

AI Settings Quick Reference Guide

Follow these steps to set up your AI profile in AttractWell so Write with AI sounds like you, serves your audience, and supports your goals.

Step 1: Who You Help + What They're Navigating

Describe your audience in plain language, including how they identify themselves and the challenges or goals they're working toward.

Example – Wellness Coach:

I help new moms rebuild their energy and confidence after birth with gentle fitness and nutrition support. They want to feel strong and capable but are navigating fatigue, overwhelm, and lack of time for self-care.

Example – Photographer:

I help busy families capture real-life moments with natural, lifestyle photography. They value authentic images but feel stressed by the idea of planning and posing.

Step 2: What You Offer — Lead-Gen and Paid

Name each offer, describe what it is, what it does, and how it fits into your sales flow.

Example – Wellness Coach:

Lead-gen: 14-Day Energy Reset Challenge – A free program for new moms to rebuild energy and confidence after birth through daily 10-minute workouts, simple nutrition tips, and mindset shifts. At the end, participants are invited to a live online workshop where I share the 5-Step Postpartum Wellness Framework and invite them to join my Strong at Home Membership.

Paid: Strong at Home Membership – \$97/month membership with live weekly group coaching calls, a workout library, nutrition tools, and a private support group.

Example – Photographer:

Lead-gen: Family Photo VIP List – A free email list with early access to mini-session bookings and exclusive tips for making photo days fun. Includes a downloadable "Family Session Prep Guide."

Paid: Seasonal <https://ca.slack-edge.com/TBVD2FZ5J-U04JXGU263Z-29aefa2266c4-72> Mini-Sessions – \$350 for a 30-minute session at a scenic location with 15 edited images, offered twice a year.

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Step 3: How Your Sales Flow Works

Explain the path from free to paid so AI can write with the right subtext.

Example – Wellness Coach:

The 14-Day Reset builds trust and quick wins. At the workshop, I introduce the membership as the next step.

Example – Photographer:

The VIP list delivers tips and showcases sessions. VIPs get early access to booking. After the mini-session, I invite them to a full session.

Step 4: What You Write + How It Helps

List the types of content you create and how each supports your offers.

Example – Wellness Coach:

Blog posts answer common postpartum questions and link to the challenge. Emails share wins, tips, and workshop invites.

Example – Photographer:

Blog posts feature recent shoots and seasonal tips. Emails share booking dates, prep reminders, and gallery showcases.

Step 5: Content Output Guidelines

Give AI instructions for formatting, SEO, and CTAs for each content type.

Example – Wellness Coach:

Blog posts – Minimum 1,200 words, <p> first paragraph, <h2> section headings, keywords for postpartum fitness, two links to the challenge, end with join invite.

Emails – Personal story to open, 1–2 takeaways, one clear CTA with link.

Instagram – Hook in first line, short paragraphs, “Tap the ‘blog’ link in my bio” or “Tap the ‘reset’ link in bio” depending on post type, 3–5 hashtags.

Example – Photographer:

Blog posts – Minimum 1,000 words, seasonal keywords, 5–7 images with alt text, prep tips, two VIP list links, end with invite.

Emails – Friendly greeting, recent client story, image, “Book Now” CTA.

Instagram – Short story or behind-the-scenes, line breaks, “Tap the ‘VIP’ link in bio” or “Tap the ‘book’ link in bio” depending on post, 3–5 hashtags.

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Step 6: Your Voice and Style

Explain your tone, formatting preferences, and common phrases.

Example – Wellness Coach:

Tone: Warm, encouraging, practical. Short paragraphs, clear headings, no jargon.

Phrases: “One small change at a time,” “Your pace is perfect,” “Real life wellness.”

Example – Photographer:

Tone: Friendly, reassuring, vivid. Conversational, easy to read, sensory-rich.

Phrases: “Your memories matter,” “No stiff poses,” “Let’s make it fun.”

Step 7: Calls-to-Action and Links

List your CTAs with full URLs so AI can use them naturally.

Example – Wellness Coach:

“Join the 14-Day Reset” → www.wellnesswithsarah.com/reset

“Book your free consult” → www.wellnesswithsarah.com/call

“Join the membership” → www.wellnesswithsarah.com/membership

Example – Photographer:

“Book your session” → www.janedoefoto.com/book

“Join my VIP list” → www.janedoefoto.com/vip

“Download my prep guide” → www.janedoefoto.com/guide

Step 8: Put It All Together in AI Settings

Copy everything into My Account → AI Settings. Once saved, every “Write with AI” prompt will automatically use your voice, audience, offers, and strategy.

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Full Example – Wellness Coach AI Settings

I help new moms rebuild their energy and confidence after birth through gentle fitness, realistic nutrition, and mindset support. My audience is women in the first 2 years postpartum who want to feel strong, capable, and confident in their bodies again. They are often dealing with fatigue, overwhelm, and lack of time for themselves. They value practical, compassionate guidance that fits real life, not rigid programs.

My lead-generating offer is the “14-Day Energy Reset Challenge,” a free program that gives daily 10-minute workouts, simple nutrition tips, and encouragement to help moms see progress without overwhelm. This challenge builds trust and gives participants quick wins, showing that change is possible. At the end of the challenge, I host a live online workshop called “The 5-Step Postpartum Wellness Framework” that recaps their wins, introduces my long-term approach, and invites them to continue in my paid membership.

My core paid offer is the “Strong at Home Membership,” a \$97/month group coaching membership that includes live weekly calls, a workout and meal planning library, and a private online community. It continues the progress started in the 14-Day Reset, helping members build lasting strength, stamina, and confidence. Members stay motivated with structured plans, ongoing accountability, and personal support.

My sales flow begins with free content that leads into the 14-Day Reset. Participants join my workshop at the end of the challenge, where I present the membership as the next step. Throughout the challenge and after, my emails and posts highlight member success stories, the benefits of long-term support, and the ease of fitting healthy habits into busy lives.

I create:

Weekly blog posts answering common postpartum health questions, such as recovering core strength, managing energy, and finding time for exercise.

Email newsletters with quick tips, motivation, and personal stories, often linking to the 14-Day Reset or the membership.

Social media posts showcasing real-life workouts, member wins, and behind-the-scenes glimpses of my own wellness routines.

Content Output Guidelines:

Blog posts: Minimum 1,500 published words, formatted in HTML with <p> for the first paragraph and <h2> headings for each subsequent section. Naturally incorporate SEO keywords related to postpartum fitness and energy recovery. Include two in-text links to the 14-Day Reset (one in the intro, one near the end) and end with a paragraph inviting readers to join the challenge.

Emails: Open with a personal story or example that relates to the main tip, give 1-2 actionable takeaways, and end with one clear CTA (e.g., join the 14-Day Reset or book a consult) with the link clearly visible. Keep tone warm, personal, and encouraging.

Instagram posts: Start with a compelling hook to stop the scroll. Use short paragraphs or line breaks for easy reading. When promoting a blog post, end with: “Tap the ‘blog’ link in my bio to read more.” When promoting the challenge, end with: “Tap the ‘reset’ link in bio to join.” Always include 3-5 relevant hashtags.

Tone: Warm, encouraging, and practical. Short paragraphs, clear headings, no jargon. I often say: “One small change at a time,” “Your pace is perfect,” and “Real life wellness.”

Calls-to-action:

“Join the 14-Day Reset” → www.wellnesswithsarah.com/reset

“Book your free consult” → www.wellnesswithsarah.com/call

“Join the membership” → www.wellnesswithsarah.com/membership

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Full Example – Photographer AI Settings

I help busy families capture authentic, real-life moments through natural, lifestyle photography. My audience is parents who value preserving memories but feel stressed about the process. They want sessions that are relaxed, fun, and feel like them, without stiff posing or overwhelming preparation.

My lead-generating offer is the “Family Photo VIP List,” a free email list that gives subscribers early booking access to my seasonal mini-sessions, plus exclusive tips for making photo days fun. When they join, they receive my downloadable “Family Session Prep Guide” with wardrobe planning advice, posing made easy, and ways to keep kids happy during the shoot. The VIP list keeps them engaged year-round with seasonal tips, behind-the-scenes glimpses, and showcases of recent sessions, building trust and familiarity with my style.

My core paid offer is “Seasonal Mini-Sessions” — \$350 for a 30-minute session at a scenic outdoor location, with 15 edited, high-resolution images. These happen twice a year and often sell out to VIP subscribers before I open them to the public. After delivering the gallery, I send a follow-up email offering an album upgrade and a special discount toward a full family session, encouraging ongoing bookings.

My sales flow begins when someone joins the VIP list through my website or social media. They receive the prep guide instantly and start getting regular tips and inspiration. Before each mini-session release, I send an early access booking link to VIPs, along with a limited-time discount. After the session, I send a follow-up email to thank them, deliver their images, and invite them to book a full session or pre-book for the next season.

I create:

Blog posts that showcase recent sessions, share location spotlights, and give seasonal planning tips for family photos.

Email newsletters that remind VIPs of booking dates, share photo inspiration, and feature client stories.

Instagram posts with sneak peeks, behind-the-scenes photos, and tips for making sessions fun and stress-free.

Content Output Guidelines:

Blog posts: Minimum 1,200 published words. Include seasonal keyword phrases (e.g., “spring family photos,” “fall mini-sessions”), showcase 5–7 images with alt text, tell the story behind the session, and share 2–3 tips for preparing for a shoot. Link to the VIP list signup page at least twice. End with an invitation to join the VIP list for early booking.

Emails: Use a friendly greeting, share a recent client story or seasonal update, include at least one image, and clearly explain why now is the best time to book. End with a bolded “Book Now” link.

Instagram posts: Open with a short, engaging story or behind-the-scenes detail. Use line breaks for readability. When promoting a booking opportunity, end with: “Tap the ‘VIP’ link in my bio to join for early booking” or “Tap the ‘book’ link in bio to reserve your spot.” Include 3–5 hashtags that match the season or style (e.g., #FallMiniSessions, #FamilyPhotos).

Tone: Friendly, reassuring, and vivid. Conversational, easy to read, and rich in sensory details. I often say: “Your memories matter,” “No stiff poses,” and “Let’s make it fun.”

Calls-to-action:

“Book your session” → www.janedoefoto.com/book

“Join my VIP list” → www.janedoefoto.com/vip

“Download my prep guide” → www.janedoefoto.com/guide

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Prompting Once Your Profile Is Set

Once your AI Settings are saved in AttractWell, you no longer need to repeat your audience, tone, offers, or sales flow in every prompt. Your profile works in the background — now you can focus only on what you want the AI to create.

Tips for Better Prompts

- ☐ Be specific about the deliverable – Tell AI exactly what you want it to produce (such as email, blog post, Instagram caption, headline ideas).
- ☐ Include context for the piece – If there's a theme, event, promotion, or time-sensitive detail, include that in the prompt.
- ☐ Clarify the format – Mention if you want headings, bullets, numbered steps, or narrative flow.
- ☐ Set the goal – Let AI know what action you want the audience to take after reading.
- ☐ Use plain language – You don't need "prompt engineering" skills; just write the request like you would to a teammate.

Helpful Prompt Starters

You can adapt these to your own offers, audience, and tone:

Email sequence

"Write a 3-part email series inviting leads from my [lead-gen offer] to join [paid offer]. Include social proof and clear calls-to-action."

Content repurpose

"Turn this blog post into three Instagram captions with scroll-stopping hooks and CTAs to read the full post."

Tone adjustment

"Revise this post to sound warmer and more encouraging without losing clarity."

Outline request

"Create a blog post outline for [topic] that addresses my audience's main challenges and links naturally to [offer]."

Social post idea

"Give me 5 Instagram post ideas for promoting [offer] that show behind-the-scenes moments and encourage early sign-ups."

Quick follow-up

"Write a thank-you message for [specific audience] who just [specific action] and invite them to [next step CTA]."