
THOMAS KRYPAS

STRATEGY & GROWTH ADVISOR

PLUG & PLAY AI BUSINESS SYSTEMS

AI Content & Authority System

Delivery Pack

Thomas Krypas | Strategy & Growth Advisor

Version 1.0

1. System Overview

System Name: AI Content & Authority System

Purpose: To help the team turn expertise, ideas and business knowledge into LinkedIn posts, newsletter drafts and repeatable content workflows.

Primary Users: Founder, expert, consultant, trainer, marketing manager, content lead or personal brand owner.

Expected Benefit: Faster content creation, clearer authority positioning, more consistent publishing and stronger connection between content and business goals.

2. Business Problem

Before this system, expertise may have existed across calls, training material, notes, presentations or daily experience, but it was not consistently transformed into useful public content.

The new system gives the team a repeatable way to capture ideas, create content drafts, review quality and organize publishing.

3. Workflow Map

01

Collect Expertise Inputs

Notes, client questions, training material, ideas or industry observations.

02

Select Content Pillar & Audience Angle

Choose the relevant content pillar and audience angle for the piece.

03

Generate a First Draft

Use the appropriate AI prompt to produce an initial content draft.

04

Review the Draft

Check for accuracy, tone, specificity and positioning.

05

Adapt for Channel

Format the content for the selected channel — LinkedIn, newsletter or carousel.

06

Add to Content Calendar

Schedule the approved content for publishing.

07

Publish, Track & Improve

Publish, gather feedback and refine future topics.

4. Tools Used

- ChatGPT or Claude for idea generation, drafting, repurposing and review support.
- Google Docs, Microsoft Word or Notion for draft editing and storage.
- Google Sheets, Notion, Airtable or similar workspace for the content calendar.
- LinkedIn, newsletter platform or CMS for publishing.
- Canva, Gamma or slides tool if visual formats such as carousels are included.

5. Content Pillars

Pillar	Purpose
Expertise	Show the knowledge, frameworks and practical experience behind the brand.
Client Problems	Translate recurring audience pain points into useful educational content.
Point of View	Build authority through clear opinions, principles and business perspective.
Use Cases	Show practical applications, workflows and examples.
Trust Assets	Turn lessons, stories, FAQs and proof points into credibility-building content.

6. Prompt Library

Prompt 1 — Content Idea Generator

Use this prompt when you want to create content ideas from your expertise and audience needs.

Act as a senior content strategist. Based on the expertise area, target audience and business goal below, generate practical content ideas that build authority and trust. Avoid generic AI-style content. Focus on specific problems, useful insights, examples and clear points of view. Include ideas for LinkedIn posts, newsletter topics and carousel outlines.

Inputs: Expertise area, audience, service focus, recurring client questions, preferred tone, channel, publishing frequency.

Prompt 2 — LinkedIn Post Draft

Use this prompt when you want to turn one idea into a LinkedIn draft.

Act as an executive-level LinkedIn content editor. Turn the idea below into a clear LinkedIn post with a strong opening, practical insight, short example and useful takeaway. Keep the tone professional, premium and practical. Do not exaggerate claims. Make the post feel like it comes from real experience, not generic AI content.

Prompt 3 — Newsletter Draft

Use this prompt when you want to expand a topic into a newsletter draft.

Act as a business newsletter editor. Create a newsletter draft from the topic below. Start with a relevant business observation or short story, explain the core idea, include practical implications and end with clear next steps or questions for the reader.

Prompt 4 — Repurposing Prompt

Use this prompt when you want to turn one asset into multiple content formats.

Take the content below and repurpose it into: one LinkedIn post, one newsletter outline, one carousel outline, three short post ideas and one practical checklist. Keep the same strategic point of view across all formats.

Prompt 5 — Review & Improve Prompt

Use this prompt before publishing content.

Review the content below for clarity, usefulness, specificity, tone, unsupported claims and alignment with the stated positioning. Suggest improvements without changing the core message. Flag anything that sounds generic, exaggerated or disconnected from the audience.

7. SOP — How To Use The System

When To Use This System

Use this workflow when you need to create authority content from expertise, client questions, training material, business observations or existing content assets.

Before Using It

- Choose the content pillar and audience angle.
- Collect the raw input: notes, idea, example, question or source material.
- Decide the target format: LinkedIn post, newsletter, carousel, blog outline or content idea.
- Check whether the topic supports the desired business positioning.

How To Use It

1. Open the relevant prompt from the prompt library.
2. Fill in the required inputs clearly.
3. Generate the first draft with the AI tool.
4. Review the output for accuracy, tone and originality.
5. Edit the content in your own voice.
6. Add the final version to the content calendar.
7. Publish and record any useful feedback or performance notes.

8. Quality Control Checklist

- The content is factually accurate.
- The message is specific and useful for the target audience.
- The tone matches the brand voice.
- The content supports the desired authority positioning.
- No unsupported claims or exaggerated promises are included.
- The final version has been reviewed by a human.
- The post or newsletter has a clear point of view or practical takeaway.
- The content does not expose confidential client information.

9. Example Output

Before	After
Scattered notes, ideas and presentation slides with no publishing structure.	A clear content workflow with pillars, prompts, drafts, review checklist and calendar.
Content created manually only when there is time.	Repeatable content production based on expertise inputs and a monthly planning process.
Generic posts that do not support positioning.	Authority content connected to expertise, audience problems and business goals.

10. Team Training Notes

- The system is designed to support content creation, not replace strategic judgment.
- AI should be used for structure, drafts, variations and repurposing.
- Final content must always be reviewed for accuracy, tone and brand alignment.
- The best outputs come from specific inputs, real examples and clear audience context.
- The calendar should be reviewed regularly so content stays aligned with business priorities.

11. Next Steps

- Use the system for the next 2-4 weeks.
- Create at least one full content cycle using the prompts and templates.
- Track which prompts are most useful and which require improvement.
- Review engagement, comments, replies and qualitative feedback.
- Optimize content pillars, prompt structure and publishing rhythm based on real usage.
- Consider connecting this system with Lead Management, Proposal Follow-Up or a wider Growth Execution System.



Thank you for exploring the AI Content & Authority System.

Time to schedule a follow-up call to review the results of your first content cycle, or to discuss expanding the system to other areas such as Lead Management, Proposal Follow-Up, or a wider Growth Execution System.

Thomas Krypas

Strategy & Growth Advisor