



ASCENDEA

AI / BUSINESS GROWTH / PROMPT PACK

Content Marketing Prompt Workbook for UK Small Businesses

A beginner-friendly, human-reviewed workbook of 40 AI prompts that helps UK small-business owners plan, create, distribute and improve useful content without treating AI output, search visibility or business outcomes as guaranteed.



Author: Rob Arnold

ascendea.ai

Your route through this resource

Before you use a prompt	3
1. Build a useful content foundation	5
2. Understand the people you want to help	8
3. Create consistently without overloading the team	10
4. Tell clear, credible stories in your own voice	13
5. Share content in a proportionate, lawful way	14
6. Measure, learn and improve	17
7. Maintain and scale the system carefully	18
A six-week starting sequence	20
References and verification notes	21

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.

A practical, human-reviewed prompt pack for planning, creating, sharing and improving useful content

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

Editorial and PDF QA edition v1.1 · October 2026 · Independent review complete

This workbook helps a UK small business turn real customer questions and business knowledge into a manageable content system. It is designed for owners and managers who may be new to content marketing and AI tools. You do not need a marketing department, an expensive platform or a high publishing volume to use it.

AI can help you organise ideas, draft alternatives and spot gaps. It cannot confirm that a claim is true, know your customers better than you do, or decide what your business should promise. Treat every output as a working draft. Check it against your records, relevant primary sources and the judgement of the person responsible for the content before you publish or send it.

Illustrative example: a local commercial cleaning firm may use the workbook to turn repeated client questions about site visits, contract handover and service scope into a short guide, two LinkedIn posts and an email for existing opted-in contacts. That is a planning example, not a promise of enquiries, rankings or sales.

Before you use a prompt

Set up one working content brief

Create a document or spreadsheet called **Content Brief**. Complete the following fields in plain English before you ask an AI assistant to help. If you do not know an answer, write unknown rather than making one up.

Field	What to write	Example for a small B2B service business
Business and offer	What you sell and where you serve	Commercial cleaning contracts for small offices in Leeds
Audience	Role, situation and need	Office managers comparing regular cleaning providers

Field	What to write	Example for a small B2B service business
One business purpose	The next appropriate action	Help suitable prospects understand what a site survey covers
Evidence you hold	Sources you can check	Service checklist, price policy, approved customer FAQs
Boundaries	What the content must not claim or cover	No guaranteed response times; no legal or health advice
Content capacity	Time and people available	One owner, two hours each Thursday
Publishing places	Channels you actually control or can maintain	Website help centre, monthly customer email, LinkedIn
Review owner	Person who signs off	Operations manager

Do not paste passwords, API keys, payment details, private customer records, health information or confidential contract terms into an AI tool. Use a business-approved account and check its data settings and terms before sharing any business information. Protect content-management, email and social accounts with appropriate access controls and multi-factor authentication where available. The NCSC's small-organisation guidance is a sensible starting point for protecting devices, accounts, backups and staff from scams.^[5]

Use prompts in six beginner-friendly steps

1. **Choose one decision.** Start with a small question, such as “Which three topics should we cover next month?” Do not ask for a complete marketing strategy when you only have half an hour.
2. **Fill every bracket.** Replace square-bracket text with facts from your Content Brief. Remove a request if you cannot supply the information needed for it.
3. **Paste the prompt into your chosen AI assistant.** Ask for a structured answer, not a final published claim. Save the date, prompt and output in your working folder.
4. **Check the draft.** Compare product details, prices, availability, legal statements, statistics, quotations and named sources with the original evidence. Ask: “What does this claim rely on?”
5. **Make a human decision.** Edit the output into your voice, add your real expertise and remove anything uncertain, generic or misleading. Obtain permission before using a customer name, quote, logo or identifiable story.
6. **Record the next action.** Note what you will publish, test, ask a customer, update or stop doing. Review the outcome at the date you set.

Add this review instruction to every prompt

Copy this block beneath any prompt in this workbook. It makes the output more useful and reduces avoidable guesswork.

Use only the facts and sources I provide. Do not invent customer views, results, statistics, competitor performance, citations, product features, or legal conclusions. Label assumptions and unknowns clearly. Separate observations from suggestions. Give a short verification checklist and flag anything that needs an owner or subject-matter expert to review before use. Use clear UK English. Do not make promises about rankings, traffic, leads, sales, conversion, health, legal compliance or outcomes.

A quick quality check before anything goes live

Use this standalone checklist for a page, post, email or case study.

- ☐ The content answers a real audience question and has one clear purpose.
- ☐ A named person has checked all facts, prices, dates, product details and quotations.
- ☐ Claims are proportionate and supported; targets and illustrations are labelled as such.
- ☐ Any AI draft has been rewritten or checked for accuracy, relevance and voice.
- ☐ Customer information, images and testimonials have appropriate permission.
- ☐ Links work, headings make sense and any image has helpful alternative text where needed.
- ☐ The next step is honest and suitable for the reader.
- ☐ Email or outreach use has been checked against your privacy and marketing obligations.
- ☐ Login details, customer data and confidential information are not exposed.
- ☐ The review owner and publication date are recorded.

Google's current guidance is clear that AI-generated web content still needs manual fact-checking and review for accuracy and trustworthiness, including metadata and image alternative text.^[^3] Useful, well-organised content may help people and search engines understand a page, but there is no action that automatically ranks a site first.^[^2]

1. Build a useful content foundation

Start here. The aim is to connect content to a customer need and a sensible business decision, rather than publish simply to fill a calendar.

Prompt 1 — Review your existing content assets

Act as a practical content reviewer for a UK small business. Review the content list below. For each item, return a table with: title or description, audience question answered, intended purpose, evidence supporting it, current state (keep, refresh, merge, retire or investigate), and the next smallest improvement.

Then recommend the three highest-priority improvements. Explain why each one is useful without assuming traffic, sales or performance data that I have not provided.

Business and offer: [business and offer]

Audience: [audience]

Business purpose: [purpose]

Content list: [title, format, date, one-sentence description, any available data]

Known evidence or constraints: [evidence and constraints]

Human review: Check whether the AI has confused a page view or a like with business value. A useful asset may still be worth keeping if it answers a common question, supports a sale or reduces repeat customer queries.

Prompt 2 — Map your content journey

Act as a content strategist. Design a simple four-stage content journey for my business: discover, understand, assess and act. For each stage, suggest up to two content formats that match my capacity. State the audience question, the safe next step, the evidence needed to create it and one early signal to review. Do not prescribe a format merely because it is fashionable.

Business and offer: [business and offer]

Audience and situation: [audience]

Current capacity: [hours, people, skills]

Business purpose: [purpose]

Existing content and channels: [content and channels]

Use the output: Choose one format for each stage only after checking that you can supply the needed evidence. A retailer might begin with a product-care guide; an accountant might begin with an explanation of the documents a new client should prepare. The right choice depends on your real customer questions.

Prompt 3 — Set an early-evidence measurement plan

Act as a measurement planner. Create a simple early-evidence plan for one content initiative. Do not calculate return on investment or predict revenue from guesses. Instead, propose three to five signals that are relevant to my

given purpose, such as qualified page visits, completed enquiry forms, relevant replies, downloads, or sales conversations that cite the content.

For each signal, give: definition, data source, owner, review frequency, current baseline if known, target or learning question, and limitation. Finish with a 30-day review agenda that distinguishes evidence from assumption.

Content initiative: [page, post, email or series]

Business purpose: [purpose]

Available tools and data: [tools/data]

Current baseline: [baseline or unknown]

Human review: A new article cannot prove its financial return on day one. Use early signals to decide what to improve or investigate, then compare like-for-like evidence over time.

Prompt 4 — Find durable customer questions

Act as a content planner. Suggest five potentially durable customer questions that my business is well placed to answer. For each question, provide: why it may remain useful, what evidence we would need, a plain-English page outline, a suitable content type, related service context, and risks of overclaiming. Do not say the content will create traffic or leads for years.

Business and offer: [business and offer]

Audience: [audience]

Areas where we have genuine expertise: [expertise]

Existing FAQs, calls or messages: [anonymised questions]

Human review: Select questions that your team can answer accurately and keep current. If an answer depends on regulation, prices or a fast-changing platform, add an owner and review date.

Prompt 5 — Repurpose one core piece with purpose

Act as a content operations assistant. Turn the approved core content below into a repurposing map. Include up to eight derivative assets only where they serve a distinct reader need. For each asset, show: intended audience, channel, source section to reuse, new context needed, review owner, and an indicative creation effort as low, medium or high. Include a simple workflow from source to review to publication. Do not copy the core piece word-for-word or promise reach.

Core content: [approved content or detailed outline]

Approved facts and sources: [facts]

Audience and channels: [audience/channels]

Capacity and tools: [capacity/tools]

Practical example: One guide about preparing a commercial premises for a cleaning handover could become a checklist, a short FAQ, an email for existing consented subscribers and a discussion post for a relevant professional network. Each version needs a different introduction and call to action, not only a shorter word count.

2. Understand the people you want to help

This section turns conversations, support queries and public discussion into content decisions. It does not give an AI permission to invent what people think.

Prompt 6 — Design one research question

Act as an audience-research assistant. Draft one neutral question that could help us understand a specific audience challenge. Provide a version for an existing opted-in email audience, a social post and a one-to-one conversation. Also give a short thank-you message and a response-coding table with columns for theme, exact wording, evidence level, follow-up question and owner.

Business and offer: [business and offer]

Audience: [audience]

What we need to learn: [research question]

Existing relationship and permitted channel: [relationship/channel]

Privacy and marketing note: A poll response may contain personal data. Collect only what is necessary, tell people how you will use it where required, and do not quietly turn a research response into marketing permission. Check the current ICO guidance for your circumstances.^[^1]

Prompt 7 — Create a small social-listening routine

Act as a research planner. Design a 15-minute, twice-weekly social-listening routine for my business. Recommend only platforms or communities I identify as relevant. For each, provide search terms, the type of discussion to note, a respectful observation method and a record template. Include a rule that no private-group content, personal data or copied comments should be reused without permission.

Industry and audience: [industry/audience]

Relevant platforms or communities: [platforms]

Content themes: [themes]

Known terms, questions or trends: [terms]

Human review: Observe to understand language and recurring questions, not to diagnose individuals or scrape data. Record the original link and date, then paraphrase the insight in your own words.

Prompt 8 — Compare public competitor content fairly

Act as a content researcher. Review the public pages and posts listed below. Create a comparison table that separates observed facts from inferences. For each organisation, note: audience problem addressed, format, evidence or sources shown, clarity, missing practical detail and a possible differentiated angle for my business. Do not claim an item is high-performing unless I give reliable performance evidence.

Competitor URLs or public examples: [URLs/examples]

My business and offer: [business and offer]

My distinct expertise or constraints: [difference]

Human review: Do not imitate competitor wording, branding or claims. Use the exercise to spot unanswered questions, not to reproduce someone else's work.

Prompt 9 — Write a role-based audience hypothesis

Act as an audience researcher. Build a one-page working hypothesis for the role most likely to use or buy my service. Separate confirmed evidence from assumptions. Cover: role and working context, job to be done, goals, barriers, questions, decision process, trusted information sources, purchase triggers and reasons to delay. Recommend five content topics and a short plan to test the hypothesis through real conversations.

Audience evidence from calls, emails or support notes: [anonymised evidence]

Business and offer: [business and offer]

Problems we solve: [problems]

Content that has been useful so far: [examples/data]

Human review: A persona is a working tool, not a fictional biography. Avoid irrelevant sensitive characteristics. Update it when real evidence contradicts it.

Prompt 10 — Create an evidence-led empathy map

Act as a research assistant. Organise the supplied audience evidence into an empathy map with four areas: says, does, thinks and feels. Mark every point as confirmed, inferred or unknown. Then suggest five content questions that could be useful and explain what evidence would be needed before treating an inference as fact.

Audience hypothesis: [hypothesis]

Confirmed quotations or observations: [anonymised evidence]

Known routines or decisions: [evidence]

Human review: Do not publish the map or make emotional claims about customers without a clear reason and evidence. Its purpose is to help your team ask better questions.

Prompt 11 — Prioritise topics transparently

Act as a content planner. Score the topic ideas below with a simple Serve Score: (audience usefulness x business relevance) divided by effort. Score usefulness, relevance and effort from 1 to 5. Show the calculation, a one-line reason for each score, any assumption, and the three topics that should be validated or created first. Do not present the score as objective truth.

Topic ideas: [5–10 ideas]

Business and offer: [business and offer]

Audience evidence: [evidence]

Available time, skills and reviewers: [capacity]

Human review: Change any score that does not reflect your real capacity, commercial priorities or evidence. A lower-scoring safety or service-update item may still be urgent.

Prompt 12 — Mine questions without invented research

Act as a question-research organiser. I will provide links, screenshots, search suggestions, customer questions or short extracts from public sources. Group only the material I provide into themes. Return: the question in plain English, source type, exact evidence supplied, confidence level, content opportunity and any need to verify a claim. List the gaps where new research is needed. Do not pretend to have searched Google, Reddit, Amazon, YouTube or any other platform unless the evidence is provided.

Topic: [topic]

Audience: [audience]

Research material with links/dates: [material]

Competitors or adjacent experts: [names/URLs]

Human review: Keep a link and date for every public insight. Do not reproduce reviews or comments as though they were your own. Use direct customer questions, with suitable permission and anonymisation, where possible.

3. Create consistently without overloading the team

A reliable small system is more useful than an ambitious calendar that nobody can maintain.

Prompt 13 — Turn an aim into a workable content goal

Act as a practical planner. Rewrite my content aims as up to three SMART goals that are specific, measurable, achievable, relevant and time-bound. For each, show the baseline or state 'unknown', an early signal, a later business signal, the owner, the review date and what would make us revise the goal. Do not forecast traffic, revenue or conversion rates.

Current content aims: [aims]
 Business priorities: [priorities]
 Capacity: [time/team]
 Current evidence: [metrics or unknown]

Prompt 14 — Plan content pillars and themes

Act as a content strategist. Propose three or four content pillars grounded in the audience evidence and services below. For each pillar, provide its purpose, three monthly themes, likely audience questions, suitable journey stage and the proof or expertise we need before publishing. Finish with a balanced content mix that fits our actual capacity.

Audience evidence: [evidence]
 Business offers: [offers]
 Areas of expertise: [expertise]
 Content purpose: [purpose]
 Capacity: [capacity]

Prompt 15 — Build a realistic 90-day calendar

Act as an editorial planner. Create a 90-day content calendar that fits the capacity below. Use a table with: week, content item, pillar, audience question, format, source/evidence needed, draft owner, reviewer, distribution step and status. Include planned breathing room for urgent work, public holidays or business disruption. Do not assume a particular posting frequency.

Available time and people: [capacity]
 Content pillars and priority questions: [pillars/questions]
 Current formats and channels: [formats/channels]
 Known dates or seasonal moments: [dates]

Human review: Put the calendar in the diary only after the person responsible agrees they have the time. A single well-maintained guide and one helpful post can be a sound starting point.

Prompt 16 — Batch work that is genuinely repeatable

Act as a content operations assistant. Design a weekly batch-production routine for the content types below. Group similar tasks, identify a minimum viable version for busy weeks, and specify a content-bank structure. Give each step an owner, input, output and review point. Keep the routine within the stated time limit.

Current process: [process]

Content types: [types]

Challenges: [challenges]

Available time and tools: [time/tools]

Prompt 17 — Write a beginner-friendly content SOP

Act as a documentation specialist. Create a standard operating procedure for each content task below. Every SOP must include: purpose; owner; trigger; inputs; tools; numbered steps; output; quality checks; record to keep; and an exception/human fallback. If a fact, approval or access is missing, stop and state who must decide rather than guessing. Use plain UK English.

Tasks: [for example: brief a blog post, create an email, publish a case study]

Current process: [process]

Approved tools and templates: [tools/templates]

Review owner: [person/role]

Starter SOP structure:

Field	Example for publishing a help article
Owner	Marketing coordinator
Trigger	A content brief is marked approved
Input	Approved draft, fact sources, image permission, page URL
Output	Published page and entry in content tracker
Exception/human fallback	Stop if a claim cannot be verified; send it to the subject-matter owner

4. Tell clear, credible stories in your own voice

Good stories make a situation easier to understand. They must not turn a modest outcome, a target or an AI draft into a customer result.

Prompt 18 — Choose a structure that suits the subject

Act as a content editor. For each topic below, recommend a suitable structure: problem–approach–result, before–after–bridge, question–answer, step-by-step guide or another named structure. Explain why it fits the audience question, outline the sections and draft an opening paragraph using only the supplied facts. Do not create a personal story or result that I have not supplied.

Topics: [topics]

Purpose for each: [purpose]

Audience: [audience]

Approved facts and examples: [facts]

Prompt 19 — Develop a permission-based customer story

Act as a case-study interviewer. Create a question set and a case-study outline for the customer situation below. Ask for context, the problem, what happened, our contribution, evidence, limitations and permission for use. Provide a structure that clearly separates the customer's words, measured results, illustrative examples and our interpretation. Include repurposing options only for material the customer has approved.

Customer situation: [anonymised description]

Our role: [role]

Available evidence: [evidence]

Intended audience: [audience]

Permission status: [not requested/requested/approved]

Human review: Do not imply that a customer's result is typical. Do not use their name, logo, quotation, screenshot or operational detail without appropriate permission.

Prompt 20 — Build a usable brand-voice guide

Act as a brand voice editor. Produce a small voice guide based on the business values and approved writing samples below. Include three or four attributes, a one-sentence voice statement, words or phrases to prefer and avoid, do/don't examples, and channel adjustments that preserve the same meaning. Flag where the source material is too thin to draw a conclusion.

Business values: [values]

Approved writing samples: [samples]

Audience expectations: [expectations]

Words or brands we admire, with reasons: [examples]

Prompt 21 — Select formats you can sustain

Act as a format-planning assistant. Create a format-selection matrix for my business. Recommend one primary format and up to two supporting formats based on audience evidence, business purpose, skills, accessibility needs and time. For each, give a rationale, a minimum viable version, quality checks and an accessible alternative where relevant. End with a simple decision tree for a new topic.

Audience evidence: [evidence]

Business purposes: [purposes]

Skills and capacity: [skills/capacity]

Available tools: [tools]

Prompt 22 — Plan useful visual support

Act as a visual-content planner. Suggest three to five visual elements for the content piece below. For each, state the purpose, source or creation approach, key accessibility considerations, draft alt text based on the actual image, and platform adaptation. Avoid decorative visuals that add no meaning. Do not claim that alt text guarantees search visibility.

Content piece and outline: [content]

Key points: [points]

Brand visual guidance: [guidance]

Channels: [channels]

Human review: Alternative text describes the image's relationship to the page; it is not a place to list keywords. Check the final image and its text together before publication.^[2]

5. Share content in a proportionate, lawful way

Distribution is about making useful material easy for the right people to find. It is not permission to contact people repeatedly or to treat a public email address as a blanket marketing consent.

Prompt 23 — Use your owned channels well

Act as a content distribution planner. Create a modest promotion checklist for one approved piece of content across the owned channels below. For each channel, state the audience segment, purpose, adapted message, sender/reviewer, timing, link and measurement signal. Exclude any channel where we do not have a valid

basis or permission to contact people. Do not suggest misleading urgency.

Approved content: [content]

Owned channels and permission status: [channels/status]

Audience segments: [segments]

Business purpose: [purpose]

Prompt 24 — Choose a sustainable channel rhythm

Act as a channel-planning assistant. Recommend one primary channel, up to two supporting channels and one optional experiment based on the evidence below. Create a weekly rhythm that fits capacity, shows how the core idea changes for each channel and includes a review point. Do not use a fixed posting formula or claim that a particular time guarantees reach.

Audience channel evidence: [evidence]

Capacity: [capacity]

Business priorities: [priorities]

Strongest current format: [format]

Prompt 25 — Make repurposing operational

Act as a workflow designer. Turn the approved core content below into a board with the columns: idea, source checked, draft, subject-matter review, edit, approved, scheduled, published, measured and retired/updated. For each approved derivative asset, provide numbered creation steps, an owner, input, output and a realistic time block. Include a stop point if the source is out of date or a claim cannot be verified.

Core content: [content]

Audience channels: [channels]

Tools: [tools]

Purpose: [purpose]

Prompt 26 — Run a people-first search check

Act as a beginner-friendly SEO editor. Review the draft below against the reader's likely question and the supplied evidence. Suggest a descriptive title, clear headings, internal links that genuinely help, trustworthy external sources where appropriate, image-alt-text review questions, and a publication checklist. Explain which recommendations need a website editor or developer. Do not promise rankings, traffic or indexing, and do not add keywords where they make the writing less clear.

Draft or outline: [draft]

Reader question: [question]

Relevant website pages: [URLs/titles]
 Verified sources: [sources]
 Website platform and access: [platform/access]

Google advises making content compelling and useful, using readable organisation and links that help users. It also states that there are no secrets that automatically rank a site first.^[2]

Prompt 27 — Plan a partnership approach responsibly

Act as a partnership planner. Create a short-listing and outreach plan for complementary organisations that serve a similar audience. Include: selection criteria, mutual-value ideas, a research checklist, and three concise message templates for a corporate organisation, an existing warm connection and a permission-based follow-up. Each template must identify us honestly, avoid fabricated familiarity and include an appropriate next step and opt-out wording where it is marketing. Add a compliance question list; do not give legal approval.

Business and offer: [business and offer]
 Audience: [audience]
 Potential partners and evidence: [organisations/evidence]
 Purpose: [purpose]
 Contact method and relationship: [method/relationship]

UK outreach check: Under current ICO guidance, companies and LLPs are generally corporate subscribers, while sole traders and some partnerships are individual subscribers. The electronic-mail rules differ, and UK GDPR can still apply when identifiable business contact data is used. Check the organisation type, identify yourself, provide a valid opt-out route where applicable, record objections and recheck the ICO's guidance before a campaign.^[1] This is general education, not legal advice.

Prompt 28 — Pitch guest content with evidence

Act as a guest-content planner. From the targets and evidence below, rank possible podcasts, publications, professional communities or events by audience fit and practical relevance. For the best prospects, draft a truthful pitch, one tailored content idea and a simple tracker. Use only expertise, experience and examples I can substantiate. Do not claim a relationship, audience size, result or endorsement that I cannot prove. Include a lawful-contact check before any unsolicited message is sent.

Areas of expertise: [expertise]
 Target audience: [audience]
 Potential targets with links and evidence: [targets]
 Unique perspective or useful examples: [evidence]
 Contact route and relationship: [route/relationship]

6. Measure, learn and improve

Metrics should help you decide what to repeat, revise or stop. They do not replace conversations with customers or make a small data set certain.

Prompt 29 — Choose a small metric set

Act as a measurement planner. Recommend a three-part metric set for my content: reach or discovery, depth of engagement, and a business-relevant next step. For each metric, define it, show its source, explain its limitation, identify the owner and set a review question. Do not supply generic industry benchmarks or call any metric a 'North Star' unless it genuinely guides a decision.

Business type and purpose: [business/purpose]

Content goals: [goals]

Available tools: [tools]

Current measurements: [measurements]

Prompt 30 — Set up a simple dashboard specification

Act as a non-technical reporting assistant. Specify a four-block content dashboard that can be maintained in a spreadsheet or existing analytics tool. For each block, give its metric definitions, data source, manual steps to collect it, update frequency, simple flag rule and what decision the flag supports. Include a one-page weekly review and a monthly deeper review. Do not assume the tool can measure an event unless I confirm it is configured.

Current tracking: [tracking]

Available tools and access: [tools]

Meaningful reader actions: [actions]

Technical confidence: [confidence]

Prompt 31 — Interpret data before changing the plan

Act as a content analyst. Use the data supplied to run an observe–diagnose–act loop. First describe what is directly observable. Then list plausible explanations and the extra evidence needed to distinguish them. Finally propose one low-risk next action, owner and review date for each item. Keep revenue, capacity, costs and business benefit separate. Do not calculate ROI if inputs are unknown.

Content types: [types]

Data with period and definitions: [data]

Business model and intended actions: [model/actions]

Known data limitations: [limitations]

Prompt 32 — Design a modest experiment

Act as an experiment planner. Design one simple content test. State the question, hypothesis, change, unchanged elements, audience, start and stop rule, metric definition, sample/data limitation, owner and decision rule. If the available audience is too small to support a reliable comparison, recommend a qualitative review or a longer observation instead. Never claim statistical significance without appropriate evidence.

Current content and performance data: [content/data]

Audience size and channel: [audience]

Elements we could change: [elements]

Learning goal: [goal]

Prompt 33 — Review recent content performance

Act as a content-review assistant. Analyse the 3–5 content items below using only the supplied numbers and definitions. Produce a table with observed strengths, observed weaknesses, possible explanations, data limitations, repeatable elements to investigate and one next action. Do not treat correlation as proof or compare unlike time periods.

Content items and data: [data]

Goals and baselines: [goals/baselines]

Audience and channel context: [context]

7. Maintain and scale the system carefully

Scale should mean more reliable quality, not simply more output. Add people, tools or automation only when a real constraint and an owner justify them.

Prompt 34 — Audit your content library

Act as a content-audit planner. Create a lightweight six-month audit template for my content library. Include spreadsheet fields, an evidence-based scoring method, decision rules for keep, refresh, merge, redirect or retire, and a prioritised action list. Include a column for fact-review date and owner. Explain that scores guide judgement rather than replace it.

Content library size and types: [library]

Content goals: [goals]

Update capacity: [capacity]

Website or content system: [system]

Prompt 35 — Map the content workflow

Act as a process-improvement assistant. Map my process from idea to publication and review. Use a table with: step, owner, trigger, input, output, expected waiting point, quality check, tool and exception/human fallback. Identify likely bottlenecks, but label them as hypotheses unless I provide evidence. Recommend three small changes in order of effort.

Current process: [process]

Known delays or errors: [delays/errors]

Team and capacity: [team]

Content volume and formats: [volume/formats]

Prompt 36 — Decide what is safe to automate

Act as a cautious automation planner. Classify the manual content tasks below as: keep human, assist with AI, automate with human approval, or investigate further. For each, state the trigger, allowed input, proposed action, output, owner, access need, quality check, logging needed and manual fallback. Exclude automation that publishes, sends, changes records or uses personal data without an explicit review and permission decision. Do not recommend a product unless its current documentation and data terms have been checked.

Manual tasks: [tasks]

Approved tools and access: [tools/access]

Brand-voice priorities: [voice]

Automation purpose: [purpose]

Prompt 37 — Prepare for a contributor or supplier

Act as a content-operations planner. Create a safe delegation plan for my content operation. Identify which tasks are suitable to delegate first, which must remain with an internal owner, quality standards, a contributor brief, access boundaries, an onboarding sequence and a feedback loop. Include a rule not to give a contributor customer data or publishing access unless necessary and authorised.

Current operation: [operation]

Capacity constraint: [constraint]

Quality standards: [standards]

Budget and contract constraints: [constraints]

Prompt 38 — Create a 90-day improvement plan

Act as a practical improvement planner. Create a 90-day learning plan, not a growth guarantee. Choose one measurable learning objective, monthly themes, weekly priorities, owners, evidence to collect and review dates. Use the content journey and capacity below. Include a stop, narrow or revise decision if evidence is weak or workload becomes unrealistic.

Current baseline: [baseline]
 Learning objective: [objective]
 Content pillars: [pillars]
 Resources and constraints: [resources]

Prompt 39 — Recover when publishing stalls

Act as a content coach. Diagnose a content slowdown using the evidence below. Ask short diagnostic questions, separate likely causes from facts, propose a minimum viable content plan and list new opportunities that should be deferred until the core system works. Include an owner, next review date and a human fallback if the underlying issue is lack of subject-matter input or approval.

Current system: [system]
 Challenges: [challenges]
 Business priorities: [priorities]
 Capacity during busy periods: [capacity]

Prompt 40 — Build a multi-quarter roadmap

Act as a strategic content planner. Create a multi-quarter roadmap based on actual results, capacity and business priorities. For each quarter, propose a focus, evidence needed before expanding, content themes, channel decisions, metric review and named decision point. Treat expansion as a hypothesis. Do not promise compounding results, traffic or sales.

Current performance and evidence: [performance]
 Business priorities for the next year: [priorities]
 Strengths and constraints: [strengths/constraints]
 Available people, budget and tools: [resources]

A six-week starting sequence

This sequence helps a beginner use the pack without attempting all forty prompts at once. The timing is illustrative; extend, pause or simplify it to suit your business.

Period	Do this	Useful prompts	Decision/output
Week 1	Complete the Content Brief and review what already exists	1, 2, 3	One priority audience question and a simple evidence plan
Week 2	Gather real audience language and test assumptions	6, 8, 9, 11 or 12	A working audience hypothesis and three prioritised topics
Week 3	Choose a manageable goal, pillars and calendar	13, 14, 15	A 90-day calendar that one owner accepts
Week 4	Create one core piece using an appropriate structure and voice	16, 18, 20, 21	One fact-checked draft and a reusable workflow
Week 5	Publish carefully and adapt it for channels you can maintain	5, 23, 24, 25 or 26	A small distribution checklist and recorded publication
Week 6	Review evidence and improve one thing	29, 30, 31 or 33	One decision to repeat, revise, test or stop

Your next action

Choose one customer question you hear repeatedly. Add its evidence to your Content Brief, use **Prompt 4** or **Prompt 12** to scope a useful answer, and ask the appropriate colleague to check the resulting facts. Publish only when the quality checklist is complete. Then record what the content helped a reader or your team to do.

References and verification notes

[^1]: [Information Commissioner's Office — Business-to-business marketing](#). Current at editorial check on 10 October 2026; the ICO says this guidance is under review following the Data (Use and Access) Act. It explains PECR's corporate/individual subscriber distinction, electronic marketing and UK GDPR considerations for business contacts.

[^2]: [Google Search Central — SEO Starter Guide](#). Checked 10 October 2026. It says there are no secrets that automatically rank a site first, and recommends useful, readable, well-organised content and relevant links.

[^3]: [Google Search Central — Using generative AI content on your website](#). Checked 10 October 2026. Google says AI output can contain inaccuracies and should be manually fact-checked and reviewed before publication, including metadata and alt text.

[^4]: [OpenAI — Prompt engineering guide](#). Checked 10 October 2026. Used only for the general practice of clear instructions, context and structured outputs; this workbook is not tied to OpenAI or any particular provider.

[^5]: [National Cyber Security Centre — Small organisations guide to cyber security](#). Checked 10 October 2026. Covers protecting devices and accounts, backups and spotting scams; follow current NCSC guidance for your environment.

Publication and use notice: This draft is a proposed Ascendea adaptation of supplied source material, with substantial UK-focused editorial changes and general educational guidance. It is a non-exclusive licensed adaptation under the private source-acquisition proof: a licensed Entrepedia account, the verified native source ZIP member and the published PLR rebrand/giveaway permissions for this curated UK SME scope. This finished edition is available as a free Ascendea resource. Provided for your own learning and permitted end use. **No resale, private-label, redistribution, editable-source, original-source or PLR rights are granted.**

This workbook is general business education, not legal, tax, security, data-protection, marketing-platform or professional advice. UK guidance, search systems, AI tools and platform terms can change. Recheck linked primary guidance and obtain appropriate advice for your circumstances. This independent review is not a claim of personal Rob review; This finished edition is available as a free Ascendea resource.