

— IDRIS EL-FEGHI —

AI-POWERED STARTUP SUCCESS

Build Marketing, Content and Sales Systems
Using ChatGPT and No-Code Automation

For Startup Founders & Entrepreneurs

Practical Guide for Non-Technical Entrepreneurs

AI-POWERED STARTUP SUCCESS

Build Marketing, Content and Sales Systems Using
ChatGPT and No-Code Automation

Idris El-Feghi

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Contents

Getting Started	1
Unsure How to Get Started? Try Author Quickstart!	1
How to Write on Leanpub	1
Previewing and publishing	1
Basic formatting	1
Markdown and Markua	1
Generate a preview version of your book	1
Either read a tutorial, or just go for it!	2
Thanks for being a Leanpub author!	2
Writing in Markua	3
Section One	3
Including a Chapter in the Sample Book	3
Links	3
Images	3
Lists	8
Page Breaks	9
Code Samples	10
Tables	11
Math	11
Headings	12
Block quotes, Asides and Blurbs	13
Good luck, have fun!	15
□ <i>Build Marketing, Content and Sales Systems Using ChatGPT and No-Code Automation</i>	15
Copyright	16
.	17
Acknowledgments	18
Chapter 1–The AI Shift in Marketing	18

CONTENTS

Chapter 2–The Modern AI Marketing Stack	18
Chapter 3–AI-Powered Positioning	18
Chapter 4–The Automated Content Engine	18
Chapter 5–AI Email Marketing System	18
Chapter 6–AI Sales Funnels	18
Chapter 7–Workflow Automation Basics	19
Chapter 8–Building the Self-Running Growth Machine	19
Chapter 9–AI-Powered Analytics & Optimization	19
9.6 Leading vs Lagging Indicators	19
9.7 Entrepreneur Dashboard Design	19
Chapter 10–Automating Customer Engagement	19
Chapter 11–Scaling Marketing Without Hiring	19
Chapter 12–Common Automation Mistakes	20
Chapter 13–The 30-Day Automation Plan	20
Chapter 14–The AI Prompt & Workflow Library	20
Chapter 15–Case Study: From Manual Chaos to Automated Growth	21
15.1 Entrepreneur Background	21
15.2 Initial Problems	21
15.3 Step 1–Positioning and Messaging	21
15.4 Step 2–Building the Lead Engine	21
15.5 Step 3–Email Automation Setup	21
15.6 Step 4–Sales Funnel Structure	21
15.7 Step 5–Automation and Workflow Integration	22
15.8 Performance Metrics After 60 Days	22
15.9 Key Lessons Learned	22
15.10 Long-Term Impact	22
Appendix–50 Bonus AI Marketing Prompts	23
.....	24
.....	25
.....	26
Chapter 1–The AI Shift in Marketing	27
Introduction	27
1.1 The Evolution of Marketing	27
1.2 What Generative AI Changes	27

CONTENTS

1.3 Automation vs. AI	27
1.4 The Entrepreneur Opportunity Window	27
.	28
.	29
Chapter 2–The Modern AI Marketing Stack	30
Introduction	30
.	30
2.1 Core Components of a Growth System	30
2.2 Content Layer	30
2.3 Lead Generation Layer	30
2.4 Sales Layer	30
2.5 Automation Layer	31
2.6 Analytics Layer	31
Chapter Summary	31
.	32
.	33
.	34
Chapter 3–AI-Powered Positioning	35
Introduction	35
3.1 Defining Your Ideal Customer	35
3.2 Clarifying Your Offer	35
3.3 Crafting Your Core Message	35
3.4 Value Proposition Framework	35
3.5 Customer Research Using AI	35
3.6 Using AI for Market Messaging Optimization	36
Chapter Summary	36
.	37
.	38
Chapter 4–The Automated Content Engine	39
Introduction	39
4.1 Content Strategy Design	39
4.2 AI Content Calendar	39

CONTENTS

- 4.3 Long-Form Content Creation 39
- 4.4 Social Media Repurposing 39
- 4.5 Content Distribution Workflow 39
- 4.6 Building a Weekly 2-Hour Content System 40
- Chapter Summary 40

- Chapter 5–AI Email Marketing System 41
 - Introduction 41
 - 5.1 Lead Magnet Creation 41
 - 5.2 Welcome Email Sequence 41
 - 5.3 Nurture Sequence 41
 - 5.4 Sales Sequence 41
 - 5.5 Email Automation Structure 41
 - 5.6 Measuring Email Performance 42
 - Chapter Summary 42

 - 43

- Chapter 6–AI Sales Funnels 44
 - Introduction 44
 - 6.1 Funnel Architecture 44
 - 6.2 Landing Page Creation 44
 - 6.3 Conversion Copywriting 44
 - 44
 - 6.4 Offer Presentation 44
 - 6.5 Example Funnel Flow–AI Marketing Program 45
 - 6.6 Funnel Optimization 45
 - 6.7 Ethical AI Marketing Practices 46
 - Chapter Summary 46

 - 47

 - 48

 - 49

 - 50

- Chapter 7–Workflow Automation Basics 51
 - Introduction 51
 - 7.1 Understanding Triggers and Actions 51

CONTENTS

7.2 Connecting Your Tools	51
7.3 Data Flow Fundamentals	51
7.4 Automation Design Principles	51
7.5 Practical Example Automation Workflow	51
Chapter Summary	52
Chapter 8–Building the Self-Running Growth Machine	53
Introduction	53
8.1 Traffic System	53
8.2 Lead Capture System	53
8.3 Nurture System	53
8.4 Sales System	53
8.5 Retention System	53
8.6 System Integration Principles	54
Chapter Summary	54
Introduction	54
9.1 Performance Tracking	54
9.2 AI-Assisted Insights	54
9.3 Identifying Bottlenecks	54
9.4 Continuous Improvement Loop	54
9.5 Key Performance Indicators	55
9.6 Leading vs Lagging Indicators	55
9.7 Entrepreneur Dashboard Design	55
Chapter Summary	55
.	55
Chapter 10–Automating Customer Engagement	56
Introduction	56
10.1 Chatbots and AI Assistants	56
10.2 FAQ and Support Automation	56
10.3 Onboarding Automation	56
10.4 Customer Experience Optimization	56
Chapter Summary	56
.	58
Chapter 11–Scaling Marketing Without Hiring	59
Introduction	59
11.1 AI as a Virtual Marketing Team	59
11.2 Delegation Through Intelligent Systems	59

CONTENTS

11.3 Reducing Entrepreneur Dependency	59
11.4 Productivity Leverage Principle	59
Chapter Summary	59
Chapter 12–Common Automation Mistakes	61
Introduction	61
12.1 Over-Complex Systems	61
12.2 Poor Messaging Inputs	61
12.3 Ignoring Data Feedback	61
12.4 Automation Without Strategy	61
12.5 Ethical Marketing Considerations	61
Chapter Summary	62
Chapter 13–The 30-Day Automation Plan	63
Introduction	63
13.1 Week 1: Strategy and Messaging	63
13.2 Week 2: Content and Lead Engine	63
13.3 Week 3: Funnel and Email Automation	63
13.4 Week 4: Integration and Optimization	63
13.5 Continuous Improvement Philosophy	63
Chapter Summary	64
.	65
.	66
Chapter 14–The AI Prompt and Workflow Library	67
Introduction	67
14.1 Strategy Prompts	67
14.2 Content Creation Prompts	67
14.3 Email Marketing Prompts	67
14.4 Funnel Optimization Prompts	67
14.5 Automation Workflow Prompts	67
Chapter Summary	68
Chapter 15–Case Study: From Manual Chaos to Automated Growth	69
Introduction	69
15.1 Entrepreneur Background	69
15.2 Initial Problems	69
15.3 Step 1–Positioning and Messaging	69

CONTENTS

15.4 Step 2–Building the Lead Engine	69
15.5 Step 3–Email Automation Setup	69
15.6 Step 4–Sales Funnel Structure	70
15.7 Step 5–Automation and Workflow Integration	70
15.8 Performance Metrics After 60 Days	70
15.9 Key Lessons Learned	70
15.10 Long-Term Impact	70
Chapter Summary	70
Conclusion of the Book	70
Appendix–50 Bonus AI Marketing Prompts	72
Introduction	72
Strategy Prompts	72
Content Marketing Prompts	72
Email Marketing Prompts	72
Funnel Optimization Prompts	72
Automation Workflow Prompts	72
Sales and Conversion Prompts	73
Advanced Marketing Intelligence Prompts	73
Productivity Prompts for entrepreneurs	73
Bonus Innovation Prompts	73
Final Note	73
About the Author	73
Alex Thompson is an AI systems architect, entrepreneur, and technology strategist dedicated to helping non-technical founders use artificial intelligence to drive business growth. With experience in applied machine learning, automation engineering, and product development, he focuses on translating advanced AI capabilities into practical business tools that entrepreneurs can use without programming knowledge.	74
His work emphasizes building scalable growth systems using platforms such as ChatGPT and modern automation technologies. Through research, experimentation, and real-world implementation, he bridges the gap between sophisticated AI research and everyday business operations.	75

CONTENTS

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Outside of his work in AI system development, Alex is involved in product innovation, strategic automation design, and promoting practical AI adoption for entrepreneurs around the world. 77

 □ *Build Marketing, Content and Sales Systems Using ChatGPT and No-Code Automation 77*

Copyright 77

 **78**

Acknowledgments 79

Chapter 1–The AI Shift in Marketing 79

Chapter 2–The Modern AI Marketing Stack 79

Chapter 3–AI-Powered Positioning 79

Chapter 4–The Automated Content Engine 79

Chapter 5–AI Email Marketing System 79

Chapter 6–AI Sales Funnels 79

Chapter 7–Workflow Automation Basics 80

Chapter 8–Building the Self-Running Growth Machine 80

Chapter 9–AI-Powered Analytics & Optimization 80

 9.6 Leading vs Lagging Indicators 80

 9.7 Entrepreneur Dashboard Design 80

Chapter 10–Automating Customer Engagement 80

Chapter 11–Scaling Marketing Without Hiring 80

Chapter 12–Common Automation Mistakes 81

Chapter 13–The 30-Day Automation Plan 81

Chapter 14–The AI Prompt & Workflow Library 81

Chapter 15–Case Study: From Manual Chaos to Automated Growth . . . 82

 15.1 Entrepreneur Background 82

 15.2 Initial Problems 82

 15.3 Step 1–Positioning and Messaging 82

 15.4 Step 2–Building the Lead Engine 82

 15.5 Step 3–Email Automation Setup 82

 15.6 Step 4–Sales Funnel Structure 82

 15.7 Step 5–Automation and Workflow Integration 83

 15.8 Performance Metrics After 60 Days 83

CONTENTS

15.9 Key Lessons Learned	83
15.10 Long-Term Impact	83
Appendix-50 Bonus AI Marketing Prompts	84
.	85
.	86
.	87
Chapter 1-The AI Shift in Marketing	88
Introduction	88
1.1 The Evolution of Marketing	88
1.2 What Generative AI Changes	88
1.3 Automation vs. AI	88
1.4 The Entrepreneur Opportunity Window	88
.	89
.	90
Chapter 2-The Modern AI Marketing Stack	91
Introduction	91
.	91
2.1 Core Components of a Growth System	91
2.2 Content Layer	91
2.3 Lead Generation Layer	91
2.4 Sales Layer	91
2.5 Automation Layer	92
2.6 Analytics Layer	92
Chapter Summary	92
.	93
.	94
.	95
Chapter 3-AI-Powered Positioning	96
Introduction	96
3.1 Defining Your Ideal Customer	96

CONTENTS

3.2 Clarifying Your Offer	96
3.3 Crafting Your Core Message	96
3.4 Value Proposition Framework	96
3.5 Customer Research Using AI	96
3.6 Using AI for Market Messaging Optimization	97
Chapter Summary	97
.	98
.	99
Chapter 4–The Automated Content Engine	100
Introduction	100
4.1 Content Strategy Design	100
4.2 AI Content Calendar	100
4.3 Long-Form Content Creation	100
4.4 Social Media Repurposing	100
4.5 Content Distribution Workflow	100
4.6 Building a Weekly 2-Hour Content System	101
Chapter Summary	101
Chapter 5–AI Email Marketing System	102
Introduction	102
5.1 Lead Magnet Creation	102
5.2 Welcome Email Sequence	102
5.3 Nurture Sequence	102
5.4 Sales Sequence	102
5.5 Email Automation Structure	102
5.6 Measuring Email Performance	103
Chapter Summary	103
.	104
Chapter 6–AI Sales Funnels	105
Introduction	105
6.1 Funnel Architecture	105
6.2 Landing Page Creation	105
6.3 Conversion Copywriting	105
.	105
6.4 Offer Presentation	105

CONTENTS

6.5 Example Funnel Flow–AI Marketing Program	106
6.6 Funnel Optimization	106
6.7 Ethical AI Marketing Practices	107
Chapter Summary	107
.	108
.	109
.	110
.	111
Chapter 7–Workflow Automation Basics	112
Introduction	112
7.1 Understanding Triggers and Actions	112
7.2 Connecting Your Tools	112
7.3 Data Flow Fundamentals	112
7.4 Automation Design Principles	112
7.5 Practical Example Automation Workflow	112
Chapter Summary	113
Chapter 8–Building the Self-Running Growth Machine	114
Introduction	114
8.1 Traffic System	114
8.2 Lead Capture System	114
8.3 Nurture System	114
8.4 Sales System	114
8.5 Retention System	114
8.6 System Integration Principles	115
Chapter Summary	115
Introduction	115
9.1 Performance Tracking	115
9.2 AI-Assisted Insights	115
9.3 Identifying Bottlenecks	115
9.4 Continuous Improvement Loop	115
9.5 Key Performance Indicators	116
9.6 Leading vs Lagging Indicators	116
9.7 Entrepreneur Dashboard Design	116
Chapter Summary	116

CONTENTS

..... 116

Chapter 10–Automating Customer Engagement 117

Introduction 117

10.1 Chatbots and AI Assistants 117

10.2 FAQ and Support Automation 117

10.3 Onboarding Automation 117

10.4 Customer Experience Optimization 117

Chapter Summary 117

..... **119**

Chapter 11–Scaling Marketing Without Hiring 120

Introduction 120

11.1 AI as a Virtual Marketing Team 120

11.2 Delegation Through Intelligent Systems 120

11.3 Reducing Entrepreneur Dependency 120

11.4 Productivity Leverage Principle 120

Chapter Summary 120

Chapter 12–Common Automation Mistakes 122

Introduction 122

12.1 Over-Complex Systems 122

12.2 Poor Messaging Inputs 122

12.3 Ignoring Data Feedback 122

12.4 Automation Without Strategy 122

12.5 Ethical Marketing Considerations 122

Chapter Summary 123

Chapter 13–The 30-Day Automation Plan 124

Introduction 124

13.1 Week 1: Strategy and Messaging 124

13.2 Week 2: Content and Lead Engine 124

13.3 Week 3: Funnel and Email Automation 124

13.4 Week 4: Integration and Optimization 124

13.5 Continuous Improvement Philosophy 124

Chapter Summary 125

..... **126**

..... **127**

CONTENTS

Chapter 14–The AI Prompt and Workflow Library	128
Introduction	128
14.1 Strategy Prompts	128
14.2 Content Creation Prompts	128
14.3 Email Marketing Prompts	128
14.4 Funnel Optimization Prompts	128
14.5 Automation Workflow Prompts	128
Chapter Summary	129
Chapter 15–Case Study: From Manual Chaos to Automated Growth . . .	130
Introduction	130
15.1 Entrepreneur Background	130
15.2 Initial Problems	130
15.3 Step 1–Positioning and Messaging	130
15.4 Step 2–Building the Lead Engine	130
15.5 Step 3–Email Automation Setup	130
15.6 Step 4–Sales Funnel Structure	131
15.7 Step 5–Automation and Workflow Integration	131
15.8 Performance Metrics After 60 Days	131
15.9 Key Lessons Learned	131
15.10 Long-Term Impact	131
Chapter Summary	131
Conclusion of the Book	131
Appendix–50 Bonus AI Marketing Prompts	133
Introduction	133
Strategy Prompts	133
Content Marketing Prompts	133
Email Marketing Prompts	133
Funnel Optimization Prompts	133
Automation Workflow Prompts	133
Sales and Conversion Prompts	134
Advanced Marketing Intelligence Prompts	134
Productivity Prompts for entrepreneurs	134
Bonus Innovation Prompts	134
Final Note	134
About the Author	134

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Writing in Markua

Writing in Markua is easy! You can learn most of what you need to know with just a few examples.

To make *italic text* you surround it with single asterisks. To make **bold text** you surround it with double asterisks.

Section One

You can start new sections by starting a line with two # signs and a space, and then typing your section title.

Sub-Section One

You can start new sub-sections by starting a line with three # signs and a space, and then typing your sub-section title.

Including a Chapter in the Sample Book

At the top of this file, you will also see a line at the top:

```
1 {sample: true}
```

Leanpub has the ability to make a sample book, which interested readers can download or read online. If you add this line above a chapter heading, then when you publish your book, this chapter will be included in a separate sample book for these interested readers.

Links

You can add web links easily.

Here's a link to the [Leanpub homepage](#).

Images

You can add an image to your book in a similar way.

First, add the image to the “Resources” folder for your book. You will find the “Resources” folder under the “Manuscript” menu to the left.

If you look in your book’s “Resources” folder right now, you will see that there is an example image there with the file name “palm-trees.jpg”. Here’s how you can add this image to your book:



If you want to add a figure title, you put it in quotes:



Figure 1. Palm Trees

If you want to add descriptive alt text, which is good for accessibility, you put it between the square brackets:



Figure 2. Palm Trees

You can also set the alt text and/or the figure title in an attribute list:



Figure 3. Palm Trees

Finally, if no title is provided, and the `alt-title` document setting is the default of `all`, the alt text will be used as the figure title instead of as alt text.



Figure 4. Palm Trees

You can set the important document settings at Settings > Generation Settings.

Lists

Numbered Lists

You make a numbered list like this:

1. kale
2. carrot
3. ginger

Bulleted Lists

You make a bulleted list like this:

- kale

- carrot
- ginger

Definition Lists

You can even have definition lists!

term 1

definition 1a

definition 1b

term 2

definition 2

Page Breaks

We don't recommend that you manually break pages, since that is brittle and can lead to unexpected formatting if you edit text earlier in your chapter and forget about the manual page breaks. But if you really want to add a page break, you use the `{pagebreak}` directive on a line by itself, with blank lines above it and below it.

Code Samples

You can add code samples really easily. Code can be in separate files (a “local” resource) or in the manuscript itself (an “inline” resource).

Local Code Samples

Here’s a local code resource:

Figure 5. Hello World in Ruby

```
1 require 'time'
2
3 # This is just some pointless code so you can see the syntax highlighting...
4 def display_info
5   pi = Math::PI.round(10)
6   time_last_year = (Time.now - 365 * 24 * 60 * 60).getlocal("-08:00")
7   formatted_time = time_last_year.strftime("%Y-%m-%d %H:%M:%S")
8   puts "Pi to 10 decimal places: #{pi}"
9   puts "The time 1 year ago in Pacific Time: #{formatted_time}"
10 end
```

Inline Code Samples

Inline code samples can either be spans or figures.

A span looks like `puts "hello world"` this.

A figure looks like this:

```
1 require 'time'
2
3 # This is just some pointless code so you can see the syntax highlighting...
4 def display_info
5   pi = Math::PI.round(10)
6   time_last_year = (Time.now - 365 * 24 * 60 * 60).getlocal("-08:00")
7   formatted_time = time_last_year.strftime("%Y-%m-%d %H:%M:%S")
8   puts "Pi to 10 decimal places: #{pi}"
9   puts "The time 1 year ago in Pacific Time: #{formatted_time}"
10 end
```

You can also add a figure title using the title attribute:

Figure 6. Hello World in Ruby

```

1 require 'time'
2
3 # This is just some pointless code so you can see the syntax highlighting...
4 def display_info
5   pi = Math::PI.round(10)
6   time_last_year = (Time.now - 365 * 24 * 60 * 60).getlocal("-08:00")
7   formatted_time = time_last_year.strftime("%Y-%m-%d %H:%M:%S")
8   puts "Pi to 10 decimal places: #{pi}"
9   puts "The time 1 year ago in Pacific Time: #{formatted_time}"
10 end

```

Tables

You can insert tables easily inline, using the GitHub Flavored Markdown (GFM) table syntax:

Header 1	Header 2
Content 1	Content 2
Content 3	Content 4 Can be Different Length

Tables work best for numeric tabular data involving a small number of columns containing small numbers:

Central Bank	Rate
JPY	-0.10%
EUR	0.00%
USD	0.00%
CAD	0.25%

Definition lists are preferred to tables for most use cases, since reading a large table with many columns is terrible on phones and since typing text in a table quickly gets annoying.

Math

You can easily insert math equations inline using either spans or figures.

Here's one of the kinematic equations $d = v_i t + \frac{1}{2} a t^2$ inserted as a span inside a sentence.

Here's some math inserted as a figure.

$$\left| \sum_{i=1}^n a_i b_i \right| \leq \left(\sum_{i=1}^n a_i^2 \right)^{1/2} \left(\sum_{i=1}^n b_i^2 \right)^{1/2}$$

Figure 7. Something Involving Sums

Headings

Markua supports both of Markdown's heading styles.

The preferred style, called atx headers, has the following meaning in Markua:

```

1 {class: part}
2 # Part
3
4 This is a paragraph.
5
6 # Chapter
7
8 This is a paragraph.
9
10 ## Section
11
12 This is a paragraph.
13
14 ### Sub-section
15
16 This is a paragraph.
17
18 #### Sub-sub-section
19
20 This is a paragraph.
21
22 ##### Sub-sub-sub-section
23
```

```

24 This is a paragraph.
25
26 ##### Sub-sub-sub-sub-section
27
28 This is a paragraph.

```

Note the use of three backticks in the above example, to treat the Markua like inline code (instead of actually like headers).

The other style of headers, called Setext headers, has the following headings:

```

1 {class: part}
2 Part
3 ====
4
5 This is a paragraph.
6
7 Chapter
8 =====
9
10 This is a paragraph.
11
12 Section
13 -----
14
15 This is a paragraph.

```

Setext headers look nice, but only if you're only using chapters and sections. If you want to add sub-sections (or lower), you'll be using atx headers for at least some of your headers. My advice is to just use atx headers all the time. (The `{class: part}` attribute list on a chapter header to make a part header does actually work with Setext headers, but it's really ugly.)

Note that while it is confusing and ugly to mix and match using atx and Setext headers for chapters and sections in the same document, you can do it. However, please don't.

Block quotes, Asides and Blurbs

Block quotes are really easy too.

—Peter Armstrong, *Markua Spec*

Asides are useful for longer text.
But typing them like this isn't fun.

Asides can be written this way, since adding a bunch of A> stuff at the beginning of each line can get annoying with longer asides.

Blurbs are useful

Blurbs are useful

There are many types of blurbs, which will be familiar to you if you've ever read a computer programming book.



This is a discussion.

You can also specify them this way:



This is a discussion



This is an error.



This is information.



This is a question. (Not a question in a Markua course; those are done differently!)



This is a tip.



This is a warning.



This is an exercise. (Not an exercise in a Markua course; those are done differently!)

Good luck, have fun!

If you've read this far, you're definitely the right type of person to be here!

Our last piece of advice is simple: once you have a couple chapters completed, publish your book in-progress!

This approach is called Lean Publishing. It's why Leanpub is called Leanpub.

If you want to learn more about Lean Publishing, read [this](#) or watch [this](#).

* * *

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About the Author

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Alex Thompson is an AI systems architect, entrepreneur, and technology strategist dedicated to helping non-technical founders use artificial intelligence to drive business growth. With experience in applied machine learning, automation engineering, and product development, he focuses on translating advanced AI capabilities into practical business tools that entrepreneurs can use without programming knowledge.

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His work emphasizes building scalable growth systems using platforms such as ChatGPT and modern automation technologies. Through research, experimentation, and real-world implementation, he bridges the gap between sophisticated AI research and everyday business operations.

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The central message of this book reflects his mission: enabling founders to create self-running growth systems without the need to hire large technical teams or acquire deep engineering expertise.

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Outside of his work in AI system development, Alex is involved in product innovation, strategic automation design, and promoting practical AI adoption for entrepreneurs around the world.

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Chapter 13–The 30-Day Automation Plan

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13.1 Week 1: Strategy and Messaging

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13.2 Week 2: Content and Lead Engine

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13.3 Week 3: Funnel and Email Automation

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13.4 Week 4: Integration and Optimization

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13.5 Continuous Improvement Philosophy

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Chapter 14–The AI Prompt and Workflow Library

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Chapter 15–Case Study: From Manual Chaos to Automated Growth

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15.1 Entrepreneur Background

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15.2 Initial Problems

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15.3 Step 1–Positioning and Messaging

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15.4 Step 2–Building the Lead Engine

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15.5 Step 3–Email Automation Setup

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15.6 Step 4–Sales Funnel Structure

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15.7 Step 5–Automation and Workflow Integration

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15.9 Key Lessons Learned

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15.10 Long-Term Impact

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Conclusion of the Book

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Appendix–50 Bonus AI Marketing Prompts

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Bonus Innovation Prompts

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Final Note

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About the Author

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Alex Thompson is an AI systems architect, entrepreneur, and technology strategist dedicated to helping non-technical founders use artificial intelligence to drive business growth. With experience in applied machine learning, automation engineering, and product development, he focuses on translating advanced AI capabilities into practical business tools that entrepreneurs can use without programming knowledge.

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His work emphasizes building scalable growth systems using platforms such as ChatGPT and modern automation technologies. Through research, experimentation, and real-world implementation, he bridges the gap between sophisticated AI research and everyday business operations.

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The central message of this book reflects his mission: enabling founders to create self-running growth systems without the need to hire large technical teams or acquire deep engineering expertise.

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Outside of his work in AI system development, Alex is involved in product innovation, strategic automation design, and promoting practical AI adoption for entrepreneurs around the world.

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