



10-Minute Content Creation Workflow

Your Complete Guide to
AI-Assisted Content Creation



AI for Small Business with Jay, the AI Guy

Friday AI Workshop Resource | February 6, 2025

- ✓ The complete 5-step content creation workflow
- ✓ Copy-paste prompt templates for every step
- ✓ Platform-specific guidelines and word counts
- ✓ Content repurposing strategies (1 piece → 5 formats)
- ✓ Daily content routine shortcut

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THE 5-STEP WORKFLOW AT A GLANCE

Step	Name	Time	What You Do
1	BRAINSTORM	60 sec	Generate content ideas with AI
2	PICK & ANGLE	30 sec	Choose your idea + unique angle
3	OUTLINE	2 min	Structure the content
4	DRAFT	5 min	Write the full draft with AI help
5	EDIT & POLISH	2 min	Add your voice and polish

THE KEY MINDSET SHIFT

AI isn't replacing your creativity—it's handling the "blank page problem."

You are still the expert. AI is your thinking partner who helps organize what you already know. Think of it like having a brainstorming buddy who never runs out of ideas and never judges your first draft.

Ready? Open Claude (claude.ai) or ChatGPT in another tab and follow along. All prompts are copy-paste ready!

1

BRAINSTORM

60 Seconds

Goal: Generate 10+ content ideas without staring at a blank screen.

The Prompt

I run a [YOUR BUSINESS TYPE] and need content ideas for social media.

Give me 10 content ideas that would be valuable to my potential customers. Focus on:

- Problems they're facing
- Questions they commonly ask
- Tips that would make their lives easier

Keep them practical and actionable.

Example (Moving Company):

Example Prompt

I run a local moving company and need content ideas for social media.

Give me 10 content ideas that would be valuable to people planning a move. Focus on:

- Problems they're facing
- Questions they commonly ask
- Tips that would make their lives easier

Pro Tips:

- Be specific about your business type and audience
- Ask for practical, actionable ideas (not fluffy topics)
- Try grouping by category: tips, stories, myths, behind-the-scenes
- Run this prompt once a month to keep your idea bank full

Goal: Choose ONE idea and find a unique way to approach it.

The Prompt

I want to create a social media post about
[CHOSEN TOPIC].

Give me 5 different angles I could approach this from.
Make them specific and interesting—not the generic
stuff everyone else posts.

Possible Angles:

- The "Common Mistake" Angle — What most people get wrong
- The "Insider Secret" Angle — What professionals know
- The "Story" Angle — Real situation that illustrates the point
- The "Myth Buster" Angle — Popular belief that's actually wrong
- The "Checklist" Angle — Step-by-step breakdown

Pro Tip: Pick an angle that lets you share YOUR expertise—that's what makes your content unique and impossible for competitors to copy.



OUTLINE

2 Minutes

Goal: Create a structure that makes writing almost automatic.

The Prompt

I'm creating a social media post about [TOPIC + ANGLE].

Create an outline for this post that includes:

- A hook that grabs attention in the first line
- 3-4 main points with supporting details
- A call to action

This is for [PLATFORM]. Keep it conversational and value-focused—not salesy.

Why the outline matters:

A good outline does 80% of the work. Once you have structure, the words come easily. Without structure, you're back to staring at a blank screen. This is the step most people skip—and it's why most people struggle with content.

Pro Tip: Always specify the platform. LinkedIn content is different from Instagram content. You want AI to match the format and length expectations.

Platform-Specific Outline Tips:

Platform	Outline Tip
LinkedIn	Lead with insight or data point. Professional but personal tone.
Facebook	Lead with question or relatable situation. Conversational.
Instagram	Visual-first. Caption supports the image/carousel.
TikTok	Hook in first 3 seconds. Problem → solution format.

Goal: Turn your outline into a complete first draft.

The Prompt

Now write the full post based on that outline.

Guidelines:

- Conversational, not corporate
- Include a specific example or story if possible
- Keep it under [WORD COUNT] words
- End with a question to encourage engagement
- Write like I'm talking to a friend, not giving a lecture

Platform Word Counts:

Platform	Word Count	Best Content Types
LinkedIn	150–300 words	Stories, insights, lessons learned
Facebook	100–250 words	Questions, tips, behind-the-scenes
Instagram	100–200 words	Carousels, reels captions, stories
Twitter/X	< 280 chars	Threads, hot takes, quick tips
Blog Post	800–1500 words	How-tos, deep-dives, guides

Pro Tip: Add style instructions like "write this like I'm talking to a friend" or "keep it casual." Generic prompts = generic content.

Not happy with the draft? Try these follow-ups:

- "Make it more conversational"
- "Add a specific example about [topic]"
- "Shorten this by 30%"
- "Make the hook punchier"

Goal: Add YOUR voice and personality to the AI-generated draft.

Quick Edit Checklist:

- Read it out loud—does it sound like you?
- Replace any phrases that feel "off" or generic
- Add a personal story or example from your experience
- Check that it actually provides value (not just filler)
- Verify any statistics or claims
- Make sure the call-to-action is clear

Common AI-isms to Fix:

AI-ism	What to Do
"In today's fast-paced world..."	Delete — nobody talks like this
"Let's dive in..."	Overused — just start with the content
"Game-changer"	Cliché — be specific about WHY it matters
"Leverage" / "Unlock"	Corporate buzzwords — use plain language
"It's worth noting that..."	Filler — just say the thing

Voice Check Questions:

1. Would I actually say this to a customer face-to-face?
2. Does this sound like my brand or like a robot?
3. Is there anything here I don't actually believe?

BONUS: REPURPOSING PROMPT

Goal: Turn ONE piece of content into FIVE different formats. This is how you create a week's worth of content in one sitting.

The Repurposing Prompt

Take this social media post and repurpose it into:

1. A 3-email sequence for nurturing leads
2. A short video script (60 seconds)
3. 5 Twitter/X posts (thread format)
4. A blog post outline with introduction
5. An Instagram carousel (5-7 slides)

Keep the same core message but adapt the format, tone, and length for each platform.

ONE
CORE
IDEA

- LinkedIn Post
- Email Sequence
- Video Script
- Instagram Carousel
- Blog Post

PROMPT TEMPLATES: COPY & PASTE

Template 1: Content Idea Generator

Content Idea Generator

I run a [BUSINESS TYPE] serving [TARGET AUDIENCE].
Generate 15 content ideas for [PLATFORM]. Focus on:

- Pain points my audience faces
- Questions they ask before buying
- Tips that showcase my expertise
- Behind-the-scenes of my business

Make them specific and actionable.

Template 2: Hook Generator

Hook Generator

I'm writing about [TOPIC] for [PLATFORM].

Give me 10 different hooks/opening lines that would stop someone from scrolling. Make them:

- Curiosity-driven or pattern-interrupting
- Problem-focused

Avoid cliches and generic openings.

Template 3: Story Framework

Story Framework

Help me turn this experience into a social post:

[DESCRIBE A SITUATION, PROBLEM, OR WIN]

Structure it as:

- Setup (the situation)
- Tension (the problem or challenge)
- Resolution (what happened / what I learned)
- Lesson (takeaway for the reader)

Keep it under 200 words for [PLATFORM].

Template 4: Weekly Batch Prompt

Weekly Batch

I need 5 social media posts for this week for my [BUSINESS TYPE]. Create one post for each:

1. Educational tip or how-to
2. Behind-the-scenes or personal story
3. Common question my customers ask (answered)
4. Social proof or success story
5. Soft promotional post about [OFFER/SERVICE]

Keep each under 200 words for [PLATFORM].

CONTENT CALENDAR SHORTCUT

4-Week Content Calendar

Create a 4-week content calendar for a [BUSINESS TYPE].

For each week, provide:

- 2 educational posts (tips, how-to, insights)
- 1 engagement post (question, poll, conversation)
- 1 social proof post (testimonial, case study)
- 1 promotional post (soft sell, offer mention)

Include post topic and brief description.

Make all topics relevant to [TARGET AUDIENCE].

Daily Content Routine (15 min/day):

Day	Task
Monday	Brainstorm week's topics, pick 5, assign to days
Tue–Fri	Pick today's topic → Run 5-step workflow → Schedule or post
Weekend	(Optional) Batch next week's content, review what performed best

COMMON MISTAKES TO AVOID

DON'T

- ✗ Accept AI content as-is
- ✗ Post without adding personality
- ✗ Same content on every platform
- ✗ Skip the editing step
- ✗ Forget to fact-check claims

DO

- ✓ Add your stories and examples
- ✓ Adapt content for each platform
- ✓ Read everything out loud first
- ✓ Save prompts that work well
- ✓ Track what resonates with audience

Quick Reference: Platform Differences

Platform	Best Angles	Style	Notes
Facebook	Stories, tips	Casual	Ask questions
LinkedIn	Insights, data	Professional	Lead with value
Instagram	Visual, carousel	Punchy	Image-first
TikTok	Problem/solution	Energetic	Hook in 3 sec

NEED MORE HELP?

Join the Community: AI for Small Business Facebook Group — facebook.com/groups/jaytheaiguy

Book a Call: Discovery Call with Jay — links.getjourneybuilder.com

Weekly Workshops: Every Friday at 10:30 AM ET — [Live on Google Meet \(free!\)](#)



About Jay Vics

Jay is the founder of JVI Mobile Marketing and JourneyBuilder, helping small businesses leverage AI and automation to grow smarter. With 25+ years in digital marketing, Jay combines practical experience with cutting-edge AI tools to help business owners work smarter, not harder.

"AI for Small Business with Jay, the AI Guy"

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