

AI Toolkit for Content Creator's

Maven Edition – Learn smarter, not harder

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Scandiz

Training Academy

Simplifying AI Tools for Real People



Whether you're creating content for your business, your brand, or your side hustle, AI can help you work smarter, not harder



In this toolkit, you'll find 10 beginner-friendly tools that will help you write faster, plan better, and create consistently—without needing a big budget or a team.

Tools Overview

ChatGPT

Write captions, generate post ideas, repurpose blog content, and even write scripts for YouTube or Reels.

Canva Magic Write

Generate copy for your visuals inside Canva—captions, headlines, bios, and more.

Copy.ai

Quickly generate social captions, product descriptions, and even full blog posts with tone control.

Pictory

Turn your blog post or script into short, shareable videos with auto subtitles—perfect for YouTube Shorts or Instagram Reels.

Opus Clip

Upload a long video, and it automatically clips it into short-form, social-ready content with AI-picked highlights.

Lumen5

Turn text (like articles or tips) into branded videos with drag-and-drop scenes and AI suggestions.

CapCut (with AI features)

AI-powered editing tools for auto-captions, background music, and visual enhancements—perfect for creators using mobile content.

Tome AI

Create content presentations and story-driven carousels for Instagram or LinkedIn in minutes.

Murf.ai

Convert scripts into realistic AI voiceovers—great for creating narrated content or audiograms.



Step-by-Step Guide

A simple path to help you get started and see results fast — even if you're brand new to this.

1. Choose Your First Tool

Pick one from the Tool Overview that fits your needs — for example, a writing tool like ChatGPT, a design tool like Canva, or a planning tool like Notion.

2. Sign Up for a Free Account

Most tools offer free plans. Follow the link provided and create your account in under 2 minutes.

3. Explore the Dashboard

Spend 5–10 minutes clicking around. Don't worry — you can't break anything. Get familiar with buttons, menus, and basic features.

4. Try a Quick Task

Use one of our ready-made prompts or templates to complete a small task (like generating content, making a graphic, or writing a caption).

5. Save or Export Your Work

Download, copy, or export your creation to see your results in action.

6. Repeat with Another Tool (Optional)

Once you've tried one, test another tool in the same way. You'll quickly learn what works best for your needs.

7. Bookmark the Useful Links

You'll find bonus tools, cheat sheets, and next steps in the final section.



Templates & Time-Savers

- *AI Prompts That Work*
- *Social Media Caption Starters*
- *Design Layout Shortcuts*
- *Automation Mini-Workflows*
- *Fast Fixes for Common Mistakes*



- **AI Prompts That Actually Work**

Content Creation

- "Write a blog post about [topic] for beginners, in under 300 words."
- "Turn this paragraph into a more engaging version: [paste text]."
- "Summarise this into 3 bullet points for a social media caption: [paste text]."

Social Media & Captions

- "Write 3 different captions for this image about [topic], in a fun, casual tone."
- "Give me 5 post ideas for promoting a lead magnet about [insert topic]."
- "Turn this fact into a scroll-stopping post: [insert fact]."

Idea Generation

- "List 10 content ideas for a business that sells [product/service]."
- "What are 5 things people often misunderstand about [your topic]?"
- "What questions are people asking about [your field] right now?"

Rewriting & Polishing

- "Rewrite this to sound more confident: [paste text]."
- "Fix the grammar and make it more natural: [paste text]."
- "Make this text sound like [fun/professional/educational] tone: [paste text]."

Calls-to-Action (CTAs)

- "Write 5 strong call-to-actions for a free guide about [insert topic]."
- "Turn this sentence into a CTA that sounds urgent but friendly: [paste sentence]."

Pro Tip: Add your own brand tone or audience in the prompt:

"Make it sound friendly and aimed at busy parents," or
"Keep it short and bold for Instagram Stories."

- Social Media Caption Starters

Struggling with what to post? Use these fill-in-the-blank starters to get engagement fast.

Hook-Based Starters (Grab Attention)

- "Did you know that ____?"
- "Here's what no one tells you about ____..."
- "If you're struggling with ____, this is for you."
- "Most people do ____ wrong. Here's how to fix it."



Behind-the-Scenes / Personal

- "I used to ____ until I discovered ____."
- "Here's what a typical day looks like when I'm working on ____."
- "Not everything goes to plan. This week, ____ happened."
- "Let me show you how I created ____ (step-by-step)."

Value-Driven Starters

- "3 tips that helped me ____ (and saved hours)."
- "If I had to start from scratch, I'd do this first: ____."
- "Here's a quick trick to make your ____ look way more professional."
- "Free tools I swear by for ____ (you'll thank me later)."

Call-to-Action (CTA) Closers

- "Want to try it yourself? Grab the free guide "
- "Save this post so you don't forget it later."
- "Tag someone who needs to see this!"
- "Which one of these would you try first? Comment below "

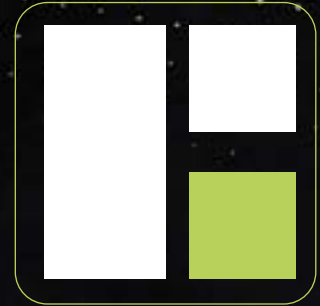
Pro Tip: Mix and match a **starter + tip + CTA** to create high-performing posts in minutes.

- Design Layout Shortcuts

Make your visuals look polished

1. Use Simple Layout Rules

- **Stick to 2 fonts max** (one for headlines, one for body text)
- **Use the Rule of Thirds** – place key elements slightly off-center, not dead center
- **Leave white space** – don't fill every corner; let your design breathe



2. Text Hierarchy in 3 Levels

Think like a visual storyteller:

- **Big Bold Title** (draws attention)
- **Medium Subheading** (adds context)
- **Smaller Body Text** (details go here)

Use size, weight, or color contrast to separate them clearly

Big Bold
Title

Medium
Subheading

Smaller body
text

3. Color & Contrast Cheat Sheet

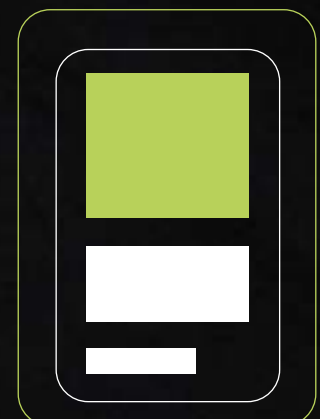
- Pick 1 main color + 1 neutral (black/white/grey)
- Add 1 accent color if needed — use it sparingly
- Want pro-looking colors? Try free tools like colors.co or Khroma



4. Safe Zones for Social Posts

- Instagram Feed: Keep all text & key elements centered within the middle square
- Instagram Stories / Reels: Avoid placing text too high or low — it may be covered by buttons
- Facebook/LinkedIn: Horizontal works best (1200x628px is safe)

Use Canva's built-in social templates to avoid size mistakes



Automation Mini-Workflows

Save hours with small automations — no coding needed.

What's a Mini-Workflow?

A mini-workflow is a simple automation that connects two tools and saves you from repeating the same task over and over.

Examples You Can Try

New Email Auto-Save Contact (Zapier + Google Sheets)

When someone fills out your lead magnet form, automatically add their name and email to a spreadsheet — no copy-paste needed.

New Blog Post - Auto-Share to Facebook (Zapier or Buffer)

Publish a blog on your site or Notion? Set it to auto-post a teaser + link to your Facebook page.

Complete a Task - Auto-Log to Notion (Zapier)

Track your completed social media tasks in a Notion database — great for staying organized and seeing your progress.

New Instagram Post - Save Image to Google Drive (IFTTT)

Keep a personal archive of your social media visuals, automatically saved in folders.

Free Tools You Can Use

- Zapier – automation between 1000s of apps (free plan available)
- IFTTT – simple mobile-friendly automations
- Notion – organize content, track ideas, create publishing calendars
- Google Sheets – use as your automation-friendly database

Pro Tip: *Start small. Automating just one annoying task can save you hours every month.*

Fast Fixes for Common Mistakes

Quick cleanup tools and prompts to make your content look polished and professional.

Grammar & Spelling Fixes (ChatGPT / Grammarly)

Prompt:

"Proofread this text for spelling, grammar, and flow. Keep it casual but professional: [paste your text]"

Tool Tip: Grammarly is great for live editing while you type. ChatGPT can explain why something needs fixing.

Tone & Voice Adjustments

Prompt:

"Rewrite this in a friendly, helpful tone for beginners: [paste your text]"

Use it to:

Make technical content more approachable

Match your brand voice (e.g. fun, bold, calm)



Remove Fluff or Repetition

Prompt:

"Make this shorter and more direct, without losing meaning: [paste your text]"

Use it when: Your captions, emails, or intros feel too long or wordy.

- Visual Cleanup for Design Tools
- Double-check font sizes – Keep headlines big, body text readable
- Check alignment – Are all elements lined up and centered?
- Color balance – Are your text and background high-contrast enough to read?

Common Mistakes to Avoid:

- ✗ Too many fonts or colors
- ✗ No clear visual hierarchy
- ✗ Text too close to the edge
- ✗ Using blurry or low-resolution images

Pro Tip: Use a checklist or template when posting — it keeps your visuals clean and your messaging clear.



One More Thing...

We hope you found this guide useful and full of ideas you can actually use.

If you'd like to take the next step, we'd love to hear from you.

Fill in our short questionnaire to:

- ✓ Join the waitlist for our upcoming live course
- ✓ Enter a draw to win a **100% funded place** in the Maven edition of "Content Creation & Automation – Beginner Crash Course" (Starting this September)
- ✓ Claim your exclusive discount and freebies.

👉 [Click here to fill in the form](https://maven.com/forms/f106b8) or copy/paste the link below
<https://maven.com/forms/f106b8>



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