

THE ULTIMATE AI ASSEMBLY LINE

4 Tools. 1 Workflow. Any Content Task — Done in Under an Hour.

Stop using one AI tool to do every job. The pros chain **specialized tools in the right sequence** — and crank out finished content in a fraction of the time. Here's the workflow.

1

PERPLEXITY · Research Station

Scour the web for current, cited data on your topic.

2

NOTEBOOKLM · Organize + Create Station

Load your research and brand docs. Generate a Master Brief, Infographic, Audio Overview, and more.

3

CLAUDE · Strategize + Write Station

Feed the Brief in. Get back structured, platform-ready copy.

4

GEMINI · Visualize Station

Drop copy concepts in. Get visual direction and graphic briefs.

★

JOURNEYBUILDER · Publish + Schedule Station

Schedule social posts, send emails, track results — all in one place.

THE SECRET?

Each tool does ONE thing brilliantly. Chained together, they do everything.

STEP 1 PERPLEXITY · Research

What to do: Go to perplexity.ai → Start a new search.

EXAMPLE PROMPT

What are the top social media marketing trends and best practices for small businesses in 2026? Include platform-specific strategies for Facebook, Instagram, and LinkedIn. Focus on organic reach, short-form video, and AI-assisted content.

✓ **Pro Tip:** Use the Follow-Up feature to drill deeper. Copy the full output before moving on.

→ **OUTPUT:** Your Research Dump (cited facts, statistics, expert insights)

STEP 2 NOTEBOOKLM · Organize + Create

What to do: Create a new notebook at notebooklm.google.com. Upload your Perplexity research, brand guidelines, and any existing content.

Output	Where to Find It	What It's For
Briefing Doc	Notebook Guide button	Feeds Step 3 (Claude)
Infographic	Studio → Infographic	Design asset / lead magnet
Audio Overview	Studio → Audio Overview	Podcast / Reel voiceover
FAQ	Studio → FAQ	Blog post / social content
Study Guide	Studio → Study Guide	Team training material
Mind Map	Studio → Mind Map	Visual strategy overview

✓ **Pro Tip:** Generate the Briefing Doc first (2–3 min). Start the Audio Overview while you wait.

→ **OUTPUT:** Master Brief + Content Assets

STEP 3 CLAUDE · Strategize + Write

What to do: Go to claude.ai → Start a new conversation. Paste the prompt below (fill in your details).

EXAMPLE PROMPT

You are a social media strategist for small businesses. Using the brief below, write 5 highly structured posts for a [TOPIC] campaign. Each post: Platform, Content Type, Hook, Body Copy (3–5 sentences), CTA, Hashtags. Brand voice: [VOICE]. Business: [TYPE].

[PASTE YOUR NOTEBOOKLM BRIEF HERE]

✓ **Pro Tip:** Refine any post with a follow-up — "Rewrite post #3 with a more story-driven hook about a real customer situation."

→ **OUTPUT:** 5 Structured, Platform-Ready Posts

STEP 4 GEMINI · Visualize

What to do: Go to gemini.google.com → Start a new conversation.

EXAMPLE PROMPT

Based on the social media post copy below, describe a visual concept for each post: background style, dominant colors (primary teal #23C2BD, secondary red #D2232A), subject matter, text overlay, and overall mood. Format as a creative brief.

[PASTE 2–3 CLAUDE POSTS HERE]

✓ **Pro Tip:** For image generation: "Create an Instagram-style graphic — bold teal background, large white headline, red accent bar, clean modern layout."

→ **OUTPUT:** Visual Concepts + Creative Briefs

WHERE IT ALL LANDS: JOURNEYBUILDER

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The delivery system that closes the loop on your AI workflow.

You've researched, organized, written, and designed. Now it's time to **publish, schedule, and track**. JourneyBuilder is the all-in-one platform where every output from your AI Assembly Line lands and goes to work.



Social Scheduler

Copy your 5 posts and visual concepts directly into JourneyBuilder's social scheduler. Pre-schedule a full month of content across Facebook, Instagram, and LinkedIn — from one screen.



Email Campaign

Turn your briefing doc into a nurture email. Drop it into JourneyBuilder's email builder, add your CTA, and set the automation to send.



Lead Magnet

Your infographic plus briefing doc equals a downloadable PDF. Attach it to a JourneyBuilder landing page and opt-in form. Your assembly line just built your next lead generation asset.

READY TO BRING YOUR AI CONTENT HOME?

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