

CONTENT ENGINE STUDIO

*AI-Powered Social Media Content for Creators, Brands & Businesses Applied Intelligence Holdings ·
applied-intelholdings.net*

FREE EDITION

CHAPTER 01

What Is Content Engine Studio?

Content Engine Studio (CES) is an AI-powered content creation service built by Applied Intelligence Holdings. It turns one idea, one topic, or one piece of existing content into a complete, platform-ready social media package — covering every major platform in a single submission.

Instead of spending hours writing, editing, and reformatting content for LinkedIn, Instagram, TikTok, Facebook, Threads, and X — you fill out one form. The AI agent handles the rest. In minutes, a Google Doc lands in your inbox with everything you need to post consistently for an entire week.

The Problem CES Solves

Most creators and business owners know they need to post consistently. But content creation is time-consuming, mentally exhausting, and easy to deprioritize when everything else is urgent.

Common problems CES eliminates:

- ▶ Staring at a blank screen wondering what to post
- ▶ Writing the same idea five different ways for five different platforms
- ▶ Inconsistent brand voice across platforms
- ▶ Running out of content ideas mid-week

- ▶ Spending money on agencies or freelancers for basic content

Who It's For

- ▶ Creators and personal brands building an audience
- ▶ Small businesses that need consistent content without an agency
- ▶ Coaches, consultants, and service providers
- ▶ Nonprofits with stories to tell and limited resources
- ▶ Product sellers who need platform-specific copy fast
- ▶ Marketing teams that want AI-assisted first drafts

CHAPTER 02

How It Works

Content Engine Studio is built on a simple 4-step process. Once you understand it, you can use the system efficiently every time.

Step 1 — Fill Out the Intake Form

Go to tally.so/r/rj0QoX and complete the Content Engine Studio intake form. The form takes 3–5 minutes and asks you about:

- ▶ Your brand name, account type, and industry
- ▶ Your target audience and what you want them to do
- ▶ Your content mode: create from scratch, repurpose existing content, or both
- ▶ Your topic, idea, or existing content to repurpose
- ▶ Your tone, platforms, and posting frequency
- ▶ Whether you want image prompts and video prompts included

PRO TIP: Be specific in the form. The more detail you give the AI, the better every section will be. Vague inputs produce generic outputs.

Step 2 — The AI Builds Your Package

After you submit, the Content Engine Studio AI agent processes your form answers and generates your complete content package. It reads your tone, your audience, your goal, and your content mode — and produces 17 sections of platform-ready content tailored to your brand.

The entire generation process typically takes 2–4 minutes.

Step 3 — Google Doc Delivered to Your Inbox

You receive an email with a link to your Google Doc. The document is organized into all 17 sections — one for each content type and platform — plus your risk check, follow-up ideas, and any image or video prompts you requested.

Step 4 — Review, Approve, and Post

Read through your package. Pay special attention to Section 13 — the Risk Check. This section flags anything that should be reviewed before posting, including compliance risks, unverified claims, or brand-sensitive language.

Make any adjustments you want. Then post across your platforms, save content you want to use later, and submit your next request when you're ready.

PRO TIP: *Never auto-post AI-generated content without reviewing it first. The Risk Check exists for a reason — always read it.*

CHAPTER 03

Your 17-Section Content Package

Every Content Engine Studio submission produces 17 sections. Free tier users receive full content in sections 1–9. Sections 10–17 show an upgrade notice in the free tier — full content is available in Starter, Pro, and Agency plans.

1. Core Message [FREE TIER]

A one or two sentence distillation of the most important thing you want your audience to understand. This becomes the foundation that every other section is built on.

PRO TIP: *If your Core Message is weak or generic, all your posts will feel the same way. Review this section first and make sure it actually sounds like you.*

2. Content Angle [FREE TIER]

The specific lens or hook your content uses to approach the Core Message. The angle is what makes your content distinctive — it's why someone stops scrolling instead of passing by.

PRO TIP: *Your angle should create curiosity or speak to a pain point. 'Here's how AI saves small businesses 10 hours a week' is an angle. 'AI is useful for businesses' is not.*

3. LinkedIn Post [FREE TIER]

A professional, insight-driven post written for LinkedIn's audience. Includes a clear call to action and is formatted for readability on the platform.

PRO TIP: *LinkedIn rewards posts that teach something. Lead with a counterintuitive insight or a specific result, not a generic statement.*

4. Facebook Post [FREE TIER]

A conversational, community-oriented post for Facebook. Written to encourage engagement — comments, shares, and saves.

5. Instagram Caption [FREE TIER]

A visual and emotional caption with a strong first line designed to stop the scroll. Includes relevant hashtag guidance.

6. TikTok / Reels Script [FREE TIER]

A natural 30–60 second spoken script for short-form video. Written to sound like a real person talking, not AI writing.

7. Scroll-Stopping Hooks [FREE TIER]

Three opening lines designed to immediately capture attention across any platform. Can be used as video openers, post first lines, or email subject lines.

PRO TIP: *Test all three hooks. The one that feels slightly uncomfortable or bold is usually the best performer.*

8. Hashtags [FREE TIER]

A curated set of relevant hashtags — not overloaded. Specific to your niche, platform, and topic.

9. Risk Check [FREE TIER]

A compliance and brand safety review of your content. Flags unverified claims, legal risks, compliance issues, and anything you should review before posting.

PRO TIP: *The Risk Check is not optional reading. If it flags something, address it before posting. One compliance issue can undo months of brand building.*

10. Instagram Threads [PAID]

An edgy, thought-provoking post for Threads — written with a strong first and last line. Includes in the Starter plan and above.

11. X / Twitter Post [PAID]

Short, sharp, repostable. Written for X's format and culture. Included in Starter and above.

12. Call To Action Options [PAID]

Three different CTAs for your content — each with a different approach (direct, soft, curiosity-driven). Included in Starter and above.

13. Suggested Weekly Posting Schedule [PAID]

A practical posting order across your requested platforms for the week. Tells you what to post, where, and in what order. Included in Starter and above.

14. Follow-Up Content Ideas [PAID]

Five follow-up content directions based on the same topic — so you never run out of ideas after your first submission. Included in Starter and above.

15. Image Prompt [PAID]

A ready-to-use prompt for Midjourney, DALL-E, or Canva AI — includes style, subject, mood, colors, and what NOT to include. Available when Image Ideas = Yes on the form.

16. Video Prompt [PAID]

A 15–30 second AI video generation prompt for CapCut, Runway, or your videographer — includes scene, camera movement, pacing, and CTA. Available when Video Ideas = Yes.

17. Visual Storyboard [PAID]

A 3-scene visual storyboard: Hook scene, Main message scene, CTA scene. Paired with the Video Prompt for a complete visual brief.

C H A P T E R 0 4

Plans & Pricing

Content Engine Studio has four tiers designed to match where you are in your content journey.

Free Trial

2 submissions • 3 days per submission • No credit card required

The free trial gives you full content in sections 1–9 and upgrade prompts for sections 10–17. It's enough to see exactly what the system produces and how it sounds for your brand.

Start your free trial → tally.so/r/rj0QoX?package=free

Starter — \$45

2 submissions per payment • All 17 sections • Image prompts standard • Video prompts included

The best entry point for anyone who wants the full experience before committing to a monthly plan.

Get Starter → buy.stripe.com/8x2dR834u7slfpR4E07IY00

Pro — \$197/month

6 packages per month • 6-month subscription • All 17 sections • Priority turnaround • 1 revision round per package

Built for creators and brands who want consistent weekly content without starting from scratch every time.

Get Pro → buy.stripe.com/aFaeVc7kKbIB2D5daw7IY03

Agency — \$297/month

12 packages per month • 12-month subscription • All 17 sections • 2 revision rounds • Monthly strategy call

Built for agencies, social media managers, and power creators managing multiple brands or clients.

Get Agency → buy.stripe.com/bJe6oG34ubIBcdF7Qc7IY02

Quick Platform Guide

Each platform in your content package is written with specific rules. Understanding these rules helps you get better output from the system and make smarter edits before posting.

LinkedIn

Professional, insight-driven, and useful. LinkedIn rewards content that teaches something specific. The best LinkedIn posts start with a bold or counterintuitive statement, use short paragraphs for readability, and end with a clear call to action or question.

Facebook

Conversational and community-oriented. Facebook content works best when it feels personal and invites a response. Ask questions. Tell stories. Make it easy to comment.

Instagram Caption

The first line is everything on Instagram. It has to stop the scroll before anyone taps 'more.' Emotional, visual, and specific. The caption supports the image — it doesn't repeat it.

Instagram Threads

Think out loud. Threads rewards edgy, thought-provoking, and slightly raw content. Strong first line, strong last line. Everything in the middle earns the right to be there.

TikTok / Reels Script

Written to be spoken, not read. Short sentences. Natural pauses. The hook happens in the first 3 seconds. The script should feel like a real person talking to camera — not a press release.

X / Twitter

Short, sharp, and repostable. Say one thing. Say it clearly. If it takes more than two sentences, it's probably two tweets.

Want to Go Deeper?

This guide gave you the complete overview of Content Engine Studio — what it is, how it works, what every section does, and how to use the system.

The Advanced Prompt & Output Mastery Guide goes further. It's the paid version of this eBook and covers:

- ▶ Exact prompt engineering strategies for each section
- ▶ How to brief the AI to match your brand voice perfectly
- ▶ Advanced tone calibration and audience targeting
- ▶ Platform-specific optimization — what makes each post actually perform
- ▶ How to use image and video prompts effectively with AI tools
- ▶ Advanced use cases: product launches, event promotion, thought leadership, nonprofit storytelling
- ▶ The 'Content Multiplier' method — how to turn one package into 30 days of content

If you want to get the absolute best output from Content Engine Studio — and turn this system into a real content engine for your brand — the Advanced Guide is the next step.

Get the Advanced Guide — \$17 → tally.so/r/rj0QoX

Questions? Book a free 30-minute call with Rick Pride:

calendly.com/rickpride81/30min

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