

AI PLAYBOOK · COMPANION

# THE FIELD LOG AI PLAYBOOK.

Eight paste-ready AI systems that do the heavy lifting — hooks, repurposing, editing, ideas — each a proven framework with a clear payoff.

↳ Copy the prompt. Paste it into Claude. Get the output. That's it.

# Prompts that do the work for you.

Each system on the next pages is a **framework** plus a copy-paste prompt. You don't need to know how to prompt — the thinking is already baked in. Fill the **[brackets]**, paste into Claude, done.

## 01

### Pick a system

Match it to what you're stuck on — a weak hook, no ideas, a messy draft.

## 02

### Fill the brackets

Drop in your transcript, topic, or draft where the [brackets] are.

## 03

### Paste & ship

Run it in Claude, take the best version, run it through your loop.

### CHAIN THEM INTO ONE SYSTEM

A full Field Log run: **Idea Engine** → pick today's prompt → talk → **Voice Match** to clean it → **Hook Lab** for the opener → **Ruthless Editor** to tighten → **One-to-Many** to spread it everywhere. One recording, a week of content — in your voice.

Tip: paste your **Voice File** (from the Toolkit) above any of these so every output already sounds like you.

# Eight AI systems.

01

## The Voice Match

**Payoff — Everything sounds like you — instantly.**

Feed it a few things you've actually written. It reverse-engineers your voice into a reusable rulebook you paste on top of every draft.

THE PROMPT · COPY-PASTE

Here are 3 things I've written: **[paste 3 samples]**.  
Study how I actually sound. Then write a "Voice Rulebook" I can reuse: my tone in 5 bullets, 5 words/phrases I use, 5 I'd never use, and my sentence rhythm. Make it copy-paste ready.

02

## The Hook Lab

**Payoff — 10 scroll-stopping openers for any post.**

The first line is 80% of the job. This runs your idea through 5 proven hook types and hands you the best openers.

THE PROMPT · COPY-PASTE

My post is about: **[topic / the transcript]**.  
Give me 10 opening lines that make it impossible to scroll past — mix these types: bold claim, curiosity gap, callout, surprising stat, and a 1-line story. No clickbait. Rank them best-first.

# 03

## The One-to-Many

Payoff — One 5-min talk → a week of content.

Repurposing without rewriting. One recording becomes native posts for every place you show up.

### THE PROMPT · COPY-PASTE

Here's today's transcript: **[paste]**.

Turn it into: 1 LinkedIn post, 1 short X/thread, 1 Instagram caption, 1 short email, and a 30-sec video script — each native to its platform, all in my voice. Keep my best lines verbatim.

# 04

## The Idea Engine

Payoff — Never face a blank prompt again.

Feeds your Field Log. One seed topic explodes into 20 angles — drop them straight into the Prompt Bank.

### THE PROMPT · COPY-PASTE

My topic / expertise: **[one line]**.

Give me 20 post ideas from it — mix contrarian takes, how-tos, myths to bust, personal-story angles, and bold predictions. One punchy line each. These become my daily talking prompts.

# 05

## The BAB Builder

**Payoff — Posts that make people feel the change.**

Before → After → Bridge: the classic transformation structure. Show the pain, paint the after, bridge with your idea.

THE PROMPT · COPY-PASTE

Topic: **[what I want to teach]**. Audience: **[who]**.  
Write it using Before–After–Bridge: (1) Before — the frustrating status quo they're living, (2) After — the world once they get it, (3) Bridge — the specific shift that gets them there. My voice.

# 06

## The Story Miner

**Payoff — Relatability, on demand.**

People remember stories, not tips. This pulls a real moment from your experience to carry any lesson.

THE PROMPT · COPY-PASTE

The lesson I want to land: **[point]**.  
Interview me: ask 5 sharp questions to surface a real story from my own experience that proves it. Then draft the story in my voice — specific, honest, no fluff — ending on the lesson in one line.

# 07

## The Clarity Pass

**Payoff — Sound brilliant by being simple.**

The Feynman filter. Strips jargon and inflation so a smart 12-year-old gets it — which is when experts trust you most.

THE PROMPT · COPY-PASTE

Here's my draft: **[paste]**.  
Rewrite so a smart 12-year-old understands it — no jargon, no throat-clearing, short sentences — without dumbing down the idea. Flag any line that's trying to sound smart instead of being clear.

# 08

## The Ruthless Editor

**Payoff — A brutal critic before your audience is.**

Score-and-fix. Grades your post on a rubric and tightens it — so you improve every day without waiting for likes.

THE PROMPT · COPY-PASTE

Score this post out of 10 on: hook, clarity, value, voice, and a clear ending — **[paste]**. Be brutally honest, no flattery. Then give me the single highest-leverage fix, and a tightened version that keeps my voice.

THE POINT

# THE AI DOES THE LIFTING. YOU BRING THE VOICE.

## THE ONE RULE

Never let it replace you — only speed you up. Every system here starts from something *you* said or wrote. The AI sharpens it; it doesn't invent you. That's how you scale your voice without losing it.

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