



STUDENT WORKBOOK

AI for Content Creators

5 days, 2 hours a day · Online across India, in person from Jaipur



AI Coaching India

This workbook belongs to _____

Batch code: _____

AI for Content Creators: Your Workbook

Dear creator,

This workbook is the backstage of your channel for the next five days and beyond.

Every prompt we use in class is printed here, with blanks for your details, so nothing lives only in your memory.

Write in it, scribble hooks in the margins, fold it, spill chai on it. Messy workbooks belong to working creators.

The worksheets inside become your channel plan, your script templates, and your 30-day calendar.

After the course, this is the book you open every Sunday when you plan the week's content.

Your voice stays yours. AI just clears the path.

With warmth,

Team AI Coaching India

Before day one

- Install **ChatGPT** (free) and **Google Gemini** (free), and sign in
- Install **Canva** (free plan) and create a free account
- Install **InShot** (free) from the Play Store or App Store
- Install or bookmark **Perplexity** (free)
- If you already post content, collect 3 to 5 of your past captions or posts in one note. We use them on day 2 to teach AI your style
- Bring your phone, charger, and earphones
- Bring one honest answer to: what do I actually want to make videos about?
- Reassurance: no editing experience needed. If you have chatted with ChatGPT a few times, you are ready

Day 1: Your niche and content pillars

What today was really about

Most creators do not fail from lack of talent. They fail from vagueness.

Today you got specific: who you are talking to, what you talk about, and why they should care.

AI played the tough interviewer, asking you the questions you avoid asking yourself.

And we said the honest thing out loud: growth takes months, and no tool shortcuts consistency.

You now have a channel plan on one page. Most creators never get this far.

Prompts we used

1. Interview me to find my content niche. I know about _____, I enjoy _____, and people often ask me about _____. Ask me one hard question at a time, and push back on vague answers.
2. Based on this interview, suggest 3 content pillars I can sustain for 6 months without running dry. For each pillar, explain why it fits me.
3. My audience in one line: I make content for _____ who want _____. Sharpen this line. Make it specific enough that a stranger could point at one person in a crowd and say "that one".
4. Give me 10 video ideas within my pillar _____, for viewers who are _____. Mix how-to ideas, story ideas, and myth-busting ideas.
5. Meri audience Hindi mein reels dekhti hai. Mera niche hai _____. Is niche mein 5 video ideas do jo ek dum desi feel ke saath ho, koi formal lecture nahi.
6. What already works in the _____ niche? Search for popular formats and common mistakes. List sources so I can check them myself. (Use in Perplexity.)

Now you try

Your niche worksheet. Fill this slowly. It is the foundation for everything else this week.

1. Three things I know well enough to talk about for months:

2. My niche in one sentence: _____

3. My three content pillars:

Pillar 1: _____

Pillar 2: _____

Pillar 3: _____

4. My audience line: I make content for _____ who want _____

5. My ten starter ideas (write the three you are most excited about here, the rest live in your phone):

Watch out

WATCH OUT

Perplexity and ChatGPT can describe your niche's trends confidently and still be wrong or outdated. Before you build plans on any claim about "what works", check the sources yourself. And keep the reality check taped to your desk: consistency for months beats brilliance for a week.

My notes

Day 2: Scripts in your voice, hooks that hold

What today was really about

Today we drew the most important line in this course: AI is your editor, never your ghostwriter.

A fully AI-written script sounds like everyone else's channel. Your rant, your phrasing, your pauses, that is the product.

So we taught AI your style first, using your own past captions, and only then let it help.

You also learned that the first three seconds decide everything, and hooks are a craft, not luck.

You left with a script that sounds like you on your best day.

Prompts we used

1. Here are 3 things I have written: _____. Study my style: my sentence length, my tone, the words I overuse. Describe my voice back to me in 5 bullet points.
2. Using that voice description, help me tighten this 45-second reel script. Do not change my ideas or my phrasing style, only cut flab and improve flow: _____
3. Give me 10 hooks for a video about _____. Use a mix of question hooks, tension hooks, and bold claim hooks. My audience is _____.
4. Yeh mera script hai: _____. Isko thoda kasa hua banao, lekin meri tone mat badalna. Jo line filmy lag rahi ho, use hatao.
5. Generate 10 title options for this video: _____. Half should be curiosity-driven, half should be benefit-driven. No clickbait that the video cannot deliver.
6. Read this script aloud in your head. Where would a viewer swipe away? Mark the weak moments and tell me why.

Your script template. Copy this structure for every reel:

1. Hook (0 to 3 seconds): one line that earns attention: a question, a tension, or a bold claim
2. Promise (3 to 8 seconds): what the viewer will get if they stay

3. Body (8 to 35 seconds): two or three points, each in your natural speaking voice
4. Payoff (35 to 40 seconds): the answer, the reveal, the result
5. Call to action (last 5 seconds): one action only: follow, comment, save, or share

Now you try

1. Write your hook three ways for the same video idea:

As a question: _____

As a tension line: _____

As a bold claim: _____

2. Finish your 45-second script using the template. Then read it aloud once. Cross out every word you would never say to a friend. What did you cut?

3. Pick your best title from the ten AI gave you, and write why you chose it:

Watch out

WATCH OUT

The ghostwriter trap is real. If you paste AI's script and read it unchanged, your channel slowly flattens into everyone else's. The test: read the script aloud. If one line embarrasses you, it is not your line. Rewrite it or cut it.

My notes

Day 3: Thumbnails, posters, and your look

What today was really about

Viewers decide in half a second, before a single word plays.

Today you built the half-second version of your channel: one subject, one emotion, very few words.

You made templates, not one-off designs, so every future thumbnail takes ten minutes, not an evening.

And you adopted the honesty habit early: AI-made visuals get labelled, and fake anything is never worth it.

Consistency in your look does quiet work: viewers start recognising you before they read your name.

Prompts we used

1. I am designing a thumbnail for a video titled _____. Suggest 5 thumbnail concepts: for each, give one subject, one emotion, and a maximum of 4 words of text.
2. Suggest a simple two-colour brand palette for a channel about _____, for an audience that is _____. Give colour names and where each colour should appear.
3. Write the 3-word text overlay options for a thumbnail about _____. Punchy, readable at small size, no clever puns that need explaining.
4. Mere channel ka vibe hai _____ (desi, gharelu, energetic, shaant). Canva mein poster ke liye kaunsa style suit karega? Fonts aur colours simple shabdon mein batao.
5. I made a poster for Instagram. Now list what I should change to make the same design work as a YouTube thumbnail and a WhatsApp status.

Now you try

1. Build your template kit in Canva: one thumbnail template, one poster template, one status template. Name them so you can find them. Write the names here:

2. Your brand look, on paper:

My two colours: _____

My font: _____

The one feeling my thumbnails should give: _____

3. Show your thumbnail to one batchmate for the half-second test: flash it, hide it, ask what they remember. What did they say?

Watch out

WATCH OUT

If a visual came from AI, label it. If a testimonial is fake, do not make it, full stop. Audiences forgive rough edges. They do not forgive being tricked, and platforms increasingly punish it too.

My notes

Day 4: Shoot and edit on your phone

What today was really about

Today the phone in your pocket became the studio it always was.

Light from a window, framing at eye level, clean audio, then honest cuts in InShot.

Captions went on because half your viewers watch on mute.

We demoed the flashy AI video tools honestly: Google Flow, Sora, Kling, Higgsfield, MiniMax Hailuo, and ElevenLabs voices. Demos only. Your exercises ran on free tools, because your channel should not need a subscription to exist.

And we said the unglamorous truth: copyright strikes are career poison. Free-to-use audio only.

Prompts we used

1. I am shooting a talking-head reel at home. My room has _____ (window, tube light, balcony). Give me a simple lighting and framing setup using only what I have.
2. Here is my script: _____. Break it into shots for me: what I say to camera, what I show as cutaway, and where text overlays go.
3. Write the on-screen captions for this script, in short readable chunks of 4 to 6 words each:

4. Suggest 5 places to find free-to-use music and sound effects that will not cause copyright strikes, and tell me what to check before using a track.
5. Mera reel thoda sust lag raha hai. Pacing tight karne ke liye kya kaatun? Script yeh hai:

Demoed only, not used in exercises (paid or credit-limited tools):

- **ElevenLabs**: the industry standard for AI voices. Free tier is tiny; real use is paid. You saw what it does and how scammers misuse voice cloning
- **Google Flow (Veo), Higgsfield, MiniMax Hailuo**: AI video generators for b-roll and effects. Free trials exist, real workflows cost money
- **Suno**: fine free for drafts and personal use. Monetised videos need its paid plan, and we said so plainly

Everything you actually built today used InShot, Canva, and your own camera. All free.

Now you try

1. Shoot your day 2 script. Before you press record, fill this:

My light source: _____

My framing: _____

My audio plan: _____

2. Edit the reel in InShot: cuts, captions, music. Export it. Write the file name and where you saved it:

3. Watch your reel once on mute. Do the captions alone carry the story? What is missing?

Watch out

WATCH OUT

Copyright is the fastest way to lose a channel you spent months building. Never use film songs, other creators' clips, or random internet music without permission. If a tool made the footage, label it as AI-made. Boring honesty today beats a banned channel next year.

My notes

Day 5: Calendar, repurposing, and the long game

What today was really about

One reel is a post. A system is a channel.

Today you learned to squeeze a week of content from one video: a carousel, a text post, a status, captions, hashtags.

You built your 30-day calendar around your three pillars, so blank-screen mornings are over.

And we talked about money without perfume: most creators earn little for a long time. Nobody in this room promised you income, because nobody honestly can.

What you own now is speed, consistency, and a system. Those are the things that were actually for sale this week.

Prompts we used

1. Here is my reel script: _____. Repurpose it into: a 5-slide carousel outline, a short text post, and a WhatsApp status line. Keep my tone.
2. Write 3 caption options for this reel: _____. My voice is _____ (from my day 2 voice description). Then give 15 hashtags: 5 big, 5 medium, 5 small and specific.
3. Build me a 30-day posting calendar. My pillars are _____, _____, _____. I can realistically post _____ times a week. Rotate pillars, mark one repurposed post each week, and keep Sundays free.
4. Mere pass sirf Sunday ko 2 ghante hain content ke liye. Is time mein hafte bhar ka content kaise niklega? Ek simple Sunday routine banao.

5. Review my calendar for burnout risk: _____ posts a week alongside my job or home duties. What would you cut first to keep this sustainable for 6 months?

Now you try

1. **Your 30-day calendar page.** Fill week one completely, and just the pillar names for weeks 2 to 4.

Week 1:

Post 1 (date _____, pillar _____): _____

Post 2 (date _____, pillar _____): _____

Post 3 (date _____, pillar _____): _____

Week 2 pillars: _____

Week 3 pillars: _____

Week 4 pillars: _____

2. Build your repurposed pack from the day 4 reel: carousel, text post, status. Tick each when exported:

Carousel done: _____ Text post done: _____ Status done: _____

3. **Honest money expectations.** Complete these sentences in your own words:

Realistically, my first months of posting will earn me: _____

What I will actually gain in those months is: _____

I will judge my progress by _____ (consistency, skills, audience response), not by income.

Watch out

WATCH OUT

If anyone, in this course or on the internet, promises you quick creator income, they are selling you something. Monetisation follows consistency, and consistency takes months. Also: captions and hashtags from AI need your final edit, or your channel starts sounding like a template.

My notes

Your complete prompt library

Day 1: Niche and pillars

1. Interview me to find my content niche. I know about _____, I enjoy _____, people ask me about _____. One hard question at a time.

2. Suggest 3 content pillars I can sustain for 6 months. Explain why each fits me.
3. Sharpen my audience line: I make content for _____ who want _____.
4. Give me 10 video ideas within pillar _____, for viewers who are _____.
5. Mera niche hai _____. 5 desi-feel video ideas do, koi formal lecture nahi.
6. What already works in the _____ niche? List sources I can check. (Perplexity)

Day 2: Scripts and hooks

7. Here are 3 things I wrote: _____. Describe my voice back to me in 5 bullets.
8. Tighten this 45-second script without changing my voice: _____
9. Give me 10 hooks for a video about _____: question, tension, bold claim.
0. Yeh mera script hai: _____. Kasa hua banao, meri tone mat badalna.
1. Generate 10 title options: half curiosity, half benefit. No empty clickbait.
2. Mark the moments in this script where a viewer would swipe away: _____

Day 3: Thumbnails and look

3. Suggest 5 thumbnail concepts for _____: one subject, one emotion, max 4 words each.
4. Suggest a two-colour palette for a channel about _____ for _____.
5. Give 3-word overlay text options for a thumbnail about _____.
6. Mere channel ka vibe _____ hai. Canva styles, fonts aur colours batao.
7. Adapt my Instagram poster for YouTube thumbnail and WhatsApp status.

Day 4: Shoot and edit

8. Simple lighting and framing setup using only what I have: _____
9. Break my script into shots, cutaways and overlay moments: _____
0. Write on-screen captions in 4 to 6 word chunks: _____
1. List free-to-use music sources and what to check before using a track.
2. Mera reel sust hai. Pacing ke liye kya kaatun? Script: _____

Day 5: Calendar and repurposing

3. Repurpose this script into a carousel, text post, and status: _____
 4. Write 3 captions in my voice, plus 15 hashtags in three sizes: _____
 5. Build a 30-day calendar around pillars _____, _____, _____ at _____ posts a week.
 6. Sunday ke 2 ghanton mein hafte bhar ka content plan banao.
 7. Review my posting plan for burnout risk and tell me what to cut.
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Your safety card

The disclosure and copyright card

Tape this inside your editing corner.

- If AI generated the visual, label it. A simple "AI-generated image" note keeps trust
- Never fabricate testimonials, reviews, or results. Not once, not "just to start"
- Never use film songs, TV clips, or other creators' footage without permission
- Music comes from free-to-use libraries only, and you check the licence before export
- Suno music: free tier for drafts and personal posts; monetised content needs its paid plan
- If a brand pays you or gifts you a product, say so in the video and caption
- When in doubt, disclose. Disclosure never killed a channel. Deception has killed many

What never to share

- Your OTPs, passwords, or bank details, with AI or with anyone in your DMs
- Your home address or daily location patterns in vlogs and stories
- Other people's faces or private details without asking them first, family included
- Brand deal contracts pasted whole into AI tools: remove names and amounts first

Verification habits

- Any statistic AI gives you for a script gets checked at its source before you say it on camera
 - Any trend claim gets checked against the platform itself, not just AI's summary
 - Health, money, and legal content: either verify with a real source you can name, or do not post it
-

Keep going: your 30-day plan

Your calendar page from day 5 is the engine. This is the rhythm around it.

Week 1: Ship without polish

- Post your bootcamp reel plus the repurposed pack
- Follow your calendar even if a post feels only 80 percent ready
- Ten minutes daily: one AI-assisted caption or hook practice

Week 2: Build the Sunday habit

- One two-hour Sunday session: script, shoot, and schedule the week using your templates
- Reply to every comment with your own thumbs, not AI's
- Note which post held viewers longest: _____

Week 3: Double down on the working pillar

- Check which pillar got the best response and plan two extra posts in it
- Refresh your ten-idea list with AI using what you now know

- Revisit the disclosure card once

Week 4: Review like a professional

- Compare week 4 to week 1: consistency, comfort, quality
 - Rebuild next month's 30-day calendar in one sitting
 - Write one honest line about money expectations for month two: _____
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Plain-words glossary

- **Niche:** the specific corner of the internet your channel serves
- **Content pillar:** a repeating theme you post about, one of your usual three
- **Hook:** the first line of a video, built to stop the scroll
- **CTA:** call to action, the one thing you ask viewers to do at the end
- **Reel:** a short vertical video on Instagram or similar platforms
- **B-roll:** extra footage shown while your voice continues underneath
- **Thumbnail:** the cover image a viewer sees before pressing play
- **Caption:** the text under your post, and also the on-screen subtitles in a video
- **Repurposing:** turning one piece of content into several formats
- **Prompt:** the instruction you give an AI tool
- **Hallucination:** when AI states something false with full confidence
- **Free-to-use music:** tracks licensed so creators can use them without strikes
- **Disclosure:** telling viewers plainly about AI visuals or paid promotions
- **Monetisation:** earning from content, which arrives slowly and only after consistency