



Beginner AI for Small Business Owners

Vol. 2 – The AI Content System
Create a Month of Content in Under 1 Hour

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Welcome to Volume 2

Volume 1 showed you how AI can save time, Volume 2 shows you how to use AI consistently.

This guide will teach you a simple, repeatable system to:

- **Plan your content without overwhelm**
- **Create captions and ideas quickly**
- **Stay consistent without posting every day**
- **Use AI as a content assistant (not a replacement)**

- You don't need to be creative.
- You don't need to go viral.
- You just need a system.

Why Most Business Owners Struggle With Content

Most small business owners don't fail at content because they're bad at it. They fail because they don't have a process.

COMMON PROBLEMS:

- I don't know what to post
- Posting inconsistently
- Spending too much time on one caption
- Overthinking every post
- Giving up after a few weeks

AI solves this when paired with a system.
This PDF gives you that system.



What the AI Content System Does

THIS SYSTEM HELPS YOU:

- Decide what to post
- Create content faster
- Reuse ideas across platforms
- Stay visible without burnout

YOU'LL LEARN HOW TO:

- Choose content pillars
- Generate ideas with AI
- Turn 1 idea into multiple posts
- Batch content weekly or monthly

THIS WORKS FOR:

- ✓ Service providers
- ✓ Product-based businesses
- ✓ Creators
- ✓ Local businesses



Step 1: Choose Your Content Pillars

Content pillars are the main topics you talk about repeatedly.

Most businesses only need 3-5 pillars.

Examples:

- Education
- Behind-the-scenes
- Tips + tutorials
- Customer results
- Offers or services

AI Prompt: Content Pillars

"I run a small business that does ____."

"My audience is ____."

"Please suggest 5 content pillars I should post about regularly."

✓ *Save these pillars.*

✓ *They are the foundation of your system.*



Step 2: Generate a Month of Content Ideas

AI Prompt: Monthly Content Ideas

"Using these content pillars: _____, create 30 content ideas for social media. Keep them beginner-friendly and simple."

You now have ➡

- A full month of ideas
- No guessing
- No stress

Once you have pillars, AI can generate ideas instantly.

Step 3: Create Scroll–Stopping Hooks

Hooks are the first line of your post or video. They make people stop scrolling.

GOOD HOOKS ARE:

- Clear
- Relatable
- Specific

AI PROMPT: HOOKS

“Write 10 short hooks for a post about _____. Make them clear and beginner-friendly.”

EXAMPLES:

- “Most small business owners don’t realize this...”
- “This saved me hours every week...”
- “If you’re a small business owner, read this...”

Step 4: Write Captions With AI

You don't need long captions.
You need *clear* ones.

AI PROMPT: CAPTIONS

"Write a short social media caption about _____.
Tone: friendly, clear, and professional. End with a
simple call-to-action."

ASK FOR:

- Short versions
- Longer versions
- Different tones

Then choose the one that feels most like you.



Step 5: Turn 1 Idea Into 5 Pieces of Content

This is where AI saves the most time.

ONE IDEA CAN BECOME:

- A TikTok
- An Instagram caption
- A carousel outline
- A short email
- A quote post

ONE IDEA CAN BECOME:

“Turn this idea into 5 different content formats: _____.”

This keeps your messaging consistent
without repeating yourself.

Step 6: Weekly or Monthly Batching

Batching = creating content in one sitting.

You can:

- Batch weekly (30–45 minutes)
- Batch monthly (1 hour)

Simple Batch Flow

- Choose content pillars
- Generate ideas
- Write hooks + captions
- Save drafts
- Schedule or post

AI makes batching fast + realistic.

Beginner Mistakes to Avoid

AVOID THESE COMMON CONTENT MISTAKES:

- Trying to be on every platform
- Writing from scratch every time
- Overthinking captions
- Posting without a goal
- Not saving good prompts

*Consistency beats creativity.
Simple beats perfect.*





Your 1-Hour Monthly Content Checklist

SIMPLE. REPEATABLE. EFFECTIVE.

- Choose 3-5 content pillars
- Generate 30 ideas with AI
- Create hooks for each
- Write captions
- Repurpose top ideas
- Save everything in one folder

That's it.
That's the system.

Bonus: Content System Prompt Pack

USE THESE ANYTIME.

1. “Create 30 beginner-friendly content ideas for ____.”
2. “Write 10 hooks for a post about ____.”
3. “Turn this idea into a TikTok script: ____.”
4. “Write a short caption that educates about ____.”
5. “Rewrite this caption to be simpler: ____.”
6. “Create a week of posts from this topic: ____.”
7. “Repurpose this content for another platform.”
8. “Write a caption that encourages comments.”
9. “Summarize this idea into a one-liner.”
10. “Create a content calendar for this month.”

Use these prompts anytime you need
clarity, structure, or momentum.

What's Next..

You now have:

- *A clear content system*
- *A way to stay consistent*
- *A process you can repeat every month*

Next recommended step:

Vol. 3 — AI Prompts for Sales, DMs & Customer Messaging

Turn content into conversations + conversions.

Follow for more:

Daily AI tips + small business tools

@SmallBizAIAcademy

Consistency just got easier.