EMPIRE BUILDER ACADEMY

MODULE 03

AI IS YOUR NEW BUSINESS PARTNER

9 lessons with step-by-step instructions, copy-and-paste AI prompts, exercises, a worksheet, an action checklist, and a knowledge check.

THE ONLINE ENTREPRENEUR BLUEPRINT

From Zero to Your First Online Business

03

BUILD SMART. LAUNCH FAST. SCALE WITH AI.

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MODULE 3: AI IS YOUR NEW BUSINESS PARTNER

MODULE OVERVIEW: Generative AI tools can help a solo founder research, write, plan, and organize work that used to require a team. They can also produce confident nonsense. This module teaches you how these tools work, how to use ChatGPT and similar assistants effectively, how to build reusable AI business assistants, how to write strong prompts, and how to apply AI to repetitive tasks, customer service, content, market research, and day-to-day workflows. It includes more than 25 copy-and-paste prompts.

In this module:

- Lesson 3.1: Understanding Generative AI
- Lesson 3.2: Using ChatGPT Effectively
- Lesson 3.3: Creating AI Business Assistants
- Lesson 3.4: Writing Powerful Prompts
- Lesson 3.5: Automating Repetitive Tasks
- Lesson 3.6: AI Customer Service
- Lesson 3.7: AI Content Generation
- Lesson 3.8: AI Market Research
- Lesson 3.9: Building Efficient Business Workflows

> **NOTE:** AI products change quickly. Feature names, prices, and limits mentioned anywhere in this module may differ by the time you read it. The principles (clear instructions, good context, human review) stay the same. Tool names are mentioned as examples, not endorsements.

LESSON 3.1

Understanding Generative AI

The Big Idea

Generative AI refers to software that creates new content (text, images, audio, video, code) based on patterns learned from large amounts of data. Tools like ChatGPT, Claude, Gemini, and Microsoft Copilot are built on **large language models (LLMs)**. You type an instruction (a **prompt**), and the model generates a response.

How It Works, in Plain English

An LLM is trained on enormous amounts of text to predict likely next words. That training gives it a broad, flexible ability to summarize, rewrite, brainstorm, explain, and format information. It doesn't "know" things the way a person does, and it doesn't automatically check facts. It produces text that *sounds* right based on patterns, which is usually useful and sometimes wrong.

What AI Is Great At

- **Drafting:** first versions of emails, posts, product descriptions, outlines.
- **Rewriting:** making text shorter, clearer, friendlier, or more professional.
- **Brainstorming:** names, ideas, angles, objections, questions.
- **Summarizing:** long documents, meeting notes, reviews.
- **Structuring:** turning messy notes into checklists, tables, SOPs, plans.
- **Explaining:** breaking down unfamiliar topics in simple language.
- **Role-play:** practicing sales calls or customer conversations.

Where AI Falls Short

- **Hallucinations:** AI can invent facts, statistics, quotes, laws, and sources that look real. Always verify anything factual, especially numbers, legal rules, and citations.
- **Outdated information:** Models have training cutoffs. Some tools can browse the web, but you still need to check sources.
- **Generic output:** Without context, AI produces bland, average content.
- **Judgment:** AI can't take responsibility for business decisions. You do.

Using AI Responsibly

1. **Protect private data.** Don't paste customer personal data, passwords, financial account numbers, or confidential client information into tools unless you understand and accept the tool's data policies. Check settings for whether your conversations are used for training.
2. **Review everything before publishing.** You're responsible for what goes out under your name.

3. **Be honest.** Don't use AI to create fake reviews, fake testimonials, or misleading claims. The FTC has rules against fake reviews and testimonials.
4. **Respect copyrights and trademarks.** Don't ask AI to reproduce someone else's protected work, and review generated images for logos or likenesses.
5. **Disclose when appropriate.** Some platforms and situations call for disclosure of AI-generated content.

> **EXAMPLE (HYPOTHETICAL):** A hypothetical life coach asks an AI tool for "statistics about burnout" for a blog post. The tool returns three specific-sounding percentages with study names. When she searches for the studies, she can't find two of them. She removes them and uses only a statistic she can trace to an original published source. Lesson learned: AI drafts, humans verify.

AI Prompt: Explain AI Limits for My Business

COPY-AND-PASTE AI PROMPT

```
I run (or am starting) a [BUSINESS TYPE]. Explain in plain language:
1. Ten specific ways AI could save me time in this business
2. Five tasks where I should NOT rely on AI without careful review
3. What information I should never paste into an AI tool
Keep it practical and specific to my business.
```

> **EXERCISE 3.1:** On your worksheet, list five tasks in your business where AI could help and three tasks where you'll require human review.

LESSON 3.2

Using ChatGPT Effectively

The Big Idea

Most people use ChatGPT (or any AI assistant) like a search engine: one short question, one answer. You'll get far better results treating it like a **capable new assistant**: give context, explain the goal, show examples, and iterate.

The Conversation Mindset

1. **Start with context.** Who are you, what's your business, who's the customer?
2. **Give a clear task.** What exactly do you want produced?
3. **Specify the format.** Table, bullet list, email, 150 words, three options.
4. **Review and refine.** "Make it shorter." "More casual." "Option 2, but with a stronger opening."
5. **Ask it to ask you questions.** "Before you write, ask me any questions you need answered."

Useful Features to Explore

Features vary by product and plan, but commonly include:

- **Custom instructions / memory:** set standing information about you and your business so you don't repeat it.
- **File uploads:** analyze documents, spreadsheets, and PDFs.
- **Web browsing:** find current information (still verify sources).
- **Image generation:** create concept images, social graphics, and mockups.
- **Projects or custom assistants:** organize chats and instructions around a topic (Lesson 3.3).
- **Voice mode:** talk through ideas while walking or driving.

Iteration Phrases That Work

- "Give me 5 different versions with different tones."
- "What's weak about this draft? Then fix it."
- "Rewrite this for a 7th-grade reading level."
- "Make it 40% shorter without losing the key points."
- "Turn this into a checklist."
- "What questions would a skeptical customer ask after reading this?"
- "Continue, but keep the same format."

EXAMPLE (HYPOTHETICAL): A hypothetical lawn-care business owner types "write a flyer." The result is generic. He tries again: "I run a two-person lawn-care business in a suburban neighborhood. Write a half-page flyer for busy homeowners offering weekly mowing and edging. Friendly tone, include a clear call to text for a free quote, and leave a placeholder for the phone number. Give me 3 headline options." The second result is far more useful because he provided context, audience, format, and a call to action.

AI Prompt: Set Up Custom Instructions

COPY-AND-PASTE AI PROMPT

```
Help me write custom instructions for my AI assistant so it
understands my business. Ask me 10 questions about my business,
customers, offers, brand voice, and goals, one at a time. Then
write two short paragraphs:
1. "What the assistant should know about me and my business"
2. "How the assistant should respond" (tone, format, length,
   and a rule to flag uncertain facts instead of guessing)
```

AI Prompt: The "Interview Me First" Starter

COPY-AND-PASTE AI PROMPT

```
I need help with [TASK]. Before you write anything, ask me up to 7
questions that would help you do this well. Ask them all at once in
a numbered list. After I answer, produce the result, then suggest
two ways to improve it.
```

EXERCISE 3.2: Write your custom instructions using the prompt above and save them on your worksheet.

LESSON 3.3

Creating AI Business Assistants

The Big Idea

Instead of starting from scratch every time, you can build **reusable AI assistants**: saved instructions plus reference documents that make the AI behave consistently for a specific job. Depending on the tool, this might be a Custom GPT, a Project with instructions, a Claude Project, a Gem, or simply a saved "master prompt" document you paste at the start of a chat.

The Anatomy of a Business Assistant

1. **Role:** what job the assistant performs ("You are my customer email assistant").
2. **Context:** business details, offers, prices, policies, tone of voice.
3. **Rules:** what to always do and never do ("Never promise refunds beyond our policy," "Never invent facts; say 'I need to confirm' instead").
4. **Process:** steps to follow ("Ask for the customer's order number first").
5. **Output format:** structure, length, sign-off.
6. **Knowledge files:** FAQ, price list, policies, brand guide (no sensitive customer data).

Five Starter Assistants for a New Business

1. **Content Assistant:** turns your ideas into posts, captions, and emails in your voice.
2. **Customer Reply Assistant:** drafts replies to inquiries using your FAQ and policies.
3. **Research Assistant:** summarizes competitors, reviews, and trends you provide.
4. **Operations Assistant:** turns messy processes into SOPs and checklists.
5. **Strategy Sparring Partner:** challenges your plans and asks tough questions.

Step-by-Step: Build Your First Assistant

1. Choose one repetitive job (start with customer replies or content).
2. Write a one-page "Business Brief" (who you are, offers, prices, policies, voice). Use the prompt below.
3. Write the assistant's instructions using the template.
4. Save it as a custom assistant or saved document in your tool.
5. Test it with five realistic requests. Note mistakes.
6. Update instructions to fix the mistakes. Repeat until reliable.

AI Prompt: Create My Business Brief

COPY-AND-PASTE AI PROMPT

Help me create a one-page Business Brief that I can give to any AI assistant. Interview me with questions about: business name, what I sell, prices, who my ideal customer is, their main problems, my brand voice (3-5 adjectives), my policies (booking, refunds, delivery), frequently asked questions, and words or claims to avoid. Then format everything as a clean, scannable brief with headings.

AI Prompt: Assistant Instruction Template

COPY-AND-PASTE AI PROMPT

Write instructions for a custom AI assistant with this structure:

ROLE: You are [ROLE] for [BUSINESS NAME], a [BUSINESS DESCRIPTION].
GOAL: Help me [SPECIFIC JOB].
CONTEXT: Use the attached Business Brief as your source of truth.
TONE: [3-5 ADJECTIVES]. Write at an 8th-grade reading level.
ALWAYS: ask clarifying questions when information is missing; keep responses under [X] words unless asked; offer 2 options when writing copy.
NEVER: invent prices, policies, statistics, testimonials, or guarantees; promise results; share private information.
IF UNSURE: say "I'd need to confirm that" and tell me what to check.
OUTPUT FORMAT: [DESCRIBE]

Improve this draft for clarity and fill in my details:
[MY DETAILS]

EXAMPLE (HYPOTHETICAL): A hypothetical home-cleaning business builds a "Quote Reply Assistant." Its instructions include service prices, service area, what's included in a standard vs. deep clean, and a rule to always ask for the home's size before giving a price range. When a new inquiry arrives, the owner pastes it in and gets a draft reply in seconds, which she reviews and sends.

EXERCISE 3.3: Write your Business Brief and build one assistant. Record its role, rules, and test results on your worksheet.

LESSON 3.4

Writing Powerful Prompts

The Big Idea

A **prompt** is an instruction. Better instructions produce better results. You don't need special tricks; you need the same clarity you'd give a talented human freelancer.

The R-C-T-F-C Framework

Use this five-part structure for any important prompt:

- **R — Role:** Who should the AI act as? ("Act as an experienced copywriter for local service businesses.")
- **C — Context:** Background details. (Business, customer, goal, constraints.)
- **T — Task:** The specific deliverable. ("Write three homepage headlines.")
- **F — Format:** How it should look. (Length, structure, tone, bullet points, table.)
- **C — Checks:** Quality rules. ("Avoid hype. No income claims. Flag assumptions.")

Before and After

Weak prompt: "Write an Instagram caption for my bakery."

Strong prompt:

COPY-AND-PASTE AI PROMPT

```
Act as a social media copywriter for small local food businesses.
Context: I own a small neighborhood bakery known for sourdough and
seasonal fruit pies. My audience is local families and young
professionals who care about fresh, quality ingredients.
Task: Write 3 Instagram captions announcing our new apple-cinnamon
pie, available Friday through Sunday only while supplies last.
Format: 60-100 words each, one emoji max, end with a clear call to
action to pre-order via the link in bio. Offer one playful, one cozy,
and one straightforward version.
Checks: No exaggerated claims like "best in the world." Keep it warm
and genuine.
```

Advanced Prompting Techniques

- **Give examples ("few-shot"):** paste 2–3 examples of writing you like and say "match this style."
- **Step-by-step reasoning:** "Think through this step by step before giving your final recommendation."
- **Constraints:** word counts, reading level, banned words.
- **Personas for feedback:** "Critique this as a skeptical first-time customer."
- **Chaining:** break big tasks into steps: outline → approve → draft section by section → edit.

- **Self-review:** "Review your answer for errors, unsupported claims, and missing steps, then give a corrected version."

AI Prompt: Prompt Improver

COPY-AND-PASTE AI PROMPT

```
I want to get better results from AI. Here's a prompt I wrote:
"[YOUR PROMPT]"
Rewrite it using the Role, Context, Task, Format, and Checks
framework. Then list any missing information you'd need from me to
make it even better, as questions.
```

AI Prompt: Match My Voice

COPY-AND-PASTE AI PROMPT

```
Here are 3 examples of writing that sounds like me:
1. [EXAMPLE]
2. [EXAMPLE]
3. [EXAMPLE]
Describe my writing voice in 5 bullet points (tone, sentence length,
vocabulary, personality, what I avoid). Then use that voice to write:
[NEW TASK].
```

AI Prompt: Critique Before Publishing

COPY-AND-PASTE AI PROMPT

```
Act as a skeptical, detail-oriented editor. Review the text below for:
- Unclear or confusing sentences
- Claims that could be misleading or need evidence
- Grammar and spelling errors
- Missing call to action
- Anything that sounds generic or robotic
List issues first, then provide a revised version.

Text: [PASTE]
```

> **EXERCISE 3.4:** Rewrite three of your own weak prompts using R-C-T-F-C. Record the before/after on your worksheet and note which produced better results.

LESSON 3.5

Automating Repetitive Tasks

The Big Idea

Every business has repetitive tasks: answering the same questions, writing similar emails, formatting documents, copying data between apps. AI helps in two ways: **(1) speeding up the thinking and writing parts** and **(2) connecting with automation tools** (like Zapier, Make, or built-in app automations) that move information between apps automatically.

Step 1: Find Your Repetitive Tasks

For one week, keep a simple "task log." Every time you do something that feels repetitive, write it down along with how long it took. Common candidates:

- Responding to common inquiries
- Writing social media captions
- Creating invoices and sending reminders
- Scheduling appointments
- Summarizing meetings or calls
- Data entry from forms to spreadsheets
- Onboarding new customers

Step 2: Choose the Right Level of Automation

Level	What it is	Example
1. Template	Reusable text you copy and paste	Saved reply for "What are your prices?"
2. AI-assisted	AI drafts, you review	Paste inquiry → AI drafts reply → you send
3. Tool automation	Apps do it automatically on a trigger	New form submission → added to spreadsheet → welcome email sent
4. AI-in-the-loop automation	Automation calls AI as one step	New review → AI drafts response → saved for your approval

Start at Levels 1 and 2. Move to 3 and 4 when a process is stable and you understand it well. Never fully automate anything that could embarrass you or harm a customer without a review step.

Step 3: Write It Down Before You Automate It

You can't automate a process you can't describe. Write a **Standard Operating Procedure (SOP)** first: trigger, steps, tools, and expected output.

> **EXAMPLE (HYPOTHETICAL):** A hypothetical tutoring business spends time every week copying booking-form entries into a spreadsheet and sending confirmation emails. The owner builds a no-code automation: when someone submits the booking form, their details are added to a spreadsheet row and a confirmation email template is sent. She reviews the spreadsheet daily for anything unusual. The task goes from manual copy-and-paste to a quick review.

AI Prompt: Find Automation Opportunities

COPY-AND-PASTE AI PROMPT

```
Here is a log of tasks I did this week, with time spent:
[PASTE TASK LOG]
For each task, recommend an automation level (template, AI-assisted,
tool automation, or AI-in-the-loop) and explain why. Rank the top 5
by time saved vs. effort to set up. For the top 3, outline the steps
to implement, including the type of no-code tool I could use.
Flag any task that should keep a human review step.
```

AI Prompt: Turn a Task Into an SOP

COPY-AND-PASTE AI PROMPT

```
Turn the following description of how I do a task into a clear
Standard Operating Procedure. Include: purpose, trigger (when it
starts), tools needed, numbered steps, quality checks, and what
"done" looks like. Then suggest which steps could be automated.

My description: [DESCRIBE THE TASK IN YOUR OWN WORDS]
```

AI Prompt: Build an Automation Recipe

COPY-AND-PASTE AI PROMPT

I use these tools: [LIST, e.g., Google Forms, Google Sheets, Gmail, Calendly, Stripe]. I want to automate this process: [DESCRIBE].
Write a step-by-step "automation recipe" with:
- Trigger
- Each action in order
- What data passes between steps
- Where a human should review
- How to test it safely before going live

Explain it for a beginner using a no-code automation tool.

EXERCISE 3.5: Keep a task log for 5 days. Pick your top two automation candidates and write an SOP for each.

LESSON 3.6

AI Customer Service

The Big Idea

Fast, friendly, accurate customer service builds trust. AI can help you respond faster and more consistently, but customers must never be misled, and sensitive situations need a human touch.

Where AI Helps in Customer Service

- **Drafting replies** to common questions (you review before sending).
- **FAQ pages** written from real customer questions.
- **Website chat assistants** that answer basic questions from your approved information and hand off to you for anything else.
- **Tone adjustment:** turning a frustrated draft into a calm, professional reply.
- **Summarizing feedback** to find recurring issues.

Customer Service Rules for AI

1. **Use only approved information** (your FAQ, policies, prices). Don't let AI invent answers.
2. **Escalate** refunds, complaints, safety issues, legal questions, and emotional situations to a human.
3. **Be transparent** if customers are chatting with an automated assistant.
4. **Protect privacy.** Don't paste sensitive personal information into tools without understanding their data policies.
5. **Keep it human.** Personalize and sign replies.

The HEARD Method for Difficult Messages

- **Hear:** read fully; understand the actual issue.
- **Empathize:** acknowledge their frustration.
- **Apologize** (where appropriate) for their experience.
- **Resolve:** offer a clear next step within your policy.
- **Diagnose:** later, figure out how to prevent it from recurring.

> **EXAMPLE (HYPOTHETICAL):** A hypothetical online printable shop receives an email: "I paid and never got my download!!" The owner pastes it (without personal details) into her Customer Reply Assistant. The draft acknowledges the frustration, apologizes, re-provides the download instructions, and offers to send the files directly. She checks her order system, confirms the purchase, adds the customer's name, and sends it. Afterward, she updates her checkout confirmation page to make the download link more visible.

AI Prompt: Build My FAQ

COPY-AND-PASTE AI PROMPT

Here are questions customers have asked me (or that I expect):
[LIST QUESTIONS]
Here are my policies and details: [PRICES, HOURS, SERVICE AREA, REFUND POLICY, DELIVERY TIMES]
Write a clear FAQ section with short, friendly answers using ONLY the information I provided. If an answer requires information I haven't given, write "[NEED INFO: ...]" instead of guessing.
Group questions by topic.

AI Prompt: Reply to an Upset Customer

COPY-AND-PASTE AI PROMPT

Help me reply to this customer message using the HEARD method (hear, empathize, apologize, resolve, diagnose). My policy is: [POLICY]. What I can offer: [OPTIONS]. Keep it calm, warm, and under 150 words. Don't admit legal fault or promise anything beyond my policy. Give me two versions.

Customer message (personal details removed): [PASTE]

AI Prompt: Website Chat Assistant Instructions

COPY-AND-PASTE AI PROMPT

Write instructions for a website chat assistant for [BUSINESS].
It should: greet visitors, answer only from the FAQ below, help visitors choose between [OFFERS], collect name and email for a quote request, and hand off to a human for refunds, complaints, and any question it can't answer from the FAQ. It must say it is an automated assistant and must never invent information.
FAQ: [PASTE]

EXERCISE 3.6: Write a 10-question FAQ using real or expected customer questions and create three saved reply templates.

LESSON 3.7

AI Content Generation

The Big Idea

Content (posts, emails, blog articles, videos, product descriptions) attracts and educates customers. AI can help you produce more content, faster, but **quality and authenticity still matter.** Use AI to remove the blank page, not your personality.

The Content Multiplication System

1. **Start with one core idea** (a tip, a customer question, a mistake to avoid).
2. **Create one "pillar" piece** (a blog post, a short video script, or a newsletter).
3. **Repurpose** it into 5–10 smaller pieces: social posts, carousel slides, short video hooks, an email, a Pinterest pin description.
4. **Add your human layer:** personal opinions, real photos, behind-the-scenes, your own examples.

Content Quality Checklist

- Is it accurate? (Verify any facts or numbers.)
- Is it specific to my audience?
- Does it sound like me?
- Does it have a clear point and call to action?
- Would I be proud to put my name on it?
- Does it avoid exaggerated or misleading claims?

AI Prompt: Generate 30 Content Ideas

COPY-AND-PASTE AI PROMPT

```
I run [BUSINESS] for [TARGET CUSTOMER]. Their top problems are:
[PROBLEMS]. Generate 30 content ideas in 5 categories:
1. How-to tips  2. Common mistakes  3. Myths vs. facts
4. Behind the scenes  5. Questions customers ask
For each idea, write a hook (first line) that would make my
audience stop scrolling. No clickbait or false promises.
```

AI Prompt: Repurpose One Piece Into Many

COPY-AND-PASTE AI PROMPT

Here is a piece of content I created: [PASTE BLOG/SCRIPT/NOTES]
Repurpose it into:
- 3 Instagram captions (under 120 words)
- 1 carousel outline (7 slides, headline + 1-2 lines each)
- 3 short-video hooks (under 12 words each) with a 30-second script for one of them
- 1 email newsletter (under 250 words)
- 2 Pinterest pin titles and descriptions
Keep my voice: [VOICE DESCRIPTION].

AI Prompt: Write a Blog Post Outline

COPY-AND-PASTE AI PROMPT

Write a detailed outline for a blog post titled "[TITLE]" for [AUDIENCE]. Include: an introduction hook, 5-7 H2 sections with key points, a practical step-by-step section, an FAQ with 4 questions, and a call to action for [OFFER]. Mark where I should add my own personal example or photo. Suggest a meta description under 155 characters.

EXERCISE 3.7: Pick one core idea and use the repurposing prompt to create at least five pieces of content. Edit each to add your human layer.

LESSON 3.8

AI Market Research

The Big Idea

AI can speed up market research by organizing information, analyzing reviews, generating hypotheses, and helping you plan research. But AI is **not a source of truth** about the market. Feed it real data (reviews, survey answers, competitor pages you've collected) and verify everything it claims.

What AI Can Help You Research

- **Customer language** from reviews, forums, and survey responses (paste them in).
- **Competitor positioning** from pages and offers you collect.
- **Customer personas** based on your interview notes.
- **Survey and interview questions.**
- **Objections** customers may have about your offer.
- **Gaps and opportunities** across competitor offers.

The Research Loop

1. **Collect** real inputs (reviews, interview notes, competitor pages).
2. **Analyze** with AI (summarize themes, compare, find gaps).
3. **Hypothesize** (what might customers want that's missing?).
4. **Test** with real customers (conversations, polls, offers).
5. **Update** your understanding.

AI Prompt: Competitor Comparison

COPY-AND-PASTE AI PROMPT

```
I collected information from 5 competitors' websites (pasted below).
Create a comparison table covering: target customer, main offer,
price (if listed), key promises, guarantees, tone, and what makes
each distinctive. Then identify 3-5 gaps or underserved needs I
could address. Use only the pasted information; write "not listed"
if something isn't shown.

[PASTE COMPETITOR INFO]
```

AI Prompt: Build a Customer Persona From Real Notes

COPY-AND-PASTE AI PROMPT

Based ONLY on these interview notes and quotes, create a customer persona with: situation, goals, frustrations, what they've tried, buying triggers, objections, where they spend time online, and exact phrases they use. Mark anything that is an assumption rather than directly supported by the notes.

Notes: [PASTE]

AI Prompt: Create a Customer Survey

COPY-AND-PASTE AI PROMPT

Write a short customer survey (8-10 questions, under 5 minutes) for [TARGET CUSTOMER] about [TOPIC]. Mix multiple-choice and open-ended questions. Focus on current behavior, frustrations, and what they've spent money on. Avoid leading questions. Include a short intro that explains why I'm asking and how I'll use the answers.

AI Prompt: Objection Finder

COPY-AND-PASTE AI PROMPT

Here is my offer: [DESCRIBE OFFER, PRICE, AUDIENCE].
List the 10 most likely objections a skeptical customer would have (price, trust, timing, need, competition). For each, suggest an honest way to address it on my sales page or in conversation, without pressure tactics or exaggerated claims.

EXERCISE 3.8: Collect information from three competitors and run the comparison prompt. Record three opportunities on your worksheet.

LESSON 3.9

Building Efficient Business Workflows

The Big Idea

A **workflow** is a repeatable sequence of steps that gets a result. Efficient workflows mean less mental energy deciding what to do next and more consistent results. AI fits inside workflows as a helper at specific steps, not as a replacement for the whole thing.

The Weekly AI-Powered Operating Rhythm

Here's a simple weekly rhythm you can adapt:

Day	Focus	Where AI helps
Monday	Plan the week	Turn goals into a prioritized task list
Tuesday	Create content	Draft posts, captions, emails from your idea list
Wednesday	Sales and outreach	Draft personalized outreach and follow-ups
Thursday	Delivery and customer work	Summarize notes, draft deliverables, SOPs
Friday	Admin and review	Categorize expenses, summarize metrics, plan next week

Workflow Design Steps

1. **Name the outcome** ("Publish 3 posts per week").
2. **List every step** from start to finish.
3. **Mark each step:** Human only / AI-assisted / Automated.
4. **Create templates and prompts** for the AI-assisted steps.
5. **Batch similar tasks** (e.g., write all posts in one session).
6. **Review monthly** and remove steps that don't add value.

> **EXAMPLE (HYPOTHETICAL):** A hypothetical freelance social media manager handles four small clients. Her weekly content workflow: Monday, she collects updates from clients via a short form; Tuesday, she uses a saved prompt per client (with each client's brand voice brief) to draft posts; Wednesday, she edits and sends drafts for approval; Thursday, she schedules approved posts. Each step has a checklist. Because the workflow is written down, she could later train a contractor to help with drafting.

AI Prompt: Design My Workflow

COPY-AND-PASTE AI PROMPT

I want to design a repeatable workflow for: [OUTCOME].
Currently I do it like this: [DESCRIBE].
Tools I use: [TOOLS].
Create an improved workflow with numbered steps, labeling each as Human / AI-assisted / Automated. For AI-assisted steps, write the exact prompt I should save. Add a time estimate per step and a weekly schedule for batching.

AI Prompt: Daily Planning Assistant

COPY-AND-PASTE AI PROMPT

Here are my goals for this month: [GOALS]
Here's everything on my to-do list: [PASTE LIST]
I have [X] hours available today.
Prioritize my list using impact vs. effort, choose the 3 most important tasks for today, and put them in a time-blocked schedule with breaks. Move everything else to "later this week" or "delete."

AI Prompt: Weekly Business Review

COPY-AND-PASTE AI PROMPT

Here are my numbers and notes for this week:
- Revenue: [X] - Expenses: [X] - New leads: [X]
- Sales calls/conversations: [X] - Customers won: [X]
- Content published: [X] - Website visitors: [X]
- Notes: [WHAT WENT WELL, WHAT DIDN'T]
Summarize my week, highlight one bottleneck, and suggest 3 focused actions for next week. Ask me one question that would help me think more clearly about my business.

EXERCISE 3.9: Map one important workflow in your business, labeling each step Human, AI-assisted, or Automated, and save the prompts you'll use.

MODULE 3

Module 3 Worksheet

Part A: AI Opportunities and Limits

Five tasks where AI can help me	Three tasks that need careful human review
1.	1.
2.	2.
3.	3.
4.	
5.	

Information I will never paste into AI tools: _____

Part B: My Custom Instructions

What the assistant should know about me and my business:

How the assistant should respond:

Part C: My First AI Business Assistant

Element	My assistant
Name and role	
Goal / job	
Knowledge files attached	

Element	My assistant
ALWAYS rules	
NEVER rules	
Output format	
Test results (5 tests)	
Fixes made	

Part D: Prompt Makeovers (R-C-T-F-C)

Original weak prompt	Improved prompt (summary)	Which result was better?

Part E: Task Log and Automation Plan

Repetitive task	Time per week	Automation level (1–4)	Next step

Part F: Market Research Opportunities

Competitor	Main offer	Price	Gap I noticed

Part G: Workflow Map

Outcome: _____

Step	Human / AI-assisted / Automated	Prompt or tool	Time
1			
2			
3			
4			
5			

MODULE 3

Action Checklist

- [ ] List five tasks where AI can help and three that require careful review
- [ ] Write and save your custom instructions
- [ ] Create a one-page Business Brief
- [ ] Build and test one AI business assistant
- [ ] Rewrite three prompts using R-C-T-F-C
- [ ] Keep a 5-day task log and pick two automation candidates
- [ ] Write SOPs for your top two repetitive tasks
- [ ] Create a 10-question FAQ and three reply templates
- [ ] Generate 30 content ideas and repurpose one into five pieces
- [ ] Run a competitor comparison on three competitors
- [ ] Map one workflow and save its prompts
- [ ] Start a "Prompt Library" document with your best prompts

MODULE 3

Knowledge Check

1. What is an AI "hallucination"?
A) A visual glitch in images
B) Confident but false or invented information
C) A slow response
D) A privacy setting

2. Which is the best use of AI in customer service?
A) Automatically promising refunds
B) Drafting replies from approved policies, with human review for sensitive cases
C) Writing fake reviews
D) Replacing all human contact

3. In the R-C-T-F-C framework, what does the "F" stand for?
A) Facts
B) Feedback
C) Format
D) Focus

4. What should you do before automating a process?
A) Buy the most expensive tool
B) Write it down as an SOP
C) Automate everything at once
D) Remove all review steps

5. Which input makes AI market research most reliable?
A) Asking AI to guess market size
B) Real data you collected, like reviews and interview notes
C) Asking for statistics without sources
D) Using only one-word prompts

6. True or false: It's acceptable to use AI to create customer testimonials if they sound realistic.

7. What is the first step in the Content Multiplication System?
A) Buy ads
B) Start with one core idea
C) Post daily on every platform
D) Hire a team

8. Which task should typically keep a human review step?

A) Sorting files into folders

B) Responding to a complaint about a damaged product

C) Formatting a spreadsheet

D) Generating a list of content ideas

MODULE 3

Answer Key

1. **B.** Hallucinations are invented or incorrect outputs presented confidently. Always verify.
2. **B.** Use approved information and keep a human involved for sensitive situations.
3. **C.** Format: how the output should be structured.
4. **B.** You can't reliably automate a process you haven't documented.
5. **B.** Real data grounds the analysis; AI-generated statistics must be verified.
6. **False.** Fake testimonials are deceptive and can violate FTC rules.
7. **B.** One core idea becomes a pillar piece, then many smaller pieces.
8. **B.** Complaints, refunds, and emotional situations need human judgment.