

# AI Kit: The Human-First Creative Engine

with ChatGPT

For marketers and leaders who believe that the future belongs to those who dare to stay human. By Sebastian Karlsson – [linkedin.com/in/sightofsweden](https://www.linkedin.com/in/sightofsweden)

## Introduction: Why this kit?

AI is not here to steal your job. It's here to **sharpen your thinking**, speed up your execution – and if you use it right, even deepen your impact.

But let's be honest: **Prompts without direction are like GPS without a destination.** You'll move – but not necessarily forward.

That's why I created this kit.

To help you work **with AI**, not under it. To make sure your ideas don't lose their **soul** in the automation.

And to give you a set of proven, plug-and-play prompts that actually make sense for:

- Values-driven marketing
- Authentic leadership communication
- Creative content creation with heart and clarity

Every prompt is designed to sound like you, not like ChatGPT. And every bracket is a creative space to fill with **your voice, your context, your brand**.

Let's make AI more human – one well-written prompt at a time.



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# Prompt Templates

Replace everything in [brackets] with your own words.

## 1. Brand Story Prompt – “Heart Before Hype”

### Prompt:

*"Write a compelling story about [a real challenge or turning point I experienced in my brand/leadership journey]. Emphasize the role of [core value, e.g. curiosity, resilience, humility]. Make the story emotionally resonant, relevant to [my audience], and end with a reflective question."*

### Use for:

- Brand-building posts
- Keynotes or intros
- Authentic LinkedIn storytelling

## 2. “Creative Storm” Prompt for Campaign Ideas

### Prompt:

*"Act as a creative director. Generate 7 bold and original marketing concepts for [product, service, idea] that embody the value of [sustainability/playfulness/empowerment/etc.]. Each idea should include format, concept title, and execution style. Aim for breakthrough ideas, not safe ones."*

### Use for:

- Campaign ideation
- Brainstorm starters
- Agency briefs



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## 3. Leadership Voice Prompt – “Say It Like You Mean It”

### Prompt:

*"Rewrite this [email/post/speech draft]: [insert text]. Make it more emotionally intelligent, values-driven, and impactful. Keep it professional, but add a human layer. Emphasize [tone: calm/confident/caring], and make it resonate with [specific team or audience]."*

### Use for:

- Internal comms
- Speeches or presentations
- Values-based leadership

## 4. Self-Leadership Coaching Prompt

### Prompt:

*"I'm currently navigating [insert challenge or decision]. Help me reflect using 3 coaching-style questions based on the value of [courage/trust/balance]. Then suggest one micro-action I can take today that aligns with both clarity and progress."*

### Use for:

- Self-reflection
- Coaching sessions
- Journaling with AI



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## 5. Vision-to-Action Prompt – “Make It Tangible”

### Prompt:

*"Turn this vision: [insert vision or big goal] into a tangible 3-month roadmap. Include milestones, quick wins, risks to watch, and how to measure progress based on [value or metric]. Make it practical, motivating, and flexible."*

### Use for:

- Strategic planning
- Goal setting
- Alignment within teams

## BONUS: Prompt Add-On Table

Supercharge any prompt by adding these elements at the end.:

<b>Tone of Voice</b>	"Use a tone that is [inspirational, warm, insightful, playful, humble]."
<b>Target Audience</b>	"Make it resonate with [young marketers / store managers / Nordic leaders]."
<b>Format</b>	"Deliver it as a [LinkedIn post, keynote outline, email draft, video script]."
<b>Value Anchor</b>	"Make sure the message reflects [empathy / joy / purpose / sustainability]."
<b>Cultural Context</b>	"Tailor it for a [Nordic / global / local] audience with a human, down-to-earth style."
<b>Emotion Level</b>	"Inject a sense of [curiosity / calm / urgency / inspiration], but keep it authentic."
<b>Length Preference</b>	"Keep it under [300 words / 2 minutes / 3 bullet points]."



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