Course 3, Lesson 3: Automated AI Marketing: The "Idea-to-Asset" Pipeline

1. Core Concept & Learning Objective

Concept: You are a "Centaur" (L1) with a "Second Brain" (L2). Now, we build your AI "Marketing Machine." This is a *pipeline*. You feed *one* "Pillar" idea (from C1/C2) into the "machine," and the AI (directed by you) "remixes" (C2, L8) it into 10+ assets: a blog outline, 5 tweets, 3 captions, an email, and 3 video scripts.

Learning Objective: By the end of this lesson, you will **design** a 5-step "AI-Remix" workflow. You will **use** an LLM (Gemini, etc.) to **execute** this workflow on *one* of your "Pillar" content ideas, generating 5+ *distinct* marketing assets from a single prompt.

2. Interactive Content Activities (3 Activities)

Activity 1: The "1-to-10" AI-Remix Workflow (Strategic Exercise)

- **Description:** We are mapping your "Idea-to-Asset" pipeline. This is the C2, L8 "Remix" strategy, but *supercharged* with AI.

- **Instructions:**

  1. **Step 1: The "Seed"** (Your "Pillar" Idea, e.g., "The 5 Mistakes Solopreneurs Make with AI").

  2. **Step 2: The "Outline"** (Prompt: "Give me a 5-point blog post outline for [Seed]").

  3. **Step 3: The "Remix"** (Prompt: "Based on this outline, give me: 5 tweets, 3 IG captions, 1 email").

  4. **Step 4: The "Script"** (Prompt: "Based on Tip #1, write a 30-second 'PAS' (Problem, Agitate, Solve) video script").

  5. **Step 5: The "Human"** (Your job: "Final 10% Polish").

- **Expected Outcome:** A 5-step "SOP" (Standard Operating Procedure) for your "Second Brain" (L2) that you will use *every week*.

Activity 2: The "Mega-Prompt" (Tool Exploration)

- **Description:** We're going to execute the *entire* pipeline (Steps 1-3) in *one* "Mega-Prompt."

- **Instructions:**

  1. Open your LLM (Gemini, etc.).

  2. **The "Mega-Prompt":**

     - "Act as my 'Chief Marketing Officer' and 'Girl Boss Drill Sergeant' (C2, L2). My brand voice is [direct, no-fluff, empowering, action-oriented].

     - My "Pillar" idea is: '[Your Pillar Idea, e.g., "The 5 Mistakes Solopreneurs Make with AI"]'.

     - Your job is to generate a 'Content Remix Pack.'

     - **Deliverable 1:** A 5-point blog post *outline*.

     - **Deliverable 2:** 5 short, witty "tweets" (under 280 chars).

     - **Deliverable 3:** 3 "Story-based" Instagram captions (1-2 paragraphs) that *hook* the reader.

     - **Deliverable 4:** 1 *short, punchy* email for my list, summarizing the "mistakes" and *linking* to the blog.

     - **Format:** Deliver this in a clear, 'copy-and-paste' ready format."

- **Expected Outcome:** You will receive a *massive* "Content Pack" (80% finished) in 30 seconds.

Activity 3: The "Video Script" Generator (Tool Exploration)

- **Description:** Now we execute Step 4. We're going to take *one* of the AI's "remixed" ideas and turn it into a *video script* (C2, L7).

- **Instructions:**

  1. Look at the AI's output from Activity 2. Pick *one* of the 5 "Mistakes" (e.g., "Mistake #1: Using AI for 'Trivial' tasks, not 'CEO' tasks").

  2. **The "Script" Prompt:**

     - "Great. Now, use 'Mistake #1: [Your Mistake]' and write me a 30-second *'PAS' (Problem, Agitate, Solve)* video script.

- P (Problem): Hook me in 3 seconds.

- A (Agitate): Tell me *why* this mistake is *costing* me.

- S (Solve): Give me *one* "Drill Sergeant" tip to fix it."

- Expected Outcome: A 30-second, "Invisible Pitch" video script, 80% finished, generated in 10 seconds.

3. Assignment & Project Milestone (Portfolio Deliverable)

Assignment: The "AI-Generated" Marketing Pack (1-Doc)

- Description: This is your "proof" of the "Idea-to-Asset" pipeline. You will submit the *raw output* from your "Mega-Prompt" and your "Script Prompt." This is your first "AI-Assisted" content batch.

- Step-by-Step Instructions:

  1. Create a new document titled "[Your Name] - AI Marketing Pack."

  2. Section 1: The "Mega-Prompt" (The "Input")

     - Paste the *exact* "Mega-Prompt" you used in Activity 2.

  3. Section 2: The "Content Pack" (The "Output")

     - Paste the *entire* AI-generated output (Blog outline, 5 tweets, 3 captions, 1 email).

  4. Section 3: The "Script Prompt" (The "Input")

     - Paste the "Script Prompt" you used in Activity 3.

  5. Section 4: The "Video Script" (The "Output")

     - Paste the AI-generated "PAS" script.

  6. Section 5: The "Human 10%" (The "Polish")

     - Take *one* of the AI-generated assets (e.g., one caption) and add your "10% Polish" (fix the voice, add an emoji, add your CTA). Show the "Before" and "After."

- Evaluation Criteria:

  - *Excellent:* The student provides *all* inputs and outputs. The "Mega-Prompt" (Act 2) is *detailed* (includes "voice," "role," and "deliverables"). The "10%

Polish" (Act 5) *clearly* shows how the student *directs* the AI, not just "copies."

- *Adequate:* The student just pastes the AI output, but not the *prompts* (the inputs). The "10% Polish" is missing.

- **Connection to Final Project:** This **"AI-Generated" Marketing Pack** (and the *prompts* you used) is **Section 3: The "Idea-to-Asset" Pipeline** of your **AI-Powered Operations Playbook**. This is your first "AI-SOP."

4. End-of-Lesson Assessment (7 Questions)

1. **(MC)** What is the "Idea-to-Asset" Pipeline?

   - A) A 10-step *manual* process for writing 1 blog post.

   - B) A 5-step *AI-assisted* "Remix" workflow that turns *one* "Pillar" idea into 10+ assets (blog, tweets, email, scripts).

   - C) A tool that automatically "steals" other people's content.

   - D) The C2, L8 "Remix" strategy, but *without* AI.

2. **(MC)** What is a "Mega-Prompt" (Activity 2)?

   - A) A "prompt" that is very, very long.

   - B) A "prompt" that asks the AI *one* simple question.

   - C) A "prompt" that gives the AI a "role" (CEO), "voice" (Drill Sergeant), "input" (Pillar idea), and asks for *multiple, distinct deliverables* (blog, tweets, email) in *one* go.

   - D) A "prompt" that always "breaks" the AI.

3. **(MC)** What is the "Human 10%" (or "Final 10% Polish")?

   - A) It's the 10% of the AI's output that you *delete*.

   - B) It's the *human* "strategy," "creativity," and "voice" you add *after* the AI gives you the 80% "first draft."

   - C) It's the 10% "tip" you give the AI.

   - D) It's 10% *worse* than the AI's version.

4. **(SA)** What are the 5 "Steps" of the "1-to-10" AI-Remix Workflow?

5. **(SA)** In the "Mega-Prompt," we gave the AI a "Role" and a "Voice." What were they?

6. **(SA)** Why is this "AI-Remix" *smarter* than the *manual* "Remix" we learned in C2, L8?

7. **(Scenario)** A student says, "I used the 'Mega-Prompt' (Act 2), and the 5 tweets it gave me sound 'robotic' and 'lame'." What "Drill Sergeant" feedback would you give them, based on this lesson?

Correct Answers: 1(B), 2(C), 3(B) 4. 1. Seed (Idea), 2. Outline (Blog), 3. Remix (Tweets/Email), 4. Script (Video), 5. Human (Polish). 5. Role: "Chief Marketing Officer," Voice: "Girl Boss Drill Sergeant." 6. (Example) "Because in C2, we had to 'extract' and 'rewrite' all 5 assets manually. In C3, the AI generates the first draft of all 5 assets in 30 seconds. We just do the '10% Polish'." 7. (Example) "You skipped 'Step 5: The Human 10%.' The AI is your 'intern,' not your 'CEO.' It gives you the 80% draft. You (the 'Centaur') must add the '10% Polish' (the voice, the hook) to make it you. Don't 'copy/paste.' Direct."