

## 1. Your positioning and brand tone

### Fill in the blanks:

For \_\_\_\_\_  
[Target Customer]

who \_\_\_\_\_  
[value/ need]

we are the \_\_\_\_\_  
[business type]

that \_\_\_\_\_  
[unique benefit]

because \_\_\_\_\_  
[reasons to believe]

### Circle 3 for your brand:

- Professionalism
- Sophistication
- Expertise
- Trustworthiness
- Confidence
- Approachability
- Warmth
- Playfulness
- Practicality
- Innovation

## 2. Train your AI helper: put the below in one single prompt



### Tell it the task...

- "I am the **[role]** at **[business]** in **[local area]**. You are about to help me scale our marketing efforts by creating a content calendar and adapting content across channels"

### Give it your positioning and brand tone

- "During this task keep in mind our positioning statement: **[copy your statement]** and our brand personality traits: **[3 traits here]**"

### Ask for clarifications

- "Before creating anything, ask me any clarifications"

## 3. Identifying content moments

### Search for relevant moments

"Given my positioning statement and brand tone, you will help me build a content plan over the next 30 days based around content moments.



Ignore channels for now. Just help me identify relevant moments including: cultural/ calendar moments, major sales events, celebrations. List relevant moments for **[time period]**

Keep in mind I am in the **[local area]** of Victoria. Make sure moments are relevant to the local population and cultural diversity"

### Pick 5 to focus on, and identify the relevant message for your brand:

Moment	Relevance	Message
1.		
2.		
3.		
4.		
5.		

## 4. Create a calendar

Date		Date		Date	
Content		Content		Content	
Date		Date		Date	
Content		Content		Content	
Date		Date		Date	
Content		Content		Content	

## 5. Matching content to channels



"Identify relevant communication channels for my content calendar. Keep in mind the message purpose and:

- My target audience relative to users of that channel
- The fit with the message purpose, e.g. visual v educational
- A mixture of push and pull marketing, and

### Focus channels

- 1.
- 2.
- 3.

Keep in mind my current focus channels are; **[list current focus]**

Where appropriate, identify opportunities for cross-channel content"

## 6. Create relevant content!



### 1. "Pick one moment, and tailor for channels

"Now create the content for **[moment]** and tailor it for the relevant channels. Make sure you apply my positioning and brand tone and make it relevant to the moment and content purpose"

### 2. Not right? Try different instructions:

- "Give me more instructions of how I should tailor this content"
- "This isn't my tone, make it more like.... **[example]**"
- "Add a **[call to action]**, **[personal anecdote]**, **[joke]**"

### 3. Ready? Use it!

- "Now create the rest of the content we have planned"