



STEP-BY-STEP GUIDE

THE AI-POWERED MARKETING SYSTEM

Build the system that writes your content, in your voice, every single week.

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All tools and links: <https://www.anitaclinton.com/resources/>

START HERE

You sat through the workshop. Now it is time to build. This guide walks you through the exact system we set up together: one questionnaire, two AI tools, and a weekly content pack that sounds like you and looks like your brand. Follow the steps in order, do not skip the writing sample, and you will have a working marketing system before you close your laptop.

Every tool, link, and template referenced in this guide lives in one place:

<https://www.anitaclinton.com/resources/>. Bookmark it now.

REMEMBER THIS

AI is a brilliant intern with total amnesia. It knows nothing about your business, your voice, or your people until you hand it that knowledge. Vague input produces vague output. This system captures your voice, brand, audience, and strategy once, then builds every piece of content from it. Stop prompting. Start systematizing.

What You Need Before You Start

- A ChatGPT account. The system is built in ChatGPT custom GPTs, and your finished documents also work in Claude, Gemini, or any AI platform you prefer.
- 60 to 90 minutes of focused time for the initial build.
- A writing sample you wrote yourself, without AI. An email, a letter, a blog post, or a pre-AI social post. Nothing on hand? Write five sentences to a friend you care about, exactly how you would talk to them. That is your voice on paper, and the AI will bottle it. **This is the single most important input in the entire system.**
- Your logo and any branded graphics, if you have them. If you do not, the system will build your brand from scratch.
- One folder on your computer to hold everything: your questionnaire, your logo, and your branded graphics.

HOW THE SYSTEM WORKS

Fill out one questionnaire. Run it through two AI tools. Receive ready-to-post content every week. Here is the relay:

Stage	What It Is	What It Produces
Input	Business Blueprint Questionnaire	Your answers, saved as one file

Stage	What It Is	What It Produces
Tool 1 · The Strategist	Brand Blueprint Builder GPT	Your Brand Blueprint (.docx), the single source of truth
Tool 2 · The Executor	Content Pack Generator GPT	Your weekly content pack, written and scheduled
Tool 3 · The Engine (Optional)	Content Engine GPT	A portable file that runs the system in Claude, Gemini, or any AI

Fill the questionnaire once. Run the relay every week. You own the system, not the platform.

STEP 1 · COMPLETE THE QUESTIONNAIRE

Go to <https://www.anitaclinton.com/resources/> and open the Business Blueprint Questionnaire (Resource #1). This document is the foundation the entire system builds from, so give it real answers. It covers:

- Business name, contact info, website, and location
- Your sector (B2B, B2C, or nonprofit), business stage, and services or products
- Your elevator pitch in this format: *“I help [who] achieve [what] through [how].”*
- Brand colors (HEX codes if you have them), brand voice, and the emotional tone you want your content to carry
- Mission, vision, and tagline. Leave these blank if you do not have them; the AI will generate strong placeholders and ask clarifying questions
- Your writing sample. Paste it in. Do not substitute AI-written text here
- Platforms you use, hours available per week for content, and lead capture or CRM details
- Your 90-day goals: revenue, new clients, followers, or leads
- Your top 3 customer FAQs and your primary call to action (book a call, download, donate)

Save It the Right Way

1. Download the completed questionnaire. The MD file processes most efficiently in AI tools; the PDF works well and doubles as your personal reference copy.
2. Save it into your project folder alongside your logo and branded graphics.

QUALITY CHECK

If you leave a section blank, the AI will generate a temporary answer and ask you clarifying questions later. That is fine. What it cannot do is invent your authentic voice. The writing sample is non-negotiable.

STEP 2 · BUILD YOUR BRAND BLUEPRINT

Open the Brand Blueprint Builder (Resource #2) from <https://www.anitaclinton.com/resources/>. This GPT is your strategist. Feed it your questionnaire and it interviews you about anything missing, always with options to pick from, never homework, then writes your complete strategy document.

1. Click the Brand Blueprint Builder link on the resources page.
2. Upload your questionnaire, plus your logo if you have one.
3. Click the build button at the top of the chat.
4. Answer the clarifying questions. Missing your HEX codes? It asks for a color and a shade, then generates your palette.
5. Download the .docx file and open it in Microsoft Word or Google Docs.
6. Review it section by section and update anything that does not sound like you. This document drives everything that follows, so make it right.

What Is Inside Your Blueprint

Section	What It Contains
1 · Brand Identity	Your voice paragraph, colors with HEX codes, mission, vision, and tagline
2 · Audience & Positioning	Who you serve and the problem you solve
3 · Flagship Strategy	The five-stage framework, Reach, Capture, Trust, Activate, Close, translated to your business
4 · Minimal Viable Content Engine	Your weekly rhythm, sized to the hours you actually have
5 · 90-Day Focus	One goal, one number, and how content feeds it
6 · Master Design Prompt	A reusable prompt that keeps every image on-brand, in any image tool

Your Blueprint should run a minimum of 10 to 12 pages. If it comes back short or missing sections, do not accept it. Type the prompt below and reupload your questionnaire:

COPY AND PASTE THIS PROMPT

My blueprint is missing some sections. Please rebuild it and include all six sections.

THE MASTER DESIGN PROMPT

Why do some brands' images all feel like one brand? A master style prompt. Yours is built from your style pick, your brand voice, and your exact HEX codes. Paste it into any AI image generator, add today's subject, and every visual matches your brand. Every time.

STEP 3 · GENERATE YOUR CONTENT PACK

Open the Content Pack Generator (Resource #3) from <https://www.anitaclinton.com/resources/>. This GPT is your executor. It makes zero strategic decisions. It reads your Blueprint, asks what is happening this week, and manufactures exactly what your engine prescribes.

1. Upload **both** documents: your questionnaire and your Brand Blueprint.
2. Paste the prompt below to start the build.
3. Answer the quick questions about your week: promos, wins, events. Nothing going on? Just say SKIP.
4. Download the .docx file and open it in Microsoft Word or Google Docs.
5. Review every piece before you post. Keep a human in the loop. Always.

COPY AND PASTE THIS PROMPT

Please create my content pack using the attached documents. The final results should be a fully branded .docx document.

What Your Weekly Pack Contains

- **Posting schedule.** What to post, which day, which platform, with estimated creation time.
- **Scroll-stopping hooks.** First lines engineered to stop the thumb, built on proven frameworks, written in your voice.
- **Full post copy.** Ready to copy and paste, with two to three fill-in spots to personalize.
- **Hashtags and CTAs.** On every single piece, no exceptions.
- **Image and video prompts.** Your Master Design Prompt with the subject already filled in.
- **Repurpose stack.** One anchor piece, cut and adapted for TikTok, Facebook, Instagram, YouTube, and more.
- **Email copy** for your list, plus lead magnet build prompts when they fit your strategy.

Content Volume Matches Your Real Hours

Time Per Week	Output	What That Looks Like
1 to 2 hours	3 pieces	One anchor post, one repurpose, one email
3 to 5 hours	5 pieces	Anchor, two repurposes, email, engagement post
6 to 10+ hours	7+ pieces	Video anchor, full repurpose stack, email, stories

Consistency at two hours beats burnout at ten. Pick the tier you can sustain, then show up for it every week.

STEP 4 · MAKE IT PORTABLE (OPTIONAL)

Prefer Claude, Gemini, or another AI platform? Open the Content Engine (Resource #4) from <https://www.anitaclinton.com/resources/> and package your system into one portable file.

1. Upload three documents: your questionnaire, your Brand Blueprint, and a content pack.
2. Answer any follow-up questions. If there are none, move straight on.
3. Download your engine document. Upload it, plus your questionnaire, into your preferred AI platform and prompt it to create your weekly content pack.

Your documents work in ChatGPT, Claude, Gemini, or Perplexity. You own the system, not the platform.

YOUR NEW WEEKLY RITUAL

- **Same day, every week.** Block your marketing hours on the calendar. Open the Content Pack Generator. Done in one sitting.
- **Batch a month when you want to.** Say “next week” four times in the same chat and walk away with a month of content.
- **Review before you schedule.** A human-in-the-loop check before posts go live protects your brand and catches anything the AI got wrong.
- **Evolve the Blueprint.** New offer? New goal? Update your Blueprint in Tool 1 and your content evolves with you.

THE TRUTH ABOUT CONSISTENCY

Consistency was never a discipline problem. It was a systems problem. The system now solves it. Your job is to show up for the ritual.

TROUBLESHOOTING

If This Happens	Do This
Blueprint comes back short or missing sections	Type the rebuild prompt from Step 2 and reupload your questionnaire. Demand all six sections.
Replies drift or the GPT forgets details	Start a fresh chat. Re-upload both files: your current Blueprint and your questionnaire. Re-confirm this week's context, then generate again.
The GPT outputs code instead of a document	Restart with a new chat, reupload your files, and rerun. Heavy simultaneous use can overload the AI; a clean chat fixes it.
Output no longer sounds like you	Reopen the Brand Blueprint Builder, tell it what changed (new offer, new goal, new voice notes), save the new version, and replace the old file everywhere you use it.

Ninety percent of “bad output” is really an outdated input. When results drift, go back to the source. And remember: AI needs explicit instructions. If output is incomplete or wrong, tell it exactly what to fix.

THE TOOLBOX

Every tool below is linked on <https://www.anitaclinton.com/resources/>, including the social media image size cheat sheet. Add tools as your system matures; you do not need all of them on day one.

Create the Visuals

Tool	Use It For	Approx. Cost
ChatGPT	On-brand images straight from your Master Design Prompt; currently the best all-around image generator	Included
Ideogram	Images that need real, legible text: quote cards, offers, typographic posts; also AI photo shoots	\$20 to \$30/mo
Claude	Preferred for text and content generation; Claude Design produces higher-quality formatted outputs	Paid tier

Bring It to Life

Tool	Use It For	Approx. Cost
Gemini (Omni)	Short-form text-to-video B-roll and motion clips, up to 10 seconds per clip	\$20/mo
HeyGen	AI avatar and talking-head videos in your voice, without turning on a camera	\$40/mo
ElevenLabs	Voice cloning; feeds realistic audio into HeyGen	Varies
Vizzit	Turns one long-form video into up to 10 short clips with captions and B-roll; posts directly to social	\$30/mo
OpusClip	Similar short-clip generation; may not auto-post	Varies
Suno	Custom, royalty-free music and jingles that match your brand mood	Free tier; paid for commercial licensing

Schedule and Automate

Tool	Use It For	Approx. Cost
Buffer	Plan and queue your whole week in one calendar; free for up to 3 social accounts	Free; \$15/mo paid

Tool	Use It For	Approx. Cost
Repurpose.io	Publish once and push that content to every platform automatically; add trending audio manually after posting	Varies
GoHighLevel	The all-in-one: CRM, scheduling, automation, lead magnet delivery, invoicing, and website hosting	\$99/mo; agency \$250/mo
ManyChat	DM automation: detects keywords in comments and DMs, collects emails, and delivers lead magnets automatically	Free to 25 contacts; \$14 to \$29/mo

NEED HELP?

If the setup feels overwhelming, you do not have to build alone. Pick your lane:

- **Done with you.** We build your Blueprint and set up both tools together in one working session.
- **Done for you.** I build the entire system, brand voice to design prompt, and hand you the keys. Services start at \$500.
- **Ongoing content.** I run your weekly packs and scheduling, so you never have to touch it.

Book a call at AnitaClinton.com/call and tell me which lane fits. Let's build your marketing department.

Now go build. Tag me when you post your first AI-built content.