

AI-Influencer Playbook

Phase 1: Define Your Identity & Audience

1. Niche Selection
 - Choose a niche where AI content thrives: tech, motivation, lifestyle, etc.
 - Use AI to brainstorm high-engagement sub-niches.
2. Persona & Tone Creation
 - Create a unique digital persona with ChatGPT: voice, style, and tone.
 - Sample prompt: "Create a futuristic female productivity influencer persona."
3. Target Audience Mapping
 - Use ChatGPT to define your ideal follower's age, habits, and platforms.

Phase 2: Build a Content Engine with AI

1. Content Types
 - Short videos (AI avatars), carousels, podcasts (AI voice), memes.
2. Content Workflow Automation
 - Scripting: ChatGPT | Voice: ElevenLabs | Video: Pika | Image: Midjourney | Scheduler: Buffer
3. Content Calendar
 - Plan weekly content: Motivation Monday, Explainer Wednesday, Story Friday.

Phase 3: Grow Your Audience

1. Platform Focus
 - Start with TikTok, IG Reels, or Shorts. Repurpose for others.
2. AI Growth Tactics
 - Use ChatGPT for trend mimicry, keyword captions, and engagement hooks.
3. Community Building
 - Start Substack or Discord, offer AI-made lead magnets.

Phase 4: Monetize Using AI Assets

1. Digital Products
 - Sell AI-made eBooks, templates, or guides via Gumroad.
2. Brand Deals
 - Use ChatGPT to create a media kit and outreach emails.
3. Affiliate Marketing
 - Review and promote AI tools with affiliate links.

4. Custom AI Bots
- Release branded chatbots for fans or premium users.

Phase 5: Scale & Evolve

1. Analytics & Feedback
- Export data and analyze with ChatGPT.
2. Brand Expansion
- Launch new AI personas, license your brand.
3. AI Agents
- Use Zapier/Make to automate content creation and engagement.

Weekly Routine Template

Day	Task	Tools
Monday	Content Planning	ChatGPT + Notion
Tuesday	Script/Visual Creation	ChatGPT + Midjourney
Wednesday	Record/Edit Video or Voice (AI)	Pika + ElevenLabs
Thursday	Schedule & Engage	Buffer + Auto Comment Agent
Friday	Analytics Review + Newsletter	Google Sheets + ChatGPT
Weekend	Interaction & Brand Outreach	ChatGPT + Email AI