



AI Resource Guide (Start Here, Win Fast)

1) Canva – Bulk Create

What it is: Design 10–100 on-brand graphics in minutes from a spreadsheet.

Best for: Quote cards, testimonials, event promos, reels covers, story frames.

Quickstart (5 steps)

1. Build a template (headline, subhead, CTA, logo).
2. Create a CSV/Google Sheet with columns (e.g., Headline, Subhead, CTA, (Image)).
3. In Canva: Apps → Bulk Create → Upload CSV.
4. Connect data to the text boxes (right-click → “Connect data”).
5. Generate. Batch edit, export, schedule.

2) ChatGPT – Content & Messaging Engine

What it is: Your copywriter, editor, and idea lab.

Best for: Brand voice, post captions, emails, landing pages, DM scripts.

Voice Trainer Prompt (paste once, reuse)

You are my content assistant. Learn my voice from the samples below and mirror it (tone: bold, direct, humorous, no fluff). Keep sentences tight and avoid emojis unless I ask. Here are 5 samples of my writing:

[paste 3–5 of your posts/emails]

Confirm my tone in 3 bullets, then wait for tasks.

Daily Content Prompt

Topic: [insert]. Create: 1 FB post, 1 IG caption, 1 LinkedIn post, 3 hooks, and 5 CTAs. Keep it in my voice. End each with a clear next step.

QC rule: Always tweak the first 2 lines to sound 100% you.

3) Gemini – Research Like Google, Faster

What it is: Google's AI for quick fact-finding and outline drafts.

Best for: Market stats, how-to steps, lists, comparisons.

Research Pack Prompt

Research [topic]. Give me: 5 key facts with sources, 3 recent stats (≤18 months), and a 6-bullet outline for a 2-minute talk. Cite sources inline. Ask what is trending today.

Pro tip: Ask it to show links and timeframe filters (e.g., "since 2024").

4) Perplexity – People & Company Briefs

What it is: AI search with citations by default.

Best for: Quick dossiers on people, podcasts, events, local orgs.

People Brief Prompt

Create a verified brief on [Name]: current role, past roles, 3 recent projects, 3 quotes/themes they care about, top social links, 5 smart questions I can ask them. Include citations/links.

Pro tip: Great for pre-meeting prep and prospecting.

5) Optional Power-Ups

- Descript – Record, transcribe, and turn talking points into posts.
- Opus Clip – Auto-clip long videos into shorts with captions.
- Zapier – Auto-save AI outputs to Google Drive/Sheets; schedule via Meta.

Privacy & Compliance (non-negotiable)

- Don't paste PII, policy numbers, or confidential client data.
- Fact-check anything that could affect compliance or consumer decisions.
- Keep approvals in writing (email/DM) for testimonials and images.

Fail-Safe Prompts (copy/paste)

- Repurpose: "Turn this post into: a Reel script, 3 stories, 1 email. Keep voice consistent."
- CTA bank: "Write 10 short CTAs for [offer], no hype, clear action."
- Objections: "List 7 objections to [offer] & 1-line responses in my voice."