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AI FOR BUSINESS NIGHT · GOODIE BAG

AI for Revenue Generation

AI-Augmented Revenue Generation

The prompts, framework and tools behind the system I talked about tonight. Copy them, fill in the blanks, and make them yours.

Aïsha Latina · AI & Digital Transformation Consultant · Curaçao Tech Meetups, 18 November 2026

START HERE

One system, not a pile of tools

Everything in this guide plugs into one loop. Your customers' own words go into a database, and that database feeds every step of how you make money.

Know your customer → **Attract** → **Convert** → **Retain**

Every new conversation goes back into the database, so the system gets sharper with every call.

The principle under all of it

> **AI augments your intelligence.** You own the problem, the standards and the decisions.

Hand everything over and you make sloppy mistakes you don't catch, you lose the logic behind your own business, and your customers feel it. Let AI augment you and you think faster, execute faster, and ownership stays with you.

Before you copy a single prompt: metacognition

Think about how you think. How do *you* judge a good post? How do *you* know a client is ready to buy? Put it into words. The prompts in this guide work as well as the standards you give them.

How to use the prompts

- Anything in **[BRACKETS]** is yours to fill in.
- Run them in Claude or your preferred gen AI tool. The Notion steps need a Notion connection; the Monday brief and the invoices run as **scheduled tasks**.
- **You check, you send.** AI drafts. You approve every post, email and invoice before it leaves.
- Keep people safe: use client codes instead of names, and don't paste sensitive personal or financial data you wouldn't want stored.

What's inside

00 Set the direction: the strategy prompt to start with

01 My toolkit

02 Know your customer: the customer profile and the Notion customer database

03 Attract: my Converting Content Framework and the content prompts

04 My Consultant Intelligence OS and the Monday 7:00 brief

05 Automating and scheduling invoices

00 · SET THE DIRECTION

Start with the strategy prompt

Before you build any system, decide where it's going. This is the prompt I use to set the direction for my business: an honest, full-year plan instead of an agreeable pep talk.

Use it with: real numbers. The more honest your input (revenue, results, prices, constraints), the more useful the plan. Run it in Claude or your preferred gen AI tool, then question every answer.

COPY THIS PROMPT

Act as an 8-figure business strategist and consultant. Be brutally honest and step into this high-level request without holding back. No agreeable responses: just smart trade-offs and focused, logical perspectives. Measure my plan against the top 1% in my industry, and show pros and cons in a table with a scorecard.

About my business

- Business name: **[NAME]**
- What I do, and for whom: **[YOUR OFFER AND AUDIENCE]**
- Topics I talk about now: **[LIST]**
- Results so far: **[REVENUE, TIME IN BUSINESS, CLIENT WINS WITH NUMBERS]**
- Current offers and prices: **[LIST]**
- Systems and tools: **[LEAD GENERATION, EMAIL, COURSE PLATFORM, CONTENT, CLIENT DELIVERY]**
- Platforms and audience size: **[E.G. YOUTUBE 350 SUBSCRIBERS, INSTAGRAM 800 FOLLOWERS]**
- Who I want to work with, and who I don't: **[DESCRIBE]**
- Constraints: **[E.G. NO PAID ADS, NO SAAS]**
- Goals: **[REVENUE GOAL FOR THE YEAR, CASH NEEDED IN THE NEXT 60 DAYS, THE LIFE THE BUSINESS HAS TO FUND]**

Create for me

1. A full 12-month strategic plan, broken down week by week for the first 30 days, then at 90 days, 6 months and 12 months.
2. A business plan and a 1-year revenue forecast towards **[ANNUAL REVENUE GOAL]**.
3. An honest verdict on my value proposition: is it strong enough? If not, what should it be? Are my scalable offers in demand, and who should I be working with?
4. Which platforms I should focus on, and why.
5. A dream client avatar with psychographics: 20 fears, 20 concerns, 20 things they have tried, 20 desired outcomes and 20 pain points.
6. Based on that avatar: 4 content pillars, 4 sub-pillars for each, and 7 talking points for each sub-pillar.
7. **[NUMBER]** scalable offers I can sell without 1:1 time, with firm outcomes.

Also tell me whether the market I'm in is in demand, given my constraints.

The avatar this gives you is a starting hypothesis. Check it against what real customers say in your calls (section 02), and let the database have the last word.

01 · TOOLKIT

The four tools I use

It's not the tool, it's the system. These are the four that run mine.

Notion

My customer database, and the home of my Consultant Intelligence OS

Every insight, quote and objection lives here, so AI works from what your customers actually said.

notion.com

Fathom

Call recordings and scripts

Records and transcribes every client and sales call. The transcripts are the raw material for everything else.

fathom.video

Claude

Executing the tasks

Turns transcripts into insights, insights into posts and sales assets, and runs my scheduled work while I sleep.

claude.ai

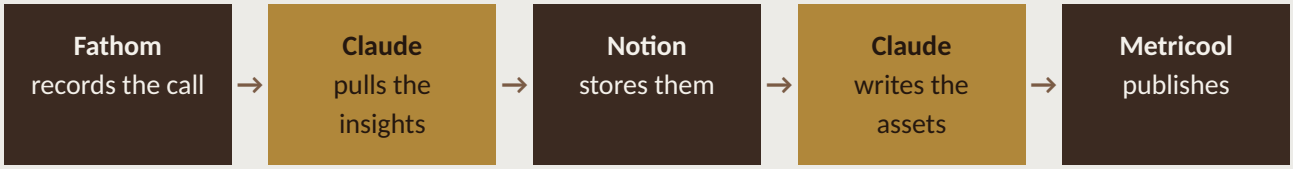
Metricool

Schedules content and distributes it on all platforms

I check and approve the week's posts once; Metricool publishes them everywhere.

metricool.com

How they connect



Turn conversations into a customer database

Your customers already told you what to write, what to sell and what's stopping them from buying. It's sitting in your call recordings.

Prompt 1 · Build the customer profile from your calls

Use it with: 3 to 10 call transcripts from Fathom (or Zoom, Teams, Google Meet). Paste them at the end.

COPY THIS PROMPT

You are my customer research analyst. Below are transcripts of **[NUMBER]** conversations with my customers and prospects. My business: **[WHAT YOU SELL, AND TO WHOM]**.

Build a customer profile using only what is in these transcripts. For every point, quote their exact words and note which call it came from. Don't invent or generalise beyond the evidence. If something comes up only once, mark it "single mention".

Structure it like this:

1. Who they are: situation, stage of business or role
2. What they want, in their own words
3. What they believe the problem is
4. Where the problem actually is (label this clearly as your interpretation)
5. Frustrations that keep them up at night
6. Concerns and objections that hold them back from buying
7. Exact phrases I can reuse in my content and sales conversations
8. Gaps: what I still don't know, and what to ask in my next calls

Transcripts: **[PASTE HERE]**

Prompt 2 · Set up the customer database in Notion

Use it with: Claude or your preferred gen AI tool, connected to Notion, in the same chat as Prompt 1.

COPY THIS PROMPT

Using my Notion connection, create a database called "Customer Insights" under my page **[PAGE NAME]**. Properties:

- Insight (title)
- Type (select: Pain, Desire, Objection, Belief, Buying trigger)
- Exact quote (text)
- Segment (select: **[YOUR CUSTOMER SEGMENTS]**)
- Source (select: Sales call, Client call, DM, Survey, Other) and Date (date)
- Times mentioned (number)
- Used in (multi-select: Content, Sales asset, Offer) and Status (select: New, Validated, Used)

Then add the insights from the customer profile above, one insight per row, with the exact quote in the quote field. Create three views: by Type, "Most mentioned" sorted by Times mentioned, and "Not used yet". Show me the structure first and wait for my OK before you create anything.

Prompt 3 · Feed it after every call

COPY THIS PROMPT

Here is the transcript of my call with **[CLIENT CODE, NOT A NAME]** on **[DATE]**. Pull out every pain, desire, objection, belief and buying trigger, with exact quotes. Compare them with my Customer Insights database in Notion: for repeats, raise "Times mentioned" by one; for anything new, add a row. Don't store names or personal details. When you're done, list what you changed.

Transcript: **[PASTE HERE]**

The same flow works for sales: analyse your sales calls for objections, then ask Claude or your preferred gen AI tool for emails that handle those objections before the call and sharper lines for your call script.

My Converting Content Framework

Use this to write posts that connect, activate and convert. Six steps, each with the question to ask yourself.

1 **Hook** (optional but powerful)

Does the first sentence instantly stop them and scream "this is for you"?

If not, rewrite it to be more specific, bold or insight-driven: a sharp insight, a common but hidden belief, or a polarising truth.

"You're posting daily but still invisible. Here's why."

2 **Client experience / lived reality**

What is she going through right now that I can mirror back to her?

Speak directly to a current frustration, moment or behaviour. Use specific, visceral language so she feels deeply seen.

"You post every day, but still feel ignored, even though you're giving so much value."

3 **Insight (the "wait, WHAT?" moment)**

What's the unexpected truth about why she's stuck or not getting results?

Reveal what's really happening beneath the surface. This is what positions you as a guide, not just a cheerleader.

"The reason no one values your content is that even though you know it's powerful, your audience doesn't."

4 **Solution (what needs to shift)**

What needs to change for her to get what she wants?

Show the shift in mindset, energy or strategy. Frame it as accessible: something she can do with the right support.

"When you learn how to speak to the transformation, not just tips, your content finally lands."

5 **Personal example or client result** (optional)

Can I add proof, or make this more human with a story?

A quick story about yourself or a client that proves the shift is possible. Only include it if it supports the insight.

"One of my clients made this shift and booked 3 sales calls that same week."

6 **Pitch** (optional, recommended for sales posts)

Do I want to invite them into something today?

Clear, direct and natural. Tie the pitch back to the result or shift in the post.

"If you're tired of giving value with no return, message me 'SYSTEM' for the details."

Prompts to write content with your framework

Prompt 4 · Your week of posts

Use it with: your Customer Insights database in Notion, and the framework on the previous page (or your own).

COPY THIS PROMPT

You are my content writer. Use my Customer Insights database in Notion as your only source for my customers' pains, desires and wording.

Write **[NUMBER]** posts for **[PLATFORM]** for this week, using my content framework: **[PASTE THE FRAMEWORK]**.

Rules:

- Each post is built on one insight from the database, and uses their exact words where possible.
- Spread the posts across my content pillars: **[PILLARS]**.
- My voice: **[3 WORDS, E.G. GROUNDED, DIRECT, WARM]**. No hype, no clichés, no made-up results.
- Only end with a pitch on **[NUMBER]** of the posts, inviting them to **[YOUR OFFER / CALL TO ACTION]**.

Under each post, note which insight it uses and which framework steps it includes. Then score every hook from 1 to 10 on "would my customer stop scrolling?", and rewrite any hook below 8.

Prompt 5 · New angles on the same problems

COPY THIS PROMPT

Here are **[NUMBER]** posts from others in my market that performed well: **[PASTE]**.

Don't copy them. For each one: name the underlying customer problem it speaks to, and why you think it worked. Then give me three new angles per post that fit the insights in my Customer Insights database and my point of view: **[YOUR POINT OF VIEW IN ONE SENTENCE]**.

Prompt 6 · Make it sound like you

COPY THIS PROMPT

Here are **[3 TO 5]** posts I wrote myself that I'm proud of: **[PASTE]**. Describe my writing style in rules I can reuse: sentence length, words I use and avoid, how I open and close, my tone. Then rewrite this draft to follow those rules: **[PASTE DRAFT]**.

Then: check every post yourself, adjust what doesn't sound like you, and schedule the week in Metricool in one sitting.

04 · SCHEDULE THE REPEAT WORK

My Consultant Intelligence OS

A Notion system that turns what I read and what I deliver into sharper diagnoses, reusable assets and a point of view. Every Monday at 7:00, a summarised brief lands in my inbox before I start my day.



Sources is the reading queue. Signals are news and market moves. Knowledge is what I've learned, graded by source. Insights are my points of view, ready for content and proposals.

Prompt 7 · Design and build your own OS

Use it with: Claude or your preferred gen AI tool, connected to Notion.

COPY THIS PROMPT

Help me design a personal knowledge operating system in Notion, so that what I learn and what I deliver turns into better work. Before you design anything, ask me: my role, the 3 to 5 domains I need to stay sharp in, the clients and sectors I serve, and what I want to produce every month (for example: one sharper diagnosis, one reusable asset, one public point of view).

Then propose:

1. A one-sentence North Star for the system
2. Four linked databases: Sources (reading queue), Signals (news and market items), Knowledge (what I've learned), Insights (my points of view)
3. The properties for each database
4. Filing rules: one primary domain per entry; a source grade (A = law, regulator or standards body, B = practitioner, C = opinion or news); client names only as codes
5. When each type of entry should be reviewed again

Show me the full design and wait for my OK. Then build it in Notion.

Prompt 8 · The Monday 7:00 brief

Set it up as: a scheduled task in Claude or your preferred gen AI tool, every Monday at 7:00.

COPY THIS PROMPT

Search the web for news and publications from the past 7 days on **[YOUR TOPICS]** in **[YOUR REGION]**. Prefer authoritative sources (regulators, government, standards bodies, development banks), then practitioners, then news.

Check every item against my priorities: **[3 OR 4 THEMES YOU CARE ABOUT]**. Drop anything that doesn't touch one of them. For each item that stays, write a two-sentence summary, why it matters for my clients, and the source link, and file it in my Notion Signals database.

Then email me the brief: the top 3 to read first, the rest grouped by theme, and one content idea. It should take me under five minutes to read.

05 · SCHEDULE THE REPEAT WORK

Automating and scheduling invoices

Invoicing is the same work every month. Let AI prepare everything, so all that's left for you is to check and send.

What you need first

- One place where you log hours or deliverables per client, for example a Notion database per client.
- Per client, the agreement in writing: rate, hours or fee, tax, payment terms, who receives the invoice.
- An invoice template, and a numbering format.
- Claude or your preferred gen AI tool, connected to Notion and your email, so it can read your log and prepare drafts.

Prompt 9 · Month-end invoice run

Set it up as: a scheduled task in Claude or your preferred gen AI tool, on the last working day of each month.

COPY THIS PROMPT

1. Open my Notion page **[YOUR HOURS / INVOICES PAGE]**. For each active client, total the hours or deliverables logged this month.
2. Check each total against that client's agreement in **[WHERE YOUR AGREEMENTS ARE]**: rate, reserved hours or fee, tax, payment terms.
3. Prepare an invoice per client using **[YOUR TEMPLATE]**, numbered **[YOUR FORMAT, E.G. 2026-011]**, with a short progress update: activities, deliverables and next steps.
4. Create an email draft per client to **[INVOICE CONTACT]** with the invoice attached. **Do not send anything.**
5. Email me a summary: hours and amount per client, and anything that looks off, such as hours over budget, a missing log entry, or a rate that doesn't match the agreement.

The rule: AI prepares, you check and send. Never let an automation send invoices or move money on its own.

Prompt 10 · Payment follow-up

COPY THIS PROMPT

Every Monday, check my invoices in **[WHERE YOU TRACK THEM]**. For any invoice past its due date, draft a short, friendly reminder to the client contact with the invoice number, amount and original due date. Don't send it; put it in my drafts and list them for me.

MY INVITATION

Let's talk.

Running AI in your own business is one thing. Inside an organization, AI touches customers, teams, systems and data, and the foundation has to be in place: rules and standards, risk-based use case evaluation, and AI literacy so your people build capacity.

If you've decided to implement AI in your organization, **do it safely**, and you have the budget for it, let's have a conversation.

+5999 510-4710

Book a 30-minute call: **calendly.com/dreamlifedesignlab-info/30min**

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