

Interactive Workbook

This interactive workbook is designed to reinforce the concepts and techniques covered in the AI Workflow Catalyst session. It includes exercises and activities to help you apply what you've learned, along with space to jot down your ideas, reflections, and action plans.

Recognizing Procrastination and Creative Blocks

Exercise: Identifying Triggers

1. List three situations where you commonly experience procrastination or creative blocks.

2. Reflect on why these situations trigger procrastination or blocks.

Activity: Self-Reflection

1. Describe a recent instance where you felt stuck. What was the task?

2. What thoughts and feelings did you experience at that moment?

3. How did you overcome the block, if at all?

Crafting Effective AI Prompts

Objective: Learn how to craft effective prompts for AI tools to generate innovative and relevant content ideas for a client project.

Scenario and Exercise Overview: In this exercise, you will practice creating AI prompts that help generate creative and relevant blog post ideas for a tech startup launching a new productivity app aimed at remote workers. You will learn to identify areas where AI can assist and practice refining your prompts to achieve the desired outcomes. Put yourself in this specific scenario. Imagine being creatively stuck and procrastinating and walking through this process one step at a time.

Step-by-Step Instructions:

1. **Recognize and acknowledge that you're stuck and/or procrastinating:**

- **Question:** What specific challenge are you facing when generating blog post ideas for the productivity app?

Identify the underlying reason:

- **Question:** Why do you think you're facing this challenge? Consider factors like lack of inspiration, pressure, or limited knowledge of current trends.

Envision the ideal outcome:

- **Question:** What would a dream-come-true scenario look like for you in terms of content ideas?

Create your initial AI prompt:

- **Task:** Write a prompt that combines background information about the app and a specific question to generate relevant content ideas. Consider giving the AI a specific role to play (e.g., "You're an expert content marketer...").
- **Important:** enter your prompt into the AI. You will then use the AI-generated results to complete the rest of the exercise.

Analyze the AI-generated results:

a. What's good here?

(Identify what you like about the AI-generated ideas.)

b. What's missing?

(Note any elements or perspectives you think should be included.)

c. What haven't I thought of?

(Consider any unexpected or novel ideas that surfaced.)

d. What could be better?

(Think about how the ideas could be improved or expanded.)

e. What ideas surfaced that I didn't expect?

(Identify any surprising insights or angles.)

f. How can I dive in a little deeper?

(Consider ways to explore specific topics more thoroughly.)

g. How can I build on this?

(Think about how you can expand on the ideas or create related content.)

h. What other follow-up, probing, or clarifying questions could I ask to get even richer insights or ideas?

(List any additional questions to further refine your ideas.)

Refine your AI prompt:

- **Task:** Use your responses to the reflection questions to create a new, more refined AI prompt.

Iterate as needed:

- **Task:** Enter this new prompt into the AI tool.
- **Task:** Review the new AI-generated ideas and continue refining your prompts until you are satisfied with the content plan.

Final Thoughts:

By completing this exercise, you have practiced creating effective AI prompts of your own and using them to overcome creative blocks in ideation and brainstorming. Use these skills to generate innovative content ideas tailored to your specific project needs.

Remember, the key to effective AI prompt creation is clarity and specificity. Don't be afraid to experiment with different prompts and prompt models to see what yields the best results.

Consider the context and target audience when crafting your prompts to ensure relevance and alignment with your brand or client goals.

Get into the habit of crafting your own prompts based on what you're seeing and your own analysis of the situation. Strengthening your critical thinking is going to be increasingly important in the age of AI.

It's OK to learn prompting techniques from others. But try not to use ready-made prompts blindly. Instead, take the time to analyze them and understand what makes them work. Then, use what you learn to incorporate new ideas and techniques into your own prompt-creation process.