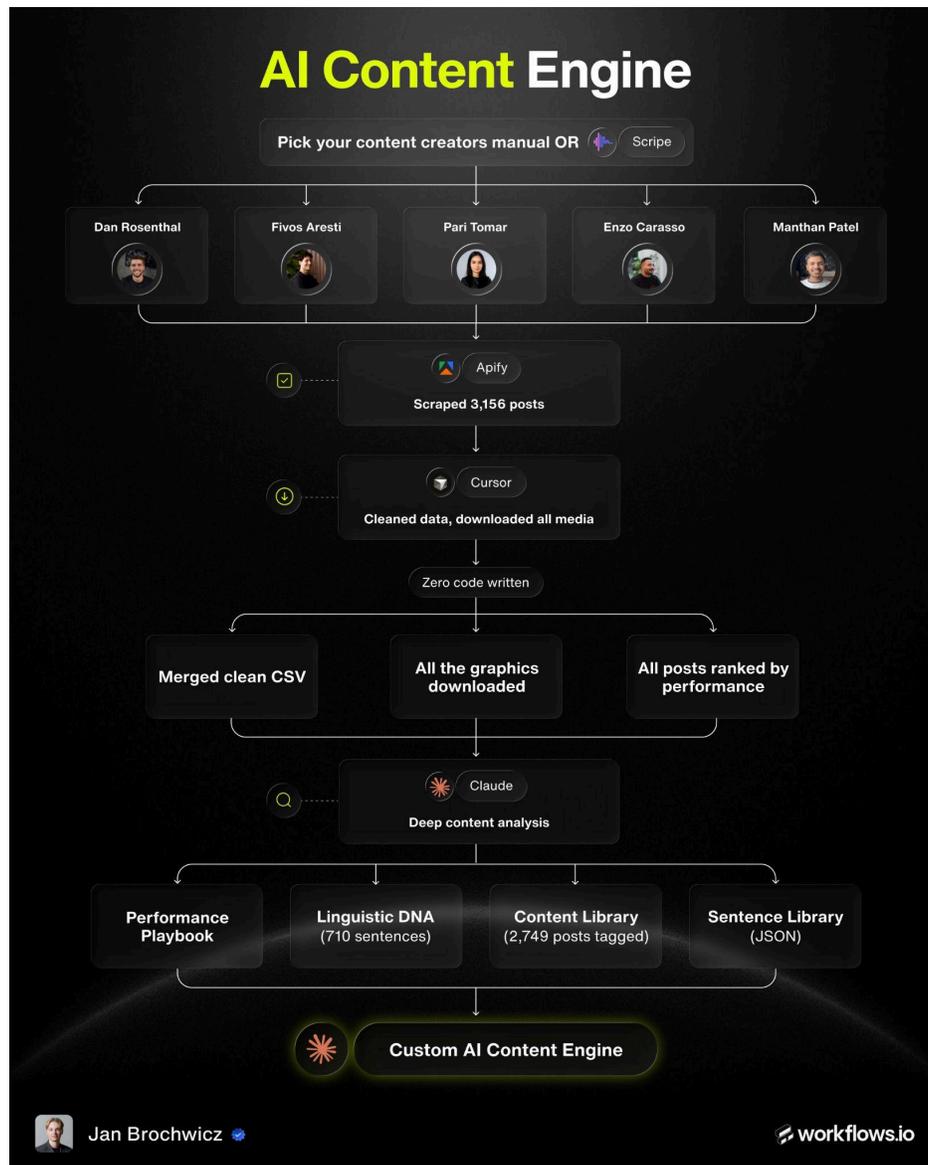


Data-Trained AI Content Engine Playbook



How it works?

Step 1: Select Target Creators

Define the dataset before building the engine.

- Pick top creators in the niche:
 - Manual selection
 - Or use **Scripe** for automated discovery
- Criteria:
 - Same ICP audience
 - Consistent posting cadence
 - High engagement relative to follower count
 - Clear niche positioning

Step 2: Scrape & Aggregate Content

Aggregate all historical content into a single dataset.

- Use **Apify** to:
 - Scrape posts
 - Extract captions
 - Capture engagement metrics
 - Download post metadata
- Pull:
 - Likes
 - Comments
 - Reposts
 - Post timestamps
 - Media URLs

Step 3: Clean & Structure Data

Prepare dataset without manual spreadsheet work.

- Upload raw data into **Cursor**
- Use AI chat inside Cursor to:

- Clean inconsistencies
- Standardize columns
- Remove duplicates
- Extract structured fields

Step 4: Generate Structured Assets

From the cleaned dataset, produce:

- Merged clean CSV
- All post graphics downloaded
- Posts ranked by performance:
 - Engagement rate
 - Hook strength

Step 5: Run Deep Content Analysis

Analyze patterns using **Claude**.

- Upload clean dataset into a Claude Project.
- Run structured analysis to generate:
 - **Performance Playbook**
 - What formats win
 - Best posting times
 - Hook rankings
 - **Content Library**
 - All posts categorized
 - Tagged by:
 - Topic
 - Format
 - Hook type
 - **Sentence Library**
 - Reusable high-performing sentences
 - Structured JSON output
 - Categorized by:
 - Hooks
 - Transitions
 - CTAs

Step 6: Build the Custom AI Content Engine

Convert analysis into an operational engine.

Create a dedicated Claude Project trained on:

- 1000s real niche posts
- 700+ reusable high-performing sentences
- Ranked hooks
- Voice pattern mapping