



MAJOR & METHOD

A GUIDE FOR FOUNDERS AND LEAN MARKETING TEAMS

The lean team's guide to an *AI* *content studio.*

How to make more of your best work with AI, from your real products and your own voice, without sounding like everyone else.

The Know · Make · Measure framework

Brand brain checklist

Two case studies

10 things to try this week

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Who this guide is *for*.

You have more to say than hours to say it. Maybe you're a founder who is also the marketer, the approver and the bottleneck. Maybe you're a team of two or three doing the work of ten, across more brands, channels and tools than anyone planned for.

You've tried AI. It's fast. It also sounds like everyone else, gets your products wrong and needs rewriting. This guide is about fixing that: not with a cleverer prompt, but with a better system.

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IN ONE SENTENCE

Write the rules once, load your real assets, and let the AI do the fast part while people keep the ideas, the taste and the final say.

Written by the founder of Major & Method, from more than 20 years in marketing and brand and from studios built for real teams.

Why AI content *sounds the same.*

The models are remarkable. The problem is what we give them: a blank box, a one-line request and no context. Here's what goes wrong, and why it isn't the tool's fault.

1

It doesn't know you

Without your positioning, audiences and voice, AI writes for the average brand. Average is the most common voice on the internet, so it's the voice you get back.

2

It invents what it doesn't know

Ask for a product post without the product facts and it will fill the gaps: wrong sizes, made-up benefits, claims you can't make. Every draft then needs checking line by line.

3

The pictures aren't your products

Generic AI images look like stock because they are built from everything. If the visuals don't start from your real photos, customers can tell.

4

Nobody owns the system

Each person keeps their own prompts. Results vary by who's typing. Nothing gets better, because nothing is written down or measured.

The fix isn't a better prompt. It's a better system: rules the AI follows, assets it uses, a process people trust and numbers that make next week smarter.

The studio, in *three layers*.

Every content studio we build has the same three layers. Skip one and the other two struggle.

LAYER ONE

Know

The brand brain.
Everything the AI must follow, written once and shared by everyone.

- ◆ Positioning and audiences
- ◆ Voice, with words to use and avoid
- ◆ Visual rules and approved photos
- ◆ Product facts and permitted claims

LAYER TWO

Make

The studio. Where ideas become finished, on-brand content, fast.

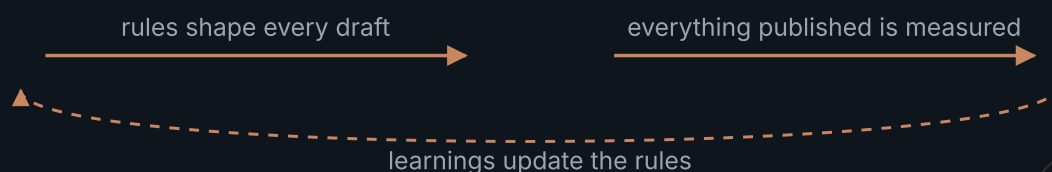
- ◆ Idea in, a week of posts out
- ◆ Posts, emails, ads, decks and short video
- ◆ Visuals from your real products
- ◆ An approval step before anything goes live

LAYER THREE

Measure

The loop. What worked, what didn't, and what to make next.

- ◆ One view of every channel
- ◆ The numbers that predict growth
- ◆ Learnings written back into the rules
- ◆ A weekly "needs attention" list



Build your *brand brain*.

This is the single biggest lever on AI quality. Write it in plain language, keep it to a few pages, and put it where every tool and every person can reach it.

- 01 **A north-star line.** One sentence the whole team can repeat. Every piece should ladder up to it.

02 **Audiences, in their words.** What they care about, what they're tired of hearing, where they spend time.

03 **Voice rules.** Three or four "we are / we are not" pairs, with a good and a bad example of each.

04 **Words to use and avoid.** Ten of each. The avoid list does more work than you'd think.
- 05 **Visual rules.** Light, colour, composition, type, and what never appears. Attach approved photos.

06 **Product facts.** Names, sizes, prices, ingredients or features. One source of truth.

07 **Claims you can make.** And the ones you can't. With a source next to every number.

08 **Your best work.** Five pieces you're proud of, with a line on why each one worked.

Example: a voice rule, written so AI can follow it

RULE	DO	DON'T
Confident, never shouty	"Three drops. That's the ritual."	"The ULTIMATE serum you NEED right now!!"
Facts before adjectives	"Cold-pressed from twelve botanicals."	"An amazing, luxurious, game-changing formula."
Speak to people, not about them	"Your morning, five minutes faster."	"Busy women are always looking for..."

Tip: give the AI the "don't" column as much as the "do". Telling it what to avoid removes most of the generic tone in one step.

Earn the *right to sell*.

When content is cheap to make, the temptation is to make more product posts. The brands that grow do the opposite: they give people something worth following, and sell less often, so it lands harder.

A content mix to start from

A working hypothesis we've used with real teams, not a law. Track it weekly and adjust to what your audience rewards.

70% Community

20% Human

10%

Community. Truths, humour, tips and moments your audience recognises. No product, no price.

Human. The founder, the team, customers and reviews. Proof that real people are behind it.

Product. One in ten. The only posts that talk features, offers or where to buy.

The seven-question brief

Answer these before you ask AI for anything. It takes two minutes and changes everything that comes back.

01 Human truth. What does the customer actually care about?

02 One idea. Can you say it in one sentence?

03 Story. Who is in it: a real person, a real customer?

04 Surprise. Why would someone stop scrolling?

05 Value. What will they learn, feel or laugh at?

06 Product. Where does it enter naturally, if at all?

07 Conversation. What question do you leave them with?

"Would someone send this to a friend?" is the strongest test of all.

A week in *the studio*.

The goal isn't more hours on content. It's fewer, better hours, with the slow parts handled by the system.

Mon

30 minutes

Plan. Look at last week's numbers and the "needs attention" list. Pick the week's themes, launches and promotions. Drop the best ideas from the team chat into the inbox.

Tue

60 minutes

Make. Turn each theme into a batch: hooks, captions, hashtags and visuals from your real photos, across every channel. Everything lands in the calendar as a draft.

Wed

20 minutes

Approve. One person reviews against the brand brain: voice, claims, visuals. Approve, tweak or send back. Approved posts are scheduled.

Thu

As needed

Show up. Reply to comments and messages, film one real moment with the team or a customer, and capture ideas for next week.

Fri

15 minutes

Learn. Note one thing that worked and one that didn't, and write the lesson back into the rules, so next week's drafts start smarter.

About two hours of focused time for a full week across several channels, once the studio is set up. Your team keeps the judgement; the studio does the typing.

One team. Five accounts. *One studio.*

Founder-led consumer group

Australia

Five social accounts

Content studio

The challenge

A product brand, a second product range, two service businesses and the founder's own channel. Five audiences, five voices and one small marketing team. Ideas arrived in chat threads, briefs lived in people's heads, creative was made one post at a time, and the calendar was a spreadsheet. Without a system, posts drifted towards product and away from what people actually share.

What we built

A studio with eight workspaces, shared by the whole team:

- ◆ **Strategy:** a north-star line, humour rules, look and feel for each account, and the content mix tracked every week
- ◆ **Idea to posts:** a topic or product in; 5, 10 or 15 posts out, each with a hook, shot list and caption in that account's voice
- ◆ **Calendar** for all five accounts, with retail promotions alongside
- ◆ **Creative** made from approved design templates
- ◆ **Pipeline** from idea to written, designed, approved, scheduled and posted
- ◆ **Ideas inbox** fed by links shared in the team chat
- ◆ **Templates and growth:** reusable formats, a weekly follower log and a growth playbook

THE NORTH STAR

"Don't create content because we have something to sell. Create something people want to consume, and earn the right to sell."

How it works

- ◆ Each account has its own voice rules, so the same idea becomes five different posts, not one post copied five times
- ◆ Only one post in ten may talk about product; the studio flags when the mix slips
- ◆ Every post ends with a question, and the test before approval is "would someone send it to a friend?"
- ◆ Product facts and promotions come from one source, so nothing is invented
- ◆ Approved posts go straight to the scheduler

What changed

One place to plan all five accounts. A new idea becomes a week of drafted posts in minutes. The balance of community, human and product content is visible every week, so the team can see when it drifts and correct it.

The marketing *command centre*.

Leadership dashboard

Budget · retail · brand · ads

Live connections

The challenge

The budget lived in a spreadsheet, actual costs in the accounting system, retailer promotions in a trade calendar, ad results in two ad platforms, social numbers in each app and quarterly goals in a project tool. A simple question from the founder, "are we on track?", took a day of copying and pasting to answer.

What we built

A single dashboard with eight views, each opening with a short "needs attention" list:

Overview	The handful of numbers leadership asks about
Quarterly goals	Owners, milestones and live tasks
Budget and pacing	Every line against where it should be by now
Finance check	Tracker against accounts, line by line, with mis-coded items flagged
Promo calendar	Retailer promotions on one timeline, with odd dates flagged
Retail monitor	Shelf prices and live promotions on retailer sites
Brand and social	Share of search, community growth, engagement and posting rhythm
Paid ads	Spend by platform against budget, and return by campaign

THE PRINCIPLE

Don't build a dashboard that shows everything. Build one that tells you what to do next.

How it works

- ◆ Data comes in from the tools the team already uses, so nobody re-keys numbers
- ◆ Every chart has a plain-English title that says what it shows
- ◆ Problems surface as a list, not a hunt: overspend, promotions with wrong dates, prices out of line, accounts posting below target
- ◆ Follow-ups, like a reply to finance about month-end costs, are drafted from the data, ready to check and send

What changed

One page answers "are we on track?". Monthly reviews start from the "needs attention" list rather than a blank spreadsheet, and marketing, finance and leadership look at the same numbers.

Four lessons from *real builds*.

1

Rules before prompts

The quality jump comes from the brand brain, not from wording requests better. Write the rules first; the prompts get simple.

2

One place beats five tools

Teams don't need more apps. They need the plan, the drafts, the approvals and the results in one view everyone actually opens.

3

People keep the final say

Every studio has an approval step and flags anything that needs checking, like a statistic without a source. Speed never replaces judgement.

4

Measure what people do

Shares, saves, comments and messages tell you more than "posts published". Count what predicts growth.

ALSO BUILT

A founder voice studio

For a founder building a public profile: a studio that turns her point of view into twelve formats, from short videos and LinkedIn posts to press releases, media pitches, opinion pieces, expert comments and speaker bios.

It includes a target list of media outlets and expert call-out services with notes on how each one likes to be pitched, and a month of content planned around the founder's themes. Every statistic is flagged to verify before it's used.

THE IDEA BEHIND IT

Don't make a founder an influencer. Make them a point of view.

Experience is the one thing competitors can't copy. The studio's job is to turn it into a steady stream of opinions worth sharing.

Measure *what matters.*

Most marketing reports count activity. Count the signals that predict growth instead, and keep the list short enough to check every week.

SIGNAL	WHAT IT TELLS YOU	CHECK
Shares and sends	People found it worth passing on. The strongest sign of content that grows an audience.	Weekly, per post
Saves	It was useful enough to come back to. Great for tips, guides and how-tos.	Weekly, per post
Comments and messages	It started a conversation. Every post should end with a question.	Weekly
Content mix	Whether you're still earning the right to sell, or slipping into product posts.	Weekly
Posting rhythm	Consistency against your target, per channel.	Weekly
Share of search	How often people search for you compared with competitors. A slow but honest brand signal.	Monthly
Community growth	New subscribers and members, not just followers.	Monthly
Revenue from content	Sales you can trace back to posts, emails and ads.	Monthly
Budget pacing	Spend against where it should be by now, so there are no surprises at quarter end.	Monthly



Write the lesson down. A number only helps if it changes what you make next. Each Friday, add one line to the brand brain: "Posts that do X earn more saves than Y." Over a quarter, that becomes your edge.

Ten things to *try this week.*

No new software needed. Each one takes under an hour, and together they're the beginning of a brand brain.

- 01 **Write your two lists.** Ten words you always use and ten you never will. Paste both into every AI request.
- 02 **Find your pattern.** Give AI your three best-performing posts and ask what they have in common. Keep the answer.
- 03 **Mine a review.** Turn one great customer review into five posts: a quote card, a story, a reel script, an email line and a question.
- 04 **Test your voice.** Ask AI to rewrite your homepage headline in your voice, then in a competitor's. If they sound alike, your voice rules need work.
- 05 **Make a brief template.** Put the seven questions on one page and use it for the next three requests.
- 06 **Audit your mix.** Label last month's posts community, human or product. Compare with 70/20/10.
- 07 **List your claims.** Every number and promise you use, with its source. Delete anything you can't back up.
- 08 **Set one approval rule.** For example: nothing with a statistic goes live without a source.
- 09 **Batch one product.** One photo, one product, ten posts in different formats. Notice how much faster it is.
- 10 **Pick three numbers.** Choose the three signals you'll check every Monday, and put the check in your calendar.

Are you ready for *a studio*?

Give yourself a point for every "yes".

#	QUESTION	YES / NO
1	Your positioning and audiences are written down in one place	☐ ☐
2	You have voice rules with examples, and words to use and avoid	☐ ☐
3	Product facts and approved photos sit in one shared library	☐ ☐
4	You know which claims you can and can't make	☐ ☐
5	Content is planned at least two weeks ahead	☐ ☐
6	Nothing goes live without a clear approval step	☐ ☐
7	Your team uses AI the same way, from shared instructions	☐ ☐
8	You can see every channel's results in one place	☐ ☐
9	You track shares, saves and comments, not just posts published	☐ ☐
10	What you learn each month changes what you make next month	☐ ☐

0-3

Start with the basics

An audit will show where the biggest gains are. Start with the brand brain.

4-7

Ready to build

You have the foundations. A studio turns them into speed and consistency.

8-10

Ready to scale

Connect the systems, add channels and measure everything in one place.

NEXT STEP

Your brand. Your team. *Accelerated.*

Major & Method builds AI content studios for founders and lean marketing teams, in any industry, anywhere. We write your brand brain, load your real products and photos, connect your systems and train your team. Then the studio is yours.

TALK TO US

Book a 20-minute look

A free call about how your marketing is set up, and where a studio would save the most time.

majorandmethod.com

SEE IT WORKING

Try the live studio

Create a post, an email, a deck or a short video for a demo brand. No sign-up.

majorandmethod.com/demo



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hello@majorandmethod.com · +27 71 989 3463