

AI SORTED

Stop Guessing, Start Growing

Your Workshop Workbook

with Alice Jennings and Milla Richardson

Fill this in as you go. By the end, you'll have everything you need to use AI for Instagram — properly.

60-MINUTE LIVE TRAINING

BY ALICE JENNINGS / SORTED

My Name

My Instagram Handle

@-----

- ☐ Welcome! This workbook is yours to write all over. Jot down ideas, circle things that excite you, and don't worry about getting it perfect — just get it down. 🎉

Module 1: What's Actually Working Right Now

MODULE 1 OF 4

Use AI to spot which Instagram content is performing well so you stop guessing and start creating with purpose.

Tool: Perplexity - excels at research (also referred to by Alice as Bernard!)

<https://www.perplexity.ai/>

Why This Matters

Most small business owners post based on gut feeling. This module flips that — you'll use AI to surface what's genuinely resonating on Instagram right now, before you create a single piece of content.

What You'll Walk Away With

- A clear picture of what content is trending
- A prompt you can reuse any time
- Genuine data you can update whenever you need to

Fill In As You Go

The Prompt (copy and paste)

You are an experienced social media analyst.

Tell me what's working on Instagram right now, across the whole platform, not in any specific niche.

Please give me:

- The content formats getting the most reach and engagement right now (e.g. Reel length, carousel style, photo vs video)
- Caption styles and hooks that are performing well
- Any sounds, visual styles or editing trends that are popular
- How the algorithm is currently rewarding content

Be specific. I want to use this to decide which formats to prioritise when planning my content this month.

What I Discovered About Trends on Instagram

 **My Biggest "I Didn't Know That!" Moment**

Module 2: Find Things Worth Talking About

MODULE 2 OF 4

Use AI to research 20 newsworthy, timely topics related to your niche that you could post about this month. Then pick your 5 favourites.

1. Use the speedy prompt generator to create a detailed prompt for your chosen AI platform: <https://alicejennings.co.uk/prompt-generator-instagram/>
2. Paste the prompt into your preferred AI tool. The demo showed <https://claude.ai/>

My 20 Topic Ideas

Don't expect all 20 suggestions to be perfect, just pick the top 5 and add them below. Don't filter yourself yet. Just get them down! ✎

My Top 5 Picks ★

 Pick 1 Format:	 Pick 2 Format:	 Pick 3 Format
 Pick 4 Format:	 Pick 5 Format:	

📱  **Format reminder:** Reel / Carousel / Photo / Story / Live — pick whichever feels right for each topic. There's no wrong answer here!

Module 3: The Instagram Reality Check

MODULE 3 OF 4

Export your Instagram data and let AI find the patterns — what's working, what's flopping, and what you should do more of.

First download your data from <https://business.facebook.com/> watch this video for more info. <https://skiv.com/v/2JSSwcl>

We used Gemini: <https://gemini.google.com/app>

Prompt 1 -

You are an experienced social media data analyst. Help me understand what my Instagram data is actually telling me so I can make smarter content decisions. I'm going to share my Instagram post data with you. Please analyse it and tell me:

1. Which posts got the most saves — what do they have in common?
2. Which posts got the most comments — what triggered the conversation?
3. Which posts got the most shares or profile visits?
4. What patterns do you notice in my caption length, style, or format?
5. What content types am I missing that could improve my results?

Prompt 2 -

Any other observations that could be useful to my strategy?

This is where things get real. No more guessing — your own data tells the story. Use the space below to capture what AI surfaces from your account.

What the Patterns Tell Me

What My Top Posts Have in Common

Caption Patterns I Noticed

✓ One Thing I'll Do MORE Of

✗ One Thing I'll STOP Doing

Module 4: My AI Prompt Profile

MODULE 4 OF 4

Build a reusable prompt profile that trains your AI to always write in your voice, for your audience, with your rules.

This is your secret weapon. Once you've built this, you paste it at the start of every Instagram related AI conversation and it instantly knows how to sound like *you*. Fill in the blanks! [All about you prompt builder - SORTED](https://alicejennings.co.uk/all-about-you-prompt/) <https://alicejennings.co.uk/all-about-you-prompt/>

My Complete Prompt

The Base Prompt

You are an experienced Instagram content strategist and social media expert. Your goal is to help [YOUR NAME] grow their account, increase engagement, and create content that genuinely connects with their audience. Here is everything you need to know about them.

WHAT THEY USE INSTAGRAM FOR - [e.g. Selling, visibility, personal brand]

NICHE / TOPIC [e.g. Sustainable fashion for busy mums in the UK]

AUDIENCE Describe your audience

GOALS RIGHT NOW - [e.g. Grow my following] - [e.g. Get more enquiries and leads]

CONTENT TYPES Primarily creates: [e.g. Reels, carousels, behind-the-scenes].

tone AND style Describe the tone you want to use

RULES — NEVER DO THIS - Things you would never do

VOICE EXAMPLE Here is an example of [YOUR NAME]'s actual writing. Match this tone closely: "[PASTE YOUR BEST CAPTION HERE]"

When helping with content, always prioritise engagement and genuine connection. Think about what will make someone stop scrolling — then write for that..



Pro tip: Save your completed prompt profile somewhere easy to find — a note on your phone, a Google Doc, or pinned in your AI tool. You'll use it every single time you create content.

Bring it all together:

Now we have all the info we can fully brief our 'employee'. Use a project (ChatGPT or Claude) or a Gem (Gemini) to hold all the data.

The Base Prompt

You are an experienced Instagram content strategist.

I want you to build me a content matrix for this month by pulling together everything we've gathered.

Here's what I have:

1. Instagram trends right now: 2

. My content ideas for this month: [PASTE YOUR MODULE 2 TOPIC IDEAS HERE]

3. What's worked for me — and what I might be missing: [PASTE YOUR MODULE 3 INSIGHTS HERE]

4. My brand, audience and voice: [PASTE YOUR MODULE 4 PROMPT PROFILE HERE]

Using all of this, please create a content matrix for the month.

For each post include: • The topic • The best format (Reel, carousel, photo or Story) • The hook or angle to lead with • Why it's a good fit for me right now Aim for 12-16 post ideas, roughly 3-4 per week.

My Action Plan

NEXT STEPS

You've done the hard work — now let's make sure it actually happens. Fill in your commitments below while everything is fresh. You've got this! 🚀

This Week I Will Try:

Action #1

Action #2

Action #3

Resources from Today's Session



AI Prompt Profile Builder

Build and save your reusable prompt profile in minutes.

<https://alicejennings.co.uk/all-about-you-prompt/>



Topic Finder Prompt Generator

Generate 20 fresh content ideas for your niche on demand. <https://alicejennings.co.uk/prompt-generator-instagram/>



Prompt Cheat Sheet

Your go-to reference for the best AI prompts covered today.

<https://alicejennings.co.uk/wp-content/uploads/2026/03/Prompts-for-Stop-Guessing-Start-Growing.pdf>



Alice Jennings / SORTED

More resources, workshops, and support for small business owners.

www.alicejennings.co.uk

Thank you so much for being here today. You showed up, you did the work, and now you have a real plan. Go make something brilliant. 🧡 — AliceF

I'd love your feedback?

Please let me know what was good or what I could improve?

I'll send you my free Captivating Introduction Generator as a thank you so you'll never be stuck when someone asks you to introduce yourself.

Send an email to alice@alicejennings.co.uk or fill in the feedback form here:

[Stop Guessing Start Growing](https://stopguessing.startgrowing.com)

<https://stopguessing.paperform.co/>