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COURSE

AI for Work & Content Creation

A 6-module beginner course on using AI tools to learn faster, work smarter and create content that sells

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For business owners, creators & students

AI for Work & Content Creation
A 6-module beginner course on using AI tools to learn faster, work smarter and create content that sells

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How to take this course

Artificial intelligence (AI) tools can now write, summarise, translate, brainstorm, design images, edit videos and answer questions in seconds. Used well, they save hours every week and help small businesses look professional. Used carelessly, they produce wrong facts, bland content and embarrassing mistakes.

This course teaches you to use AI **as a skilled assistant** — fast, useful, and always checked by you.

Module	You will learn to…
1	Understand what AI tools are, what they're good at and their limits
2	Write prompts that get excellent results
3	Use AI to learn, research and work faster
4	Create text content: posts, captions, blogs, emails, scripts
5	Create images, video and audio with AI
6	Build a weekly AI content system — safely, honestly and legally

What's in your download

- **Course workbook** (this PDF)
- **Prompt library** (PDF) — 60+ copy-and-adapt prompts for business, learning and content

> 💡 **TIP**
>
> AI tools change quickly — new features and new tools appear every few months. This course focuses on **skills that stay useful whatever tool you use**: clear instructions, good examples, careful checking and honest use.

MODULE 1

What AI is (and isn't)

Lesson 1.1: The main types of AI tools

Type	What it does	Examples (at the time of writing)
Chat assistants	Answer questions, write, summarise, translate, brainstorm, analyse documents	ChatGPT, Claude, Gemini, Microsoft Copilot, Meta AI
Image generators	Create images from text descriptions; edit photos	Built-in image tools in chat assistants, Canva's AI features, Adobe Firefly, Midjourney
Video tools	Edit, caption, generate short clips, remove backgrounds	CapCut, Canva, and AI video generators
Voice & audio	Text-to-speech, voice-overs, transcription	Built-in voice features, transcription apps
AI inside apps you use	Writing help in email, documents, design and social apps	Google Workspace, Microsoft 365, Canva, WhatsApp

Many have free versions with limits and paid plans with more features.

Lesson 1.2: What AI is good at

- First drafts of almost any text.
- Summarising long documents and explaining hard topics simply.
- Brainstorming many ideas quickly.
- Rewriting in a different tone, length or language.
- Structuring messy notes into plans, tables and checklists.
- Turning text into images, and helping edit video.

Lesson 1.3: What AI gets wrong

- **Made-up facts** ("hallucinations") — AI can state wrong information confidently, including fake statistics, quotes and sources.
- **Out-of-date information** unless the tool searches the web.
- **Generic writing** if your instructions are vague.
- **Local context** — it may not know Nigerian prices, slang, laws or current events unless you tell it.

- **Bias** — it can repeat stereotypes in text or images.

⚠️ **WATCH OUT**

Always check facts, numbers, names, laws, prices and medical or financial information yourself before you publish or rely on them. You are responsible for what you publish — not the AI.

✍️ **YOUR TASK**

Exercise 1: sign up for one free chat assistant. Ask it to explain your business or field to a 12-year-old, then ask it three questions you already know the answers to. Note what it got right and wrong.

✅ **QUICK CHECK**

1. What is an AI "hallucination"?
2. Name three things AI is good at.

MODULE 2

Prompting: how to ask for what you want

Lesson 2.1: The RTCFE formula

Good prompts usually include five parts:

- **R — Role:** who should the AI act as? ("You are an experienced Nigerian social media manager.")
- **T — Task:** what exactly should it do? ("Write 5 Instagram captions...")
- **C — Context:** who is it for and what should it know? ("...for my Abuja bakery's new red velvet cupcakes, ₦1,500 each, delivery available, target: young professionals.")
- **F — Format:** how should the answer look? ("Each under 40 words, with 3 hashtags and a call to action.")
- **E — Examples:** show what you like. ("Here's a caption I liked: ...")

End of the free sample

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