

Content creation assessment & opportunities worksheet

Part 1: Task Assessment

Potential AI assistant tasks

List your routine, repeatable content tasks:

1. Task: _____
Hours per week: _____
2. Task: _____
Hours per week: _____
3. Task: _____
Hours per week: _____

Potential AI consultant projects

List your complex, strategic content initiatives:

1. Project: _____ Hours per month: _____
2. Project: _____ Hours per month: _____
3. Project: _____ Hours per month: _____

Part 2: Current Content Metrics

Routine content production (AI assistant opportunities)

Monthly output:

Social media posts: _____
Blog posts: _____
Email newsletters: _____
Basic sales materials: _____
Other routine content
or marketing tasks: _____

Strategic content production (AI consultant opportunities)

Monthly output:

Thought leadership pieces: _____
Campaign strategies: _____
Market research reports: _____
Complex sales materials: _____
Other strategic content: _____

Part 3: Opportunity Assessment

Quick wins for AI assistants

Prioritise tasks that are
highly repeatable:

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Strategic projects for AI consultants

Prioritise projects that you need to get done
first:

Part 4: Impact Calculation

Time Savings Potential**AI Assistants:**

- Current hours on routine tasks per week: _____

If you could reduce task time by 50%, calculate:

- Hours saved per week: _____

AI Consultants:

- Current hours on strategic projects per month: _____

If you could reduce strategic project time by 50%, calculate:

- Hours saved per month: _____

Part 5: Implementation Priorities

AI assistant implementation

1. First assistant to build (routine task): _____
Why: _____
2. Second assistant to build: _____
Why: _____

AI consultant implementation

1. First consultant to build (strategic initiative): _____
Why: _____
2. Second consultant to build: _____
Why: _____

Notes & Questions:
