



SEEDSCALE · FREE STARTER KIT

The AI Starter Kit

Find your highest-paid skill.

A warm, no-fluff orientation to AI
for founders and operators who are tired of
tutorials and ready to actually start.

FREE

For anyone turning skills into income.



By Rebecca · Founder, Seedscale
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HI, FRIEND.

Let's get you started with AI the easy way.

There's a version of this kit that opens with “AI is changing everything!” and tries to scare you into action. This isn't that kit.

I'm Rebecca. I run Seedscale. I've spent 15+ years building digital systems for organizations with millions of subscribers — and somewhere along the way I figured out that AI is the leverage women like us have been waiting for.

Not because we needed permission to do more. Because we were already doing too much.

This kit is the orientation I wish someone had handed me when I started: the 22 prompts I actually use, the honest comparison of the two tools you'll choose between, the framework that makes any prompt better, and a tight stack of tools to start with.

If you're brand new to AI, this is your soft landing. If you've been using ChatGPT for a year and still feel like you're scratching the surface — this is your sharpening.

Either way: skim it tonight, try one thing tomorrow, come back to it next week. That's how this works.

— Rebecca

Founder, Seedscale · seedscale.agency

WHAT'S INSIDE

Four modules. One hour to skim.

01

22 essential prompts

p. 4

Five to get unstuck. Seven to build your own income. Five for content + voice. Five for ops + admin. Copy. Paste. Edit. Ship.

02

ChatGPT vs Claude

see Module 02

The honest comparison — which one for what, what they cost, and the three things real operators do with each.

03

The TELL · ASK · EDIT framework

see Module 03

A 3-step framework that makes any prompt better. With a worked example so you see it in motion.

04

Your starter AI stack

see Module 04

Eight tools, organized by job. What it does, free or paid, and my one-line take on each.

A note before you start

You don't have to use everything in here. Pick the one module that feels like the next thing you need. Come back later for the rest. This kit isn't homework — it's a tool you keep on your desk.

MODULE 01

22 prompts to actually start using AI.

Four categories. None of these are about marketing funnels — those live in the paid Guide. These are the prompts that make AI useful in your day-to-day life: when you're stuck, when you're trying to figure out what your skills could actually earn, when you need to write something that sounds like you, and when you're drowning in admin you don't want to do.

How to use these

- Each prompt has a 1-line description of when to use it and a 1-line tip for what to swap.
- Copy the prompt as-is, swap your specifics in the brackets, and go.
- Don't overthink it. The first run won't be perfect. The second run will be better.
- You're allowed to talk to AI like a person. Casual works.

For getting unstuck.

PROMPT 01

The brain-dump compressor

WHEN When you have 12 ideas and need 1 next step.

SWAP Brackets: your raw notes.

PROMPT

“I'm overwhelmed. Here's everything I'm thinking about: [paste your brain dump]. Help me see this clearly. Cluster these into 3 themes, name the one decision I'm actually avoiding, and tell me the smallest next step I could take this week.”

PROMPT 02

The procrastination decoder

WHEN When you can't make yourself start.

SWAP Brackets: the thing you're not doing.

PROMPT

“I keep procrastinating on [thing]. I'm not lazy — there's a real reason. Ask me 5 honest questions to figure out what's actually going on. Then tell me what to do based on my answers.”

PROMPT 03

The decision shrinker

WHEN When you're stuck between 2–3 options.

SWAP Brackets: the options and what matters to you.

PROMPT

“I'm trying to decide between [A], [B], and [C]. What matters most to me is [your priorities]. Give me the strongest case for each. Then tell me which one you'd pick if you were me, and why — be direct.”

PROMPT 04

The 30-minute starter

WHEN When you have a blank page and limited time.

SWAP Brackets: the deliverable + time you have.

PROMPT

"I need to make [thing]. I have [30 minutes]. What's the smallest version of this I could ship in that window? Walk me through it step by step, and start with the very first thing I should do right now."

PROMPT 05

The 'tell me what I'm avoiding' coach

WHEN When you're busy but nothing's moving forward.

SWAP Brackets: your real schedule + your stated goal.

PROMPT

"Here's what I did this week: [paste your calendar or to-do list]. Here's what I said my priority was: [goal]. Roast me gently. What was busywork? What did I avoid? What should I do differently next week?"

MODULE 01 · PROMPTS 6–12

Build your own income.

Most women don't have a skill problem.
They have an options problem.

Seven prompts to figure out what you've already built, what people would actually pay you for it, and what to do about it on a Tuesday morning.

PROMPT 06

Find Hidden Skills

WHEN When you can't see your own skill set clearly.

SWAP Brackets: your real career history.

PROMPT

"Based on my career history below, identify the 10 most valuable skills I'm underestimating. Explain why they're valuable, who would pay for them, and how AI could help me monetize them."

PROMPT 07

Find Income Opportunities

WHEN When you want concrete income paths, not vibes.

SWAP Brackets: your experience + skills.

PROMPT

“Based on my experience, suggest 10 realistic ways I could earn an additional \$1,000-\$3,000 per month. Include startup cost, time commitment, difficulty level, and earning potential.”

PROMPT 08

Monetize My Experience

WHEN When you want to translate experience into specific offers.

SWAP Brackets: your work history.

PROMPT

“Act as a business strategist. Based on my work history, identify services, consulting offers, digital products, or freelance opportunities I could create using skills I already have.”

PROMPT 09

Find Highest-Leverage Opportunity

WHEN When you have too many options and need to pick one.

SWAP Brackets: your current skills + the income context.

PROMPT

“If you had to help me increase my income as quickly as possible using my current skills, what would you focus on first and why?”

PROMPT 10

Show Me What Pays More

WHEN When you wonder if there's a higher-paying version of what you already do.

SWAP Brackets: your experience + current role.

PROMPT

“Based on my experience, identify roles, industries, or opportunities that would pay significantly more than my current position. Explain what makes me qualified.”

PROMPT 11

AI-Powered Side Hustle

WHEN When you want an AI-leveraged offer you can start this month.

SWAP Brackets: your skills + background.

PROMPT

“Using my skills and background, suggest 5 AI-assisted services I could offer that require less than 5 hours per week to start.”

PROMPT 12

90-Day Plan

WHEN When you've picked your direction and need a real calendar.

SWAP Brackets: your background, schedule, and experience.

PROMPT

“If my goal was to create more career security and additional income over the next 90 days, create a step-by-step plan based on my background, schedule, and experience.”

How I'd run these

Run 06 → 07 → 08 in the same chat so the model carries your context.
Then run 09 to narrow down. Then run 12 to plan it. 10 + 11 are optional side quests when you want to widen or steer the search differently.

MODULE 01 · PROMPTS 13–17

For content + voice.

PROMPT 13

The voice match

WHEN When AI keeps writing in a corporate voice that isn't yours.

SWAP Brackets: 3–5 samples of your real writing.

PROMPT

“Here are 3 things I've written that sound like me: [paste samples]. Don't summarize the content — study the voice. Now write [thing] in that exact voice. If it sounds even a little corporate, you didn't get it.”

PROMPT 14

The decorporate-er

WHEN When something you wrote feels stiff.
SWAP Brackets: the corporate-sounding draft.

PROMPT

“Here’s something I wrote: [paste]. It sounds like a LinkedIn post written by HR. Rewrite it the way I’d actually say it to a friend over coffee. Keep the meaning. Lose the suit.”

PROMPT 15

The 30% cut

WHEN When something's too long but you can't see what to cut.
SWAP Brackets: the draft.

PROMPT

“Cut this by 30% without losing meaning. Don't summarize — surgically remove. Show me what you cut so I can decide if I want it back: [paste].”

PROMPT 16

The hook generator

WHEN Before writing any post, email, or video.
SWAP Brackets: your idea + audience.

PROMPT

“Give me 12 hooks for [idea] aimed at [audience]. Mix: contrarian takes, surprising stats, personal stories, and questions. No clickbait. Under 12 words each. Flag your 3 favorites.”

PROMPT 17

The second-best caption

WHEN When your first caption is good but might be safe.
SWAP Brackets: your draft + 1 line on what you usually post.

PROMPT

“Here’s my caption: [paste]. I usually write [vibe]. Show me the second-best version — what would I write if I were 10% more honest? Don't be cute. Be true.”

For ops + admin.

PROMPT 18

The thread summarizer

WHEN Long email/Slack chains you didn't read.

SWAP Brackets: paste the whole thread.

PROMPT

“Here's a long thread: [paste]. Tell me: (1) what's been decided, (2) what's still being debated, (3) what I specifically need to respond to, and (4) draft my reply in 3 sentences.”

PROMPT 19

The notes-to-script

WHEN Turning meeting notes into something usable.

SWAP Brackets: your notes + the output format.

PROMPT

“Here are messy notes from [meeting]: [paste]. Turn them into [a Loom script / a Slack update / a memo for my team]. Keep it under [length]. Match my tone: direct, plainspoken, no jargon.”

PROMPT 20

The 3-options comparison

WHEN Decisions that feel bigger than they are.

SWAP Brackets: the options + what matters.

PROMPT

“Compare [option A], [option B], and [option C] for me. I care most about [priorities]. Give me a table with the 4–5 things that actually differ — not a generic pros/cons list — and a one-line recommendation at the end.”

PROMPT 21

The polite no

WHEN When you need to decline without burning a bridge.

SWAP Brackets: what you're declining + your relationship.

PROMPT

“I need to say no to [ask] from [person, relationship]. Write a kind, warm decline. Three sentences max. Keep the door open without committing to anything. Don't over-apologize.”

PROMPT 22

The 'what did I forget?' check

WHEN Before any meeting, interview, or launch.

SWAP Brackets: context + what you've planned.

PROMPT

"I have [meeting/launch/interview] tomorrow. Here's what I've prepared: [paste your plan]. What am I forgetting to ask, address, or prepare? Be specific."

MODULE 02

ChatGPT vs Claude: the honest take.

Both are excellent. Most operators end up using both. Here's the honest comparison so you can pick where to start without getting lost in tutorial hell.

TOOL

ChatGPT

by OpenAI

STRENGTHS

- Built-in image generation.
- Voice mode (talk to it like a person).
- Custom GPTs you can build + share.
- Web browsing + integrations.

PRICE

- Free tier (GPT-4o, limited).
- Plus: \$20/mo.

BEST FOR

- When you want one tool that does everything.
- Image-heavy work, voice mode, web research.

TOOL

Claude

by Anthropic

STRENGTHS

- Long context — paste in whole books.
- Nuanced writing that matches voice.
- Projects (save context + system prompts).
- Strong with code + data analysis.

PRICE

- Free tier (Sonnet, limited).
- Pro: \$20/mo.

BEST FOR

- Longer writing, voice-matching, deep edits.
- When you'll paste in a lot at once.

How operators actually use them.

Writing (blogs, captions, emails)

Claude for the writing. ChatGPT for the headlines and the variants. Claude matches voice better; ChatGPT gives you 20 hook options faster.

Brainstorming offers + planning launches

Either one. They're both excellent at this. Pick whichever you'll actually open daily — that matters way more than which one is technically “better.”

Customer research (transcripts, reviews, support tickets)

Claude for deep analysis when you have a lot to paste in. ChatGPT if you want to “chat” with the data and iterate quickly.

Friend-to-friend take

- Start with whichever has the free tier you'll use most.
- Get good at one for 90 days. Then add the second one to your stack.
- Switching tools every week is how you stay a beginner. Pick one. Stay. Compound.

A quick word on Gemini (and the rest).

Yes, Google's Gemini is a real third option. It's strong on web-grounded research and integrates with the Google apps you already use (Docs, Gmail, Sheets). If you live in Google Workspace, it's worth poking around — especially the free tier.

Beyond Gemini, there are dozens of others — Perplexity (research), Grok, Llama, Mistral, Cohere — and a new wrapper app launches every Tuesday. You do not need to evaluate them all. You don't need to be an early adopter. You need a tool you'll actually open daily.

THE RULE

The leverage is in the workflow, not the tool.

Pick ChatGPT or Claude. Stay for 90 days. Switch only if you have a real reason — not because LinkedIn told you to.

MODULE 03

The 3-step prompt framework: TELL · ASK · EDIT.

Almost every great prompt is doing three things. Once you can name them, you can fix any prompt that's not working — and you'll write better ones on the first try.

01 · TELL

Set the scene.

Tell the model: who it is (“you're a senior marketing strategist”), who you are (“I run a 2-person agency”), and what's at stake. The first three sentences of your prompt are the difference between a generic answer and a useful one.

02 · ASK

Be specific about what you want.

Spell out the output: format (table, bullet list, paragraph), length (under 200 words, exactly 5 items), tone (plainspoken, warm, no jargon), and constraints (no emojis, no clichés, no “as a large language model”). The clearer the ask, the closer the first draft.

03 · EDIT

Treat the first draft as a draft.

Read it. Tell the model what's off. “Too corporate.” “Less clever.” “Cut the third paragraph.” The second draft is almost always better — and the third is shippable. Most operators stop at draft one. Don't.

See it in motion.

Goal: write a thank-you email to your newsletter subscribers without sounding like a marketing bot.

TELL — Set the scene.

You're helping me write an email. I'm Becky, founder of a small marketing agency for lean teams. My newsletter subscribers are women founders and operators. My voice is warm, plainspoken, no guru-speak. I write like I'm texting a friend who runs a business.

ASK — Spell out the output.

Write a 150-word thank-you email to subscribers. Subject line under 50 chars. Open with a moment (not a meta-comment). Acknowledge that their inbox is full. End with one question they could reply to. No emojis. No “stay tuned.”

EDIT — Refine the draft.

Good start, but the second paragraph sounds like LinkedIn. Rewrite it the way I'd actually say it to a friend. And the subject line is generic — give me 5 more options that feel more specific to me, not “Thanks for being here!”

That's the whole framework.

Three sentences. Three asks. Two refinements. You're 90% of the way there.

MODULE 04

Your starter AI stack.

Eight tools, one per job. Free where it's enough; paid where it's worth it. Skip the rest until you have a real reason to add them.

WRITE

Claude or ChatGPT

Your daily driver for writing, brainstorming, and editing.

PRICE Free tier available. Pro: \$20/mo each.

BECKY'S TAKE

Pick ONE for 90 days. Don't overthink it. The free tier is enough to know if you'll use it.

DESIGN

Canva (with AI)

Carousels, social graphics, decks, brand templates — now with AI-powered image and text features.

PRICE Free tier is generous. Pro: \$15/mo.

BECKY'S TAKE

The Pro tier pays for itself if you make any social graphics. Brand kit alone is worth it.

AUTOMATE

Zapier

Connect tools so they hand off to each other without you copying and pasting.

PRICE Free tier (100 tasks/mo). Pro: from \$20/mo.

BECKY'S TAKE

Start free. Build ONE automation that saves you 15 min/week. Upgrade only when free tier breaks.

ORGANIZE

Notion AI

Your second brain — notes, projects, content calendar — now with AI built into the page.

PRICE Notion free. AI add-on: \$10/mo.

BECKY'S TAKE

If you already use Notion, the AI add-on is the easiest upgrade in your stack. Worth it.

RESEARCH

Perplexity

AI-powered search that gives you sourced answers instead of 10 blue links.

PRICE Free tier is great. Pro: \$20/mo.

BECKY'S TAKE

Replaces 70% of your Google searches. The free tier is enough for most people.

VIDEO

Descript

Edit video by editing the transcript. Delete a word in the script, it disappears from the video.

PRICE Free tier (1 hr/mo). Pro: \$20/mo.

BECKY'S TAKE

If you make ANY video — podcasts, Reels, YouTube — this saves you hours. Magic the first time.

TRANSCRIBE

Granola

Sits quietly in your meetings, takes structured notes, summarizes the action items at the end.

PRICE Free tier (25 meetings/mo). Pro: \$18/mo.

BECKY'S TAKE

Feels calmer than Otter. The notes are usable, not just transcripts. Great for coaching calls.

VOICE

ElevenLabs

AI voice generation and cloning. Useful if you make audio content or want to speed up the work.

PRICE Free tier (limited mins). Paid: from \$5/mo.

BECKY'S TAKE

Optional tool. Don't add this until you have a real audio workflow — it can wait.

Don't buy them all this weekend.

You'll be tempted to sign up for all eight by Sunday night. Don't.

Pick the tool for the job that's hurting most right now. Use it for two weeks. If it earns its keep, upgrade to paid. If you forget about it, cancel and move on.

Most operators build their stack one tool at a time over a year. That's the right pace. Anyone who tells you you need 14 AI tools to keep up is selling something.

The order I'd add them in

1. Claude or ChatGPT (free tier).
2. Canva Pro (if you make any graphics).
3. Notion AI (if you already live in Notion).
4. Perplexity (replaces most of your Googling).
5. Everything else — only when you have a clear job for it.

WHAT'S NEXT

If this was helpful, here's how to keep going.

This kit is the orientation. Everything below is the application — where to point AI for actual marketing leverage.

\$9

Replace Your Marketing Team

The AI Marketing Prompt Pack — 30 ChatGPT & Claude prompts organized by the role each one replaces, plus a Canva slide-deck workflow.

seedscale.agency/prompt-pack →

\$27 The AI Business Blueprint

13-chapter guide to building a digital business with AI. Includes a 30-day action plan.

seedscale.agency/start →

\$149 The Lean Marketing OS

A marketing department in a Notion doc. AI prompts, email templates, 12-month calendar, landing pages.

seedscale.agency →

LIVE The Lean AI Cohort

Six weeks, live, coached. Install the OS with me and a small group of operators.

seedscale.agency/ai-cohorts →

1:1 Coaching · Audit · Fractional CMO

When you want me in the room with you — for one call, one audit, or as an embedded operator.

seedscale.agency/connect →

One last thing.

If you came to this kit hoping AI would make all the hard parts easier, I want to be honest: it makes most of them easier, but it makes the decisions harder, because you'll have more options, more drafts, more directions you could go.

The skill is knowing what to keep and what to delete. That part is still you. The taste is still you. The instinct is still you. AI is the leverage — and you, my friend, are the lever.

Try one prompt this week. Then come tell me how it went.

— **Rebecca**

Founder, Seedscale Agency