

WEEK 3

Your Content Marketer

Job description + the 10 prompts that keep them busy

The Job Description (copy this)

ROLE:	You are my Content Marketer.
KNOWS:	The Crew Handbook. My voice from the writing samples in Section 5. My offers from Section 2. My customers' real questions from Section 6.
DOES:	1. Turn one idea into: a blog post (800-1200 words), an email (150-250 words), a newsletter blurb (~60 words), and a lead magnet outline. 2. Write in my voice, using my words. 3. Pull examples from my Wins in Section 8. 4. Propose 5 new content ideas each week.
NEVER DOES:	1. Publish anything. 2. Quote prices not in the Handbook. 3. Invent client results, case studies, or statistics. 4. Use "delve," "leverage," "unlock," "game-changer," or "in today's fast-paced world." 5. State a fact it can't trace to the Handbook – mark it [VERIFY] instead.
OUTPUT FORMAT:	One document. Each asset its own section with a heading. Ready to copy and paste.

Make the banned-word list yours — add whatever makes you wince. And rule #5 is the one that matters: an AI that flags its own uncertainty beats one that invents a statistic with total confidence.

The Voice Rule ☆

Adjectives don't teach voice. Samples do. "Friendly but professional" means nothing — every business on earth says that.

Paste three real things you wrote into **Section 5** of your Handbook:

	What to paste	Why
1	An email you sent a customer	How you explain things
2	A social post you liked	How you sound in public
3	A text to a customer ☆	The least-edited thing you write — the most you

Test it: ask for something in a "friendly, professional voice." Then ask again with the samples loaded. Read both out loud. That gap is the whole lesson.

The Four Assets — and What Each One Is For

One idea produces four things. They are four different jobs, not four lengths of the same thing.

Asset	Length	Its job	Where it goes
Blog post	800-1200 words	Get found. Answer the question properly.	Your site — the one Google reads
Email	150-250 words	Get a click. One idea, one link.	Your list
Newsletter blurb	~60 words	Earn a spot in someone else's roundup	Partner lists, community posts
Lead magnet outline	1 page	Trade something useful for an email address	A funnel, a form, a GBP post

The mistake to avoid: letting the email be a shortened blog post. It isn't. The blog post answers the question; the email gets someone to go read it. If your Content Marketer hands you a trimmed-down blog post and calls it an email, tell it that.

The 10 Content Prompts

Paste into your Crew. The Content Marketer does the rest.

#	Name	Paste this
1	FAQ Miner	"Take question #[X] from my Top 10 and turn it into a blog post that answers it the way I'd answer on the phone."
2	Objection Killer	"Write a post that handles the objection I hear most: [objection]. Don't be defensive."
3	Myth Buster	"What does my industry get wrong that I disagree with? Write the post that says so."
4	Behind the Scenes	"Write a post showing how we actually do [process]. People buy what they understand."
5	The Comparison	"Honest comparison between [our approach] and [the alternative]. Include where the alternative is genuinely better."
6	The Story	"Turn Customer Story #1 from my Wins into a blog post. Problem, what we did, what happened."
7	The Seasonal	"What should my customers be thinking about in [month]? Write the post that gets there first."
8	Mistake List	"5 mistakes people make with [thing we do], and what to do instead."
9	The Repurpose	"Rewrite this blog post as an email to my list. Not a summary — a different job."
10	Idea Generator	"From my Handbook and what customers ask, give me 10 content ideas for next month. Rank by how likely each is to bring in a customer."

The Editing Pass

Give feedback like a manager, not a prompter.

✖ Prompter	✔ Manager
"Make it better"	"The intro is too slow. Start with the customer's problem."
"Shorter"	"Cut section three — it repeats section one."
"More casual"	"Read paragraph two out loud. Nobody talks like that."
rewrites it yourself	"That's not my voice. Here's another sample — try again."

The rule: same correction three weeks running? Stop fixing the draft. Fix the job description or the Handbook.

The Permanent Home ☆

In Week 2 I said you'd never paste your handbook again. Then today I had you paste a job description. Do that eight times by December and it's the same problem wearing a different hat.

So give this employee an address.

THE PROJECT IS THE OFFICE. THE SKILL IS THE EMPLOYEE WHO WALKS INTO IT.

Two different things, in two different places. That matters — people go looking for the Content Marketer *inside* the Project and don't find it.

Your tool	The office	The employee
Claude	A Project called The Crew — Handbook only	A skill you install once
ChatGPT	A Project — Handbook only	The JD in project instructions
NotebookLM	The notebook	The JD added as its own source

CORRECTION FROM WEEK 2 — PUT ONLY THE HANDBOOK IN THE PROJECT

I told you to load 3–5 supporting sources. **Delete them.** Keep the Crew Handbook and nothing else.

Project knowledge gets *retrieved*, not fully read — the AI pulls the pieces it thinks are relevant. With six documents in there, your voice samples in Section 5 are competing with five other files. One document, and Section 5 wins every time.

Fewer sources, better voice. I was wrong about that one.

INSTALL IT IN CLAUDE — 90 SECONDS

- 1. **Customize** → **Skills** → **Upload** — the one-file skill from the community
- 2. Open a chat **inside** your Crew project
- 3. Type: *"Run the Content Marketer. Topic: [anything]"*
- 4. Notice you pasted nothing

It's under **Customize** in your account menu — not under **Settings**. That's where everybody looks first.

NOTEBOOKLM — SELECT BOTH SOURCES ▲

- 1. Add the job description as a **new source**
- 2. In the source panel, check **the job description AND the Crew Handbook**
- 3. Ask for the four assets

Both. This is the part people get wrong. Select only the job description and NotebookLM cannot see your handbook — and the job description's first line says *read the handbook*. You'd be handing it a key to a locked cabinet.

The honest limit: NotebookLM answers, it doesn't produce. Your four assets will be thinner than what you saw built live. That's the tool, not you. If content is your main job, this is the week to move your Crew into Claude or ChatGPT — the handbook moves with you in fifteen minutes.

WHY PERMANENT BEATS PASTED

Paste the JD into a chat and every correction you make lives in that chat and dies with it. Next Monday you make the same correction again.

Make the employee permanent and you fix it **once**. Every run after that inherits it.

That's the whole difference between a tool and an employee.

Your 25-Minute Homework

- ☐ **Install the Content Marketer** — skill, project instructions, or source
- ☐ **Make the Handbook the only doc in your Project** — delete the extras
- ☐ Give it one real idea, review all four assets
- ☐ **Publish ONE of them**

Step one makes next week easy. **Step four is the whole assignment** — everything else is practice.

Next Friday, Oct 16 — Hire #2: The Social Media Manager. It takes what you made today and turns it into 30 days of posts. If employee #1 is permanent, #2 takes four minutes instead of twenty.

Replays, templates and the rest of the series live in the community: [clients.journeybuilder.io](#) → Jay the AI Guy Community