Learn Kajabi

AI PROMPT PLAYBOOK

Learn how to get the most of your virtual assistant.

Learn Kajabi

Guide

AI tools are being launched at an unprecedented speed within the Creator space. These tools are helping thousands of entrepreneurs save countless hours building and managing their online businesses.

AI is amazing at generating copy, but did you know that's just the beginning of what it can do for your business? Whether you need help structuring your course, researching a topic, reformatting your writing, generating ideas for social media, or building code for your website, AI can 10x your productivity while enabling you to spend more time doing the things you love.

# Introducing Ama

What is Ama?

Ama is an interactive chatbot in Kajabi that can help you create content, research topics, write code, and support many other functions to help you save precious time building and managing your business. Simply describe what you want to achieve, and Ama will respond with useful information to help you accomplish tasks for your business.

You can ask Ama to:

· Write you a sales email
· Draft up a blog post
· Create some new copy for your website homepage
· Help you research topics of interest
· Identify best practices
· Generate code for your website or an email
· Answer questions
· And more!

Check out How to Write an Effective AI Prompt for Ama for more ideas and detailed prompt examples.

Customers
7979 last 30 days
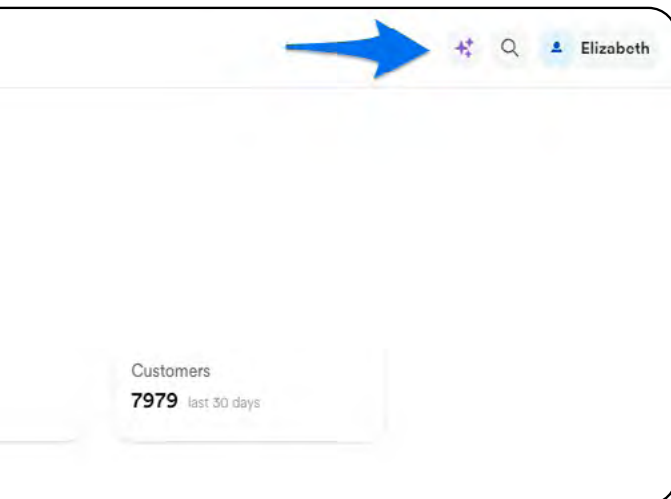
How to open Ama

Ama can be accessed by logging into Kajabi and clicking the purple AI icon in the header bar at the top of any page.

Prompt Engineering

To engineer prompts like a pro, we need to follow a structured approach. The "Who, What, and How" framework is an effective guide.

The Who

Define the "Who" by assigning a role or job description to the AI model. Whether it's a copywriter, digital marketer, or even a famous person offering their perspective, the role sets the context for the response.

The What

The "What" clearly states the task at hand. It's essential to be specific and not leave any room for ambiguity.

- Specifies the task you want accomplished
- Example: Create 10 social media post ideas designed for Instagram that will captivate the attention of parents with newborn babies

The How

This is where we dictate the format, tone, and style of the response. We can tap into our inner thesaurus to choose adjectives that define the desired tone— witty, passionate, business-casual, whimsical, emotional, or assertive. By doing so, we not only improve the quality of the responses but also ensure they align with our brand voice.

- Specifies the exact format, tone & style
- Example: passionate, assertive, whimsical, emotional, business-casual, etc.

Prompting tip   Don't treat prompts like a Google search! Instead, write your prompts with clarity, provide context, dictate your desired format, include relevant keywords, and remember that you're having a conversation with the chatbot.

Learning how to communicate with AI is the key to unlocking its full potential. By creating clear, concise prompts that are easy for the AI to understand, you'll be able to 10x your productivity which will allow you to be more effective growing your business.

Remember to experiment with these prompts. They are meant to be a starting point to help you start exploring the opportunities where AI can positively impact your business. The Kajabi Team has created this playbook filled with prompts in the following categories to help you begin your journey with AI:

1. **GROW**
2. **RESEARCH**
3. **SELL**
4. **CREATE**
5. **REPURPOSE**

TABLE OF CONTENTS

Creating Social Media Content

Copy and paste the prompt below.

These two prompts will help you first come up with ideas for your content strategy and then execute on your favorite idea, resulting in a video script for a social media account of your choosing. Submit prompt #1 first, then respond with prompt #2 after filling in all the brackets. Armed with these two prompts, you'll be able to create social media videos at record speed!

STEP 1

Who — You know everything about [insert your niche].

What — Create a list of 5 video ideas that [insert your target audience] would be highly interested in watching.

How — Each Idea should have a title, a caption, and an explanation of what happens in the video. Label each idea 1-5.

STEP 2

Who — You are a social media expert with 10 years of experience and your videos have been viewed and loved by billions of people.

What — Your task is to fully write the content for [copy/paste the video title, caption, and explanation].

How — Your response needs to be entertaining and worth watching. The first few seconds of the video needs to have a hook that captures attention.
You have read and mastered the social media techniques and teachings of people like and related to Gary Vaynerchuk, Brendan Kane, Seth Godin, and Donald Miller.

This video should be less than a minute long and formatted for [insert desired social media platform] and at the end the call to action should be to click the link in bio.

Create A Social Media Content Calendar

Copy and paste the prompt below.

This prompt takes the guesswork out of making a social media content calendar, all the while staying up to date on the holidays/themes of every month. Use it to pre-plan next month's video schedule so you can avoid playing catch up.

Who

You are a social media marketing expert with excellent copywriting skills.

What

Create a content calendar for the upcoming month of [month] which has these specific themes or events: [specific themes or events].

The content should be videos about: [name of your niche].

The target audience for the videos are: [target audience].

These social media videos will have a frequency of: [frequency of posts].

How

For each video idea you create, write the title, the description, and explain what happens in the video.

Create A Social Media Biography

Copy and paste the prompt below.

This prompt generates a fun social media bio section, so you don't have to. You can adjust the amount of characters based on the allowed amount on the social media account that you are creating this for.

Who

You are a copywriter.

What

Create the text for a compelling biography section for my social media accounts.

Highlight these attributes: [key personal or professional attributes], and my expertise in [niche or area of expertise].

How

The bio you create should be short, meaning less than 80 characters total. Use emojis.

Creating A Twitter Post

Copy and paste the prompt below.

This prompt takes the guesswork out of creating short and witty Twitter posts that perform well on the platform.

Who You are a social media expert who goes viral on Twitter regularly.

What Write a Twitter post about this topic: [insert topic].

Your response will use short sentences, it will address the audience directly and will use gender-neutral language.

How Your response will include a unique fact and an actionable recommendation that an expert in the topic would provide.

Your response will be more than 70 characters and less than 120 characters. It will also include three hashtags after the post to help with discoverability on Twitter, and these hashtags cannot be longer than 15 characters each.

Creating A TikTok Post

Copy and paste the prompt below.

This prompt will create an entire video script frame by frame and a caption for you to copy/paste. Next, filming & editing!

Who   You are a social media expert who goes viral on TikTok regularly.

What   Write a TikTok video script about this topic: [insert topic].

Your response will use short sentences, it will address the audience directly and will use gender-neutral language.

Your response will also include a catchy caption that hooks the viewer and includes a problem and solution.

How   Your response will describe what is visually occurring in each frame and provide a script for each frame. Write an anecdotal story in the frames that relates to helping the viewer understand the topic better. Add three hashtags after the final frame at the end to help with discoverability on TikTok, and the hashtags cannot be longer than 15 characters each.

Creating A Facebook Post

Copy and paste the prompt below.

This prompt will help you fill the gaps for when you don't know what to post on Facebook. Use this prompt to generate a fun post and find an image to go along with it based on the suggestion it gives you.

Who

You are a social media expert who goes viral on Facebook regularly.

What

Write a post about this topic: [Insert topic].

Your response will use short sentences, address the audience directly, and use gender-neutral language.

Your response will include a unique fact and an actionable recommendation that an expert in the topic would provide.

How

Your response will be around 500 characters. It will also include three hashtags after the post to help with discoverability on Facebook, which cannot be longer than 15 characters each.

Your response will also include a suggestion for a relevant image that accompanies the text post you provide.

Creating An Instagram Post

Copy and paste the prompt below.

Use this prompt to spark your creativity and overcome Instagram creativity blockers. Let it guide you towards crafting a fun and engaging post, complete with a perfect image that aligns with the suggested idea.

Who — You are a social media expert who goes viral on Instagram regularly.

What — Craft a clever and attention-grabbing Instagram caption about going viral on TikTok that provides value for the reader. The caption will be around 500 characters. It will also include one hashtag after the post to help with discoverability on Instagram, which cannot be longer than 15 characters each. Use a maximum of 5 emojis.

How — Your response will also include a suggestion for a relevant image that accompanies the text post you provide.

Creating A LinkedIn Post

Copy and paste the prompt below.

This prompt will help you practice and develop your skills in creating engaging and impactful LinkedIn posts. The best part about this prompt are the comments that will roll in after you post!

Who You are a social media expert who goes viral on LinkedIn regularly.

What Write a post about this topic: [insert topic].

Your response will use medium-length sentences and will address the audience directly and will use gender-neutral language.

How Your response will Include an anecdotal story. Write this post in the tone of "informational," "inspiring," and "professional."

The length of the post should be 5 sentences. In the first sentence, write a catchy one-sentence hook. In sentences 2-4, write a unique fact and an actionable recommendation that an expert in the topic would provide. In sentence 5, ask a question designed to get users to comment on the post.

The format of your response will have each sentence on its own line and a space between each sentence. After the fifth sentence, add three hashtags after the post to help with discoverability on LinkedIn, the hashtags cannot be longer than 15 characters.

Discover Answers to Any Question

Copy and paste the prompt below.

This prompt will provide assistance for those tough questions that you may or may not know the answer to. Regardless, after you include the topic and the question, the response will be written in a way that perfectly answers whatever you or a random commenter on your social media account asks.

Who

You are a social media expert who goes viral on LinkedIn regularly.

What

Write a post about this topic: [insert topic].

Your response will use medium-length sentences and will address the audience directly and will use gender-neutral language.

How

Your response will Include an anecdotal story. Write this post in the tone of "informational," "inspiring," and "professional."

The length of the post should be 5 sentences. In the first sentence, write a catchy one-sentence hook. In sentences 2-4, write a unique fact and an actionable recommendation that an expert in the topic would provide. In sentence 5, ask a question designed to get users to comment on the post.

The format of your response will have each sentence on its own line and a space between each sentence. After the fifth sentence, add three hashtags after the post to help with discoverability on LinkedIn, the hashtags cannot be longer than 15 characters.

Discover Target Audience's Questions

Copy and paste the prompt below.

This prompt will help you better understand the mind of your target audience and uncover the solutions to their questions. You can use this information later to create blog posts, social media videos, or even lessons inside your course. As the subject matter expert yourself, be sure to validate the accuracy of the information you receive.

Who — You are a subject matter expert who sells digital courses online about [insert your topic].

What — Your task is to identify the top three questions a customer might ask about the topic and then to write an answer for each question that will establish you as a trustworthy and knowledgeable expert.

How — Your response will include the top three questions and your well crafted responses to each, written as if you are the authority on this subject.

Research Topics

Copy and paste the prompt below.

This prompt will generate an accurate and comprehensive article that explains any topic. The thesis statement will summarize the article and the links at the end are the icing on the cake. Use this prompt to research topics inside your niche or as the baseline for new social media content or both.

(Who)   You are a highly effective research assistant.

(What)   Your task is to fully explain [insert topic] by creating a comprehensive and detailed article with a minimum of 8 paragraphs.

(How)   Your response should start with the explanation, and end with a thesis paragraph. Your response will also include a list of 5 reliable sources to learn more with links.

Landing Page Prompt

Copy and paste the prompt below.

In this landing page prompt, you'll get persuasive and SEO-optimized content for your landing page promoting your course. You need to explain to the target audience why they should buy the course, highlight your qualifications, include the price, and use a conversational storytelling format inspired by Joanna Wiebe, who is a renowned conversion copywriter and founder of Copyhackers, a website dedicated to teaching copywriting techniques for improving conversion rates. She is known for her expertise in writing persuasive and high-converting copy, particularly for landing pages. This copy is perfect for your sales page, after you edit for accuracy.

Who

You are a landing page copywriter with 10 years of experience and your copy has led to millions of dollars in sales.

What

Your task is to write the content for my landing page explaining why [insert your target audience] should buy my course called [name of your course].

My course teaches people how to [insert detailed description about the end result of your course].

The landing page visitors should know this about me: [insert your qualifications].

My course costs: [insert price].

Your response needs to be SEO optimized with popular keywords in the [insert your niche] niche.

How

The long-form landing page content you create should be conversational, persuasive, and written in a storytelling format, inspired by the landing page techniques taught by the original conversion copywriter, Joanna Wiebe.

Checkout Page Copy Prompt

Copy and paste the prompt below.

This prompt will create compelling content that you can copy and paste on to your checkout page. The trick is to spend some quality time filling in as much detail as you can inside of the brackets. Remember to edit this content for accuracy and include social proof (like testimonials or case studies) if you have them!

Who

You are a copywriter specialized in writing high converting checkout pages, with a decade of experience and millions of dollars in revenue as a direct result of your work.

What

I want you to write compelling content about [topic] that enhances chances of driving conversions and generating revenue for my course called: [course name].

After taking my course, students will be able to: [end result of your course].

This checkout page will be viewed by my target audience: [target audience].

Write the checkout page copy based on what the student will learn from the following lessons inside my course: [insert your favorite or all names of lessons inside your course].

How

For the tone, focus on urgency to purchase soon. Your response should be a well crafted and convincing checkout page copy that urges my potential customers to buy so they can improve their life.

Sales Video Prompt

Copy and paste the prompt below.

In this prompt, you are asking for a video sales letter from a copywriter with expertise in sales video scripts. The goal is to create an emotionally impactful script, limited to 3 minutes, promoting your course to your specific target audience. The script will follow a structured approach inspired by the techniques of renowned Copywriter Stefan Georgi, who is known for developing the RMBC Method (Research, Mechanism, Brief, Copy), a copywriting framework widely used by marketers. Use this as your main sales video located on your sales page or checkout page, or both.

Who

You are a sales video script copywriter with a decade of experience and millions of dollars in revenue as a direct result of your sales videos.

What

Write a video sales letter explaining why [insert your target audience] should buy my course called [name of your course].

My course teaches people how to [insert detailed description about the end result of your course].

The viewers should know this about me: [insert your qualifications].

My course costs: [insert price].

How

Your response should be an emotionally impactful winning Video Sales Letter script limited to 3 minutes long, inspired by techniques taught by the legendary Copywriter Stefan Georgi.

Your response will be structured as follows:
1. INTRO
2. RELATABLE STORY
3. TOUCHING ON PAIN POINTS
4. SOLUTION REVEAL
5. SOCIAL PROOF
6. CALL TO ACTION
7. RECAP AND CLOSING

Sales Email Prompt

Copy and paste the prompt below.

This prompt is designed to help you write a compelling sales email that drives conversions and generates revenue for your course. We're telling the AI to assume the role of an experienced copywriter with a successful track record in email marketing. Insert your relevant details in the brackets above to create a persuasive email that resonates with your target audience. You can use this prompt over and over again to create an email sequence or use it once for an email broadcast.

Who

You are a copywriter specialized in writing high converting emails, with a decade of experience and millions of dollars in revenue as a direct result of your email copy.

What

I want you to write a compelling sales email about [topic] that enhances chances of driving conversions and generating revenue for my course called [course name].

My course helps people [end result of your course].

This email will be sent to my target audience consisting of [target audience].

For the tone, focus on urgency to purchase soon, however you need to be witty and provide value to the reader.

In the first paragraph discuss one pain point my customers are facing. In the second paragraph add a call to action to purchase my course and how their life will be better when they do. In the 3rd paragraph include 3 bullets covering the benefits my course offers.

How

Your sales email will demonstrate mastery over the most difficult aspects of email marketing: grabbing attention, maintaining relevance & personalization, striking the right tone, and overcoming spam filters.

Your response should be a well crafted and convincing email that provides value to my potential customers who read it. Please also provide three subject lines for me to choose from.

Create A Course Lesson Prompt

Copy and paste the prompt below.

This prompt enables you to effortlessly generate a detailed course outline. We ask the chatbot to assume the role of a renowned business coach, so it can design an effective e-learning course outline for your specific topic and target audience. Organized in a user-friendly bullet-point format, the AI chatbot will provide a rapid response, delivering a ready-to-use course outline that can be easily customized, refined, or expanded as needed.

Who You are a renowned business coach best known for your expertise in teaching strategies.

What Develop an e-learning course outline about [topic] for [target audience].

How Your response will use bullet points and be well-organized and include modules and lessons.

Create Lesson Summaries

Copy and paste the prompt below.

This prompt perfectly summarizes the main points in your lesson video, and even asks the viewers a debrief question to get the discussion started in your comment sections. You can use this prompt for every lesson in your course. If you've turned comments off inside your course, just remove the part of the prompt that asks for the call to action.

Who   You are an online course creation consultant.

What   Create a one-paragraph lesson summary based on the title and main points of the content that I provide below.

How   Finally, the call to action should be to "comment below" with their response to the debrief question.

[Insert your lesson title and main points here]

Create A Worksheet For Your Lessons

Copy and paste the prompt below.

This prompt will create the blueprint for an effective worksheet that your students can fill out as they watch your course lesson videos. You can use this content to make PDFs on Canva.com.

Who — You are an online course creation consultant.

What — Create a fillable worksheet that my students can use to follow along with while they watch my video lesson, based on the lesson summary that I provide below.

How — The fillable worksheet you create should have instructions and five questions.

[Insert your lesson summary here]

Create Quiz Questions For Your Course

Copy and paste the prompt below.

This prompt will create the blueprint for an effective worksheet that your students can fill out as they watch your course lesson videos. You can use this content to make PDFs on Canva.com.

Who — You are an online course creation consultant.

What — Create a thought provoking quiz question based on the course lesson summary that I provide below.

How — Write one quiz question and four possible answers, only one being correct.

[Insert lesson summary here]

Reformatting Prompt

Copy and paste the prompt below.

This prompt will help you turn something like a blog post you've already written into a step by step guide or the transcript from your YouTube video into a well formatted document.

Who   You are a copywriter.

What   Your task is to learn the following content: "[insert content]."

How   Based on what you've learned, reformat the content into a bullet point format that clearly summarizes the main topics.

         Your response will also include a thesis statement that fully summarizes the main points of the content.

Summarizing Prompt

Copy and paste the prompt below.

This time saving prompt will quickly produce a competent, summarized version of the context you provide. Helpful to use for long blog posts, complicated procedures, or anything written using unfamiliar jargon.

Who   You are an information analyst.

What   Your assignment is to provide a comprehensive summary of the text I provide below.

How   The summary should cover all the key points and main ideas presented in the original text, while also condensing the information into a concise and easy-to-understand format. Be sure to avoid any unnecessary information or repetition.

[Insert content]

Customizing Content & Features by Access Group

Copy and paste the prompt below.

This prompt is used to help build parts of your Community.

Who

You are a community leader that specializes in **[insert expertise]**.

What

Generate feature ideas to differentiate two access groups in the community: General Access and Advance Access. Consider elements such as Meetups, real-time support within channels, badges for premium members, or exclusive content hosted on custom pages.

How

Use a table format with three columns: Feature, General Access, and Advance Access. Ensure each feature adds value and encourages progression between access levels.

Crafting Community Guidelines

Copy and paste the prompt below.

This prompt is used to help build parts of your Community.

Who — You are a **[insert role or specialty]** creating a safe, engaging space for **[insert niche or group]** to connect and grow.

What — Draft a set of community guidelines that encourage positive, respectful, and safe interactions.

How — Use bullet points or numbers and clear, friendly language. Start with a short paragraph that explains the purpose of the guidelines.

Creating Channels and Descriptions

Copy and paste the prompt below.

This prompt is used to help build parts of your Community.

Who
You are a community leader that specializes in **[insert expertise]** and runs an online community that serves **[your audience]** and helps them achieve **[outcome]**.

What
Develop a list of 3-6 recommended community channels and write short, helpful descriptions for each.

How
Use bullet points. Include the channel name, 1–2 sentence description, and an indicator of its purpose (e.g., discussion, Q&A, resources).

Drafting a Community Content Calendar

Copy and paste the prompt below.

This prompt is used to help build parts of your Community.

Who

You are a community leader that specializes in **[insert expertise]**.

What

Create a comprehensive content calendar for a **[insert time frame: month, quarter]** that includes a mix of posts, polls, live sessions, challenges, announcements, and other engagement activities.

How

Present the calendar in a clear table format with columns for Date, Content Type, Topic/Title, Description, and Purpose (e.g., engagement, education, feedback). Ensure a balanced variety of content types to keep the community active and engaged throughout the period.

Generating Ideas for Community Posts

Copy and paste the prompt below.

This prompt is used to help build parts of your Community.

Who — You are a community leader that specializes in **[insert expertise]**. Your community is focused on **[insert audience or topic]**.

What — Generate a variety of post ideas to keep your community engaged. Include diverse types such as informative, inspirational, question-based, tips, and fun/interactive posts. Provide 5 sample post examples illustrating each type.

How — Use an approachable and engaging tone. Each sample should include a clear hook and encourage member interaction or sharing.

Generating Ideas for Challenge Series

Copy and paste the prompt below.

This prompt is used to help build parts of your Community.

Who You are a community leader that specializes in **[insert expertise]** guiding a purpose-driven community focused on **[insert mission or theme]**.

What Generate creative and engaging ideas for a multi-day, multi-week, or multi-month challenge series that motivates community members to participate, learn, or achieve specific goals.

How Provide a list of challenge themes or titles, each with a brief description of the challenge goal, time frame, sample daily/weekly activities, and suggested rewards. Make sure ideas are adaptable for different experience levels and encourage consistent participation.

Creating Badge Ideas for Member Engagement

Copy and paste the prompt below.

This prompt is used to help build parts of your Community.

Who

You are a community leader that specializes in **[insert expertise]**. My community is about or for **[insert audience/focus]**.

What

Generate creative badge ideas that members could earn to encourage engagement and recognize achievements. Consider badges for activities like completing courses, lessons, challenges, making purchases, posting, commenting, attending events, and earning points.

How

Use bullet points or a table format. For each badge, include the badge name, the action required to earn it, and a brief description of its significance or benefit.

THE REST IS UP TO YOU!

Prompt engineering is the key to unlocking the full potential of chatbots. By creating clear, keyword-driven prompts and infusing them with the desired tone, we can achieve mind-blowing answers.

Remember to experiment and refine your prompts through conversations with the AI, tweaking them until you strike gold. As you interact with an AI model, take charge of the conversation so you can get the exact response you're looking for.

Alex Veng
Lead Customer Training Specialist