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## Your First "Hire" Doesn't Have to Cost a Cent

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# Your First "Hire" Doesn't Have to Cost a Cent

Hey [First Name],

Wearing all the hats is exhausting, isn't it?

You've got big dreams for your business—but between emails, social media, admin, and sales, there's barely time to breathe. Hiring help sounds amazing, but right now? It feels out of reach.

Here's the good news: your first "hire" doesn't need a paycheck.

AI can take over the repetitive tasks draining your time—and you stay in control by reviewing its work. No big spend. No messy onboarding.

Let's start with one of the biggest time sucks: **marketing content**.

💡 Here's a simple prompt you can plug into ChatGPT (or your favourite AI tool) to generate 30 Instagram post ideas tailored to *your* brand and audience:

### PASTE THIS INTO CHATGPT:

Hi there! I hope you're doing great. You are an expert in copywriting, social media marketing, and content creation that resonates deeply with target audiences.

Using the information I provide below, please generate 30 highly engaging Instagram post ideas that:

- Grab the attention of the target audience

- Authentically share the brand's story (without being salesy or pushy)
- Offer valuable, free content that builds trust and authority
- Include calls to action like "save this post," "follow for more," "share with a friend," etc.

Please format your output as a .csv file for easy copy-pasting into planning tools.

Here's the information you need:

**Brand Story to Communicate:**

**Target Audience (demographics, interests, behaviour, wants, needs, pain points):**

**Call to Action Style/Focus (e.g., save, follow, comment, click bio):**

Set it up once and unlock weeks of content in minutes.

💬 Overheard from solopreneurs like you:

"I know I need help, but the costs add up so fast."

"I'm trying to do everything—and I'm always behind."

"I just don't know where to start."

Start here. Start simple. Start with support that doesn't drain your bank account.

You don't have to do it all alone. You just need smarter tools.

To your ease and growth,  
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