

14-week Internship Plan



Week 1 – Build the Minimum Viable Newsletter System

Objectives

- Draft an AI-powered newsletter template.
- Set up newsletter platforms & website subscribe form.
- Build small qualified email list (50–100 contacts).
- Publish first newsletter MVP across channels.
- Capture baseline metrics in dashboard.



Day-by-Day Plan

Day 1 – Setup & Branding

- Create accounts: Substack, Beehiiv, ConvertKit, LinkedIn Newsletter.
- Draft **TARS Newsletter Template**: Hook → Insight → TARS POV → CTA.
- Document AI prompt framework for drafting/refining.

Day 2 – Website Integration

- Add ConvertKit embed form to website.
- Test flow: signup → CRM capture → welcome email (text MVP).
- Draft welcome email #1: “Thanks for subscribing.”

Day 3 – Email List MVP

- Use Apollo.io → scrape 50–100 EV/AV/robotics leaders.
- Enrich w/ AI (titles, company size, relevance).
- Validate emails (NeverBounce).
- Upload to ConvertKit Segment 1.

Day 4 – Publish & Metrics

- Publish Newsletter #1: Website blog, Substack, LinkedIn Newsletter.
- Set up Dashboard v1 (Google Sheets/Notion): site visitors, signups, subs, opens, CTR.
- Record baseline metrics.

Deliverables

1. Newsletter template + AI prompt guide.
2. Working website subscribe form + welcome email.
3. Contact list (50–100 qualified leads).
4. Newsletter Issue #1 published across channels.
5. Metrics Dashboard v1 (baseline captured).



Week 2 – Expand & Automate Newsletter

Objectives

- Grow contact list to 200+.
- Improve newsletter distribution with automation.
- Add a welcome drip sequence.
- Publish second newsletter.
- Begin week-over-week metric tracking.



Day-by-Day Plan

Day 1 – List Expansion

- Scrape/enrich 150+ additional contacts.
- Segment by persona: Ops Leaders, BizDev, Engineers.
- Upload to ConvertKit.

Day 2 – Automation Setup

- Create Zapier/Make flow: Draft → AI refine → Publish (Substack, Beehiiv, LinkedIn).
- Add welcome sequence (2–3 emails): Intro → TARS Story → Case Study.

Day 3 – Multi-Channel Publishing

- Publish Newsletter #2 across Website, Substack, Beehiiv, LinkedIn, ConvertKit.
- Verify formatting consistency across channels.

Day 4 – Metrics & Optimization

- Update dashboard with Week 2 numbers.
- Compare Week 1 vs Week 2 → subs, opens, CTR.
- Identify one optimization experiment (e.g., subject line A/B).
- Write Weekly Publishing Checklist (repeatable process).

Deliverables

1. Contact list expanded to 200+ segmented leads.
2. Automation Workflow v1 (Zapier/Make).
3. 3-step welcome drip sequence.
4. Newsletter Issue #2 published across all channels.
5. Metrics Dashboard updated (2-week comparison).
6. Publishing Checklist.



Week 3 – Video Content Creation & Automation

Objectives

- Build AI-assisted video production workflow.
- Create branded templates for scripts, visuals, captions.
- Publish Video #1 + Shorts.
- Expand dashboard to video metrics.



Day-by-Day Plan

Day 1 – Workflow Setup

- Define formats: YouTube explainer (long), LinkedIn/IG short.
- Draft AI video script template (Hook → Insight → POV → CTA).
- Test script w/ ChatGPT/Claude.

Day 2 – Production Tools & Assets

- Setup pipeline (Descript/CapCut + Runway visuals).
- Create TARS Video Kit: intro/outro, lower-thirds, watermark, thumbnail style.
- Record or AI-generate VO → overlay visuals.

Day 3 – Automation Flow

- Automate publishing: YouTube upload (SEO titles, tags, desc).
- Auto-caption LinkedIn clip.
- IG reel (30–60s).
- Create AI Caption & Hashtag Generator.

Day 4 – Publish & Metrics

- Publish Video #1 (YT long + LinkedIn/IG short).
- Update dashboard: YouTube subs, views, avg watch time, CTR.
- Track 48-hr performance.
- Document Video Publishing Checklist.



Deliverables

1. AI video script template.
2. Branded video kit.
3. End-to-end video workflow doc.
4. Video #1 + Shorts live.
5. Dashboard updated w/ video metrics.



Week 4 – SEO Keyword Research & Blog Optimization



Objectives

- Build SEO keyword map for EV/AV/robotics.
- Publish SEO-optimized blogs/newsletters.
- Optimize website for search.
- Add SEO tracking to dashboard.



Day-by-Day Plan

Day 1 – Keyword Research

- Use SEMrush/Ahrefs/Ubersuggest + GPT clustering.
- Identify 50–100 keywords.
- Group into clusters: EV Charging Ops, AV Readiness, Robotics Fleet.

Day 2 – Content Planning

- Pick 2 clusters.
- Draft briefs for Blog/Newsletter hybrids:
 - EV/AV Readiness Trends.
 - AV Fleet Ops Playbook.

Day 3 – Website SEO Setup

- Optimize homepage headline + meta tags.
- Optimize newsletter signup page.
- Add blog section if needed.

Day 4 – Publish & Metrics

- Publish 2 blogs/newsletters (site + Substack + LinkedIn).
- Add metrics: organic traffic baseline, keyword rankings, impressions.



Deliverables

1. SEO Keyword Map (50–100 terms).
2. 2 SEO content briefs + drafts.
3. Optimized homepage + signup page.
4. 2 SEO blogs/newsletters published.
5. Dashboard updated with SEO data.



Week 5 – Funnel Optimization & Chatbot Integration



Objectives

- Optimize EV and AV Readiness funnel landing page.
- Improve conversion flow from site → email list.
- Implement AI chatbot v1.
- Publish another SEO blog/newsletter.



Day-by-Day Plan

Day 1 – Funnel Page Optimization

- Rewrite funnel copy (headline, CTA).
- A/B test CTAs (“Book Call” vs “Get Report”).

Day 2 – Conversion Flow

- Add inline signups across site.
- Ensure ConvertKit segmentation.
- Draft lead magnet drip: Signup → Insight → CTA.

Day 3 – Chatbot Setup

- Choose tool (Intercom/Drift/Tidio).
- Configure flows: FAQs, case studies, services.
- Add signup integration.

Day 4 – Publish + Metrics

- Publish SEO blog/newsletter #3.
- Update metrics: funnel conversion rate, chatbot activity, CTA results.



Deliverables

1. Optimized funnel landing page.
2. Improved signup → ConvertKit flow.
3. 3-step nurture emails.
4. Chatbot v1 live.
5. 1 SEO blog/newsletter.
6. Funnel & chatbot metrics.



Week 6 – Market Research & Metrics Deep Dive



Objectives

- Add research-driven credibility to content.
- Build personas + VOC insights.
- Deep-dive review of all Week 1–5 metrics.
- Adjust roadmap for Weeks 7–10.



Day-by-Day Plan

Day 1 – Competitor Research

- Track 5–7 competitors (positioning, campaigns, hiring).

- Summarize into Competitor Benchmark Brief.

Day 2 – Persona Research

- Run sentiment analysis on Reddit, LinkedIn, Glassdoor.
- Build 3 personas: Ops Manager, OEM BizDev, Robotics Engineer.
- Write “Voice of Market” insights.

Day 3 – Metrics Deep Dive

- Pull Week 1–5 data (newsletter, video, site, SEO, chatbot).
- Identify high vs low-performing areas.
- Draft Metrics Report.

Day 4 – Publish & Roadmap

- Publish Newsletter #3 (Competitor Moves + Trends).
- Publish LinkedIn carousel + IG clip.
- Adjust strategy based on findings.



Deliverables

1. Competitor Benchmarking Brief.
2. Persona Deck + VOC Insights.
3. Metrics Review Report (Weeks 1–5).
4. Content Strategy Adjustment Brief.
5. Newsletter #3 + LinkedIn/IG content.



Week 7 – Brand Voice & Style Guide + Social Listening Automation



Objectives

- Codify brand voice + AI prompts.
- Train AI to write in TARS voice.
- Add social listening automation (LinkedIn, Reddit, Twitter mentions).



Day-by-Day Plan

Day 1 – Voice Research

- Analyze past writing.
- Draft tone traits (authoritative + approachable).

Day 2 – Style Guide Draft

- Build AI Style Guide: tone, formatting, prompts.

Day 3 – Testing

- Generate Newsletter #4, Video #2 script, LinkedIn post using guide.

Day 4 – Publish & Automate

- Publish Newsletter #4 + Video #2.
- Setup Zapier/Make + Feedly: weekly AI-generated trend summary → Notion/Slack.



Deliverables

1. TARS AI Style Guide.
2. Prompt Library.
3. Newsletter #4 + Video #2.
4. Social Listening Automation.



Week 8 – AI Visuals & Templates



Objectives

- Build branded visual identity kit.
- Generate AI visuals for blogs/newsletters.
- Apply to content.



Day-by-Day Plan

Day 1 – Visual Audit

- Assess current assets, define TARS Visual Principles.

Day 2 – Asset Creation

- Use Midjourney/Runway to generate visuals.
- Build carousel + thumbnail + IG overlay templates.

Day 3 – Visual Kit Compilation

- Compile into Visual Branding Kit.

Day 4 – Publish

- Publish Newsletter #5 with visuals.
- Post LinkedIn carousel + IG reel.

Deliverables

1. Visual Identity Plan.
2. Branding Kit (carousels, thumbnails, overlays).
3. AI Asset Library (10–15 visuals).
4. Newsletter #5.
5. LinkedIn carousel + IG reel.



Week 9 – LinkedIn Growth Campaign + Content Repurposing Automation

Objectives

- Scale LinkedIn growth with newsletters/videos.
- Automate content repurposing & scheduling.
- Launch outreach campaign.



Day-by-Day Plan

Day 1 – Growth Strategy

- Analyze best-performing content.
- Set posting cadence (3–5 posts/wk).

Day 2 – Automation Setup

- Build workflow: Newsletter → LinkedIn draft.
- Auto-generate Shorts/Reels with OpusClip.
- Setup scheduling (Buffer/Hootsuite).

Day 3 – Outreach

- AI-generate personalized outreach msgs.
- Launch 20–30 new connections.

Day 4 – Publish

- Repurpose Newsletter #6 into carousel + posts + short video.
- Track first 48-hr metrics.

Deliverables

1. LinkedIn Growth Playbook.
2. Outreach Playbook (20–30 leads).
3. Content Repurposing Automation flow.
4. Newsletter #6 repurposed into posts.
5. 3+ LinkedIn posts live.
6. Dashboard with LinkedIn growth metrics.



Week 10 – YouTube Retention & SEO Optimization

Objectives

- Improve YouTube retention.
- SEO-optimize video content.
- Experiment with Shorts.



Day-by-Day Plan

Day 1 – Retention Analysis

- Pull YouTube analytics → identify drop-off points.

Day 2 – SEO Optimization

- AI-generate SEO titles, descriptions, tags.
- A/B test thumbnails.

Day 3 – Format Variations

- Record Video #3.
- Recut past videos into 2–3 Shorts.

Day 4 – Publish & Report

- Publish Video #3 + Shorts.
- Update dashboard w/ CTR, watch time.
- Draft Optimization Report.



Deliverables

1. Retention Analysis Brief.
2. SEO-optimized metadata.
3. Video #3 + Shorts.
4. YouTube Optimization Report.



Week 11 – Lead Magnet Funnel + CRM Automation



Objectives

- Launch lead magnet funnel.
- Integrate CRM + workflows.
- Add lead scoring.



Day-by-Day Plan

Day 1 – Report Draft

- AI-draft EV/AV Readiness Insights Report.

Day 2 – Report Design

- Design PDF with visuals.

Day 3 – Funnel Setup

- Create landing page.
- Signup → gated download → drip sequence.

Day 4 – CRM Automation

- Setup CRM (HubSpot/Airtable).
- Connect Apollo → ConvertKit → CRM.
- Add workflows: hot lead tagging, Slack alerts.

- Add lead scoring.

Deliverables

1. EV and AV Readiness Report (PDF).
 2. Funnel landing page.
 3. 3-step drip.
 4. Newsletter #7.
 5. CRM integrated + workflows + scoring.
 6. CRM Automation Guide.
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Week 12 – Community Content + Retargeting & Attribution Automation

Objectives

- Cross-publish content.
- Run engagement + outreach campaigns.
- Launch retargeting ads.
- Build attribution dashboard.



Day-by-Day Plan

Day 1 – Cross-Publish

- Adapt 2 blogs/newsletters → Medium/forums.

Day 2 – Engagement Campaign

- Comment on 10–15 competitor/partner posts.

Day 3 – Outreach Scripts

- AI draft partner/advisor outreach scripts.

Day 4 – Retargeting & Attribution

- Setup LinkedIn Insight Tag + GA pixel.
- Build retargeting + lookalike audiences.
- Launch ads (\$50–100 test).
- Build Attribution Dashboard v1 (UTMs → Data Studio).

Deliverables

1. Cross-published content.
2. Engagement Campaign Log.
3. Outreach Script Library.
4. Newsletter #8.
5. Retargeting audiences + campaign.
6. Attribution Dashboard v1 + Insights Report.



Week 13 – Sales Deck Generator + Conversion & Scalability Optimization

Objectives

- Build modular sales deck generator.
- A/B test funnel CTAs.
- Optimize nurture sequence.
- Add personalization + scalability testing.



Day-by-Day Plan

Day 1 – Deck Generator

- AI-generate modular decks (YC + OEM).

Day 2 – CTA Optimization

- Run A/B test on funnel CTAs.

Day 3 – Email Optimization

- Rewrite nurture emails w/ AI.
- Add **dynamic personalization** (persona-based copy).

Day 4 – Scalability Testing

- Test 10k+ contact load.
- Verify bounce/unsubscribe automation.
- Validate DKIM/SPF + GDPR compliance.
- Publish Newsletter #9 (case study focus).

Deliverables

1. Modular AI Sales Deck Generator.
2. CTA Performance Report.
3. Optimized nurture emails + personalization.
4. Scalability/Compliance Checklist.
5. Newsletter #9.



Week 14 – Capstone: AI Marketing Toolkit & Growth Review

Objectives

- Compile all work into AI Marketing Toolkit.
- Conduct full metrics review.
- Deliver before/after growth story.



Day-by-Day Plan

Day 1 – Toolkit Compilation

- Gather all prompts, workflows, dashboards.

Day 2 – Metrics Collection

- Export data: newsletters, video, LinkedIn, SEO, funnel, chatbot, ads.

Day 3 – Growth Analysis

- Build before/after story.
- Add cohort + multi-touch attribution.

Day 4 – Final Delivery

- Deliver Toolkit + Growth Report.
- Publish Newsletter #10: "Our Growth Story."

Deliverables

1. TARS AI Marketing Toolkit.
2. Metrics Master Spreadsheet (Weeks 1–14).
3. Final Growth Report (with attribution + cohorts).
4. Newsletter #10 (retrospective).