the start of each week, mid-week, and at the end of the week? How will it fit into your existing schedule alongside the one-hour content week from Chapter 5?

Apply the originality gate to the last three pieces of content you published. For each one, identify the original idea that came from your genuine thinking. If you cannot identify one, write what the original idea should have been and how you would build it into the piece if you were publishing it today.