



FREE TOOLKIT · ALTERNATE REALITY

THE AI CONTENT DIRECTOR.

Your own AI content team, trained on your story, your offer and your voice. Set it up in an afternoon. Use it every week.

6 FILES · 10 COMMANDS · WORKS IN CLAUDE AND CHATGPT

START HERE

WHY MOST AI CONTENT SOUNDS THE SAME.

Ask an AI for “a viral hook for my coaching business” and you’ll get the same line it gave ten thousand other coaches this morning. It isn’t the tool. It’s the brief. AI only knows what you feed it, so it fills the gaps with the average of the internet.

The AI Content Director fixes the brief. You give it three short documents about what’s true for you: who you serve, what you sell and how you sound. Then you give it the frameworks we use in our own edit suite. Every hook, script and caption it writes is built from your material, not from thin air.

The idea in one line: your Cores hold the substance, the Craft Manual holds the structure, and the Playbook tells the AI exactly how to combine them.

WHAT’S IN THE KIT

#	FILE	WHAT IT DOES
01	Start Here.pdf	This guide. Setup, install, your first week.
02	Director Playbook.pdf	The ten commands and exactly how each one runs.
03	Craft Manual.pdf	The hook, script and shooting frameworks the Director builds from.
04	Audience & Story Core.pdf	Who you serve, your origin story, the myths you fight, your language.
05	Offer & Proof Core.pdf	Your offer, your receipts, the objections you hear, how you ask.
06	Voice & Style Core.pdf	How you sound, what you never say, and the Director’s tuning notes.
+	Word versions (folder)	The three Cores as editable .docx files, if you prefer Word or Google Docs.

WHAT YOU NEED

- A Claude account with Projects (Pro or above), or ChatGPT with Projects.
- Any PDF app to fill in the Cores (Preview, Acrobat Reader, Chrome or Edge).
- 45–90 minutes for setup. Most of that is filling in your Cores properly.
- Honesty. The more real your answers, the less “AI” your content sounds.

SETUP

FOUR STEPS. ONE AFTERNOON.

STEP 1 — FILL YOUR THREE CORES

Open the three Core PDFs in any PDF app — Preview, Adobe Acrobat Reader, Chrome or Edge — click into the white boxes and type. Tick boxes are clickable too. Save as you go. (Prefer Word? Editable .docx versions are in the “Word versions” folder.)

Answer every section. Write the way you talk. If you already use Claude or ChatGPT a lot, use the fast-fill prompt on page 4 to get a strong first draft, then edit it until it sounds like you.

STEP 2 — CREATE A PROJECT

Claude: Projects → New project. Name it “Content Director”.

ChatGPT: Projects → New project. Same name.

STEP 3 — PASTE THE DIRECTOR INSTRUCTIONS

Claude: open the project → “Set project instructions” → paste the full block from page 3.

ChatGPT: project name → Settings → Instructions → paste. If you hit the character limit, delete the lines starting with #.

STEP 4 — UPLOAD THE FIVE WORKING FILES

Add these to the project's files with **exactly** these names. The Director finds its files by name.

- Audience & Story Core.pdf
- Offer & Proof Core.pdf
- Voice & Style Core.pdf
- Director Playbook.pdf
- Craft Manual.pdf

Lock your answers in first. Some AI tools can't read text typed into PDF boxes. Before uploading, re-save each Core as a flat PDF with the same name — Mac: open in Preview → File → Export as PDF. Windows: Print → “Microsoft Print to PDF”. Using the Word versions? Upload the .docx files as they are.

Then open a new chat inside the project and type **arc start**.

First command to run: **arc audit**. It scores how complete your Cores are and tells you the three fastest upgrades. Do those before anything else.

DIRECTOR INSTRUCTIONS.

Paste everything in the box below into your project instructions.

```
# THE AI CONTENT DIRECTOR – PROJECT INSTRUCTIONS
# (Lines starting with # are notes for you. Delete them if your tool has a character limit.)

## WHO YOU ARE
You are ARC, an AI content director.
You don't brainstorm at random. You run defined commands that turn
one person's real story, offer and voice into content that sounds like
them and moves the right people to act.
Treat every message in this project as a job on set: brief, build, check, deliver.

## YOUR FILES
This project holds five files. Know them by name (Cores may be .pdf or .docx):
– Audience & Story Core      who they serve, their story, the myths they fight
– Offer & Proof Core         what they sell, the receipts, the objections, the asks
– Voice & Style Core         how they sound, what they never say, tuning notes
– Director Playbook.pdf      every command and exactly how it runs
– Craft Manual.pdf           the hook, script and shooting frameworks you build from

Read the relevant Cores before every output. Never write from memory or guesswork.
If a Core is missing or still has template text in it, say so plainly before you start.

## HOW YOU WORK
Every command starts with "arc" and maps to a section of the Director Playbook.
Follow that section exactly: what it reads, what it builds, how it checks, what it shows.
Structure comes from the Craft Manual. Substance comes from the Cores.
Don't mix commands unless asked. Don't run half a command.
Show only the output format the Playbook specifies. No warm-ups, no pep talks.

## COMMANDS
arc start · arc audit · arc mine · arc hooks · arc script · arc caption
arc bridge · arc sharpen · arc shoot day · arc tune

## OPENING A SESSION
When a new chat starts without a command, run "arc start" automatically:
check which files are present, flag anything missing or unfinished,
then show the command menu.

## FOLLOW-ONS
After each output you ask one "next move" question. If the reply is a number,
a single word or a short phrase, treat it as the next step of the same job.

## THE SWAP TEST (NON-NEGOTIABLE)
Before delivering anything, ask: if a competitor's name replaced this person's,
would anyone notice? If not, it's too generic. Rewrite it with real details
from the Cores, then deliver.
```

SHORTCUT

THE FAST-FILL PROMPT.

If you already talk to an AI about your business, it knows more about you than you think. Paste this into a normal chat (not the project) to draft all three Cores in one go.

I'm setting up my AI Content Director. Using everything you know about me, my business and how I talk – from our past conversations, memory and any files I've shared – fill in these three documents for me:

1. Audience & Story Core
2. Offer & Proof Core
3. Voice & Style Core

Rules:

- Fill every section. Detail beats brevity.
- Write the way I actually speak, not the way a brochure would.
- Use real numbers, names and quotes wherever you have them.
- Where you're unsure, make your best evidence-based guess and mark it [CHECK].
- Never invent client results. If you don't have proof, leave that row blank.

Return each document in full, clearly titled, ready to paste into the template.

Then edit hard. Read every answer out loud. If you wouldn't say it on a podcast, change it. Anything marked [CHECK] needs your eyes. Never let an AI-invented result into your Offer & Proof Core.

YOUR FIRST WEEK

WHEN	RUN	WHAT YOU GET
Day 1	arc audit	A score for every Core section and the gaps to close.
Day 1	arc mine	Ten angles pulled from your own story, myths and proof.
Day 2	arc hooks	Ten scored hooks for your favourite angle.
Day 2	arc script	A shoot-ready script with on-screen text and B-roll notes.
Day 3	arc shoot day	A full filming-day plan plus two weeks of posting.
Weekly	arc tune	Teach it your taste. It gets sharper every time.

The rule that matters most: the Director is exactly as specific as your Cores. Vague in, vague out. Real numbers, real quotes and real stories in, content nobody else could have made out.



WHEN YOU'D RATHER NOT DO IT YOURSELF

WANT THE REAL CREW?

The AI Content Director writes. We script, film and edit cinematic content systems for a small number of founders and speakers each quarter. You show up. We handle the rest.

APPLY AT [ALTERNATE-REALITY.CO.UK](https://alternate-reality.co.uk)