



CONTENT SYSTEM WORKFLOW

AI Systems for Small Business
Chapter 5 Worksheet

This guide walks you through the complete content cycle: from choosing a topic to publishing an evergreen post to repurposing it across your distribution channels. Use this workflow every time you create a new piece of core content.

Prerequisites: Your Marketing Foundation Brief from Chapter 4 (buyer persona, positioning, messaging framework, brand voice guide).

Time estimate: 60–90 minutes for the first full cycle. Faster once the workflow becomes routine.

Phase 1: Topic Selection

The best content starts with what your audience is already searching for. Use your buyer persona to generate topics, then pick the one with the most immediate value.

Suggested prompt:

“Acting as a content strategist, based on this buyer persona [paste your persona], what are the top ten questions this person is searching for online related to my business? Ask me any questions you need before generating the list.”

Top topics generated (pick your best 3–5 from the AI output)



How to choose your first topic:

Pick the topic where you have the most expertise and that addresses your persona’s most urgent pain point. It should be something that stays relevant over time (evergreen), not something tied to a specific date or trend.

Selected topic for this content cycle

Phase 2: Evergreen Content Creation

Draft your core blog post with AI. Load your brand voice guide so the output matches your tone. Let AI ask you questions about the topic before it starts writing.

Suggested prompt:

“I want to write a blog post answering this question: [your topic]. Use my brand voice guide [paste it] to match my tone and style. Make sure the content follows current SEO best practices and is structured for AI search visibility. Before you start writing, ask me any questions about this topic that would help you produce a more specific, useful post.”

Pre-Draft Checklist

- Buyer persona loaded into AI conversation
- Brand voice guide loaded into AI conversation
- Positioning/messaging framework referenced
- AI asked clarifying questions before drafting
- SEO and AI search optimization included in prompt

Post-Draft Review

- Does it sound like my brand voice?



- Is the information accurate and verified?
- Does it thoroughly answer the reader's question?
- Is there a clear call to action?
- Would I be proud to put my name on this?

Blog post title (final)

Target search terms / questions this post answers

Call to action (what should the reader do next?)

Phase 3: Social Media Repurposing

Take your published blog post and generate platform-specific social media content. Each piece should drive people back to the full post.

Suggested prompt:

“Take this blog post [paste it] and generate social media content for the platforms I’m active on. Use my brand voice guide. For each platform, tailor the format, length, and tone to what works best there. Each post should include a call to action driving people to the full blog post. Ask me which platforms I’m on before you start.”



Platform 1: _____ Number of posts generated: _____

Platform 2: _____ Number of posts generated: _____

Platform 3: _____ Number of posts generated: _____

Posting pace:
Not sure how often to post? Ask AI: “Acting as a social media expert, based on my business type and audience, what posting frequency do you recommend for each platform, and why?”

Planned posting schedule for this content cycle

Phase 4: Email Content

Turn your blog post’s core insight into an email for your subscriber list. The email delivers value on its own and drives readers to the full post.



Suggested prompt:

“Take the core insight from this blog post and draft an email for my subscriber list. The email should deliver immediate value, highlight one or two key takeaways, and drive the reader to the full blog post. Use my brand voice. Keep it concise.”

Email subject line (draft 2–3 options)

Which email sequence does this fit into? (newsletter, nurture, other)

Planned send date

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Phase 5: Additional Assets (Optional)

Depending on the depth of your blog post and your content strategy, consider expanding into additional formats. Not every post needs all of these. Pick what makes sense.

Lead Magnet

Could this topic become a downloadable resource? A checklist, short guide, worksheet, or template that you offer in exchange for an email address.

Lead magnet idea (if applicable)



Video or Audio Script

Could you record this as a short video or podcast segment? Your blog post's structure is already an outline. AI can adapt it into a conversational script.

Video/audio plan (if applicable)

Text Message

Is there a concise, high-value message here for SMS? Best for time-sensitive or seasonal relevance. Keep it brief and actionable.

Text message draft (if applicable)

Phase 6: Tracking and Review

Record what you've created and plan your review. This data feeds your monthly content analysis.

Content Asset	Status / Notes
Blog post (evergreen)	
Social media posts (Platform 1)	
Social media posts (Platform 2)	
Social media posts (Platform 3)	
Email	
Lead magnet	
Video / audio	
Text message	



Review Schedule

Weekly: Check social media engagement on posts from this cycle.

Bi-weekly: Review email open rates and click-through rates.

Monthly: Pull all content performance data and run a full analysis with AI. Adjust next month's content plan based on findings.

Notes from first review (date: _____)

Repeat the Cycle

This workflow is designed to be repeated every time you create a new piece of core content. Over time, each cycle builds your evergreen library, expands your distribution reach, and generates compounding visibility across all channels.

The more cycles you complete, the faster the workflow becomes and the smarter your content system gets.

For more resources and tools:
fistbumpmedia.com/ai-for-business