

AI Content Workflow

Streamline Your Content Creation Process

Enhance your content creation efficiency with this improved checklist designed for small teams to maximize productivity using a 4-step AI workflow.

Step 1: Idea Mining Session (15 min)

Objective: Generate a month's worth of targeted content ideas.

- **Core Inputs Definition:**
 - Industry: Specify your field, e.g., Local Bakery.
 - Target Audience: Define, e.g., Busy professionals ages 30-45.
 - Primary Goal: Clarify, e.g., Increase booking calls.
- **Power Prompt Utilization:**
 - Use AI tools to generate 20 engaging social media content ideas:
 - 5 educational 'how-to' tips
 - 5 behind-the-scenes concepts
 - 5 user-generated content prompts
 - 5 promotional ideas
- **Idea Selection:**
 - Highlight 5-7 top ideas for the upcoming week.

Step 2: Content Batching Blitz (45 min)

Objective: Draft core copy for a week's posts.

- **Workspace Preparation:**
 - Open a document/spreadsheet.
 - List 5-7 selected ideas.
- **Expansion Prompt Execution:**
 - For each idea, develop:
 - A compelling hook

- A concise 3-sentence caption
- Three relevant hashtags
- A call-to-action (CTA)
- **Batch Output:**
 - Compile AI-generated content into your document.

Step 3: Human Polish Pass (15 min)

Objective: Infuse unique brand voice and authenticity.

- **Checklist for Each Post:**
 - **Brand Voice:** Ensure it sounds like your brand.
 - **Accuracy:** Verify facts and details.
 - **Clarity:** Simplify the message.
 - **Visual Note:** Plan corresponding images or videos.
 - **Final Read-Through:** Read aloud for natural flow.

Step 4: Smart Scheduling Hour (30 min)

Objective: Schedule content effectively.

- **Asset Gathering:**
 - Ensure all captions and visuals are prepared.
- **Scheduler Utilization:**
 - Upload content to a scheduling tool.
 - Use AI-recommended posting times or manual scheduling.
- **Execution:**
 - Confirm schedule accuracy.
 - Hit "Schedule" and enjoy a streamlined week.

Master this workflow to transform content creation into a seamless, efficient process. If you need a custom strategy, we're ready to assist.

👉 Book Your Free Content Strategy Audit

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