



ASCENDEA

AI / BUSINESS GROWTH / PROMPT PACK

Authentic Marketing Content Prompt Pack

A practical 35-prompt pack for UK small business owners who want to use AI to research audiences, develop a recognisable voice, draft truthful stories, review marketing claims, adapt useful content and improve their process with human oversight.



Author: Rob Arnold

ascendea.ai

ASCENDEA EDITION · OCTOBER 2026 · v1.0
Free Ascendea resource

Your route through this resource

Start here	3
Build a simple content workspace	4
1. Learn how customers describe the problem.....	5
2. Define a voice people can recognise.....	8
3. Tell true stories that put the customer at the centre.....	11
4. Persuade ethically and show your evidence	13
5. Make content easier to read	16
6. Adapt one useful idea for the right channel	18
7. Learn and improve without chasing vanity numbers	20
A four-week content cycle for a small team	23
Beginner SOP: from idea to approved publication	24
Standalone pre-publication checklist	25
Your next content decision.....	25
Reference notes	26

Chapter links and PDF bookmarks support navigation. Writing areas are for handwritten or separate notes, not interactive PDF forms.

Author: Rob Arnold · Ascendea · Edition v1.0 · October 2026

<https://ascendea.ai/>

Educational guidance; not a guarantee of business results or legal, tax or personalised financial advice. This is a non-exclusive licensed-content adaptation. For your own learning and permitted end use only; no resale, redistribution, editable-source or private-label rights are granted.

35 practical AI prompts for UK small businesses that want to write clearly, helpfully and without pressure

Author: Rob Arnold · Ascendea · <https://ascendea.ai/>

Edition v1.0 · October 2026

Use notice. This Ascendea edition is a non-exclusive licensed adaptation provided for your own learning and permitted end use. It is general business education, not legal, tax, financial, platform or professional advice. No resale, redistribution, private-label, editable-source or training-for-resale rights are granted. This finished edition is available as a free Ascendea resource.

Good marketing does not need to pretend that every reader will buy. Its job is to help the right person understand a real problem, assess a suitable option and take a voluntary next step. This prompt pack helps you use an AI writing tool as a drafting assistant while you retain responsibility for facts, tone, permissions and the final decision to publish.

The pack is for owners and small teams in businesses such as trades, professional services, independent retail, local hospitality and B2B services. You do not need specialist technical knowledge. Start with the prompts that match the job in front of you, or follow the four-week cycle near the end.

Start here

What an AI prompt can and cannot do

An AI tool can help you sort notes, produce options, improve structure and spot gaps. It does not know your customers, have permission to use their information, or prove that a statement is true. Treat every output as a **draft for human review**, not an approved marketing asset.

Before using a prompt:

1. **Choose one task.** For example, turn three customer interviews into a list of recurring questions.
2. **Use only material you are allowed to use.** Do not paste passwords, API keys, bank details, full customer records, health information, children's information, confidential contracts or identifiable customer feedback into a tool unless your organisation has assessed and authorised that use.

3. **Remove or minimise personal information.** Replace names, email addresses, job titles that identify someone and order numbers with neutral labels such as [Customer A].
4. **Fill the square brackets.** Specific, evidence-based inputs produce more useful drafts than vague instructions.
5. **Ask for uncertainty to be shown.** Tell the tool not to invent data, customer quotations, testimonials, qualifications, prices, results, sources or platform rules.
6. **Review before you publish.** Check facts, permissions, tone, prices, availability, links, spelling and whether the reader can make an informed choice.

If you use customer data or direct marketing, check the current ICO guidance before acting. UK GDPR can apply to identifiable business contacts, and PECR treats companies and LLPs differently from sole traders and some partnerships for electronic marketing. This is a practical caution, not a compliance guarantee. See [the ICO's business-to-business marketing guidance](#).

Your reusable quality footer

Add this footer to the end of any prompt in this pack. It makes the requested output safer and more useful.

Use only the information I supply. Do not invent facts, statistics, customer quotations, testimonials, case-study results, qualifications, prices, deadlines, legal requirements or sources. Mark assumptions and questions clearly. Keep the language in plain UK English. If this could become public marketing, flag every objective claim, comparison, price, availability statement or customer story that needs evidence or permission. Produce a draft for human review, not a final approved statement.

A small example of filling a prompt

A Bristol bookkeeping practice could write [audience] = owner-managed construction firms with 5–25 staff, [problem] = receipts arrive late and cashflow questions are answered from incomplete records, and [evidence] = anonymised notes from five permitted client conversations. It should not turn one comment into a claim that “construction firms always struggle with cashflow”.

Build a simple content workspace

Create one private folder or document system before you generate lots of drafts. A shared drive folder is enough. Use access controls appropriate to the material you store.

Area	Keep here	Review before use
Audience evidence	Anonymised interview notes, survey themes, support questions, review extracts with permission	Whether collection and use are appropriate; whether quotes can be used publicly
Voice guide	Writing samples, preferred terms, banned phrases, tone examples	Whether it still sounds like the business
Story bank	Approved customer stories, evidence, permissions, dates and limits	Consent, accuracy, context and expiry
Content plans	Topics, audience, purpose, owner, due date and channels	Whether the topic serves a real customer need
Published assets	Final copy, source links, approvals and dates	Prices, offers, claims, links and accessibility
Learning log	What was tried, what was observed and what changed	Whether a conclusion is supported by enough evidence

Do not give an AI tool automatic access to the whole workspace merely for convenience. Start with the smallest relevant, permitted extract.

1. Learn how customers describe the problem

1. Collect customer language

Use when: you have permitted interview notes, survey answers, support questions or public comments and want a usable language bank.

Prepare: remove names and anything unnecessary. State where the material came from and whether it is representative or only a small sample.

You are helping a small business turn permitted customer feedback into a language bank.

Business and offer: [describe]

Audience: [describe]

Source and limits of the material: [for example, anonymised notes from six recent discovery calls]

Material: [paste a minimised, permitted extract]

Organise the material into:

1. Five recurring problems, using short verbatim phrases only where supplied.
2. Desired outcomes and aspirations, separating direct wording from your summary.
3. Objections, hesitations and unanswered questions.
4. Distinctive metaphors, everyday phrases or ways customers explain the situation.
5. Emotions or practical consequences that are explicitly present in the material.

For each theme, show the evidence reference, confidence level (strong/repeated, limited, or tentative) and a careful content angle. Do not infer sensitive characteristics or make a claim about the whole market from this sample.

[Add the quality footer]

Human check: keep exact phrases accurate; do not quote someone publicly unless you have permission and context.

2. Map the job behind the purchase

Use when: you need to explain the customer's practical aim rather than listing features.

Help me create a working "job to be done" map for a small business.

Offer: [product or service]

Known customers or segments: [describe]

Evidence available: [interviews, enquiries, observations, support themes]

What I am unsure about: [list]

Create a table that separates:

1. The functional task the customer is trying to complete.
2. Emotional or social considerations that are supported by the evidence.
3. Differences between the named customer segments.
4. Alternatives they may compare, including delaying the decision, doing it themselves or using an existing supplier.
5. Friction, risk or uncertainty in the current approach.

Then draft three evidence-led message angles. Each angle must name an assumption to test and must not imply that all customers want the same thing.

[Add the quality footer]

Example: a managed IT provider may discover that a small accountancy firm is not buying "monitoring"; it is seeking fewer unexpected interruptions and a clearer route for staff to get help. That is an illustrative planning example, not a market finding.

3. Create useful audience segments

Use when: one broad audience contains buyers with genuinely different needs or buying contexts.

Help me make a simple, evidence-led segmentation draft.

Business goal: [for example, improve the relevance of service-page copy]

Audience data or evidence: [paste a permitted summary]

Known limits or missing information: [list]

Suggest no more than [2–4] meaningful segments. For each segment provide:

- a descriptive working name, not a stereotype;
- situation, needs and motivations supported by the input;
- likely decision process and people involved, if known;
- useful message themes and words to avoid;
- channels or touchpoints to test, marked as hypotheses unless evidence supports them;
- a question I should ask before treating this as a real segment.

Do not use protected, sensitive or irrelevant personal characteristics as a shortcut for segmentation.

[Add the quality footer]

Human check: a segment is a working hypothesis. Test it with conversations, behaviour and informed consent where needed; do not treat an AI-created persona as customer research.

4. Review competitors through the customer's eyes

Use when: you have lawfully collected, relevant public reviews or feedback and want to understand expectations in the category.

Analyse the following permitted customer feedback about other providers in [category].

Our offer and audience: [describe]

Feedback source, date range and limits: [describe]

Feedback: [paste]

Separate direct evidence from interpretation. Identify:

1. Words customers use for strengths they value.
2. Specific disappointments, without repeating unverified allegations as facts.
3. Unmet needs or questions that recur.
4. Criteria customers appear to use when comparing options.
5. Emotional reactions or practical consequences that are explicitly described.

Create a “learn, do not copy” list: three customer needs we could address truthfully, three claims we must not make without evidence, and three research questions for our own customers. Do not disparage named competitors or invent comparative claims.

[Add the quality footer]

5. Draft research questions that invite real answers

Use when: you are planning conversations, a survey or a small focus group.

Create an open, non-leading research guide for [audience] about [problem or decision].

What we want to learn: [describe]

What we already know and need to avoid assuming: [describe]

Setting: [15-minute interview / survey / focus group]

Provide:

1. Five open questions about recent challenges and the last time they occurred.
2. Three questions about how a decision is made and who is involved.
3. Four questions that reveal the customer's own language for a good outcome.
4. Three questions about why they did not choose, changed or delayed a similar solution.
5. Two questions about practical concerns behind the decision.
6. A short neutral introduction that explains participation is voluntary and does not promise a result.

Avoid leading wording, sensitive questions unless essential, and questions that pressure a participant to praise us.

[Add the quality footer]

2. Define a voice people can recognise

6. Discover the current voice

Use when: you have examples that genuinely represent your business at its best.

Review the writing samples and permitted customer feedback below to create a draft voice profile.

Business and audience: [describe]

Writing samples: [paste]

Customer feedback or language: [paste, if relevant]

Identify:

1. Three to five visible personality traits in the writing, with short evidence examples.
2. Repeated words, sentence patterns or ways of explaining things.
3. Formality level, jargon level and conversational habits.
4. How warmth, humour, reassurance or directness currently appear.
5. A two-sentence voice statement based only on the samples.
6. Any inconsistency or audience mismatch that needs a human decision.

Do not pretend a draft has a personality trait that is not supported by the samples.

[Add the quality footer]

7. Turn the voice into guardrails

Use when: you want staff or freelancers to make consistent choices without sounding identical.

Create a practical voice guide from the information below.

Core values: [list]

Audience: [describe]

Current voice attributes and samples: [paste]

Give me:

1. Five “do this” rules with one short, realistic example each.
2. Five “avoid this” rules with a clearer alternative each.
3. Three conditional choices: when a more formal, more technical or more playful tone is appropriate.
4. A pre-publication checklist of no more than eight yes/no questions.
5. A short note on how to keep plain English without talking down to the reader.

Keep every example truthful and suitable for a UK small business. Do not add invented brand claims or customer results.

[Add the quality footer]

8. Flex the tone without losing the voice

Use when: the same business needs to communicate in different situations.

Make a tone-adaptation chart for this established voice: [describe and paste one representative example].

Create rows for:

- a service issue or apology;
- a new service or product announcement;
- educational or how-to content;
- a social-media reply;
- a promotional message.

For each row show the purpose, tone to use, tone to avoid, useful wording patterns and a 40–70 word example. The examples must not make claims, promises or apologies that have not been approved. For a service issue, do not speculate about cause or liability.

[Add the quality footer]

9. Check a draft against the voice

Use when: you have written a draft and want a structured editing pass.

Act as a careful brand editor. Review the draft against the voice guide.

Voice guide: [paste]

Draft: [paste]

Purpose and audience: [describe]

Return:

1. What already fits the voice, with a short reason.
2. Specific passages that sound unlike us, too vague, too technical or too generic.
3. Places where a clearer customer term could replace internal jargon.
4. Risks in any claim, quotation, price, deadline or customer story.
5. A revised draft that preserves the intended meaning and marks material changes in [square brackets].

Do not make the writing more salesy merely to make it more forceful.

[Add the quality footer]

10. Compare your words with customer language

Use when: your content feels technically correct but does not sound like the people you serve.

Compare our current copy with permitted customer-language evidence.

Our copy: [paste]

Customer-language evidence: [paste]

Audience and context: [describe]

Create a comparison with:

- language that already aligns;
- internal jargon, unsupported assumptions or vague labels in our copy;
- tone mismatches, if supported by the evidence;
- wording opportunities that preserve accuracy;
- three small changes to test rather than a wholesale change of identity.

Label every proposed phrase as direct customer wording, a paraphrase or a hypothesis. Do not turn one person's wording into a claim about everyone.

[Add the quality footer]

3. Tell true stories that put the customer at the centre

11. Shape a customer-journey story

Use when: you have permission and enough evidence to describe a real situation, or you are clearly writing a fictional illustration.

Help me outline a customer-centred story without making the business the hero.

Story status: [real story with permission / fictional illustrative scenario]

Audience: [describe]

Evidence or approved facts: [paste]

Offer's actual role: [describe]

Build a structure with:

1. A relatable starting situation.
2. Two or three concrete points of friction.
3. The decision, including any realistic uncertainty or effort.
4. A resolution that presents our offer as support, not magic.
5. Places where approved customer wording could appear.
6. A list of facts, figures and quotations that still need verification or permission.

If it is fictional, label it clearly. Do not invent sensory details, outcomes or a customer voice for a real case.

[Add the quality footer]

12. Draft short social stories

Use when: you need several light, useful social post ideas from approved themes.

Create five short social-post drafts of no more than 100 words each.

Audience: [describe]

Common problem: [describe]

Approved facts or real stories: [paste]

Offer and appropriate next step: [describe]

Story status: [real with permission / fictional illustration]

Each draft should open with a specific moment of friction, describe the consequence plainly, offer a helpful insight or next step, and end with an optional, low-pressure invitation. Use the audience's language where it is supplied. Label fictional examples as fictional. Do not make up testimonials, results or urgency.

[Add the quality footer]

13. Write an honest origin story

Use when: you want an About page to explain why the business exists.

Draft an About-page origin story of about 250–300 words from the facts below.

Business background and genuine motivation: [paste]

Setbacks or lessons I am comfortable sharing: [paste]

Values shown in action: [paste]

Audience need we aim to serve: [paste]

Voice guide: [paste]

Use a conversational structure: what prompted the business, what we learned, what we now focus on and how that helps customers. Keep it modest and specific. Mark anything that needs confirmation. Do not invent a founder struggle, mission, credentials, customer story or outcome.

[Add the quality footer]

14. Create a before-and-after case-study framework

Use when: you need a reusable evidence-first template, not a dramatic transformation story.

Create a case-study template for [offer] serving [audience].

The template must include:

1. Starting context and the specific problem.
2. What the customer tried or what made change difficult.
3. What was delivered and what the customer had to do.
4. What changed, including practical and human experience.
5. Fields for metrics, measurement period, evidence source and limitations.
6. Permission and approval fields for name, quote and logo use.
7. A version for an anonymised case where identity cannot be inferred.

Do not fill the placeholders with invented outcomes. Make it clear that targets, estimates and achieved results are different things.

[Add the quality footer]

15. Organise a story bank

Use when: stories exist across emails, project notes and conversations but are difficult to find safely.

Design a simple story-bank structure for this business: [describe].

Current examples or notes: [paste a permitted summary]

Content uses: [website / proposals / social / newsletters / training]

Provide:

1. Sensible categories, such as problem, use case, audience, stage and format.
2. Tags for needs, objections, solution elements and emotions only where evidenced.
3. A new-story capture form with source, date, permission, evidence, approved wording and expiry/review date.
4. Gaps in the bank described as research needs, not invented stories.
5. A retrieval checklist before reuse.

Avoid storing unnecessary personal information. A story must remain accurate when shortened.

[Add the quality footer]

4. Persuade ethically and show your evidence

16. Plan genuinely useful free content

Use when: you want a resource to help a reader whether or not they become a customer.

Suggest a small, useful content plan for [business or offer].

Audience and problem: [describe]

Our real expertise and existing material: [describe]

Business purpose: [for example, help suitable prospects understand a process]

Constraints: [time, team, approvals]

Suggest:

1. Three standalone educational resources that solve a small, real problem.
2. Two simple tools, templates or checklists with immediate practical use.
3. A delivery approach that does not depend on aggressive follow-up.
4. Honest links between the free material and a paid service, where relevant.
5. Measures of usefulness and business learning, with no assumed conversion rate.

For each idea, state what evidence or specialist review it would need before publication.

[Add the quality footer]

17. Demonstrate authority without pretending certainty

Use when: you need to explain experience or expertise in a useful way.

Help me show relevant expertise accurately.

Actual experience, qualifications, work examples and limits: [paste]

Industry and audience: [describe]

Suggest:

1. Five content approaches that demonstrate useful knowledge through explanation, process or evidence.
2. Three ways to cite research or data without overstating what it proves.
3. Plain ways to state qualifications, partnerships or experience.
4. A method for describing customer work without overstating our role.
5. Alternative phrases that position us as a practical guide, not a guru.

Flag any statement that needs proof, permission or regulated-profession review. Do not create credentials, awards, client lists, results or endorsements.

[Add the quality footer]

18. Request and use social proof responsibly

Use when: you want a repeatable process for genuine customer feedback.

Create a practical social-proof process for [business] serving [audience].

Existing approach and permissions: [describe]

Include:

1. A short, non-leading request for feedback that makes declining easy.
2. Questions that invite specific detail without asking the customer to make claims they cannot support.
3. A record for date, product or service, permission, edits approved, incentive disclosure if relevant and review date.
4. A way to group feedback by situation or problem without changing its meaning.
5. Guidance for deciding where a quote is helpful and when it should not be used.
6. A check for factual claims within a testimonial that need separate evidence.

Do not write a testimonial on the customer's behalf or imply their approval. Do not hide material negative feedback in a misleading way.

[Add the quality footer]

19. Explain real limits without manufactured pressure

Use when: capacity, stock, booking windows or event places genuinely are limited.

Help me communicate a real limitation clearly and calmly.

Offer: [describe]

Actual limitation and evidence: [for example, two remaining installation slots in May]

What happens after the limit: [describe]

Audience and channel: [describe]

Provide:

1. Three plain-language ways to explain the limit.
2. Appropriate wording for a genuine booking, purchase or enrolment window.
3. A version that gives the reader time and information to decide.
4. A “transparency test” checklist: is the limit real, current, relevant, evidenced and explained?
5. A safer alternative when the limitation cannot be verified.

Do not create countdowns, scarcity, price rises, stock claims or deadlines unless I have supplied evidence for them.

[Add the quality footer]

20. Audit persuasive content before publication

Use when: a page, email or advert sounds compelling but you need a final ethical and factual review.

Audit this draft for clear, informed and respectful marketing.

Audience and channel: [describe]

Draft: [paste]

Evidence available for claims: [paste or link list]

Identify:

1. Objective claims, comparisons, prices, availability statements, guarantees and testimonials that need evidence.
2. Claims that need clearer qualifications or limits.
3. Wording that may create pressure rather than help a reader decide.
4. Missing information that a reasonable customer might need.
5. Any unclear identity, next step, data use or opt-out issue for the channel.

Then produce a revised draft that keeps the useful message, removes unsupported statements and labels unresolved points as [CHECK]. Do not imply legal compliance or give legal advice.

[Add the quality footer]

For UK consumer-facing marketing, objective claims need documentary support before publication, and testimonials need to be genuine and used with appropriate evidence and permission. The ASA's guidance is a useful starting point; sector-specific rules may also apply. Read [ASA substantiation guidance](#) and seek appropriate advice for your circumstances.

5. Make content easier to read

21. Generate clear, non-clickbait headlines

Use when: the article, email or page is written but the heading is vague.

Generate seven headline options for this content.

Content type: [blog / email / landing page / guide]

Topic and verified scope: [describe]

Audience problem or goal: [describe]

Voice: [describe]

What the content genuinely covers: [describe]

For each option, use concrete language, match the audience's words where appropriate and create honest interest without implying more than the content delivers. Avoid unverified numbers, "best", "guaranteed", false urgency and claims of a result. Add a one-sentence note explaining why the headline is accurate.

[Add the quality footer]

22. Create natural transitions

Use when: the content jumps between sections or reads like separate notes.

Create ten natural transition options between the sections below.

Audience and voice: [describe]

Previous section: [paste or summarise]

Next section: [paste or summarise]

Outline: [paste]

Each transition should connect the logic of the two sections, be conversational rather than formulaic and avoid teasing a revelation that the next section does not deliver. Include a brief label for the job each transition performs: recap, contrast, practical next step, question or example.

[Add the quality footer]

23. Improve scannability without losing meaning

Use when: you need to make a long draft easier to read online.

Reformat and lightly edit this draft for clarity.

Audience and reading context: [describe]

Voice guide: [paste]

Draft: [paste]

Use a clear heading hierarchy, short focused paragraphs, lists only where they make a genuine sequence or set clearer, and bold sparingly for essential points. Preserve every substantiated fact and label any unclear claim [CHECK]. Return:

1. A suggested heading outline.
2. The revised draft.
3. A list of any content removed, moved or needing human verification.

Do not replace important detail with vague marketing language or assume that shorter is always better.

[Add the quality footer]

24. Offer a helpful next step

Use when: the reader has received useful information and you want a proportionate invitation.

Create five optional calls to action for this content.

Content summary and value already delivered: [describe]

Audience: [describe]

Desired next step: [book a call / download a template / reply / view availability]

Common hesitation: [describe]

Evidence or conditions for the offer: [describe]

Each CTA should acknowledge choice, make the next action clear and include short supporting text that sets expectations honestly. Use first-person wording only if it sounds natural for the audience. Do not use pressure, assumed scarcity, hidden commitments or promises of a result.

[Add the quality footer]

25. Review visual hierarchy and reading paths

Use when: you are planning a page or email layout. The source concept sometimes called an “F-pattern” is a design prompt, not a rule about how every person reads. Test the final layout on the actual device and channel.

Help me plan a clear, accessible reading path for this [webpage / email / landing page].

Audience and device context: [describe]

Primary action: [describe]

Content elements: [list]

Evidence, testimonials or offers available: [list]

Recommend:

1. A simple order for the information, starting with what the reader needs to know.
2. Headings, summaries, lists and visual breaks that support scanning.
3. A primary action and any secondary action, with a reason for placement.
4. Where evidence or social proof belongs, if it is approved and relevant.
5. Mobile checks, including short lines, readable buttons, descriptive links and no critical information only in an image.
6. Questions to test with users rather than claims about universal behaviour.

Do not recommend dark patterns, hidden conditions or misleading visual emphasis.

[Add the quality footer]

6. Adapt one useful idea for the right channel

26. Make a measured repurposing plan

Use when: you have a strong, approved article or guide and need a realistic distribution plan.

Create a channel adaptation plan from the approved source content below.

Core content: [paste or summarise]

Audience: [describe]

Voice guide: [paste]

Channels we actually use: [list]

Capacity and approval constraints: [describe]

Plan:

1. Five LinkedIn post angles with professional framing.
2. Four short email ideas that can stand alone.
3. Six visual or caption-led social ideas for a suitable image-led channel.
4. Three concise discussion starters for a short-form text channel.
5. Two short video-script outlines.

For every item state the core message, evidence needed, optional next step and whether it should be drafted, fact-checked or approved by a named person. Do not promise reach, engagement or conversions, and do not publish the same copy everywhere unchanged.

[Add the quality footer]

27. Plan a relationship-first email sequence

Use when: a reader has appropriately asked to receive information, or you have independently checked that your planned marketing is permitted.

Draft a five-email sequence based on the material below.

Audience and how they joined the list: [describe]

Purpose: [describe]

Core content or offer: [paste]

Voice guide: [paste]

Frequency and sender details: [describe]

For each email provide a truthful subject line, a helpful opening, one main idea, a natural bridge to the next email and a low-pressure next step. Include a compliance review note for identity, unsubscribe/objection handling, personal-data use and any special category or sole-trader issue. Do not create false “Re:” subjects, fake scarcity, unsubstantiated results or a sequence that ignores opt-outs.

[Add the quality footer]

28. Write platform-native social posts

Use when: you know the platform, audience and purpose well enough to adapt the substance rather than merely shrinking the copy.

Turn this approved content into three drafts for [platform].

Original content: [paste]

Audience on this platform: [describe]

Voice and community norms we observe: [describe]

Purpose and optional next step: [describe]

Each draft should keep the central message accurate, use an appropriate length and layout for the platform, and invite meaningful rather than forced interaction. Suggest hashtags only if they are relevant and not misleading. Add a pre-publish check for current platform rules, accessibility (including image descriptions where available), facts and permissions.

[Add the quality footer]

29. Turn an article into a video script

Use when: the original content is accurate and worth explaining aloud.

Adapt this approved written content into a video script.

Article: [paste]

Audience: [describe]

Desired approximate duration: [state as a planning preference]

Voice: [describe]

Available visuals and permissions: [describe]

Create a script with a clear opening, short spoken sentences, logical transitions, on-screen text or visual suggestions, and a respectful final invitation. Keep every factual claim aligned with the source. Mark any image, testimonial, music or customer footage that needs permission. Do not invent a customer story, statistic or visual proof.

[Add the quality footer]

30. Choose useful measures, not only visible ones

Use when: you need a simple way to learn whether content is helping the business and audience.

Build a practical measurement plan for our content.

Business purpose: [describe]

Audience: [describe]

Channels: [list]

What we can reliably measure: [list]

Current baseline or lack of baseline: [describe]

For each channel suggest:

1. One or two leading indicators relevant to the content purpose.
2. One downstream business or relationship signal, if it can be tracked responsibly.
3. A plain definition and denominator for each measure.
4. A sensible review rhythm.
5. Warning signs that call for a qualitative review rather than an automatic conclusion.
6. A simple dashboard table with fields for date range, content, observations and next action.

Do not invent benchmarks, attribute sales without evidence or treat reach as proof of trust.

[Add the quality footer]

7. Learn and improve without chasing vanity numbers

31. Design a respectful A/B test

Use when: you can test one meaningful difference without confusing or disadvantaging people.

Help me design one careful A/B test for [email / landing page / advert].

Audience and channel: [describe]
 Current version and baseline: [paste]
 Question or hypothesis: [describe]
 Single variable to test: [describe]
 Potential customer impact or risk: [describe]

Return a test card with the hypothesis, versions, audience, single variable, primary measure, secondary quality signal, duration/decision rule, risks and owner. Explain what result would be too uncertain to act on and what we will do if the change performs worse. Do not claim statistical significance without suitable data and expertise, and do not test misleading, coercive or materially different terms without appropriate review.

[Add the quality footer]

32. Analyse qualitative feedback

Use when: you have comments, replies, reviews or support notes that are permitted to analyse.

Analyse the feedback below as a small evidence set, not a verdict on every customer.

Source, date range and sample limitations: [describe]
 Feedback: [paste a minimised, permitted extract]
 Current content or service context: [describe]

Identify recurring themes, language patterns, positive and negative responses, unexpected uses, objections, gaps between expectation and experience, and questions that need follow-up. Separate direct evidence, reasonable interpretation and uncertainty. Recommend three to five content changes, each with the evidence behind it and an owner/check needed before action.

Do not reveal personal data, make a diagnosis about individuals or present an isolated comment as a market fact.

[Add the quality footer]

33. Run a content retrospective

Use when: a campaign, month or quarter has ended and you want to learn from it.

Run a content retrospective using the information below.

Period and goals: [describe]
 Content published: [list]
 Measures and definitions: [paste]
 Qualitative observations: [paste]
 Important confounding factors or missing data: [list]

Produce:

1. What appears to have helped, with the supporting evidence and uncertainty.
2. What underperformed or remains unclear, with possible explanations labelled as hypotheses.
3. Patterns by content type, audience or channel only where the data supports them.
4. Three to five focused improvements for the next period.
5. A learning-log entry template: observation, evidence, decision, owner, review date and result.

Do not invent causes, benchmarks or return on investment.

[Add the quality footer]

34. Evolve a voice carefully

Use when: the business, audience or market language has changed and your current voice needs a considered adjustment.

Help us make small, evidence-led changes to our voice.

Current voice guide: [paste]

Recent content and audience feedback: [paste]

What has changed and what evidence supports it: [describe]

Core elements we must retain: [list]

Suggest three subtle adjustments. For each, explain the audience reason, a before-and-after wording example, how to trial it in a small set of content, how to check its effect and what must remain unchanged. Include a short briefing note for contributors. Do not prescribe a dramatic rebrand or claim that a style will improve results.

[Add the quality footer]

35. Document the content process

Use when: more than one person contributes or you need a repeatable routine.

Turn our current notes into a beginner-friendly content operating procedure.

Current process and roles: [paste]

Tools and access constraints: [paste]

Content types: [list]

Required approvals and risk areas: [list]

Create:

1. A simple idea-to-publication workflow.
2. Templates for our common content types with the voice guide embedded.
3. A decision tree for factual claims, customer stories, prices, offers and

- approvals.
4. A research and insight-collection routine that avoids unnecessary personal data.
 5. A measurement and iteration routine.
 6. For each stage: owner, trigger, input, output, steps, records to keep, exception and human fallback.

Make no claim that a process guarantees quality or legal compliance. Mark anything that requires a business decision.

[Add the quality footer]

A four-week content cycle for a small team

Use this as a flexible routine, not a promise that every business needs four weeks or one “cornerstone” piece. A sole trader may spread it across a month; a larger team may work in parallel. The value is in making evidence, drafting, review and learning visible.

Week	Aim	Suggested prompts	Tangible output
1	Listen and choose	1–5	One audience insight note, one topic decision and an evidence list
2	Draft in your voice	6–15, 21–25	A reviewed main asset and a claim/permission check
3	Adapt with care	16–20, 26–29	Channel drafts, owner approvals and a distribution plan
4	Learn and decide	30–35	A short measurement review, learning log and next action

The core operating sequence

1. **Listen.** Gather a small amount of permitted evidence from customers and frontline colleagues. Note what is known and what is only assumed.
2. **Decide.** Choose one reader, one practical question and one useful asset. Do not try to speak to every buyer at once.
3. **Draft.** Use the relevant prompt with real context and the reusable quality footer.

4. **Check.** A human owner verifies facts, customer wording, permissions, prices, availability, dates, links, claims and tone.
5. **Publish deliberately.** Put the content in the right channel, with an honest next step. If it is direct marketing, check your rules for that audience and channel first.
6. **Observe.** Record both numbers and what people actually ask, praise, misunderstand or object to.
7. **Adjust.** Change one meaningful thing, record why, and preserve the prior version so you can learn.

Beginner SOP: from idea to approved publication

Owner: the business owner or named content lead

Trigger: a customer question, product update, seasonal need or planned topic

Input: approved facts, permitted customer insight, voice guide and intended channel

Output: a published, reviewed piece of content plus a record of evidence and approvals

1. **Write the brief.** Name the audience, question, purpose, channel, owner and due date. If you cannot say what the reader should understand or do, narrow the topic.
2. **Gather evidence.** Add only approved product details, current prices, dates, source links and anonymised customer language. Keep a note of anything not yet verified.
3. **Choose a prompt.** Select one prompt from the relevant section. Fill every bracket and append the quality footer.
4. **Generate a draft.** Save the raw output separately. Do not publish from the AI chat window.
5. **Edit for reality.** Replace generic language with your own accurate words. Remove invented detail. Use the voice guide and prompt 9 if helpful.
6. **Check claims and permissions.** Confirm each objective statement, comparison, customer quote, testimonial, price, offer, deadline and image. Obtain permission where required. If evidence is missing, remove it or mark it for later.
7. **Check the channel.** Test links and layout on a phone. Add accessible descriptions where relevant. For an email or direct message, check identity, opt-out and data-use requirements for the recipient and route.
8. **Approve or pause.** The named owner either approves the version, sends it back for revision or pauses it for specialist review. A deadline is not a reason to publish an unverified claim.
9. **Publish and record.** Save the final copy, publication date, channel, evidence links and approver in the workspace.
10. **Review.** At the agreed date, look at the defined measures and real feedback. Record one decision: continue, amend, test a different approach or stop.

Exception and human fallback: if the draft contains sensitive personal data, health/financial/legal claims, an unverified result, an allegation about a competitor, an unclear marketing permission, or a customer complaint, stop automated drafting. Escalate to the appropriate accountable person or qualified adviser and use a manual, approved response.

Standalone pre-publication checklist

Use this even if you have not used the rest of the pack.

- ☐ I know who this is for and what practical question it answers.
- ☐ The draft uses facts, prices, availability and dates that are current and evidenced.
- ☐ Objective claims and comparisons have documentary support; material limits are clear.
- ☐ Customer names, quotes, reviews, images and logos are accurate and permitted for this use.
- ☐ Any fictional scenario is clearly labelled as illustrative.
- ☐ The wording reflects the business's actual experience and does not imply qualifications, approval or results we cannot show.
- ☐ The tone is helpful, plain and consistent with our voice guide.
- ☐ The next step is optional, clear and does not use false scarcity or hidden conditions.
- ☐ Links work, the layout is readable on a phone and essential information is not trapped in an image.
- ☐ For direct marketing, the recipient type, channel, identity, privacy information, objection/opt-out handling and current ICO guidance have been checked.
- ☐ A named person has approved the final version and the evidence record is saved.

Your next content decision

Audience I will serve first:

A real question or problem they have expressed:

Evidence I can use safely:

Prompt number I will use:

Claim, permission or fact I must check before publishing:

Named reviewer and review date:

What I will observe after publishing:

Decision after review: continue / amend / test / stop

Reason and owner:

Reference notes

Technology, marketing rules and platform features change. The regulatory and safety notes in this draft were checked on **9 October 2026** against the official sources listed in `evidence.md`. They are included to help you ask better questions and route work for review; they do not certify your marketing or AI use as compliant.

For more about Ascendea's work with AI, voice agents, CRM and business automation, visit ascendea.ai.