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Introduction to AI
AI Templates Practice Guide

Use this guide to experiment with AI prompts for business, content, and marketing. Fill in your answers and watch your ideas come to life!

1. Business Strategy Prompts

Prompt 1: Generate 5 new marketing campaign ideas for a small business in [industry].

Example (Coffee Shop):

1. "Local Art + Coffee" – Feature local artists on coffee cups and social media.

2. "Seasonal Flavor Launch" – Limited-time drinks each month promoted via email and Instagram.

3. "Coffee Subscription Box" – Monthly delivery with unique blends and perks.

4. "Customer Story Contest" – Customers share coffee moments for a chance to win free drinks.

5. "Sustainable Cup Initiative" – Discounts for reusable cups + eco-friendly campaign content.

Your Ideas:

1. _____

2. _____

3. _____

4. _____

5. _____

Prompt 2: Write 3 client outreach email templates for cold leads that feel warm and authentic.

Example Prompt: (Freelance Marketing Consultant):

1. Subject: "Helping You Grow Your Business with Ease"

    Hi [Name], I love what your brand is doing! I'd love to share a few ideas on how to simplify marketing while increasing engagement. Could we schedule a 15-minute chat?

2. Subject: "Quick Tip for [Brand Name]"

    Hi [Name], I noticed [opportunity]. Here's a free suggestion that might help boost [metric]. If you're interested, I'd love to discuss more strategies.

3. Subject: "Let's Connect!"

    Hi [Name], I'm [Your Name], a marketing consultant passionate about helping businesses like yours grow. Can we hop on a call to explore possibilities?

Your Templates:

1. _____

2. _____

3. _____

Prompt 3: Create a weekly workflow plan for automating repetitive tasks in a [business type] business.

Example (Online Retail Store):

- Monday: Schedule social posts for the week using AI content generator.

- Tuesday: Email automation review and segment audience.

- Wednesday: Inventory update & automated reorder alerts.

- Thursday: Run analytics report and adjust campaigns.

- Friday: Plan next week's promotions & set AI content prompts.

Your Workflow:

- Monday: _____

- Tuesday: _____

- Wednesday: _____

- Thursday: _____

- Friday: _____

2. Content Creation Prompts

Prompt 1: Write a 500-word blog outline on [topic] with 3 main points and subheadings.

Your Outline:

- Main Point 1: _____

- Subpoints: _____

- Main Point 2: _____

- Subpoints: _____

- Main Point 3: _____

- Subpoints: _____

Prompt 2: Generate 10 engaging Instagram captions for [product/service].

Your Captions:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Prompt 3: Brainstorm 5 campaign ideas for an upcoming promotion for [audience type].

Your Ideas:

1. _____

2. _____

3. _____

4. _____

5. _____

3. Marketing Automation Prompts

Prompt 1: Create a 5-email sequence for nurturing leads for [service/product].

Example (Topic: "How to Stay Productive Working from Home"):

- Introduction: The challenge of focus at home

- Main Point 1: Set up a dedicated workspace

    - Subpoints: minimize distractions, ergonomic setup

- Main Point 2: Time-block your day

    - Subpoints: Pomodoro technique, schedule breaks

- Main Point 3: Use productivity tools

    - Subpoints: AI tools for task management, automation apps

- Conclusion: Tips for sustainable focus

Your Emails:

1. _____

2. _____

3. _____

4. _____

5. _____

Prompt 2: Segment my audience into 3 groups based on engagement and suggest personalized content for each group.

Example (Product: Yoga Studio):

1. "Find your balance this week 🌿 #YogaFlow"

2. "Stretch, breathe, repeat 🧘‍♀️ #MindfulMoments"

3. "Morning energy starts here 🌞 #YogaEveryDay"

   ... (up to 10)

Your Segments & Content:

- Group 1: _____

- Group 2: _____

- Group 3: _____

Prompt 3: Generate follow-up email templates for abandoned carts or inquiries.

Example (E-commerce Store):

1. Friendly Reminder: "Oops! Did you forget something? Complete your order today and enjoy free shipping!"

2. Offer Incentive: "Still thinking it over? Here's 10% off your cart — grab it before it's gone!"

3. Last Chance: "Last call! Your items are almost gone — don't miss out."

Your Templates:

1. _____

2. _____

3. _____

4. AI Tool Starter Guide Prompts

Prompt 1: Explain step-by-step how to set up a Google Gemini account for marketing use.

Example:

1. Go to Google Gemini signup page.

2. Connect your Google account.

3. Complete profile details for business use.

4. Explore AI templates for content generation.

5. Start creating campaigns or testing prompts.

Your Steps:

1. _____

2. _____

3. _____

Prompt 2: Create a beginner-friendly guide for using ChatGPT to generate weekly content ideas.

Example:

- Step 1: Open ChatGPT and select "Custom Instructions."

- Step 2: Input your brand tone and goals.

- Step 3: Ask: "Generate 5 blog topics for [industry]."

- Step 4: Refine ideas using AI suggestions.

- Step 5: Schedule posts using automation tools.

Your Guide:

Prompt 3: List 10 practical ways a small business can use AI to save time each week.

Example:

1. Automate social media scheduling

2. Generate blog outlines

3. Create ad copy

4. Write email sequences

5. Design graphics in Canva

6. Segment email lists

7. Analyze engagement metrics

8. Personalize marketing messages

9. Track competitors' activity

10. Brainstorm campaigns quickly

Your List:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Tip for Students:

Take your time with each prompt. Don't worry about perfection — the goal is to explore, experiment, and discover how AI can support your business and creativity.