



STUDENT WORKBOOK

AI for Marketing and Sales Professionals

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



AI Coaching India

This workbook belongs to _____

Batch code: _____

AI for Marketing and Sales Professionals: Your Workbook

Dear marketer, dear closer,

Your job is output, and this workbook is built to increase yours from Monday morning. Every prompt from the five evenings is printed here with blanks for your own product, client and audience, so the campaign you built in class becomes the second of many, not the only one. Write in it during sessions, scribble hooks in the margins, spill chai on it, and keep it next to the laptop where deadlines live. Two threads run through everything: AI drafts faster than any intern, and you edit harder than any client, because your brand, your claims and your numbers must stay true even when the copy is machine-fast.

See you at the whiteboard,

Team AI Coaching India

Before day one

- Install or bookmark ChatGPT (chatgpt.com) and Google Gemini (gemini.google.com); create free accounts.
 - Create free accounts on Canva (canva.com) and Perplexity (perplexity.ai). Bookmark gamma.app and napkin.ai too.
 - Bring the product, service or client you actually work on. The whole course builds for it, not for an imaginary shoe brand.
 - Collect 3 to 5 of your past posts or ads that sounded most like your brand; we will use them to teach AI your voice.
 - Bring a laptop if you can; a phone works.
 - One reassurance: you will not be judged on creativity here. The method carries you, and the editing skills you already have become twice as valuable.
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Day 1: Ideation that beats the blank page

What today was really about

The blank page died today. Within thirty minutes AI was generating campaign angles for your own product, and the real work turned out to be choosing, not creating. The skill underneath everything: the brief. Product, audience, offer, tone, platform, stated clearly, is the difference between fifty usable angles and fifty generic ones. You shortlisted with criteria instead of gut feel: fit with the audience, believability, ease of execution. And you adopted the honesty rule that keeps this fast new speed safe: no fake claims, no fake reviews, no invented statistics, even when AI helpfully offers them.

Prompts we used

1. I market _____ (product or service) to _____ (specific audience) in India.
The main benefit is _____. The offer is _____. Ask me 5 sharp questions about my product and customers before we ideate, so your ideas fit reality.

2. Now generate 20 campaign angles for this product: mix emotional, practical, seasonal and social-proof angles. One line each. No fake statistics, no invented testimonials, no claims I have not stated.
3. Take angles _____ , _____ and _____ and expand each into a campaign theme: core message, who it speaks to, three hook lines, and the single feeling it should leave.
4. Score my shortlisted angles against these criteria: fit with my stated audience, believability without exaggeration, and ease of execution for a small team. Show the scoring as a simple list, not a table.
5. Rewrite this hook line 10 ways: shorter, bolder, question form, curiosity form, festival-linked, price-led, fear-of-missing-out (honest version), plain-spoken, premium tone, WhatsApp-status friendly:

Now you try

1. Run the full brief-then-ideate sequence for your real product. Which of the 20 angles surprised you?

2. Pick your top angle and write, yourself, one line that improves on AI's best hook: _____
3. Find one claim in AI's output today that you could not prove if a customer asked. Write it here and strike it out: _____

Watch out

WATCH OUT

AI will invent statistics, awards and testimonials to make copy stronger, because it optimises for persuasive, not true. Every number, review and claim in your marketing must be one you can prove. Delete the rest before it deletes your credibility.

My notes

Day 2: Ad copy and the social calendar

What today was really about

Today AI learned to sound like you. You fed it your past posts and watched the generic AI voice bend towards your brand's. Then one message became many: short and long versions, curiosity-led and benefit-led, adapted for Instagram, LinkedIn, Facebook and WhatsApp status without writing each from scratch. The month's calendar landed in one sitting, mapped to festivals, paydays and season. And you practised the most underrated skill of the AI era: editing out the tell-tale AI phrasing, the "unlock", "elevate", "game-changer" sludge, until the copy reads like a person wrote it. Because a person did: you, with a fast first-drafter.

Prompts we used

1. Here are 3 posts I wrote that sound most like my brand: _____. Describe my brand voice in 5 bullet points: tone, sentence length, words I favour, words I avoid, how I open and close. Keep this description for our whole chat.
2. Using that voice, write ad copy for _____ (campaign) in 6 variations: 15 words, 50 words, curiosity-led, benefit-led, objection-answering, and testimonial-style with a placeholder where a real customer quote will go.
3. Adapt variation _____ for Instagram caption, LinkedIn post, Facebook post and WhatsApp status. Respect each platform's natural length and tone; do not just copy-paste the same text four times.
4. Build a 30-day content calendar for _____ starting _____ (month). Mix: 40 percent value or education posts, 30 percent product, 20 percent behind-the-scenes or founder voice, 10 percent festival or seasonal. For each day give: date, theme, format (image, carousel, reel idea, text), and a one-line draft caption in my voice. Note upcoming Indian festivals and month-end payday in the plan.
5. Edit this copy to remove AI-sounding words and phrases (unlock, elevate, dive in, game-changer, seamless and similar). Make it sound like a real person from my brand voice description:

Now you try

1. Teach AI your voice with prompt 1, then test it: does variation 2 sound like you or like everyone? What did you fix? _____
2. Build the 30-day calendar for next month. Which week looks weakest, and what will you swap in?

3. Take your favourite AI caption and edit it down by a third. Paste the before and after:

Watch out

WATCH OUT

Raw AI copy is competent and forgettable, and every competitor has access to the same competence. Your edge is the edit: your voice examples going in, your ruthless cutting coming out. Never post the first draft, and never keep a claim you cannot back.

My notes

Day 3: Sequences: WhatsApp and email

What today was really about

Leads rarely buy on first contact; they buy on the fifth helpful touch. Today you mapped the journey, new enquiry, warm, gone quiet, post-purchase, and wrote the messages for each stage before you need them. The WhatsApp sequence stays helpful instead of pushy because each message gives something: an answer, a tip, a reason to reply. The email sequence earns opens with subject lines you tested against each other. And you drew the privacy line for your trade: personalise from what customers told you, never from what feels like surveillance, and never paste customer lists, numbers or personal data into any AI tool.

Prompts we used

1. Map a lead journey for _____ (product or service) sold to _____. Stages: new enquiry, warm but undecided, gone quiet for 2 weeks, purchased. For each stage: what the lead is thinking, what they need to hear, and the one goal of my next message.
2. Write a 5-message WhatsApp follow-up sequence for this journey in my brand voice. Rules: each message under 60 words, each gives value (answer, tip, offer or reassurance), no message begs, message 3 handles the most common objection _____, and the last message closes the loop politely with a way back in. Use [NAME] placeholders; I never paste real customer data here.
3. Write a 3-email nurture sequence for the warm stage: email 1 educates, email 2 shows proof (with a placeholder for a real example I will insert), email 3 makes the offer with a clear deadline I actually intend to keep. Give 3 subject line options per email, each under 45 characters.
4. Rewrite this message so it feels personal without being creepy. It may use: the lead's first name, what they enquired about, and how long ago. It may not reference anything they did not tell us directly: _____
5. Write a polite re-permission message for leads who have been silent for 90 days, giving them an easy yes and an easy no.

Now you try

1. Build the full 5-message WhatsApp sequence for your real product. Which message was hardest to keep under 60 words? _____
2. Write the three subject lines for email 1 and ask a colleague to pick the one they would open.
Winner: _____
3. Check your sequence for pressure: would you be comfortable receiving all five messages? What did you soften? _____

Watch out

WATCH OUT

Never paste customer lists, phone numbers, emails or any personal data into AI tools; placeholders go in, personalisation happens in your own sending tool. And keep deadlines honest: a fake "offer ends tonight" that repeats every night trains customers to ignore you.

My notes

Day 4: Sales call prep and competitor research

What today was really about

Ten prepared minutes now beat thirty improvised ones later. Today you built the pre-call routine: Perplexity for research with sources you can check, a one-page call sheet with context, opening, three talking points and the next step you will ask for. Then objection handling: the ten pushbacks you actually hear, each with a response drafted calm and ready, so the price question stops being an ambush. Competitor research came with the day's biggest caution: AI confidently invents company facts, prices and features, so every claim about a competitor gets verified on their actual pages before you ever say it aloud.

Prompts we used

1. In Perplexity: What does _____ (prospect company) do, who are their customers, and what has changed for them recently? Show sources. Then verify anything important by opening the sources.
2. Build a one-page call sheet for my call with _____ (role) at _____ (company type). My product: _____. Sections: likely context and pressures for this person, a 2-line opening that is about them not me, three talking points linking my product to their situation, two smart questions to ask, and the specific next step I will propose.
3. List the 10 objections a _____ (your buyer) most commonly raises about _____ (your product type). For each, write a calm response in my voice that acknowledges the concern, answers honestly, and moves forward. No overpromising: if an objection is partly fair, the response says so.
4. I sell against _____ (competitor). Based only on what I paste from their public pages, compare us on: pricing approach, key features, and who each product suits better. Where you are unsure, say so instead of guessing. Here is the pasted text: _____
5. Draft a follow-up message for after the call: thanks them, confirms the one thing we agreed, and states the next step with a date. Under 80 words, placeholders for specifics.

Now you try

1. Build a call sheet for a real prospect you will speak to this week. Write your 2-line opening here: _____
2. Generate your objection playbook, then mark the two objections where AI's response felt hollow, and rewrite those yourself: _____
3. Test the hallucination: ask AI directly about your competitor without pasting anything, then check three claims on the competitor's site. What did it get wrong? _____

Watch out

WATCH OUT

AI invents company facts, pricing and features with total confidence, and quoting a wrong "fact" about a competitor to a prospect can end the deal and start a dispute. Verify on the competitor's actual pages before anything reaches your mouth or your deck.

My notes

Day 5: Creatives, and measuring what worked

What today was really about

The campaign became visible today: three finished creatives in Canva, built from your Day 1 concept and your Day 2 copy, plus a carousel and a short video concept if you were fast. Then the unglamorous half that separates professionals from posters: measurement. Reach, clicks, enquiries, sales, and the honesty to track the ones that matter for your business, not the ones that look best in screenshots. Your one-page tracker takes five minutes a week. And you practised reading a flop without flinching: what the numbers say, what you will change, what you will stop. That habit, more than any hook, is what compounds.

Prompts we used

1. I am designing in Canva for the campaign _____. Suggest 3 creative concepts for a single image post: the visual idea, the 7-words-or-fewer text on the image, and which of my ad copy variations pairs with it as the caption.
2. Turn my campaign message _____ into a 5-slide carousel: slide-by-slide text, under 15 words per slide, with a hook slide, three value slides and a call-to-action slide in my brand voice.
3. Write a 20-second reel or video script for _____ : hook in the first 2 seconds, one core message, one clear call to action. Format: what appears on screen, what is spoken or shown as text.

4. Build me a simple weekly measurement tracker as a list I can copy into a notebook or sheet: reach, profile visits or clicks, enquiries (WhatsApp or calls), sales, and one line for what I changed this week. Explain in one line each why these five matter for a small campaign.
5. Here are my honest numbers from last campaign: _____. Without flattering me, tell me: what worked, what did not, three possible reasons, and the single change most worth testing next. Do not invent causes the data cannot show.

Now you try

1. Finish your three creatives and save them for posting. Which one would you bet on, and why?

2. Set up the tracker and fill in week zero (your current baseline numbers): _____
3. Run prompt 5 on a past campaign you already know flopped. Did AI's reading match yours? What will you test first? _____

Watch out

WATCH OUT

The tracker only works if the numbers going in are real. Resist reporting reach when the business needs enquiries, and resist explaining away a flop. AI can help you read data, but it cannot make you honest with it; that part stays yours.

My notes

Your complete prompt library

Day 1: Ideation

1. Brief AI on product _____, audience _____, benefit _____, offer _____; it asks 5 questions first.
2. 20 campaign angles, mixed types, no fake statistics or invented claims.
3. Expand angles _____ into themes: message, audience, three hooks, one feeling.
4. Score shortlisted angles on audience fit, believability, ease of execution.
5. Rewrite this hook 10 ways: _____

Day 2: Copy and calendar

1. Learn my voice from these 3 past posts; describe it in 5 bullets and keep it: _____
2. 6 ad copy variations in my voice: 15 words, 50 words, curiosity, benefit, objection-answering, testimonial-with-placeholder.

3. Adapt variation _____ for Instagram, LinkedIn, Facebook, WhatsApp status.
4. 30-day calendar starting _____ : 40 percent value, 30 percent product, 20 percent behind-the-scenes, 10 percent festival; date, theme, format, draft caption each.
5. Strip the AI-sounding words from this copy and make it human: _____

Day 3: Sequences

1. Lead journey for _____ : enquiry, warm, gone quiet, purchased; thinking, need, goal per stage.
2. 5-message WhatsApp sequence, under 60 words each, value in every message, objection _____ handled in message 3, [NAME] placeholders only.
3. 3-email nurture: educate, proof-with-placeholder, honest-deadline offer; 3 subject lines each under 45 characters.
4. Personalise this message using only what the lead told us: _____
5. 90-day silence re-permission message with an easy yes and easy no.

Day 4: Call prep and competitors

1. Perplexity prospect research with sources, then verify the sources.
2. One-page call sheet: context, 2-line opening about them, three talking points, two questions, one next step.
3. 10 real objections for _____ with calm, honest responses in my voice.
4. Compare us with _____ using only pasted public-page text; say "unsure" instead of guessing.
5. Post-call follow-up under 80 words: thanks, the one agreement, next step with date.

Day 5: Creatives and measurement

1. 3 single-image creative concepts: visual, on-image text under 7 words, paired caption.
2. 5-slide carousel, under 15 words a slide: hook, three value, call to action.
3. 20-second reel script: 2-second hook, one message, one call to action, screen and voice noted.
4. Weekly tracker: reach, clicks, enquiries, sales, one change line; why each matters.
5. Read my honest numbers without flattery: worked, did not, three reasons, one test:

Your safety card

- Never paste into AI tools: customer lists, phone numbers, email databases, payment details, or campaign performance data tied to named individuals.
- Personalise from what leads told you directly; placeholders in AI, real names only inside your own sending tools.
- No fake reviews, fake statistics, invented awards or fake urgency; if you cannot prove a claim, it does not run.

- Verify every AI statement about a competitor on their actual public pages before repeating it anywhere.
 - Client work: never paste one client's confidential briefs, budgets or results into a chat you use for another client.
 - Keep brand accounts and AI accounts on strong passwords; a hijacked page can undo a year of trust.
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Keep going: your 30-day plan

- Week 1: post from your calendar every scheduled day. Edit each caption before posting; first drafts stay drafts.
 - Week 2: switch on the WhatsApp sequence for new enquiries and send email 1 to your warm list. Fill in the tracker on Friday, five minutes.
 - Week 3: build a call sheet before every sales conversation this week. Rewrite the objection response that failed you most recently.
 - Week 4: read your first month of tracker numbers with prompt 5, pick one change, and build next month's calendar in one sitting.
 - Ongoing: one calendar, one tracker review, one sequence tune-up per month. The output habit is the whole game.
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Plain-words glossary

- AI: software that generates text and ideas fast; a first-drafter with no sense of truth.
- Prompt: the instruction and context you give AI; the brief is the prompt.
- Hallucination: AI stating false things confidently, like invented statistics or competitor facts.
- Brand voice: the recognisable way your brand sounds; teachable to AI with examples.
- Hook: the first line whose only job is to stop the scroll.
- Campaign angle: the specific approach a message takes, like price, pride or fear of missing out.
- Content calendar: the month's posts planned in advance: date, theme, format, caption.
- Nurture sequence: a planned series of messages that warms a lead over days or weeks.
- Objection: the reason a buyer gives for not buying; predictable, so prepare for it.
- Call sheet: your one-page prep for a sales call: context, opening, points, next step.
- Carousel: a multi-slide post readers swipe through.
- Call to action: the one thing you ask the reader to do next.
- Reach: how many people saw your content; a start, not a result.
- Conversion: when a viewer becomes an enquiry or a sale; the number that pays rent.