AI-Powered Content Plan

This guide shows you how to use AI tools to plan, create, and publish content consistently.

Who is it for?

- Beginners building a brand

- Solopreneurs managing their own content

- Creators who want to post consistently without burning out

Tools featured:

- ChatGPT

- Canva

- Notion

- Pictory

- Zapier

Let's turn smart tools into real output.

Your 3-Part Content Strategy

1. Evergreen Content

Content that answers key questions and ranks long-term.

Examples: How-to guides, list posts, tutorials.

2. Trending Content

Leverages current topics or seasonal themes to capture fast attention.

Examples: AI news reactions, 'right now' content, trends.

3. Promotional Content

Content that leads to income. Focus on products, offers, affiliate links, or services.

Examples: case studies, testimonials, feature walk-throughs.

Mixing all three ensures authority, engagement, and revenue.

AI Workflow for Weekly Content

Here's an example weekly AI workflow:

MONDAY

Use ChatGPT to draft a 500-word blog post on your niche topic.

TUESDAY

Turn the blog into a 5-slide carousel using Canva or Notion AI.

WEDNESDAY

Paste blog into Pictory and generate a 60-second explainer video.

THURSDAY

Use Buffer or Later to schedule all content for posting.

FRIDAY

Check analytics (clicks, views, engagement) and note what worked.

This flow creates 3-5 content assets from one idea-repeat weekly.

AI Prompts for Content Creation

Use these prompts to get consistent, useful content fast:

Blog Post Prompt:

"Write a 500-word blog post explaining [topic] in a casual tone."

Instagram Caption Prompt:

"Write an Instagram caption summarizing this article and include a CTA to click the link in bio."

Video Script Prompt:

"Turn this blog post into a 60-second video script with a hook, body, and CTA."

Also try:

- "Give me 10 hashtags for [topic]."

- "Summarize this post into a tweet."

- "List 3 content ideas related to this blog."

Free AI Tools List

Start with these tools-most have free plans:

- ChatGPT (OpenAI): write anything
- Canva Magic Write: social design + text
- Notion AI: structure, rewrite, plan
- Pictory: blog-to-video tool
- Grammarly: edit copy fast
- Buffer: schedule posts
- Lumen5: another blog-to-video option
- Zapier: connect everything automatically

Monthly Content Calendar Example

WEEK 1 - Awareness

Teach or educate (e.g., "How X works")

WEEK 2 - Value

Solve a problem or provide resources (e.g., "Top 5 tools for X")

WEEK 3 - Promotion

Focus on income (e.g., product demo, affiliate review)

WEEK 4 - Community

Q&A, behind the scenes, feedback loops

Download the matching Notion calendar at:

https://thepassivemint.com/resources/content-calendar