# The Full Batch Prompt Template

*One idea. Five pieces of content. One Claude session.*

From The Aligned AI Method · Get Intentional with Mary Massey · podcast.marymassey.com

## HOW TO USE THIS TEMPLATE

This template is designed to be used inside your Claude Project. If you haven't set that up yet, go back and listen to episode one of The Aligned AI Method first. That's where the foundation is.

Here's the process:

- Open your Claude Project at claude.ai
- Start a new conversation inside the project
- Fill in this template, then copy and paste the full prompt into Claude
- Ask Claude to drop all five pieces into a Google Doc when it's done
- Read everything out loud before you edit or post

The more specific you are in each field, the better your output will be. Don't rush through this. Two extra minutes here saves you an hour of tweaking later.

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## PART 1: YOUR CONTENT BRIEF

Fill in each field below, then copy everything into Claude.

### Who is this content for?

*Name your specific audience. Not your audience in general. The person reading this specific piece of content.*

### Where will you be posting this?

*Instagram, LinkedIn, Facebook, email, all of the above? If repurposing, note the primary platform first.*

### What do you want them to feel?

*Relief? Curiosity? Called out in the best way? Inspired to act right now? Be specific.*

### What is the goal of this content?

*More engagement, more visibility, a click, a reply, a purchase? Pick one.*

**What season is your business in right now?**

*Visibility (getting new eyes on your work) / Trust-building (deepening connection with your audience) / Conversion (inviting people to buy or join)*

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## PART 2: YOUR ONE IDEA

This is the most important part. The more specific your idea, the richer your content will be.

Ask yourself: what's something I said recently that made someone stop and go, wait, say that again? A lesson learned the hard way. A client breakthrough. A reframe. A moment that changed how you think about your work.

Compare these two:

> *I want to post about mindset.*

vs.

> *I want to post about the moment I realized perfectionism was actually a fear of being seen.*

The second one gives Claude a real story. The first gives it almost nothing.

**Your one idea:**

*Write it out the way you'd say it out loud to a friend. Messy is fine. Specific is better.*

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## PART 3: YOUR FIVE CONTENT TYPES

Decide which five pieces of content you need this week. Circle or check the ones that apply, or write in your own.

- Caption for a photo post
- Carousel hook and slide outline
- Email subject line + opening paragraph
- Instagram or Facebook story script
- Reel or short video hook
- LinkedIn post
- Newsletter opening paragraph
- Other: _____
- Other: _____

**Write your five chosen content types here:**

*You'll paste these into the prompt below.*

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## THE FULL PROMPT TO PASTE INTO CLAUDE

Once you've filled in everything above, copy and paste this into a new chat inside your Claude Project. Fill in the brackets with your answers.

> *This content is for [your audience] and will be posted on [platform/s].I want them to feel [emotion/feeling].The goal is [your specific goal].My business is currently in a [visibility / trust-building / conversion] season.Now, using this brief and the idea I'm sharing below, give me five pieces of content:1. [content type]2. [content type]3. [content type]4. [content type]5. [content type]Here is my idea:[paste your specific idea here]When you're done, please organize all five pieces into a Google Doc for me.*

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## BEFORE YOU POST: THE READINESS EDIT

Read every piece Claude gives you out loud before you edit or post it. Your ear will catch what your eyes miss.

- If a sentence sounds like something you'd never actually say, change it
- If a word feels stiff or corporate, swap it
- If the whole thing sounds like it was written by someone who read a lot of marketing books but never had a real conversation, you know what to do
- If you can read it and feel it, it's ready

We go deeper on the realness edit in episode four of The Aligned AI Method.

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**THIS TEMPLATE IS PART OF THE ALIGNED AI METHOD**

- Episode 1: Why Claude Keeps Sounding Like a Robot — Set up your Claude Project
- Episode 2: The 3-Part Brief — How to prompt Claude with intention
- Episode 3: One Idea, Five Pieces of Content — The batch session (this episode)
- Episode 4: The Realness Test — Edit AI content so it sounds like you
- Episode 5: The Full System — Run it all together start to finish

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