

Complete Content Creator PRO - Quick Start Guide

Create professional social media content in 3 minutes!

FASTEST WAY TO START (30 seconds)

1. Open `chocolate-content-creator-pro-v4.2.html` in your browser
 2. Click one of these Quick Preset buttons:
 - **Valentine's Promo** - for Valentine's campaigns
 - **Weekend Showcase** - for product highlights
 - **Behind-the-Scenes** - for making process
 - **Hamilton Pride** - for local community
 3. Click “ **Generate Complete Content**”
 4. **DONE!** Copy & use your content
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STEP-BY-STEP (3 minutes)

STEP 1: Choose Your Settings (1 minute)

Setting	What to Choose	Example
AI Platform	Start with Google Gemini (FREE!)	Google Gemini
Content Category	What type of post?	Product Showcase
Platform/Format	Where posting?	Instagram Post
Month/Season	When posting?	February (Valentine's)
Target Audience	Who are you targeting?	Gift Buyers
Image Style	What look?	Photography

STEP 2: Generate Content (10 seconds)

Click the big gold button: “ **Generate Complete Content**”

STEP 3: Create Your Image (1 minute)

1. **Copy** the AI prompt at the top
2. Go to **gemini.google.com** (free!)
3. **Paste** the prompt
4. Type: “Generate an image based on this prompt”
5. **Download** the best image

STEP 4: Add Your Logo (30 seconds)

1. Go to **canva.com** (free!)
2. Upload your image
3. Add your logo to bottom right corner
4. **Download** final image

STEP 5: Pick a Caption (30 seconds)

- Scroll down to the **10 captions**
- Click “ **Copy**” on your favorite
- **DONE!**

STEP 6: Post It! (30 seconds)

- Upload image to Instagram/Facebook
 - Paste your caption
 - **Publish!**
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WHAT YOU GET

Every time you generate content, you receive:

1 AI Image Prompt - Platform-optimized, brand-colored, professional
10 Unique Captions - Different styles, all ready to use
Hashtags Included - Strategic hashtags for discoverability
Logo Instructions - How to add your branding
Export Options - Save prompts and captions as files

AI PLATFORM QUICK GUIDE

Google Gemini **RECOMMENDED FOR BEGINNERS**

- **Cost:** FREE
- **Website:** gemini.google.com
- **Speed:** Fast (10-30 seconds)
- **Why:** No credit card needed, easy to use

ChatGPT with DALL-E 3 **EASIEST TO USE**

- **Cost:** \$20/month (ChatGPT Plus)
- **Website:** chat.openai.com
- **Speed:** Fast (20-40 seconds)
- **Why:** Most user-friendly, great quality

Midjourney **BEST ARTISTIC QUALITY**

- **Cost:** \$10-60/month
- **Website:** midjourney.com (uses Discord)
- **Speed:** Medium (30-60 seconds)
- **Why:** Stunning visual results

Others Available:

- **Leonardo AI** - Great consistency

- **Ideogram** - Best for text in images
- **Adobe Firefly** - Commercial safe
- **Stable Diffusion** - Advanced users

CUSTOMIZATION CHEAT SHEET

Content Categories

Category	Use When...
Product Showcase	Featuring specific products
Promotional & Sales	Running sales or special offers
Seasonal & Holiday	Holiday campaigns (Valentine's, Christmas, etc.)
Educational & Tips	Teaching about chocolate/process
Behind-the-Scenes	Showing how chocolate is made
Lifestyle & Inspiration	Emotional, aspirational content
Hamilton Local Pride	Targeting Hamilton residents
Customer Engagement	Interactive posts, contests, questions
Custom	Anything else! (enter your own)

Image Styles

Style	Look & Feel
Photography	Clean, professional product shots
Lifestyle	Real-life moments, relatable
Minimalist	Simple, elegant, uncluttered
Artistic	Creative, unique composition

Platform Formats

Platform	Dimensions	Best For
Instagram Post	1:1 Square	Feed posts, portfolio
Instagram Story	9:16 Vertical	24-hour content, BTS
Facebook Ad	1.91:1 Landscape	Paid ads, promotions
Pinterest	2:3 Vertical	Long-term discovery

IMPORTANT CHECKBOXES

Image Elements

- **Space for text overlay** - Leaves room to add text
- **Show logo/branding area** - Reserves corner for logo
- **Hamilton location emphasis** - Adds local references
- ☐ **Include people/hands** - Adds human element

Caption Options

- **Include emojis** - More playful, social media native
 - **Add engaging questions** - Boosts comments/engagement
 - **Strong call-to-action** - Clear “Shop now!”, “Visit us!”
 - ☐ **Suggest GIFs/animations** - For animated content
 - ☐ **Professional/formal tone** - For corporate audiences
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PRO TIPS

Tip #1: Generate Multiple Variations

Always create 3-5 images and pick the best one!

Tip #2: Use the Regenerate Button

Click “ **Regenerate**” to shuffle captions and get new ideas with same settings!

Tip #3: Batch Your Content

Create a week’s worth of content in one sitting: - Generate 7 different posts - Create all images - Add logos to all - Schedule them all at once

Tip #4: Save Your Favorites

Keep a folder of successful images to reference later!

Tip #5: Test Different Styles

Try Photography style one week, Lifestyle the next. See what your audience prefers!

QUICK WORKFLOWS

Daily Post (10 minutes)

1. Open tool → Select settings → Generate (2 min)
2. Create image in AI platform (3 min)
3. Add logo in Canva (2 min)
4. Post to social media (3 min)

Weekly Batch (1 hour)

1. Generate 7 different posts (20 min)
2. Create all 7 images (15 min)
3. Add logos to all 7 (15 min)
4. Schedule all 7 (10 min)

Monthly Planning (4 hours)

1. Generate 30 posts for entire month (2 hours)
 2. Add logos to all (1 hour)
 3. Schedule all 30 posts (1 hour)
 4. **Result:** Month done in one session!
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CANVA LOGO QUICK GUIDE

Adding Logo in 3 Steps:

1. **Upload Image** - Click “Upload” → Select your AI-generated image
 2. **Add Logo** - Click “Elements” → “Uploads” → Your logo - Drag to **bottom right corner** - Resize to about **10-15% of image height** - Keep it subtle!
 3. **Download** - Click “Share” → “Download” - Choose PNG or JPG - Click “Download” - **Done!**
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POSTING BEST PRACTICES

Best Times to Post

- **Instagram:** 11am-1pm, 7pm-9pm
- **Facebook:** 1pm-3pm, 7pm-9pm
- **Pinterest:** Anytime (pins last months)

Content Mix (Weekly)

- **3 posts:** Product showcases
- **2 posts:** Behind-the-scenes
- **1 post:** Promotional/sale
- **1 post:** Community engagement

Hashtag Strategy

- Use all hashtags provided by tool
 - Add 3-5 more niche hashtags
 - Create your own branded hashtag: #YourBusinessName
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TROUBLESHOOTING

Problem: AI image doesn't match prompt

Solution: Generate 3-5 more variations, or try different AI platform

Problem: Need different caption tone

Solution: Toggle “Professional/formal tone” checkbox and regenerate

Problem: Want more caption options

Solution: Click “ Regenerate” button to shuffle and get new ideas

Problem: Copy button not working

Solution: Manually select text and copy (Ctrl+C or Cmd+C)

Problem: Image wrong size for platform

Solution: Check which platform you selected, or resize in Canva

EXAMPLE: Valentine’s Day Post

Let’s create a Valentine’s post together:

1. **Open tool** → Click “ **Valentine’s Promo**” preset
 2. **Optional:** Add product name “Valentine’s Truffle Box”
 3. Click “ **Generate**”
 4. **Copy prompt** → Paste in gemini.google.com
 5. Type “Generate an image” → Wait 15 seconds
 6. **Download** best image
 7. Open **canva.com** → Upload image → Add logo → Download
 8. **Copy caption #2** (click copy button)
 9. **Post** to Instagram with image + caption
 10. **Done!** Professional Valentine’s post in 3 minutes!
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YOUR FIRST POST CHECKLIST

Ready to create your first post? Follow this:

- ☐ Opened **chocolate-content-creator-pro-v4.2.html** in browser
 - ☐ Chose Quick Preset OR selected all settings manually
 - ☐ Clicked “Generate Complete Content”
 - ☐ Copied AI image prompt
 - ☐ Went to gemini.google.com (or other AI platform)
 - ☐ Pasted prompt and generated image
 - ☐ Downloaded best image variation
 - ☐ Opened canva.com
 - ☐ Uploaded image
 - ☐ Added logo to bottom right
 - ☐ Downloaded final image with logo
 - ☐ Copied favorite caption from tool
 - ☐ Posted to social media
 - ☐ **Celebrated!**
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NEXT STEPS

After Your First Post:

1. **Create 3 more posts this week**
 - Try different categories
 - Test different styles
 - See what works!
 2. **Track Your Results**
 - Which post got most likes?
 - Which caption got most comments?
 - Which style looks best?
 3. **Plan Next Week**
 - Use what worked
 - Try new ideas
 - Build momentum!
 4. **Go Deeper**
 - Read full user guide for advanced tips
 - Experiment with custom fields
 - Batch create content
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MORE RESOURCES

Full User Guide: `COMPLETE-CONTENT-CREATOR-PRO-USER-GUIDE.md` - Detailed instructions - Advanced techniques - Example workflows - Troubleshooting guide

The Tool: `chocolate-content-creator-pro-v4.2.html` - The actual content generator - Open in any browser - Works offline

QUICK REFERENCE

The Formula:

1. **Settings** → 2. **Generate** → 3. **Create Image** → 4. **Add Logo** → 5. **Copy Caption** → 6. **Post**

The Goal:

Professional content in **3 minutes** instead of 3 hours!

The Result:

- Better looking posts
 - More engagement
 - Less stress
 - More time for your business
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By Greg Kowalczyk | For Chocolate on James

YOU'RE READY!

You now have everything you need to create amazing social media content!

Remember: - Start simple (use Quick Presets) - Generate 3-5 image variations - Test different captions - Have fun with it!

Need help? Check the full user guide for detailed instructions.

Ready to start? Open the tool and click a Quick Preset!

Happy Creating!