CRAFT AI Prompt Pack for Workshop Creators

A Pickzox exclusive bonus for Workshop Launch Engine buyers.
25 structured prompts, one per job, across all six phases.

25 copy-paste AI prompts built on the CRAFT method (Context, Result, Audience, Format, Test) - one set for each Workshop Launch Engine phase. Replace every [BRACKET] before using. Always REVIEW the output before accepting it: AI assists your decisions, never replaces them.

1. FIND - Audience profiler

CONTEXT: I am creating a paid online workshop. RESULT: Give me a detailed profile of the ideal buyer for a workshop about [TOPIC], including their current situation, frustrations (in their own words), and what they have already tried. AUDIENCE: beginner-to-intermediate [NICHE] practitioners. FORMAT: bullet list under clear headings. TEST: I should be able to recognize real people I know in this profile.

2. FIND - Problem ranker

CONTEXT: My workshop topic is [TOPIC]. RESULT: List 10 specific problems my audience has around this topic, ranked by severity (pain x urgency x willingness to pay). AUDIENCE: [AUDIENCE]. FORMAT: numbered list with a 1-line justification each. TEST: The top 3 must be problems people already pay to solve.

3. FIND - Outcome definer

CONTEXT: I am building a workshop on [TOPIC] for [AUDIENCE]. RESULT: Propose 5 possible single-sentence outcomes, each starting with 'By the end, you will be able to...'. AUDIENCE: buyers deciding whether to enroll. FORMAT: numbered list. TEST: Each outcome must be achievable in a single workshop session.

4. BUILD - Structure architect

CONTEXT: My workshop outcome is [OUTCOME]. RESULT: Design a session structure with 3-5 modules, each with a clear mini-outcome, estimated minutes, and one hands-on exercise. AUDIENCE: [AUDIENCE], mixed skill levels. FORMAT: sections per module. TEST: An attendee should finish each module with something usable.

5. BUILD - Exercise designer

CONTEXT: Module: [MODULE NAME], mini-outcome: [MINI-OUTCOME]. RESULT: Create a 15-minute hands-on exercise with instructions, an example, and a done-criteria checklist. AUDIENCE: [AUDIENCE]. FORMAT: numbered steps. TEST: Someone working alone must complete it without asking questions.

6. BUILD - Story selector

CONTEXT: I teach [TOPIC] and my background is [BACKGROUND]. RESULT: Suggest 5 places in my workshop where a personal story would increase trust or clarity, with a prompt for what story to tell at each. AUDIENCE: [AUDIENCE]. FORMAT: list with placement + story prompt. TEST: Each story must serve the teaching, not my ego.

7. PACKAGE - Title generator

CONTEXT: My workshop helps [AUDIENCE] achieve [OUTCOME]. RESULT: 15 workshop title options, each under 8 words, mixing curiosity, clarity, and outcome styles. AUDIENCE: cold traffic seeing it first time. FORMAT: numbered list grouped by style. TEST: I must be able to pick 3 I would proudly put on a sales page.

8. PACKAGE - Offer stacker

CONTEXT: My core workshop is [WORKSHOP]. Price point: [PRICE]. RESULT: Suggest 3-5 bonuses that increase perceived value without diluting the core promise, each with a 1-line description. AUDIENCE: price-sensitive buyers. FORMAT: list with bonus name + description. TEST: Every bonus must be deliverable by me within a week.

9. PACKAGE - Objection preemptor

CONTEXT: I sell [WORKSHOP] to [AUDIENCE] at [PRICE]. RESULT: List the 7 most likely objections and a 2-sentence honest answer for each. AUDIENCE: skeptical buyers. FORMAT: objection -> answer pairs. TEST: Answers must be truthful - no hype allowed.

10. PROMOTE - Hook writer

CONTEXT: I am promoting [WORKSHOP] which delivers [OUTCOME]. RESULT: 10 social media hooks (first lines) in different styles: story, contrarian, question, result, mistake. AUDIENCE: [AUDIENCE] on [PLATFORM]. FORMAT: numbered list. TEST: Each must make sense without clickbait.

11. PROMOTE - Email sequencer

CONTEXT: Launching [WORKSHOP] on [DATE] to a list of [SIZE] interested in [NICHE]. RESULT: A 5-email launch sequence outline: subject line options, goal, and 3 bullet points of content per email. AUDIENCE: warm subscribers. FORMAT: Email 1-5 sections. TEST: The sequence must build trust, not just urgency.

12. PROMOTE - Testimonial collector

CONTEXT: My workshop [WORKSHOP] just finished its first run. RESULT: Write 8 questions I can ask attendees to elicit specific, believable testimonials. AUDIENCE: past attendees. FORMAT: numbered questions. TEST: Questions must avoid leading toward exaggerated claims.

13. DELIVER - Tech checklist

CONTEXT: I deliver [WORKSHOP] live over [PLATFORM] to [EXPECTED SIZE] attendees. RESULT: A complete tech and logistics checklist: 2 weeks before, 1 day before, 1 hour before, during, after. AUDIENCE: me, the host. FORMAT: timeline checklist. TEST: Nothing critical may be missing.

14. DELIVER - Engagement planner

CONTEXT: My workshop runs [LENGTH] with [MODULES] modules for [AUDIENCE]. RESULT: Plan engagement moments: polls, breakout discussions, Q&A, and energy resets, with timing. AUDIENCE: attendees prone to zoning out. FORMAT: timeline with moment type + purpose. TEST: No 30-minute stretch without interaction.

15. DELIVER - Follow-up sequencer

CONTEXT: Attendees just finished [WORKSHOP] achieving [OUTCOME]. RESULT: A 3-email post-workshop sequence: thank you + replay, implementation nudge, next-step offer. AUDIENCE: recent attendees. FORMAT: 3 emails with subject + body outline. TEST: Must deliver value even to those who buy nothing else.

16. MULTIPLY - Ascension mapper

CONTEXT: My workshop [WORKSHOP] delivers [OUTCOME] to [AUDIENCE]. RESULT: Map 3 logical next offers (downsell, upsell, continuity) with what each contains and why it is the natural next step. AUDIENCE: my buyers. FORMAT: 3 offers with fit justification. TEST: Each must feel like a natural continuation, not a cash grab.

17. MULTIPLY - Repurpose planner

CONTEXT: I have a completed workshop: [WORKSHOP] with [MODULES] modules. RESULT: List 10 ways to repurpose the workshop content into other assets ranked by effort vs. return. AUDIENCE: me. FORMAT: ranked list with effort/return notes. TEST: Top 3 must be doable in a weekend.

18. MULTIPLY - Affiliate briefer

CONTEXT: I want affiliates to promote [WORKSHOP] at [PRICE] with [COMMISSION]% commission. RESULT: A 1-page affiliate briefing: product summary, ideal audience, 5 swipe angles, and what NOT to claim. AUDIENCE: potential affiliates. FORMAT: briefing document sections. TEST: Must protect my brand from hype affiliates.

19. Quality - Gap hunter

CONTEXT: Here is my workshop outline: [PASTE OUTLINE]. RESULT: Identify gaps, leaps in logic, missing prerequisites, and places where a beginner would get lost. AUDIENCE: me, the creator. FORMAT: issue list with severity + fix suggestion. TEST: Be brutally honest - flattery helps no one.

20. Quality - Promise auditor

CONTEXT: My sales page promises [OUTCOME]. My workshop contains [MODULES]. RESULT: Audit whether every promise on the sales page is actually delivered in the workshop, flagging overpromises. AUDIENCE: me. FORMAT: promise -> delivered? -> verdict. TEST: Flag anything even slightly overstated.

21. CRAFT - Self reviewer

CONTEXT: I used AI to draft [ASSET] for my workshop. RESULT: Give me a 10-point review checklist to evaluate the draft for accuracy, tone fit, and audience match before I accept it. AUDIENCE: me. FORMAT: checklist with pass criteria. TEST: Must catch generic AI-isms and factual drift.

22. Launch - Timeline builder

CONTEXT: My workshop launches on [DATE]. Today is [TODAY]. RESULT: A week-by-week countdown plan covering content, emails, tech, and rehearsal. AUDIENCE: me, solo creator. FORMAT: weekly blocks with tasks. TEST: Must be realistic for one person with a day job.

23. Launch - Pricing stress-test

CONTEXT: I plan to price [WORKSHOP] at [PRICE] for [AUDIENCE]. RESULT: Argue for AND against this price: 5 points each side, then a recommendation. AUDIENCE: me. FORMAT: for/against/recommendation. TEST: The recommendation must consider my audience's actual wallet, not guru pricing.

24. Launch - Risk register

CONTEXT: I am launching [WORKSHOP] on [DATE] with [EXPECTED] attendees. RESULT: List 10 things that could go wrong (tech, content, marketing, personal) with a prevention and a contingency for each. AUDIENCE: me. FORMAT: risk -> prevention -> contingency. TEST: Include the embarrassing ones I would rather not think about.

25. Evergreen - Automation mapper

CONTEXT: [WORKSHOP] ran live successfully. RESULT: Map how to convert it into an evergreen offer: what to record, what to change, email automation structure, and what stays live-only. AUDIENCE: me. FORMAT: phased plan. TEST: Must preserve the transformation, not just the videos.

How to use this pack

- [ ] Work through prompts in phase order: FIND -> BUILD -> PACKAGE -> PROMOTE -> DELIVER -> MULTIPLY.
- [ ] Fill every [BRACKET] with your real details - vague input gives vague output.
- [ ] Apply the DECIDE -> PROMPT -> REVIEW -> REFINE -> LOCK IT IN loop to every result.
- [ ] The REVIEW step is mandatory: check relevance, specificity, and fit before accepting anything.