

DBR AI LEVERAGE LAB · WEEK 6 · CONTENT · FULL-COLOR FIELD EDITION

Content at Scale

Turn one hour of work into a month of useful, authentic content.

Built to turn clear ideas into useful, responsible action.

Turn one hour of work into a month of useful, authentic content.
This edition preserves and organizes the supplied training material into an easy-to-study magazine experience.

01 · FIND THE SIGNAL

Use the source guidance to identify the ideas, prompts, examples, and decisions that can improve your next workweek.

02 · APPLY WITH JUDGMENT

Review all client-facing language, validate relevant facts, and keep human responsibility in every important decision.

03 · TURN IT INTO A HABIT

Take one useful idea from this guide and make it part of a repeatable rhythm rather than a one-time experiment.

06 · MAGAZINE PAGES

Designed for online reading, printing, discussion, and action inside the DBR AI Leverage Lab library.

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CONTENT AT SCALE 30 days of content from one hour of work DBR AI Accelerator — Week 6 Student Handout The pillar method, your 30-day calendar, hooks that stop the scroll, and this week's homework.

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The Big Idea This Week Content is prospecting that works while you sleep. Outreach reaches one person at a time; content reaches everyone who's watching — and warms them up before you ever say hello. You don't need to be an influencer. You need to be consistently useful to the people you already want to serve. AI drafts the structure; YOU add the stories.

Part 1 — The Pillar Method One good idea becomes four pieces of content. That's how one hour turns into a month.

Piece What it is

A social post The core idea, told simply, with one useful takeaway.

An email The same idea, expanded, sent to your list or a client. A video script 60 seconds on camera — say it out loud and post it.

A comment magnet One question that invites people to reply and engage.

★ The math: Pick 8 ideas. Multiply by 4. That's your month — built in about an hour.

Your 8 content pillars (fill these in)

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Field Notes 02

Part 2 — Build Your 30-Day Calendar Feed AI your Business Brief and let it aim the whole month at your ideal client. “Using my business brief above, build a 30-day content calendar for my ideal client. Give me 8 content pillars, then a post for each day — plain English, useful, never salesy, and end each with one question.”

Then multiply each idea “Take post #3 and turn it into: an email to my list, a 60-second video script, and one question I can use to invite comments.”

Adapt per platform “Rewrite this post for LinkedIn (professional, B2B), then for Facebook (personal, story-driven), then for Instagram (short and visual).”

★ Workflow: Batch the writing once, post daily from the bank, and refill the bank for one hour each month. Have Cowork format the calendar into a document you can work straight from.

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Part 3 — Hooks That Stop the Scroll The first line decides whether anyone reads the rest. Four that reliably work: THE MISTAKE name a belief your audience has wrong “Most people buy life insurance for the wrong reason.” THE NUMBER lead with a surprising stat “80% of sales take 5 follow-ups. Most agents stop at 2.” THE QUESTION make them picture their own situation “What happens to your family's income if you're out for 6 months?” THE STORY open mid-scene, make them curious “A client called me at 11pm last night. Here's what she asked.” “Give me 5 hook options for this post — one mistake, one number, one question, one story, one bold statement. Then tell me which fits my voice best.”

Part 4 — Where to Post Platform What works there

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Facebook Personal, story-driven. Your community and referral base live here.

LinkedIn Professional and B2B. The best place to attract business owners.

Instagram Visual and short. Great for quick tips and behind-the-scenes.

★ Pick one: Master ONE platform first. Consistency on one beats being everywhere badly.

Part 5 — The Authenticity Rule AI drafts the structure. YOU add the stories. That's the whole rule. • Your stories are the moat — AI can't invent your client calls, your wins, or your lessons. • Rewrite at least one line in your own words; it instantly stops sounding generic. • Never post what you wouldn't say out loud. If it isn't true or isn't you, cut it. • The repurposing engine: every client question you've ever answered is a post waiting to happen.

This Week's Homework ☐ Build your 30-day content calendar (about one hour). ☐ Publish 5 AI-assisted posts this week. ☐ Add one real story of your own to each post. ☐ Bring your engagement numbers and your best performer to class. Next week (Week 7): NotebookLM — turn your own documents into podcasts, quizzes, and a personal tutor.

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Golden Rules • AI drafts, you approve — read every post out loud before it goes live. • Compliance still applies: no guarantees, no specific claims you can't back up. • Never share client names, details, or anything identifying without written permission. • Never paste sensitive client data (SSNs, account or health details) into any AI tool.

One hour. One month of content. Go publish.

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The advantage appears when the lesson becomes a habit.

Choose one idea from this guide, put it into a real workflow this week, and review it in your own voice and judgment.

ONE DECISION · ONE ACTION · ONE BETTER WEEK