

THE AI TOOLKIT · LIVE ONLINE COURSE

Using AI: Course Curriculum

Session-by-session breakdown of the 4-day condensed course.

What we teach, what we demo, and what you do — minute by minute.

4 × 90-minute live Zoom sessions · **\$150 USD** · Instructor: **Amer Kapani**

HOW EACH SESSION RUNS

Every 90-minute session follows the same rhythm: **Teach** (35 min) → **Demo** (15 min, live) → **Do** (35 min, hands-on in your workbook) → **Share** (5–10 min). This is a doing course — you work with AI live, every session.

DAY 1 — THINK LIKE AI

Outcome: You brief AI properly with the CLEAR framework and know exactly when to trust it — and when to verify.

Time	Segment	What happens
0:00–0:05	Welcome	How the 4 days work. Cameras on, workbook open, AI tool open.
0:05–0:20	Lesson 1.1 — What AI is	The prediction machine. The three truths: confident ≠ correct, context rules, you are the editor.
0:20–0:30	Lesson 1.2 — CLEAR	The prompting framework: Context, Length, Example, Audience, Role — one letter at a time.
0:30–0:45	Live demo	Prompt makeover: the same tool, a weak prompt vs a CLEAR brief — watch the difference.
0:45–1:20	Activities 1.1–1.4	Prompt Makeover · Three Experts, One Question · Trust Check · The 5-Minute Brief (a real task from your life).
1:20–1:30	Share + homework	Before/after show-and-tell. Homework: teach one person one prompt trick.

DAY 2 — AI FOR GETTING THINGS DONE

Outcome: You run the Draft → Refine → Ship loop on real work and leave with a reusable template.

Time	Segment	What happens
0:00–0:05	Welcome back	Wins from yesterday — who taught someone a prompt?
0:05–0:20	Lesson 2.1 — The loop	Draft → Refine → Ship. Never ship AI's first draft; AI writes the clay, you sculpt.
0:20–0:30	Lesson 2.2 — Research	10-minute research sprints. The verify rule: speed from AI, trust from sources.
0:30–0:45	Live demo	The difficult email — drafted and refined twice on screen, from a real scenario.
0:45–1:20	Activities 2.1–2.4	The Difficult Email · Research Sprint · Build Your First Template · Inbox Sprint (3 real replies).
1:20–1:30	Share + homework	Template show-and-tell. Homework: use your template on a real task tonight.

DAY 3 — AI FOR BUSINESS & CONTENT

Outcome: You run the Content Engine and write offers as Problem → Promise → Proof — Dubai-ready.

Time	Segment	What happens
0:00–0:05	Breakage clinic	What broke in your template last night? Fast fixes, together.
0:05–0:20	Lesson 3.1 — Content Engine	One idea → five formats. AI reshapes; you approve the voice.
0:20–0:30	Lesson 3.2 — Offers	Problem → Promise → Proof. Plus the Dubai playbook: WhatsApp-first, bilingual, specific, fast.
0:30–0:45	Live demo	One post → video script, story slides, WhatsApp message, email — in minutes.
0:45–1:20	Activities 3.1–3.4	Listing Makeover (Dubai edition) · 7-Day Content Sprint · Offer Builder · Bilingual Bonus (Arabic + back-translation check).
1:20–1:30	Share + homework	Best makeover wins the room. Homework: post ONE thing you made today.

DAY 4 — YOUR AI OPERATING SYSTEM + CAPSTONE

Outcome: You map a real workflow, present your AI Playbook, and start a 7-day experiment.

Time	Segment	What happens
0:00–0:05	Final day	From skills to systems — what changes today.
0:05–0:20	Lesson 4.1 — Your stack	Three tools you actually use: one assistant, one capture, one creation. Depth beats breadth.
0:20–0:30	Lesson 4.2 — Workflows	Map any task as A (AI) / H (human) / AH (AI drafts, human approves). Nothing public ships without AH.
0:30–0:45	Live demo	A weekly workflow mapped live — 90 minutes becomes 25.
0:45–1:05	Activities 4.1–4.2 + build	My 3-Tool Stack · The Automation Audit (10 repeating tasks, scored) · Build your capstone playbook.
1:05–1:22	Capstone	60-second playbook presentations. Class vote: the playbook you'd steal.
1:22–1:30	Close	The AI Toolkit Showdown (7-day competition), certificates, final words.

MATERIALS, ASSESSMENT & CERTIFICATION

Materials. 23-page course workbook (PDF) — your companion all four days, with writing space for every activity. Plus the prompt library, glossary, free AI toolkit guide, and 30-day follow-up plan.

Assessment. There is no exam. You present a 60-second AI Playbook on Day 4: your time-drain, your workflow, your best template, and your 7-day experiment — then the class votes.

Certification. Attend and present your playbook to earn the Certificate of Completion. Showdown finalists earn the Certificate of Excellence.

What you need. A laptop with camera, the workbook, and a free ChatGPT / Claude / Gemini account. That's it.

The course is **\$150 USD**, live on Zoom, in English. Register at **theaitoolkitclub.netlify.app/course.html** — anyone can join, from anywhere.