

# Worksheet #5: Your AI Marketing Plan

## ***Now we bring it all together***

What are your top 3 marketing goals?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

\_\_\_\_\_

Where will you start using AI?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What tools will you use?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What will YOU remain fully responsible for?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

⚠️ What risks do you need to watch for?

- Losing brand voice
  - Generic content
  - Inaccuracy
  - Over-automation
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 Your Action Plan:

This week I will:

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This month I will:

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🔥 Final Thought:

How will you make sure AI supports your strategy—not replaces it?

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👉 *AI can help you move faster.  
But you're still in charge of where you're going.*