



KENJY OPTIMISTIC · COURSE 01

AI Made Simple

Course 01 · Foundations · Kenjy Optimistic Learning Path

Learn AI · Build your brand · Create content

Create. Educate. Elevate.

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The foundations. Learn to use one AI chat tool with confidence, write better prompts, and turn your Signature Moment into content and a simple offer.

Who it's for: absolute beginners and anyone starting over with AI. No tech background needed.

Where you practice: one free AI chat you already have (ChatGPT, Gemini, Claude or similar) + your Moment Desk folder.

Runs alongside: AI Music and AI Agents from Week 1 (see the Learning Path schedule).

You leave with: a prompt formula you trust, a Story Bank, a weekly content engine, a one-page brand + offer, a shipping log, your honest-AI rules and a weekly rhythm that fits your real life.

Module	Title	You make
1	AI Foundations	Your first saved prompt + output
2	Content Engine	5 short scripts from your Moment
3	Brand & Offer	One-page brand + offer
4	Ship & Iterate	3 posts + a results log
5	Honest AI: Safety, Disclosure & Likeness <i>(new)</i>	Your personal AI rules card
6	Life-Fit Rhythm <i>(new)</i>	A weekly AI routine you can keep

From my life: I work in digital marketing and service, I'm a mom of twin boys, and I make music. AI only helps me because I use it in a simple, repeatable way. That's what this course teaches.

Module 1 • AI Foundations

Goal: know what matters, what to ignore, and how to ask AI for something useful in plain English.

THE LESSON

AI multiplies what you already bring: your skill, your story, your voice. It doesn't replace them. What matters right now is a clear ask and something you can save and use. What doesn't matter yet: knowing every model name, building complex agents, or buying tools before you've made one thing.

The starter formula I use: **Role** → **Task** → **Limits** → **Example** → **Format**.

- **Role:** who the AI should act as (“a friendly coach for beginners”).
- **Task:** the exact job (“write 5 video hooks about my Moment”).
- **Limits:** length, tone, what to avoid (“under 12 words, warm, no hype”).
- **Example:** paste one you like, or one you want fixed.
- **Format:** “numbered list,” “table,” “3 options.”

DO IT (STEP BY STEP)

1. Open your Moment Card from the Free Pack.
2. Copy the prompt below and fill in the brackets.
3. Run it. Ask for one change (“make #2 warmer,” “say it in Spanish”).
4. Save the best result as `01 Story / first-prompt.txt` in your Moment Desk.

TEMPLATE • STARTER PROMPT

Act as a friendly coach for **[my WHO]**. My story is: **[Moment in one sentence]**. Write 5 short video hooks about it. Keep each under 12 words. Warm and honest, not hype. Format as a numbered list. Then give me the same 5 in Spanish.

☐ I filled every bracket ☐ I asked for one revision ☐ I saved the best output

HOW IT FEEDS YOUR SIGNATURE MOMENT

Your saved hooks become the opening lines of your content (Module 2) and early lyric or theme ideas in AI Music.

Next action: save your best hook and star it. You'll use it this week.