

We kick off with...

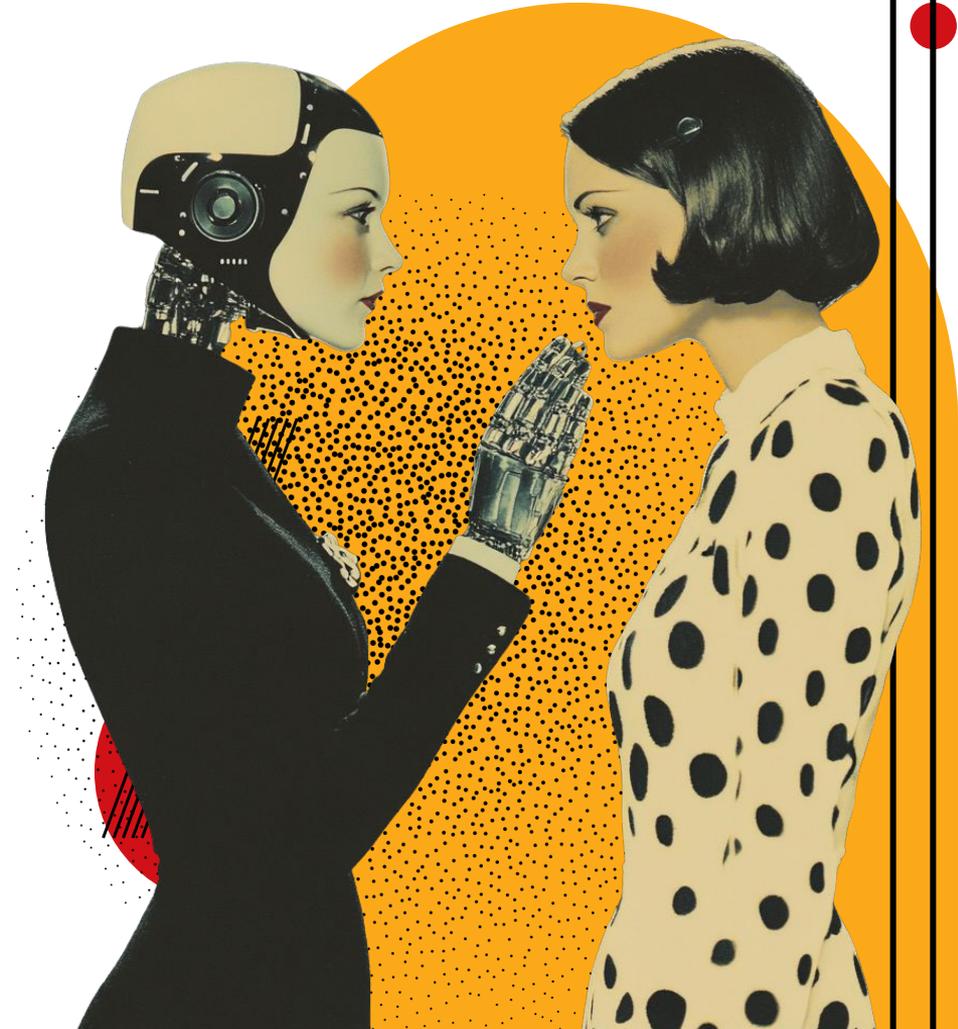
Vassilena Valchanova

Scaling Content & Content Publishing in the AI Era



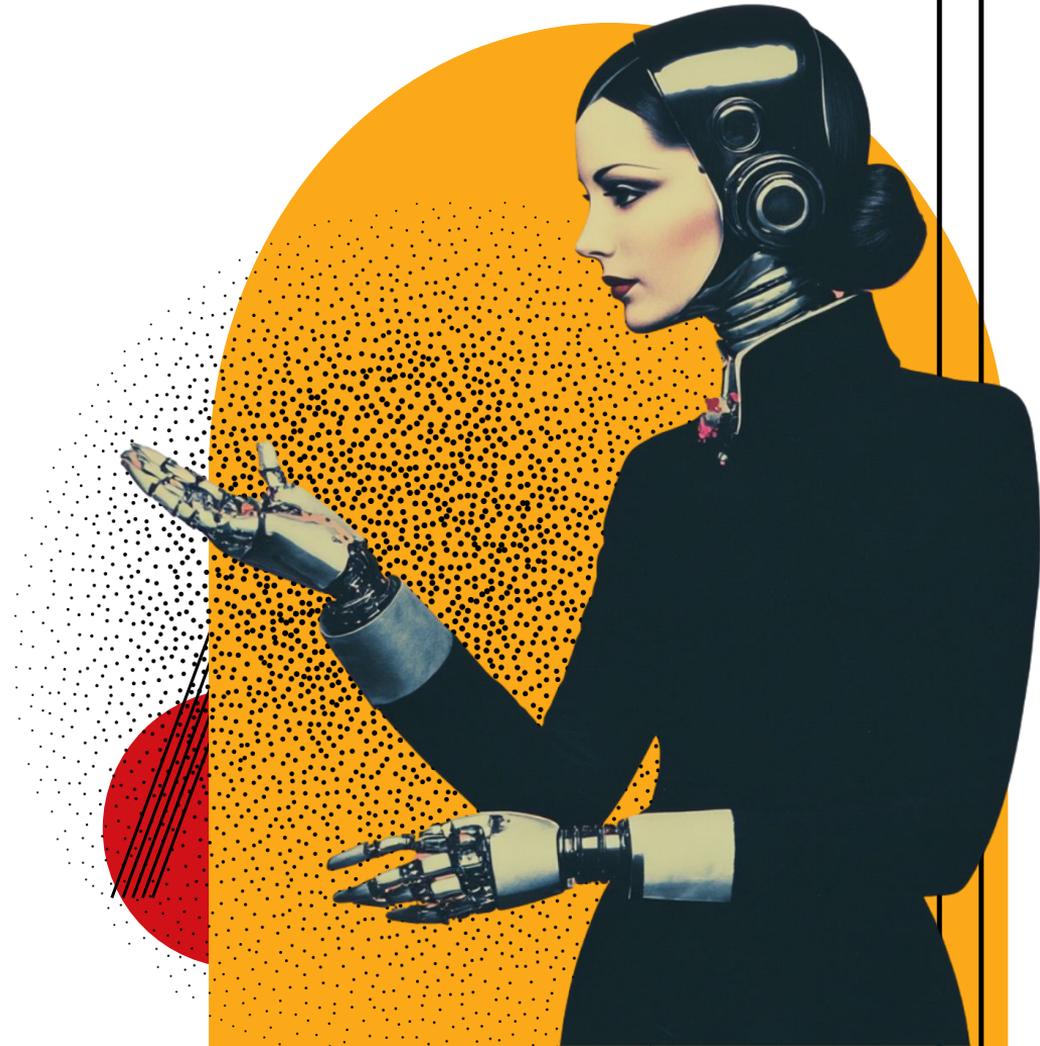
Scaling Content in the AI Era

or how to create fast
without losing your soul



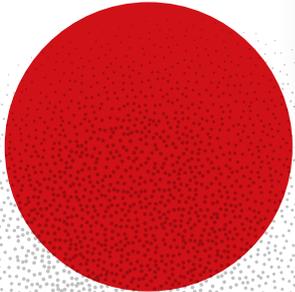
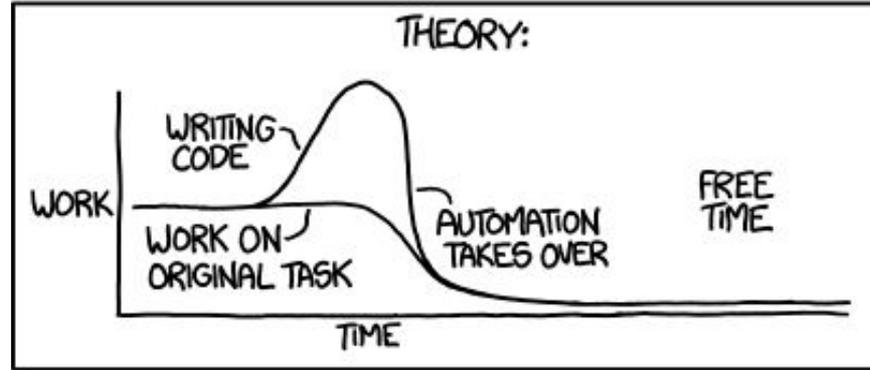


**What this
session is
NOT about**



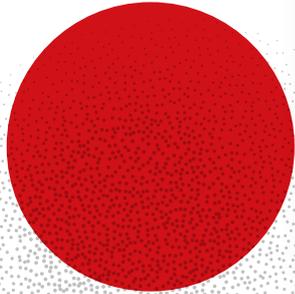
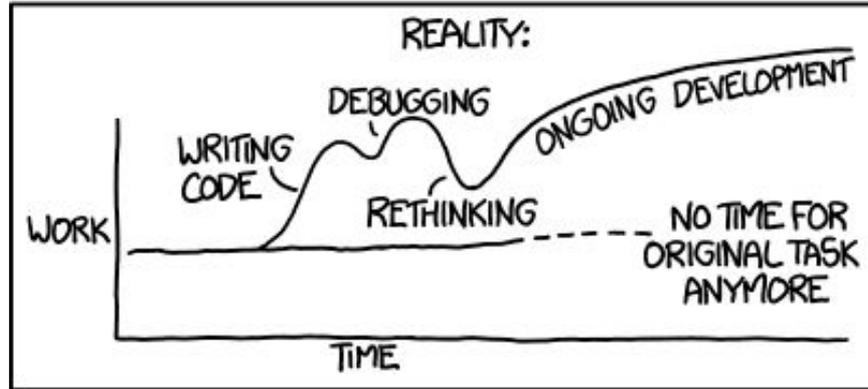
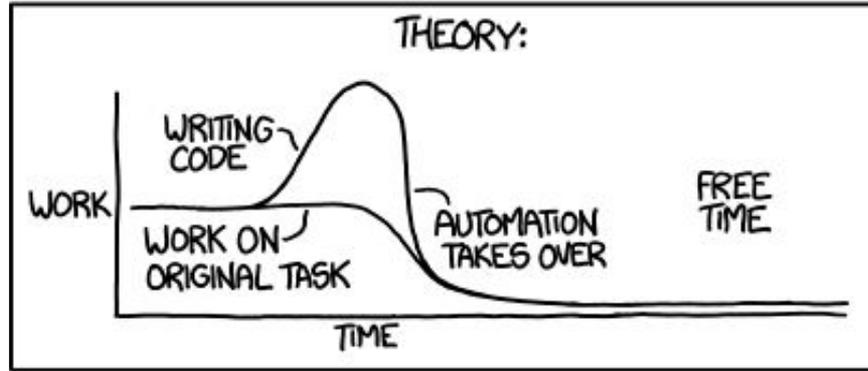


"I SPEND A LOT OF TIME ON THIS TASK.
I SHOULD WRITE A PROGRAM AUTOMATING IT!"





"I SPEND A LOT OF TIME ON THIS TASK.
I SHOULD WRITE A PROGRAM AUTOMATING IT!"



CONTENT CALENDAR

IN 10 MINUTES

+FREE PROMPT



PROMPTS TO GET 1M+ FOLLOWERS

+ help me grow on social media plz lol



100+ VIRAL IDEAS



2000 CONTENT IDEAS IN 10 MINUTES





this is not THE way

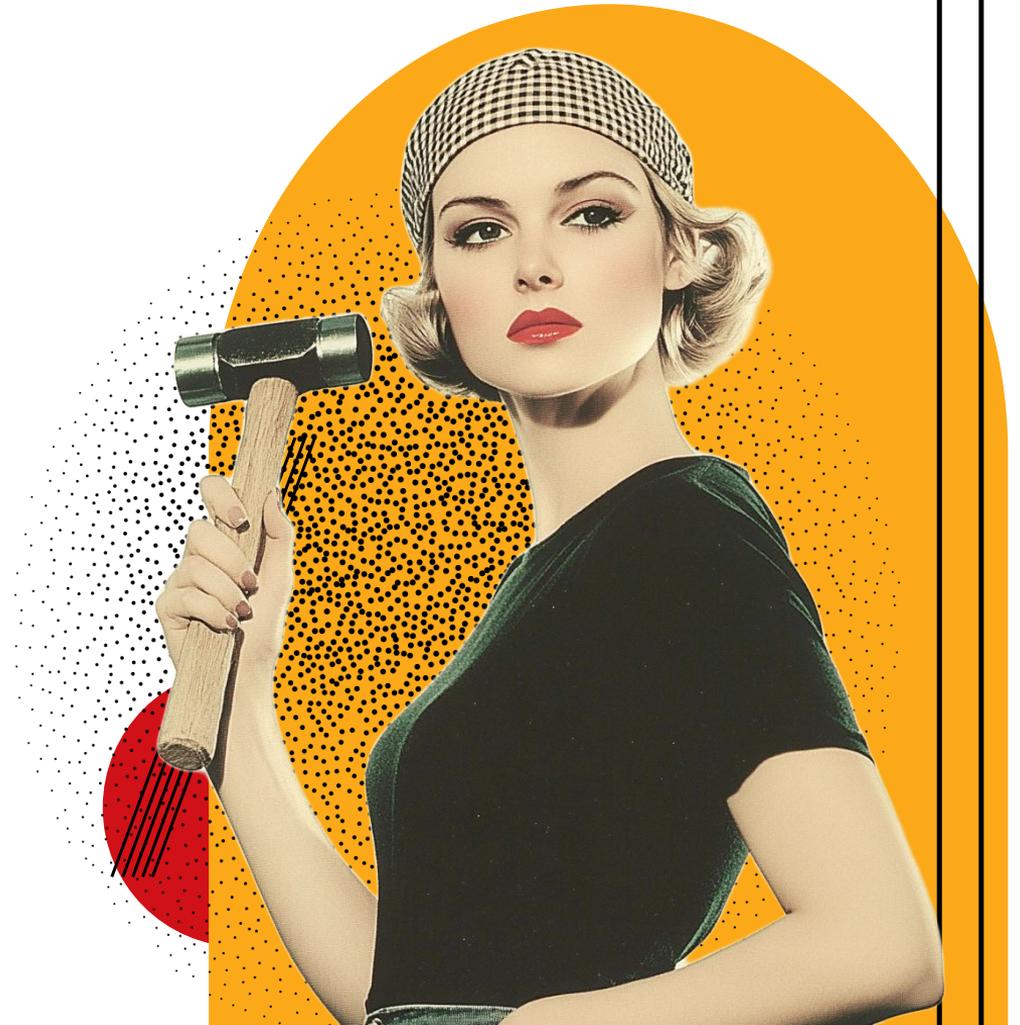




**Now that we have
this out of the way...**



Setup Mindset





Two ways I do

it Claude Project:

CustomGPT:

Marketing Matters Newsletter Editor 4o ▾



Marketing Matters Newsletter Editor

By Baroudeur Ltd. 🌐

✓ Using the creator's recommended model: GPT-4o

Hey, Vassy! What editorial piece are we crafting today?

Ask anything



Marketing Matters Newsletter

Weekly newsletter content that provokes thinking and sparks action.

How can I help you today?

+ 🔍 Research Claude Sonnet 4 ▾ ↗

Content Strategy Consistency
Last message 1 hour ago

Content Strategy Framework
Last message 1 hour ago

Project knowledge +

“# Master Newsletter Writing Prompt for Claude Proj... Edit

2% of project capacity used

audience_guide.md 172 lines MD	newsletter_voice_guide.md 142 lines MD
newsletter_scoring_rubric.md 146 lines MD	Newsletter signature content.md 1,958 lines MD
ai_cliche_blacklist.md 210 lines MD	



A tool for each task



Valchanova.me

Work on social media posts, newsletters, and blog posts for my own accounts.

Updated 11 months ago



Marketing Matters Newsletter

Weekly newsletter content that provokes thinking and sparks action.

Updated 2 months ago



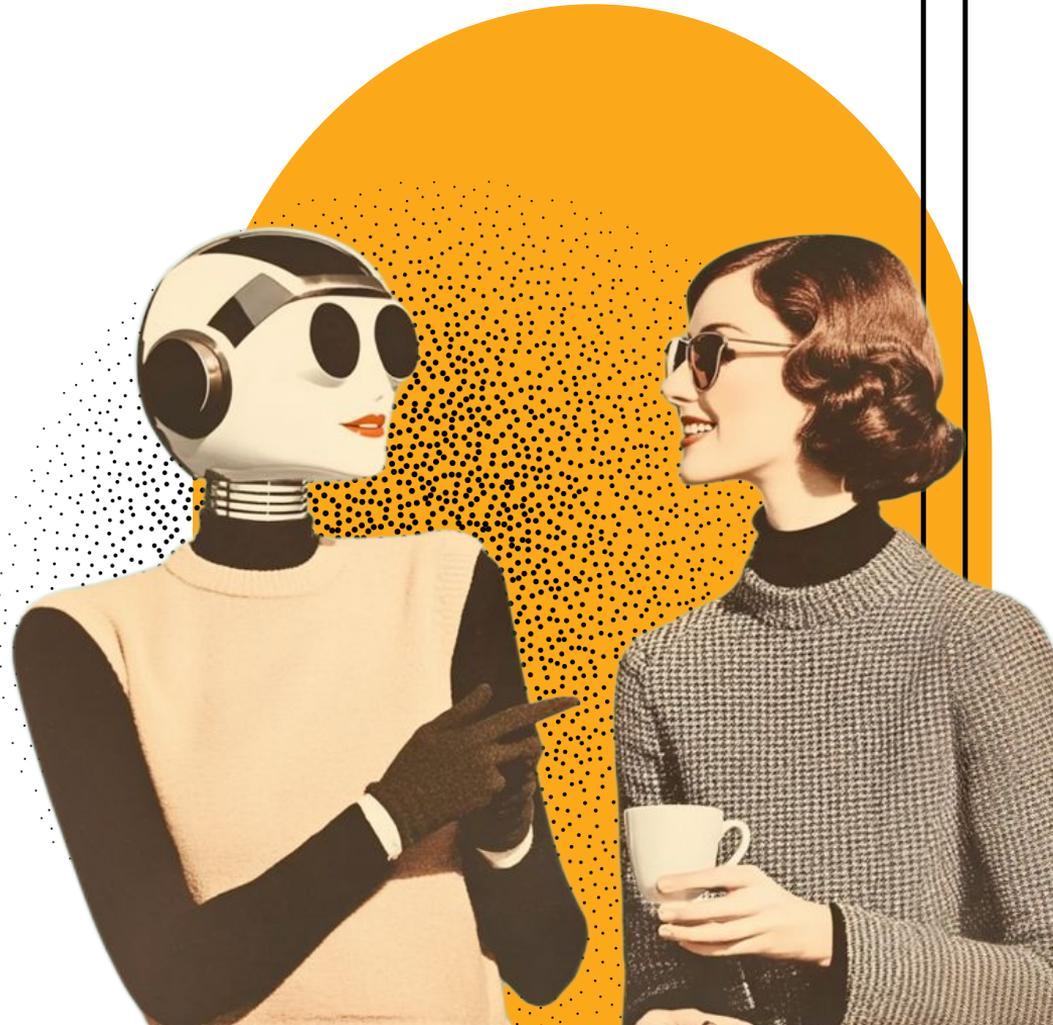


Knowledge blocks

- ✓ Short company overview (industry, products, value prop)
- ✓ Audience personas (details facilitating content decisions)
- ✓ Guidelines on structure, voice, messaging, what not to use, etc.
- ✓ Existing content that the AI can learn from
- ✓ Scoring rubric (directions for self-assessment)



Talking Mindset





Sharpening your axe



Give it a role

Draft out the specifics so that the AI knows where to source information.



Jargon and references are your friends

It will help the AI form specific semantic connections and improve quality beyond the basics.



Ask about the key elements, the best practices, the common mistakes

The more you get it talking, the more robust your future prompts become.





You are an experienced lead nurturing strategist who understands lead scoring, email engagement, lead nurturing best practices, behavior-based email targeting, omnichannel ABM nurturing, and you're particularly well-versed in niche industry-specific SaaS technology platforms like [REDACTED] as well as other B2B tech offerings that are characterized with long decision-making processes that necessitate complex nurturing flows.

I want you to become my sparring partner as we review existing assets and design an improved master nurturing sequence for B2B decision makers in the [REDACTED] space who fall within the ICP-fit target for [REDACTED]

Before we begin, tell me more about your understanding of best-in-class knowledge and practices around lead nurturing with email. Start by answering the following questions:

1. What are the core principles of successful email nurturing campaigns?
2. What are the best-practices in 2025, considering the dynamics of the marketing space?
3. What are some common mistakes marketers often make in nurturing leads?
4. What are the well-kept secrets and tips only experts know and use in email lead nurturing?

Excellent — here's a concise but in-depth overview of **best-in-class lead-nurturing practices** that reflect both current (2025) trends and deep industry expertise, especially relevant to [REDACTED]

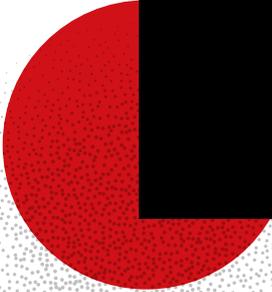
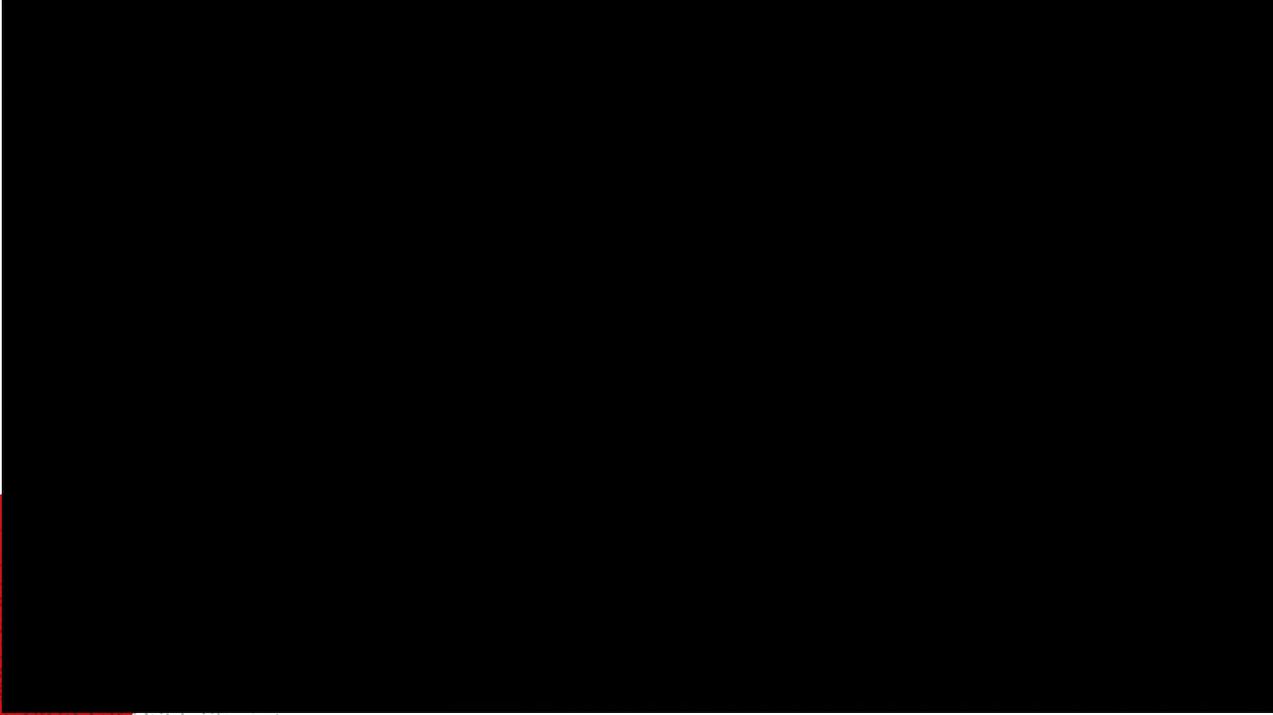




You're an expert brand marketer and positioning expert. You understand the details of positioning brands, and apply branding and positioning to the area of personal branding and building thought leadership. You also work on crafting content that represents personal brands authentically. You are aware of main branding concepts applicable to personal branding, like Marty Neumeier's Onlyness statement and Louis Grenier's "Stand the Fuck Out" process for differentiation, and you follow the work of personal branding experts like Erica Schneider, Katelyn Bourgoïn and Neal O'Grady with the Unignorably Challenge, Sam Browne, and Justin Welsh.

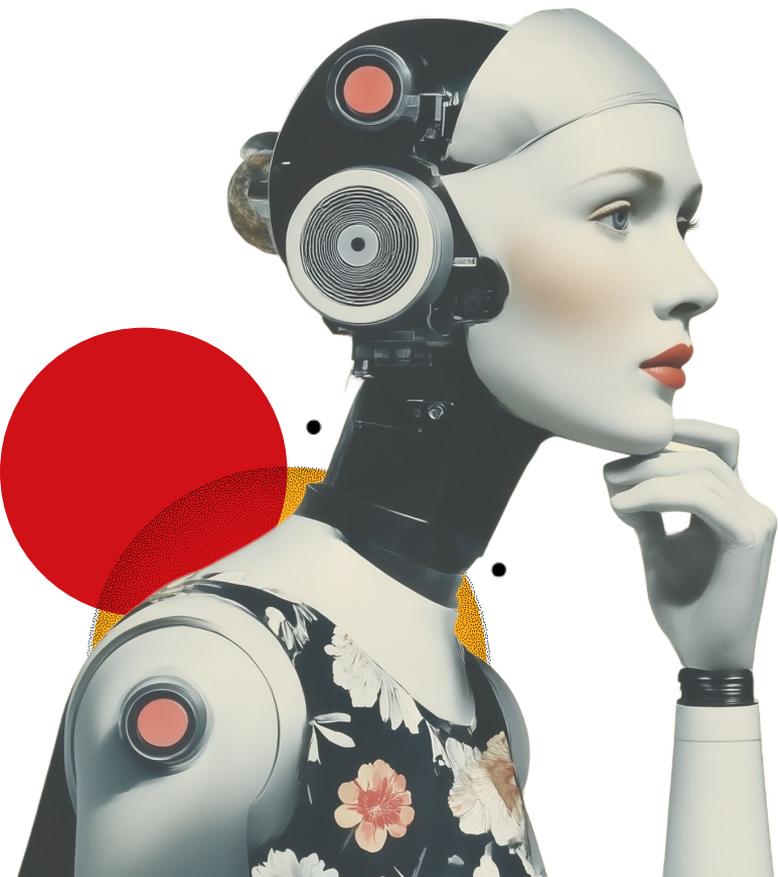
Today, I want us to work together to create a brand voice workshop for the executive team







Prompt elements



- ✓ **Role** – prime the AI with a short description of its role
- ✓ **Goal** – explain what's the end result you want
- ✓ **Constraints** – tell it specifically what to do and not do
- ✓ **External assets** – give it context about the knowledge blocks
- ✓ **Step-by-step** – plan the details of the interaction





Thinking Mindset







[The Slow philosophy is] a cultural revolution against the notion that faster is always better.

[It] is not about doing everything at a snail's pace. It's about seeking to do everything at the right speed.

Doing everything as well as possible, instead of as fast as possible.
— Carl Honoré, "In Praise of Slow"



**The back-and-forth
with AI isn't
inefficiency.
It's the whole point.**







What feels weak to me:

1. **"Great products need marketing"** - This is Marketing 101. Every marketer knows this. It adds no value and takes up space.
2. **"Marketing should match product character"** - Too vague. What does "match" actually mean in practice? How do you operationalize "alignment"? This is the kind of thing that sounds smart but gives no direction.
3. **The audit framework** - Those questions I wrote are pretty generic. "Extract product truth"? "Align tone and character"? These could be from any brand strategy template. Not specific enough.

Here's what I think might be the real insight, but I need your help:

The Guinness story isn't just about "embrace your weaknesses" - lots of people talk about that. What's interesting is that they deeply understood WHAT their product actually IS (a craft beer that takes time to settle) and then found the cultural truth that makes that characteristic valuable (patience = quality).





Get a set of prompts and examples at vassy.me/wimbg

