



09

FREE GUIDE

AI content kit: a month of posts, reels and ads in one afternoon

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The plan

1. Write your brand brief once with the prompt below, and save it somewhere you'll find it next month.
2. Block one afternoon. Pick four themes, then use the prompts in this kit to write 12 posts and 8 reel scripts.
3. Put it all in the calendar in section 12, film the reels over the next week, and post from the calendar instead of from panic.

Try this now: the brand brief

Everything else in this kit leans on this one prompt. It interviews you about your business, then writes a one-page summary. You paste that summary at the top of every other prompt, and the AI stops writing for "a business" and starts writing for yours.

Paste it into **chatgpt.com** or **claude.ai** and answer the questions as they come.

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I want you to write a brand brief for my business that I can reuse every time I ask you to write social posts, reel scripts or ads.

Interview me first. Ask me one question at a time, and wait for my answer before asking the next. Cover: what we sell or do, who our best customers are, where we are and which areas we serve, what customers usually worry about before they buy, what we do differently from others nearby, what we never do or offer, how we talk (formal, relaxed, funny, plain), words or phrases we use a lot, words we never want used, and which languages our customers speak.

When you have enough, write the brief under these headings: What we do. Who it's for. Where. What customers worry about. Why us (only facts I gave you). What we don't do. How we sound. Words to use. Words to avoid. Languages. Keep it under 300 words. Don't invent anything: if I didn't tell you, leave it out.

Here's roughly what part of a finished one looks like. This is a made-up bakery, not a real business:

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What we do: bread, buns and cakes baked every morning, plus custom birthday cakes with three days' notice. Who it's for: families nearby, and people picking up on the way to work. Words to avoid: artisanal, decadent, "to die for". Languages: English, Punjabi, some Mandarin.

Short and plain is right. If yours reads like an ad, it's too long.

Read your brief once. Take out anything that isn't true, and add the thing you always tell customers that it missed. Then save it. ChatGPT and Claude both have a place for standing instructions: look in settings for "custom instructions" or "projects" and paste the brief there once, so you don't have to paste it every time. A note on your phone called "Brand brief" works too.

1. Start here if you've never used AI

You don't need any experience for this kit. Here's what to know first.

ChatGPT and Claude are AI chatbots. You type a message and they write an answer back in a few seconds. ChatGPT is made by OpenAI and Claude by Anthropic. Every prompt in this kit works in both, and in Google's Gemini.

A prompt is the message you type. This kit gives you ready-written ones. Copy one, fill in the parts in [square brackets], paste it in, and you get a first draft.

Left alone, it writes average. A bakery and a law firm get the same cheerful, forgettable posts. The brand brief fixes most of that. Your real photos and your own voice do the rest.

It can be wrong while sounding sure. It may invent a sale, the year you opened or a service you don't offer. Read every post before it goes out.

It's free to start. ChatGPT, Claude and Gemini all have free plans with daily limits. Hit one and you can wait a few hours or switch tools.

Keep private details out. Don't paste customer names or phone numbers, and ask before you post about a real customer's job.

Words you'll see

Word	What it means
Prompt	The message you type to the AI.

Word	What it means
Brand brief	A one-page summary of your business that you paste into prompts so AI writes like you.
Post	A photo or graphic with a written caption, on Instagram or Facebook.
Caption	The words under a post.
Reel	A short vertical video on Instagram or Facebook. TikTok and YouTube Shorts work the same way.
Hook	The first line, or the first two seconds of a video. It decides whether someone keeps watching or scrolls past.
Beat	One short part of a video, usually one sentence and one shot.
Call to action	The one thing you ask people to do at the end: call, book, comment a word, visit.
Content calendar	A table saying what goes out on which day.
Dubbing	Replacing the voice in a video with the same words in another language.
Comment to message	A free Meta setting that sends a private message to anyone who comments a word you chose.

2. The 4-theme monthly plan

What it does: decides what each post is for before you write it, so there's no blank screen.

When to use it: at the start of the afternoon, before you write anything. Ten minutes.

Pick four themes once and reuse them every month.

Theme	What it's for	Examples
Show the work	Proof you do what you say	A finished job, a dish being plated, a before and after, a busy Saturday
Answer a question	Helps people who aren't ready to buy yet	"How long does a repair take?", "What should I bring to my first visit?"
Behind the scenes	People buy from people	Opening up in the morning, a staff member's favourite tool, how you pick suppliers

Theme	What it's for	Examples
Make an offer	A reason to act now	A seasonal service, new hours, a limited menu, a booking slot opening up

Three posts and two reels per theme gives you 12 posts and 8 reels a month. That's about three posts and two reels a week, which one person can keep up.

What to check: keep "Make an offer" to a quarter of the month or less. If every post is selling, people stop reading.

If you want AI to help you pick, use this after your brand brief:

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[paste your brand brief]

Using the brief above, suggest a version of these four themes that fits my business: Show the work, Answer a question, Behind the scenes, Make an offer. For each, give me five specific post ideas using only facts from the brief. Mark any idea that needs a photo or fact from me with [NEED].

3. Your afternoon, in order

What it does: turns "do marketing" into a list you can finish in one sitting.

When to use it: once a month. Put it in your calendar like an appointment.

1. **Gather material (20 minutes).** Scroll your camera roll for the last month and pick ten photos or clips worth using. Write down three questions customers asked you, and anything new (hours, services, staff, season).
2. **Themes (10 minutes).** Decide this month's offer, if you have one, and which three customer questions to answer.
3. **Posts (40 minutes).** Run the prompt in section 4 and edit the 12 posts.
4. **Reel scripts (30 minutes).** Run the prompt in section 5. Keep the eight you'd be comfortable saying on camera.
5. **Images (20 minutes).** For any post without a real photo, use section 7.
6. **Calendar (20 minutes).** Paste everything into the table in section 12.
7. **Schedule (20 minutes).** Load the posts into Meta Business Suite's planner, or whatever scheduling tool you already use, and set the dates.

That's about three hours. Film the reels over the next week, a few minutes at a time.

4. Prompt: 12 posts and captions from your brand brief

What it does: writes a month of posts across your four themes, in your voice.

When to use it: step 3 of your afternoon.

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[paste your brand brief]

This month's material: - Photos I have: [short list, for example: finished deck in Langley, new espresso machine, team at the market] - Questions customers asked: [list] - What's new: [hours, services, season, staff] - This month's offer, if any: [offer and end date, or "none"]

Write 12 social posts for Instagram and Facebook: 3 for each theme (Show the work, Answer a question, Behind the scenes, Make an offer). For each post give me: 1. The theme 2. Which of my photos to use, or [NEED PHOTO: describe it] 3. A caption of 40 to 90 words. The first line must make sense on its own, because it's all people see before tapping "more". 4. One call to action 5. Up to three hashtags a local customer might actually search, including our city

Rules: use only facts from the brief and this month's material. No emoji. No exclamation marks. None of the words on my "words to avoid" list. Vary how posts start: not every post should begin with a question. Write in Canadian English.

What to check:

- Every fact, date and offer is real. Delete anything it made up.
- Read just the first lines, top to bottom. If they sound alike, ask: "Rewrite the first line of posts 3, 7 and 10 so each starts differently."
- If it stops partway, type "continue from post 7". On a free plan, ask for six at a time.
- A post marked [NEED PHOTO] means you take the photo this week or go to section 7.

5. Prompt: 8 reel scripts under 45 seconds

What it does: gives you short scripts you can read off your phone while filming. Each has a hook, three beats and a call to action.

When to use it: step 4 of your afternoon. Film them over the following week.

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[paste your brand brief]

Write 8 short vertical video scripts for Instagram Reels and Facebook Reels, 2 for each theme (Show the work, Answer a question, Behind the scenes, Make an offer). Each must take under 45 seconds to say at a normal speaking pace.

For each script give me: - Hook: the first sentence I say, under 12 words, plus the text to put on screen in the first two seconds - Beat 1, Beat 2, Beat 3: one or two short sentences each, with a note of what the camera shows - Call to action: one sentence - Shot list: the clips I need to film, in order, each under 5 seconds

Rules: I'm filming on a phone by myself, so no shots that need a second person unless I say so. Use only facts from the brief. Write it the way people talk, with short sentences and contractions. No "Hey guys". No music suggestions.

What to check:

- Read each script out loud with a timer. Past 45 seconds, ask for it "10 seconds shorter".
- The hook has to work with the sound off, since plenty of people watch that way. The on-screen text carries it.
- Anything you can't film (a customer's face without permission, a job you haven't done) gets swapped for something you can.

6. Hooks: 20 fill-in-the-blank openers

What it does: gives you shapes to try for the first line of a post or the first two seconds of a reel.

When to use it: when a caption or script starts weakly, or as a menu to pick from before you write.

These are common patterns. They don't guarantee views. Try them and keep a note of the ones your customers answer.

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1. The mistake most people make with [thing] is [mistake].
2. If your [thing] is doing [symptom], here's what's usually going on.
3. Here's what [job or service] looks like from start to finish.
4. We get asked [question] every week. Here's the honest answer.
5. Before you book a [service], check these three things.
6. This is what [amount of time] of [work] looks like.
7. Don't [common action] until you've watched this.
8. The one thing I'd tell a friend before they [buy / book / hire] [thing].
9. What [customers / people in town] get wrong about [topic].
10. Here's why we [unusual thing you do].
11. [Number] minutes in the life of a [your job].
12. You asked: [real question from a customer].
13. Before and after: [short description].
14. This is the [tool / ingredient / step] we won't skip, and here's why.
15. How to tell if you need [service] or can wait.
16. What a [basic / full] [service] actually includes.
17. [Season] is coming. Here's what to do about [thing] now.
18. Meet [first name], who [what they do here].
19. The question I wish more people asked before [buying / booking] [thing].
20. We changed [something] this month. Here's what it means for you.

To use them with AI:

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Here are 20 hook templates: [paste the list]. Here is my caption: [paste]. Rewrite only the first line three ways using three different templates. Keep every fact in the caption unchanged.

What to check: the hook has to be true. "The mistake most people make" is only fair if people really make it. A hook that promises something the post doesn't deliver costs you trust.

7. Images: when to generate, and when to use a real photo

What it does: fills gaps where you don't have a photo, without pretending to be something you're not.

When to use it: for graphics, backgrounds, seasonal images and simple illustrations. Never for proof.

ChatGPT and Gemini can both make images from a written description, and Canva has AI image tools too. Free plans limit how many you can make.

Always use a real photo for

- Your finished work, your food, your products
- Your staff, your shop, your van or your premises
- Anything a customer could take as proof of what you did

An AI picture of a "finished kitchen" reads as a promise of that kitchen, even if you didn't mean it that way.

AI images are fine for

- A background for a text post ("5 signs your furnace needs a check")
- Seasonal or mood images that don't claim anything, like autumn leaves or a rainy street
- Simple drawings that explain a process, or a sketch clearly shown as an idea

Three image prompts

A graphic behind a text post:

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Make a square image for an Instagram post. Plain background in [colour], with space in the middle for text I'll add myself. Add a simple, flat illustration of [object, for example a furnace filter] in the bottom corner. No words in the image, no people, no logos.

A seasonal mood image:

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Make a vertical photo-style image of [scene, for example a wet Vancouver street in October with warm shop lights]. No people's faces, no business names or signs with readable text, no logos. Natural colours, not over-saturated.

An idea sketch, clearly labelled as an idea:

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Make an illustration, clearly drawn and not photo-realistic, showing one idea for [project, for example a small backyard patio with raised garden beds]. Simple line-and-colour style so nobody could mistake it for a photo of real work.

What to check:

- Hands, text and signs are where AI images go wrong. Zoom in before you post.
- Ask for no text in the image and add your words yourself in Canva or Instagram. AI still misspells words inside pictures.
- If it looks like a real photo, read section 11 about labels.

8. Short video with AI: captions, and one long video into five short ones

What it does: takes over the two slowest jobs in video, typing subtitles and finding the good bits in a long recording.

When to use it: after you film, and whenever a longer video (a talk, a walkthrough, a live stream) is sitting unused.

Captions

Captions are the words on screen that match what you say. Lots of people watch with the sound off.

- **Instagram's Edits app** (its own video editor, on iPhone and Android) can write subtitles from your voice.
- **Instagram and Facebook** also offer captions when you make a reel in the app. Look for a captions or text option on the editing screen.
- **CapCut** and other video editors have automatic captions too.

What to check: read every caption. Automatic captions mangle names, street names and trade words. "Soffit" turns into "so fit". Fix those before posting, because a wrong word on screen looks careless.

One long video into five short ones

A 10 to 30 minute video (a job walkthrough, a Q&A, a talk at a trade show) usually has several good short clips hiding in it.

The free way, with a chatbot:

1. Get a transcript. YouTube makes one automatically for many uploads; look for "Show transcript" under the video's description. If the video isn't on YouTube, upload it as Unlisted (only people with the link can see it), wait for the transcript, and delete the video after. Many editing apps can export a transcript too.
2. Paste it into this prompt:

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Here is the transcript of a [length]-minute video about [topic]: [paste]. Find the 5 best moments for short vertical clips of 20 to 45 seconds each. For each, give me: the exact first and last sentence, a rough timestamp if the transcript has them, why it works on its own without the rest of the video, and a hook line for on-screen text. Only pick moments that make sense to someone who hasn't seen the full video.

3. Cut those five sections in any editor and add captions. That's a week or so of reels.

The faster way: tools such as OpusClip take a long video and suggest short clips for you, with captions. Check what their plans allow before uploading anything.

What to check: each clip has to stand on its own (cut the "So, like I said" at the start), and never clip a customer or guest into a reel without their say-so.

9. Your best ad in more languages

What it does: turns a video that already works in English into versions your other customers can follow in their own language.

When to use it: once one reel or ad is clearly bringing in enquiries. Don't translate something that isn't working in English yet.

Around the Lower Mainland, and across Canada, plenty of customers are more at home in Punjabi, Mandarin, Cantonese, Tagalog or French.

Step 1: translate the words

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[paste your brand brief]

Here is the script of a short video ad: [paste]. Translate it into [language] for customers in [city], Canada. Keep it natural and spoken, not formal or textbook. Keep our business name, phone number and street names exactly as they are. After the translation, give me an English back-translation line by line so I can check the meaning, and flag any phrase that may not work the same way culturally.

Step 2: choose how to turn it into video

Option	How it works	Good to know
Subtitles only	Keep your English voice, add translated captions	The simplest start. Works for any language.
A staff member or friend records it	Film the same script in their language	The warmest result, for any language.
Meta's own translation	Instagram and Facebook can translate and dub some reels	Free. French is on the list at last check; Punjabi, Chinese and Tagalog are not. On Facebook it needs 1,000 followers; on Instagram, a public account.
A dubbing tool	Upload the video, pick a language, and it swaps your voice for a translated one that sounds like you	Check the tool's own language list before you pay for a plan.

ElevenLabs' dubbing tool, for example, lists Punjabi, Mandarin, Cantonese, Filipino (Tagalog) and French, including Canadian French. Language lists change, so check theirs yourself.

Written Chinese comes in two scripts. Simplified is common for Mandarin readers from mainland China. Many Cantonese speakers from Hong Kong read Traditional. Ask the person checking your translation which one your customers use.

Step 3: have a real speaker check it

Don't skip this one. Before you post or put money behind a translated ad, get a native speaker (staff, a customer you know well, a friend) to watch it. AI translation can be grammatical and still sound odd or rude, and a wrong word in someone's own language is worse than no ad.

What to check:

- Your phone number, address and business name are right and spoken clearly.
- If the translated voice sounds like you, say in the post that it was translated with AI.
- If you run it as a paid ad, check whether the platform wants AI-changed content marked (section 11).
- Whoever answers the phone can take a call in that language, or the ad says which language you reply in.

10. Comment to message in Meta Business Suite (free), step by step

What it does: when someone comments a word you picked (MENU, say) on your Facebook or Instagram post, Meta sends them a private message automatically and can reply publicly to their comment.

When to use it: on any post or reel that ends with "Comment [WORD] and I'll send you [the thing]". A comment turns into a private conversation and you don't have to watch your phone all day.

Before you start: you need a Facebook Page, with your Instagram business or creator account connected to it in Meta Business Suite. Set it up on a computer. After that it runs by itself.

Set it up

1. Go to **business.facebook.com** and open **Meta Business Suite** for your Page.
2. Open **Inbox**, then look for **Automations**.
3. Choose the **Comment to message** automation and create a new one.
4. Fill in the form:

Field	What to put
Name	Something only you see, for example "MENU - fall menu reel".
Channel	Messenger (for Facebook comments), Instagram, or both.
Keywords	Up to 10 words or phrases. The comment must contain one of them.
Private message	What lands in their inbox. Up to 1,000 characters.
Media	Optional. An image or file to send with the message.

Field	What to put
Comment reply	Worth doing. A short public reply under their comment.

5. Turn it on and save.

Picking the keyword

- Add the capital and lower-case versions separately (MENU, menu, Menu) so you catch however people type it.
- Pick a word nobody types by accident. "Price" will also match "what's the price of parking?". That's mostly harmless, since they just get your message, but something unusual like MENU2026 keeps it tidy.
- Put the word in capitals in your post so people know exactly what to type.

Write the message with AI

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Write a private message sent automatically to someone who commented [WORD] on my post about [topic]. It should thank them in a few words, give them [the link / the menu / the price list / the booking link: paste it], and tell them they can reply here with any question. Under 400 characters, friendly, no emoji, no pressure. Then write a public comment reply under 80 characters telling them to check their messages.

Test it

Get a friend, or a second account, to comment the word on your post. They should see the public reply and get the private message. If nothing arrives, check the automation is on, the channel matches where they commented, and the word is spelled the same in the post and the keyword list.

What to check:

- The link in the message opens and works on a phone.
- Replies to that message land in your Business Suite inbox, and somebody has to answer them.
- Sending people the thing they asked for is fine. Adding them to a marketing list afterwards is a different matter under Canada's anti-spam law (CASL). If you plan to, check with a professional first.



11. The honesty rules

What it does: keeps you right with the platforms, Canadian law and your customers.

When to use it: before every post. It turns into habit quickly.

Label realistic AI content

Meta asks people to label content that was made or meaningfully changed with AI when it looks real and could mislead: a realistic video, a cloned or synthetic voice, a lifelike image of something that didn't happen. The label is called "AI info". When you post, look in the advanced or "more options" settings for the AI label switch. Meta may also add the label itself when it detects AI, and it has separate rules for ads.

Cropping, fixing the colour or adding auto-captions doesn't need a label. A dubbed video in your own AI voice does.

No fake reviews or testimonials

Canada's Competition Bureau treats any review that gives a false or misleading impression as deceptive marketing under the Competition Act. Its 2024 alert was about staff reviewing their own employer without saying so. Paid reviews, and rewards for good reviews only, carry the same risk. So:

- Never ask AI to "write five customer reviews" or "write a testimonial from a happy client".
- Never post an AI face with a quote as if it were a customer.
- If you share a real review, copy it word for word, with the customer's permission. Don't tidy it up.
- If staff post about the business on their own accounts, they should say they work there.

Don't make claims you can't back up

No "best in Vancouver" or "#1 rated" unless you can show it. You can ask the AI to "remove any claim I can't prove".

Offers and messages

- Every offer in a post needs its real end date and any conditions.
- Commercial emails and texts to customers need their consent under CASL. A public post doesn't, but the messages that follow it might.
- This is general information, not legal advice. If you're unsure, check with a professional.



12. The monthly calendar template

What it does: puts the whole month in one place, so on the day you only open the table and post.

When to use it: step 6 of your afternoon. Copy it into a spreadsheet, a document or a notebook.

Week	Day	Type	Theme	Hook or first line	Photo or clip	Call to action	Done
1	Mon	Post	Show the work				
1	Wed	Reel	Answer a question				
1	Fri	Post	Behind the scenes				
1	Sat	Reel	Make an offer				
1	Sun	Post	Answer a question				

Weeks 2 to 4 follow the same pattern with the themes rotated. Move the days to when your customers are on their phones. A café might post early morning; a contractor, evenings and weekends.

Post your "Answer a question" and "Make an offer" posts to your Google Business Profile as updates too. Same words, no hashtags. That's where people looking for a business like yours nearby will see them.

To let AI fill it in:

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Here are my 12 posts and 8 reel scripts: [paste]. Put them into a table with these columns: Week, Day, Type, Theme, Hook or first line, Photo or clip, Call to action. Spread the four themes so no theme appears twice in a row, and put "Make an offer" posts no closer than five days apart. Posting days: [for example Mon, Wed, Fri, Sat, Sun].

What to check: offers go out before their end date, and reels filmed in the same spot are grouped so you can shoot them on one day.

13. A worked example

This is a made-up business, written to show how the pieces fit together. It isn't a customer.

A roofing company in Abbotsford, 14 staff. The owner hates being on camera, so his foreman fronts the reels. The long-to-short prompt finds five clips in a 20-minute walkthrough he filmed on a job last spring. Every "Show the work" post uses real photos from the crew's phones, and AI only makes the plain

graphic behind "5 signs your roof needs a look before winter". One post from the 12-post prompt promised a two-day turnaround he can't always keep, so he deleted it and added a line to his brand brief: never promise a timeline in a post. He sets up comment to message with the word ROOFCHECK, which sends his booking link. The best-performing reel gets Punjabi subtitles, checked by one of his crew before it goes out.

14. When it goes wrong: troubleshooting

What happened	What to do
All 12 posts sound the same.	Ask: "Rewrite these so no two start the same way, and make three of them shorter than 40 words."
It invented a fact, offer or date.	Say: "Use only facts from my brief. Remove anything else." Then check every number yourself.
It doesn't sound like me.	Paste two captions you wrote yourself and say: "Match this style."
The reel script is too long.	Time it out loud. Ask for "10 seconds shorter, keep the hook".
An AI image looks too real.	Don't use it as proof of your work. Use a real photo or ask for an illustrated style.
The comment to message didn't fire.	Check it's switched on, the channel matches, and the keyword spelling matches the post.
A translation got a strange reaction.	Take the post down, ask a native speaker what went wrong, and fix it before reposting.

15. Printable checklist: before anything goes out

- ☐ Every fact, date and offer is true and current
- ☐ No [brackets] or [NEED] notes are left in
- ☐ The first line makes sense on its own
- ☐ Photos of our work are real photos of our work
- ☐ Realistic AI images, video or voices are labelled
- ☐ No fake reviews, testimonials or customer quotes

- ☐ Customers shown or named have said yes
- ☐ Captions on reels are read and corrected
- ☐ Translated posts were checked by a native speaker
- ☐ The comment word works (tested from another account)

Once a month:

- ☐ Brand brief still accurate (new services, hours, staff)
- ☐ Next month's afternoon is booked in the calendar
- ☐ Wrote down which three posts got the most comments or messages, and why