

THE AI CODE

THE CREATOR'S **AI PROMPT** WORKBOOK



Prompt *Smarter.* Create *Faster.* Grow *Bigger.*

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WHY AI IS YOUR ASSISTANT

AI isn't here to replace your creativity.
It's here to **remove the busy work.**



WHY IT MATTERS

- ✓ Create faster
- ✓ Stay consistent
- ✓ Never run out of ideas
- ✓ Scale your business

REMEMBER:
THE BETTER YOUR PROMPTS...
THE BETTER YOUR RESULTS.

AI CAN HELP YOU:



**BRAINSTORM
IDEAS**



**WRITE
CAPTIONS**



**BUILD
SCRIPTS**



**PLAN
CONTENT**



**REWRITE
POSTS**



**CREATE
EMAILS**



**BUILD
OFFERS**

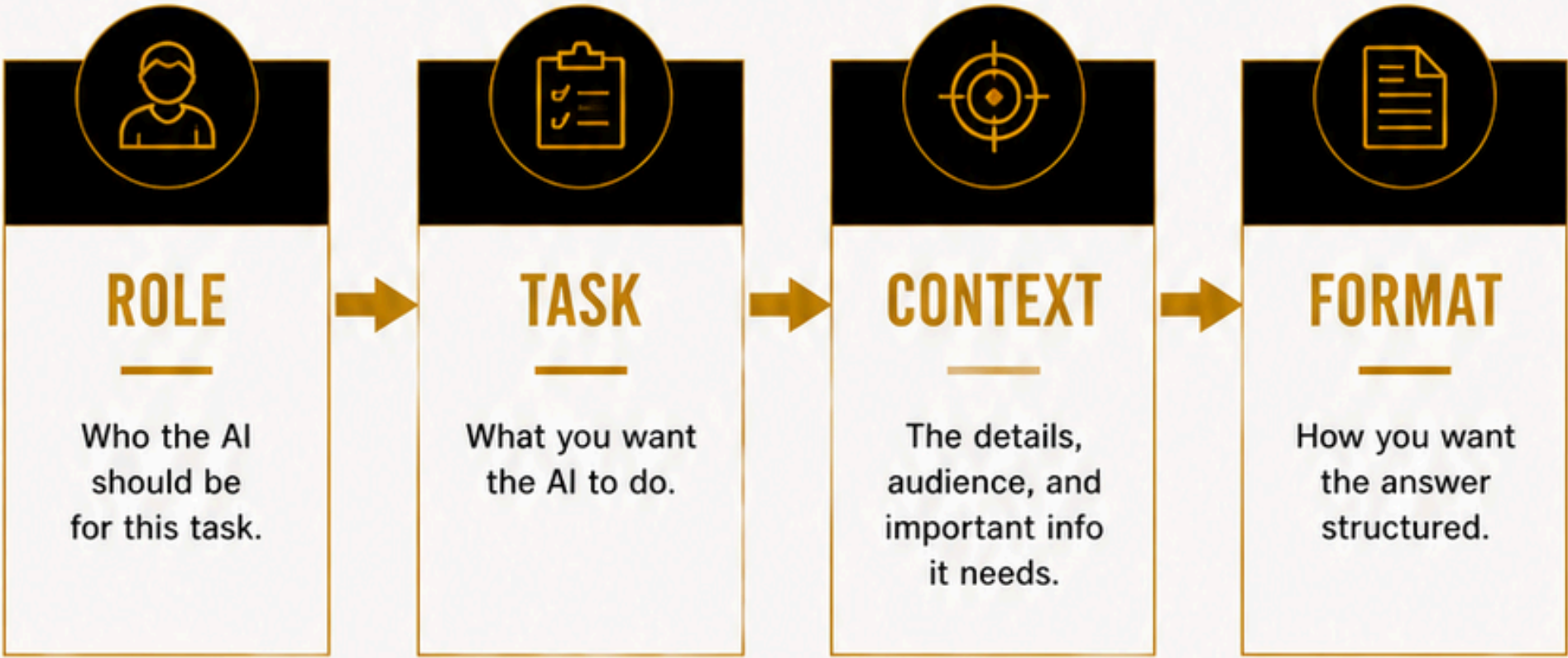


**SAVE HOURS
EVERY WEEK**

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THE PERFECT PROMPT FORMULA

Every great AI prompt contains **four** things.



EXAMPLE

“



“You are a content strategist.



Write me a 45-second Instagram Reel for moms over 40 who want to grow an online business.



Use storytelling.



Finish with a CTA.”

”



PRO TIP:

The more specific you are in each part, the better and more accurate your results.

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CONTENT IDEA PROMPTS



30

REEL IDEAS

Quick, scroll-stopping
Reel ideas to grab
attention and get views.



30

TIKTOKS

Engaging TikTok ideas
that connect, entertain,
and grow your audience.



30

FACEBOOK POSTS

High-value post ideas
to build trust, spark
engagement, and sell.



30

STORY IDEAS

Daily story ideas to keep
your audience engaged
and coming back.



30

CAROUSEL IDEAS

Educational, valuable
carousel ideas that
save, share, and sell.



30

YOUTUBE SHORTS

Short-form YouTube
ideas to reach new
audiences and grow fast.



PRO TIP:

Use these prompts as starting points.
Then make them your own.

HOOK PROMPTS



50

CURIOSITY HOOKS

Intriguing, question-based hooks that make people stop scrolling.



50

AUTHORITY HOOKS

Credibility-driven hooks that establish trust and position you as the expert.



50

STORY HOOKS

Relatable, emotional hooks that draw people into your story.



50

PAIN-POINT HOOKS

Problem-focused hooks that speak directly to what your audience feels.



50

EDUCATIONAL HOOKS

Value-packed hooks that teach, inform, and provide instant value.



PRO TIP:

Strong hooks = more views.
More views = more reach + more clients + more income.

SCRIPT
PROMPTS

WRITE:



01

STORY SCRIPTS

Relatable story-based scripts that connect, engage, and inspire action.



02

EDUCATIONAL SCRIPTS

Teach, explain, and provide value with clear, easy-to-follow scripts.



03

SALES SCRIPTS

Persuasive scripts that highlight benefits, overcome objections, and drive sales.



04

AUTHORITY SCRIPTS

Position you as the expert and build trust with confidence-driven scripts.



05

TESTIMONIAL SCRIPTS

Showcase results and social proof with powerful testimonial scripts.



06

PROBLEM/SOLUTION SCRIPTS

Identify the problem, present the solution, and guide your audience to take action.



PRO TIP:

Great scripts follow a clear structure.
Clear structure = more impact + more conversions.

CTA
PROMPTS

GENERATE:



01

COMMENT CTAS

Engaging prompts that encourage comments, conversations, and interaction.



02

DM CTAS

Direct message prompts that start conversations and build relationships.



03

SALES CTAS

High-converting calls-to-action that drive clicks, purchases, and sign-ups.



04

COMMUNITY CTAS

Prompts that invite your audience to join, engage, and be part of your community.



05

LEAD GENERATION CTAS

Lead-focused prompts that grow your email list and capture qualified leads.



06

CHALLENGE CTAS

Action-driven prompts that get your audience to commit, participate, and take action.



PRO TIP:

A strong CTA turns content into action.
Action builds momentum. Momentum builds income.

SALES PROMPTS

WRITE:



01

SALES PAGES

High-converting sales pages that clearly communicate value and close the sale.



02

LANDING PAGES

Compelling landing pages that capture attention and turn visitors into leads.



03

EMAILS

Persuasive email sequences that nurture, build trust, and drive conversions.



04

LAUNCH POSTS

Attention-grabbing launch posts that create excitement and drive action.



05

OBJECTION HANDLING

Confident, clear responses that overcome objections and move people forward.



06

TESTIMONIALS

Authentic testimonial drafts that build trust and social proof.



PRO TIP:

The best sales copy solves a problem, builds trust, and makes the next step obvious.

EMAIL PROMPTS

WRITE:



01

WELCOME EMAILS

Warm, engaging welcome emails that introduce you and set expectations.



02

NURTURE EMAILS

Build relationships and trust with valuable content that nurtures and converts.



03

LAUNCH EMAILS

High-impact launch sequences that create excitement and drive sales.



04

ABANDONED CART EMAILS

Recover lost sales with strategic emails that bring customers back.



05

COMMUNITY EMAILS

Strengthen your community with emails that inform, connect, and inspire.



06

MASTERCLASS EMAILS

Promote your masterclass and maximize attendance with compelling emails.



PRO TIP:

The best emails feel like conversations, provide value, and lead to one clear next step.

SOCIAL MEDIA
PROMPTS

WRITE:



01

REPURPOSE CONTENT

Take one piece of content and turn it into multiple posts across different platforms.



02

REWRITE FOR TIKTOK

Rewrite content to match TikTok’s style, tone, and audience preferences.



03

REWRITE FOR FACEBOOK

Adapt content to fit Facebook’s audience, culture, and engagement style.



04

REWRITE FOR INSTAGRAM

Optimize content for Instagram’s visual style, tone, and audience engagement.



05

REWRITE FOR LINKEDIN

Transform content to connect with professionals and build authority.



06

REWRITE FOR YOUTUBE

Adapt content to YouTube’s longer format and audience expectations.



PRO TIP:

One core message. Multiple formats.
More reach, more impact, more results.

OFFER PROMPTS

CREATE:



01

CREATE OFFERS

Design irresistible offers that solve problems, deliver value, and drive action.



02

PRICE OFFERS

Strategic pricing prompts that maximize value while increasing conversions.



03

IMPROVE OFFERS

Refine and optimize your offers to make them more compelling and profitable.



04

STACK BONUSES

Create high-value bonus stacks that increase perceived value and urgency.



05

CREATE GUARANTEES

Build strong guarantees that reduce risk, build trust, and remove objections.



06

NAME PRODUCTS

Generate memorable, powerful names that attract attention and sell.



PRO TIP:

A great offer isn't just about what you sell.
It's about the transformation you promise.

BRANDING
PROMPTS

DEFINE:



01

MISSION

Craft a clear mission statement that defines your purpose and impact.



02

VISION

Create an inspiring vision for the future you're building and the lives you change.



03

IDEAL CUSTOMER

Define your ideal customer in detail to attract and connect with the right people.



04

BRAND VOICE

Establish your brand voice and tone to create consistency and connection.



05

CONTENT PILLARS

Identify your core content pillars that guide your content and build authority.



06

MESSAGING

Develop key messages that communicate your value and resonate with your audience.



PRO TIP:

Strong branding builds trust, recognition, and loyalty. Be consistent, be clear, and be unforgettable.

PRODUCTIVITY PROMPTS

PLAN:



01

WEEKLY PLANNING

Create a productive weekly plan that keeps you focused and moving forward.



02

MONTHLY PLANNING

Outline your monthly goals, strategies, and key actions to stay on track.



03

DAILY PRIORITIES

Identify your top daily priorities and focus on what truly moves the needle.



04

TASK ORGANIZATION

Organize tasks efficiently so you can get more done in less time.



05

CONTENT BATCHING

Batch your content to save time and maintain consistent output.



06

LAUNCH PLANNING

Plan and execute a successful launch from start to finish.



PRO TIP:

Planning creates clarity.

Consistency creates momentum. Systems create freedom.



IMAGE PROMPTS

DESIGN:



01

CREATE CANVA GRAPHICS

Design beautiful, on-brand graphics for any purpose using Canva.



02

INSTAGRAM POSTS

Create engaging Instagram post graphics that stop the scroll and get engagement.



03

STORY GRAPHICS

Design eye-catching Instagram story graphics that connect and convert.



04

FACEBOOK COVERS

Create professional Facebook cover photos that build trust and showcase your brand.



05

PINTEREST PINS

Design Pinterest pins that drive traffic, generate saves, and grow your audience.



06

YOUTUBE THUMBNAILS

Create high-converting YouTube thumbnails that grab attention and increase clicks.



PRO TIP:

Great visuals get attention.
Consistent visuals build a brand.

STORYTIME

TEMPLATE

Stories create connection.
Use this structure to entertain, inspire,
and deliver powerful takeaways.
Make it real. Make it you.

01

BEGINNING

Set the scene.
Share where you started
and what life looked like.

02

CONFLICT

Introduce the challenge.
What was the struggle, setback,
or obstacle you faced?

03

TURNING POINT

Share the moment everything changed.
What did you decide, learn,
or do differently?

04

LESSON

What did you learn from the experience?
What truth or insight can your audience take away?

05

CTA

Bring it home.
Invite them to take action.
Comment, DM, save, follow, or join.

REMEMBER:

People may forget the details,
but they'll remember how your story made them feel.
Your story is your superpower.
Own it. Share it. It can change someone's life.



VIDEO PROMPTS

CREATE:



01

B-ROLL IDEAS

Generate creative B-roll ideas to enhance your videos and keep viewers engaged.



02

SHOT LISTS

Create detailed shot lists to plan professional and intentional content.



03

VOICEOVERS

Write natural, compelling voiceovers that connect and convert.



04

TRANSITIONS

Suggest smooth, trendy transitions that elevate your video content.



05

EDITING IDEAS

Provide creative editing ideas to make your videos more dynamic and engaging.



06

TITLES

Create attention-grabbing video titles that increase clicks and watch time.



PRO TIP:

Great videos tell a story, solve a problem, and inspire action.

CUSTOMER
PROMPTS

ENGAGE:



01

REPLY TO COMMENTS

Write engaging replies to comments that build relationships and spark more conversations.



02

REPLY TO DMS

Craft friendly, helpful DM responses that turn conversations into opportunities.



03

HANDLE OBJECTIONS

Confidently address objections and turn hesitations into trust and action.



04

CUSTOMER SUPPORT

Provide helpful, kind, and professional support that keeps customers happy.



05

FOLLOW-UP MESSAGES

Send effective follow-up messages that nurture leads and close more sales.



06

SALES CONVERSATIONS

Lead natural sales conversations that connect, build trust, and convert.



PRO TIP:

Great customer conversations create raving fans. Lead with value, care, and connection.

AI PROMPT LIBRARY

100 FILL-IN-THE-BLANK PROMPTS

✓ READY TO COPY. ✓ READY TO PASTE. ✓ READY TO CUSTOMIZE.

01 Write a [HOOK] for a post about [TOPIC].

02 Create a [CTA] for [PLATFORM] about [OFFER].

03 Write a [DM SCRIPT] to invite someone to [ACTION].

04 Write a [SALES PAGE HEADLINE] for [OFFER].

05 Write a [WELCOME EMAIL] for [AUDIENCE].

06 Write a [NURTURE EMAIL] about [TOPIC].

07 Write a [LAUNCH EMAIL] for [OFFER].

08 Write a [REPLY] to this comment: "[COMMENT]".

09 Write a [REPLY] to this DM: "[MESSAGE]".

10 Help me handle the objection: "[OBJECTION]".

11 Create [B-ROLL IDEAS] for a video about [TOPIC].

12 Create a [SHOT LIST] for [VIDEO TOPIC].

13 Write a [VOICEOVER SCRIPT] for [VIDEO].

14 Suggest [TRANSITIONS] for a video about [TOPIC].

15 Give me [EDITING IDEAS] for [VIDEO TOPIC].

16 Write [TITLE OPTIONS] for [VIDEO TOPIC].

17 Repurpose this content for [PLATFORM]: [CONTENT].

18 Rewrite this for TIKTOK: [CONTENT].

19 Rewrite this for FACEBOOK: [CONTENT].

20 Rewrite this for INSTAGRAM: [CONTENT].

21 Rewrite this for LINKEDIN: [CONTENT].

22 Rewrite this for YOUTUBE: [CONTENT].

23 Help me create an offer for [AUDIENCE] about [TOPIC].

24 Suggest pricing for [OFFER] for [AUDIENCE].

25 Improve this offer: [OFFER DESCRIPTION].

26 Stack bonuses for this offer: [OFFER].

27 Write a guarantee for [OFFER].

28 Name my product that helps with [OUTCOME].

29 Write my mission statement for [BUSINESS].

30 Write my vision statement for [BUSINESS].

31 Describe my ideal customer for [BUSINESS].

32 Define my brand voice for [BUSINESS].

33 Suggest content pillars for [BUSINESS].

34 Write messaging for [AUDIENCE] about [OFFER].

35 Create a weekly plan for [GOAL].

36 Create a monthly plan for [GOAL].

37 List my top 3 priorities for today.

38 Organize these tasks by priority: [TASK LIST].

39 Create a content batching plan for [TOPIC].

40 Create a launch plan for [OFFER].

41 Design a Canva graphic for [PURPOSE].

42 Create an Instagram post about [TOPIC].

43 Create an Instagram story about [TOPIC].

44 Create a Facebook cover for [BUSINESS].

45 Create a Pinterest pin for [TOPIC].

46 Create a YouTube thumbnail for [VIDEO TOPIC].

47 Write an abandoned cart email for [OFFER].

48 Write a community email about [TOPIC].

49 Write a masterclass invitation email for [TOPIC].

50 Write a follow-up email after [EVENT/OFFER].



PRO TIP:

The best results come from specific details.
Fill in the blanks and make it your own.

PROMPT BUILDER

BUILD BETTER PROMPTS. GET BETTER RESULTS.



PRO TIP:

The more specific you are in each step, the better your results will be.

THE AI WORKFLOW

TURN IDEAS INTO INCOME. REPEAT.



PRO TIP:

Consistency beats perfection.
Systems create success.

COPY + PASTE

AI

GOOGLE DOC