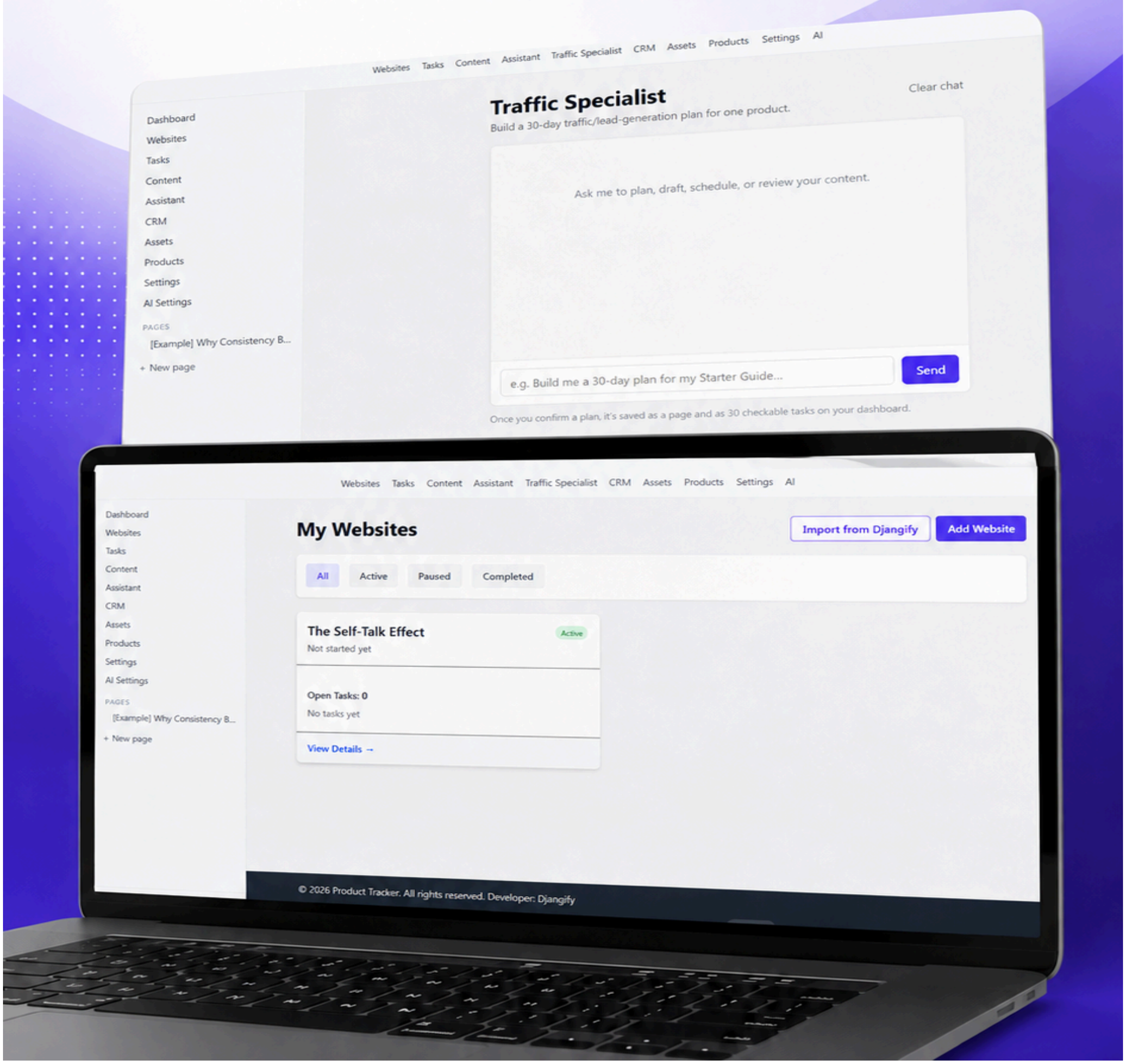
LEAD GENERATION STUDIO

Get Found. Get Known. Get Paid.



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Lead Generation Studio: Get Found. Get Known. Get Paid.

The Complete Guide

How to run your business, generate content, build a 30-day traffic plan, and stay accountable to it in one app, start to finish.

Lead Generation Studio is a workspace for running one or more small businesses at once — built to solve one specific problem: turning a product you've made into a steady stream of email signups and sales, without guessing at what to do each day.

It has been built by the Life Coach Who Codes, Diane Corriette - with the help of Claude AI and follows a digital marketing framework to help you getting known, getting found and getting paid.

It started as a simple task-and-website tracker *(you may still see it called "Product Tracker" in a few technical spots, like file paths)*. It has grown into a full content-and-traffic operation: a dashboard, tasks, notes, digital products, email sequences, a content calendar with a built-in AI engine, and a Traffic Specialist that builds you a 30-day plan for getting a product in front of people and tracks whether you actually did it.

Diane Corriette
Djangify
https://www.djangify.com/lead-generation-scout

1. Welcome & what this is

Lead Generation Studio is software that runs from your Windows PC. It is a content-and-traffic operation system: a dashboard, tasks, notes, digital products, email sequences, a content calendar with a built-in AI engine, and a Traffic Specialist that builds you a 30-day plan for getting a product in front of people and tracks whether you actually did it.

It lives on your PC: download it and it runs as a desktop app (`.exe`), with your data in a single SQLite file on your own machine which means no SaaS subscription, no third-party accounts. It's built with Django, so a developer who prefers to run it from source (or self-host it) can, but that's optional, for most people it's just an app on their computer.

Who this guide is for: you don't need any marketing or technical background to use this app. Every term that might be new to you — asset, voice profile, prompt template, MCP — is explained the first time it comes up, and again in the glossary at the back.

The short version of what the app does, in the order you'll actually use it:

1. Set up a website/business, its brand info, and its product(s)
2. Feed it your writing, transcripts, and existing content as assets
3. Plan a 30-day traffic plan with the Traffic Specialist
4. Do it — and tick off each day on the tracker

2. Getting started

Log in with the account you created when the app was installed. You'll land on the Dashboard — your home base, showing what's due today, this week's plan, and a running work log.

The app works fully without AI.

Tasks, Pages, Products, and the content calendar all work with zero setup. AI features — the ✨ Generate panel, the Assistant, and the Traffic Specialist — are optional, and you can turn them on later from AI Settings (see Section 19) whenever you're ready.
A sensible first session looks like this: create your first website (Section 3), add your product(s) (Section 9), upload a few pieces of writing as assets (Section 11), and — only once that's in place — try the Traffic Specialist (Section 16).

The app also includes in-app training notes worth reading before you start — including a page on using assets and doing your own research to get better, less generic results from the AI.

It is easy to sit down, guess what might work, publish it, and wonder why nobody cared. Meanwhile every platform is publicly showing you what people already care about. The proof is sitting in the open. Use AI to carry out deep research or conduct your own. Look at what is working, what is trending, what makes content go viral.

A few minutes there pays off once you get to the Traffic Specialist.

3. Websites — your hub

A Website is where you include your business details. It is a container for everything related to one venture so doesn't have to be an actual website.

Nearly every other part of the app hangs off a website: its tasks, content calendar, products, blog posts, cluster pages, pages, hosted tools, assets, and traffic plans.

Each website has a website ID, status (active/paused/completed) and a priority number, so the dashboard can tell you which business to focus on when two things clash on the same day. It also stores your brand and EEAT (Experience-Expertise-Authoritativeness-Trustworthiness) details:

Field	What it's for
Domain, brand name	Identifies the business
Author / founder name & bio	Who's behind it — used by AI generation and the Traffic Specialist for authentic hooks
Founder expertise	Comma-separated topics you're known for
Business bio, meta description	The short pitch, reused wherever a summary is needed
Support email	Where customer questions about this business go

Import from Djangify: if this business already has a live store on Djangify, use Import from Djangify instead of typing everything by hand: enter the domain and a read-only export token, and the app fetches the brand info and product list so you can pick which products to bring in. It remembers the connection so you can re-sync later. If you have cluster pages, pages or hosted tools (artifacts) on your site it will include those. Your most recent blog posts are also pulled in for the last six months.

Social platforms: edit the website and tick the platforms you actually post on (Instagram, TikTok, YouTube, LinkedIn, X, Facebook, Pinterest, Reddit, Substack, Threads, Bluesky, Medium). Traffic and Growth plans are built only around these — if none are set, the assistant asks in chat and saves your answer for next time.

Deleting a website: open the website and click Delete. A confirmation screen lists exactly what will be removed — with live counts of tasks, work sessions, products, contacts, growth plans, notes/pages, assets, and content items — before anything happens.

Tasks, work sessions, growth plans, weekly metrics, and the Djangify connection are removed automatically; products are deleted too.

Notes, assets, and content items can be shared across more than one website — if this site is their only link they're deleted, otherwise they're just unlinked and survive on the other site.

4. Tasks & habits — the accountability engine

This is the part of the app that actually keeps you doing the work, not just planning it. Every task belongs to a website, has a status (planned / in progress / done), and — usually — a scheduled date.

One-off tasks vs. habits: most tasks are one-off — do it once, mark it done. A habit is a task set to repeat daily, weekly, or monthly — its "done" status resets each period instead of staying done forever, and the app tracks a separate completion record per day/week/month. This is exactly the mechanism behind your 30-day traffic plan (Section 17): each day of the plan becomes a real task with its own date, so "did I do day 14" is a genuine yes/no the app can check, not something you have to remember.

Three views:

- Table — every task, sortable by website, title, status, date, or estimate. Good for bulk edits.
- Board — grouped by status, drag-and-drop feel via a dropdown per card.
- Calendar — a month grid; a day with tasks from two different websites gets flagged as a clash so you notice before it becomes a problem.

The Dashboard's Today panel shows what's scheduled today plus anything overdue and any habit not yet done for its current period — your actual to-do list for right now.

5. The daily reminder email

Looking at a dashboard only works if you remember to look.
The daily_reminder command emails you once a day with whatever's still open: overdue tasks, anything scheduled for today, and any habit not yet marked done for its current day/week/month. If everything's done, it either says nothing (default) or sends an "all clear" note if you ask it to always send.

Setting it up: this runs as a scheduled job (cron on macOS/Linux, Task Scheduler on Windows) calling python manage.py daily_reminder once a day, e.g. 6pm. It needs a recipient email address configured in your environment — ask whoever set up the app if this isn't sending yet.

This is the single most important habit-forming feature in the app: a 30-day plan only works if something taps you on the shoulder when you skip a day, and this is that tap.

6. Pages

Pages are nestable notes with a block editor — think of them as your wiki. Anything generated by the AI (a traffic plan, a piece of generated content) is saved here as a Page, but you can also just write your own notes, nest them under each other, favorite the ones you use often, and delete to a soft-delete trash you can restore from.

Pages vs. Assets — the distinction that matters most in this guide: a Page stores output — something finished, written, ready to read. An Asset (Section 11) stores input — raw material you feed the AI. Keep this straight and the rest of the AI features make a lot more sense.

7. Products

Each website can have one or more digital products: a name, price, description, an optional deliverable file, a sales log, and simple funnel steps. Your product ladder — usually a cheap entry product, a mid-tier course, and a bigger programme — is exactly what the Traffic Specialist reads when it asks "which product is this plan for" (Section 16), so it's worth keeping descriptions accurate here even if you never look at this screen again.

8. Content calendar

Everything you'd normally track in a content-planning spreadsheet, in one record per piece of content: scheduled date, pillar, content type, topic, platforms, hook, caption, call to action, hashtags, tags/links, and the published link, plus two separate statuses — a production status (idea → draft → scheduled → published → archived) and an approval status (draft → ready → approved → changes) so you can review before something goes out.

- Calendar view — a Sunday–Saturday grid.
- Board view — grouped by approval status; this is where you review and approve.
- Table view — filterable, for bulk work.

Platforms (TikTok, Instagram, Pinterest, Facebook, YouTube, WhatsApp) come seeded in; add more without any code changes.

9. Assets — what they are, and what to upload where

An Asset is a piece of raw source material: something you upload, or text/a transcript you paste in. It's the "input" side of the AI engine — every generation feature (Section 14), the voice profile (Section 12), and the Traffic Specialist (Section 16) all draw on your assets instead of you re-explaining your business every time.

Field	What it does
Title	How you'll find it later
File (optional)	Upload the original — PDF, doc, image, audio, video, or an interactive HTML tool
Type	Text · Markdown · PDF · Image · Audio · Video · Interactive tool (HTML) · Other
Content	The actual text — this is what gets sent to the AI
Tags	Comma-separated, for filtering later
Website	Optional — leave blank for something reusable across every business

Important — what actually gets used: the Content field is what the AI reads, not the uploaded file itself. If you upload a PDF or a Word doc, paste the actual text into Content too (copy/paste from the source document). The file upload is for your own reference and download — think of it as an attachment, not something the app reads on your behalf.

Website-specific vs. global assets: most assets belong to one website — a blog post, a transcript, a lead magnet for that specific business. But some things are useful across every business you run: a general interactive tool, a style guide, a piece of evergreen writing. Leave Website blank on those and they become global — visible to every business's asset list and to the Traffic Specialist regardless of which plan you're building.

The "Interactive tool (HTML)" type: if you've built a standalone HTML tool — a quiz, a diagnostic, a storytelling builder — upload it as an asset with type Interactive tool (HTML). This is exactly how the app's own reusable tools library works (Section 18): a small library of tools you can point people to or fold into a content piece.

10. Voice profiles

A voice profile is a distilled description of how you write — built once from your own words, then applied automatically everywhere content gets generated, so drafts sound like you instead of a generic AI.

How to build one: paste a few writing samples (or point it at saved assets) and run Distil. The AI reads your samples and produces:

- A one/two-sentence summary of your voice
- A handful of tone words
- Typical sentence length (short & punchy, medium, long & flowing, or varied)
- Words to avoid
- Do's and don'ts, in your own patterns

You can keep more than one voice profile (useful if you write very differently for two businesses), but only one is marked active at a time — that's the default used whenever generation doesn't have a specific voice chosen for it.

Why this matters for the Traffic Specialist: a 30-day plan full of content ideas is only useful if the hooks actually sound like something you'd say. Build your voice profile before your first traffic plan, not after.

11. Prompt templates vs. content templates

The app has two different things called "templates," living in two different places, doing two different jobs. Mixing them up is the single most common point of confusion, so here's the distinction up front:

	Prompt template (Assets)	Content template (Content Calendar)
What it is	One reusable system prompt/instruction	An ordered recipe of several prompts
Input	One or more assets you pick	A brief you write, or nothing
Output	A new Page (freeform)	One Content Item with its fields filled in (hook → caption → CTA → hashtags) in one run
Used from	The Generate-from-Assets panel	The calendar's ✨ Generate panel, and the Assistant's generate_draft
Categories	Blog post · Social media · Email · Funnel/sales copy · Documentation · General	Named per recipe, e.g. "Instagram carousel"

Creating a prompt template: give it a name, pick a content type, and write the system prompt — the instruction the AI follows before it reads whichever assets you select at generation time. A few starting ideas:

- **Blog post:** "Write a helpful, SEO-friendly blog post from the material provided. Use the voice profile if one's active. Include a clear intro, 3–5 subheadings, and a soft call to action at the end."
- **Social media:** "Turn this material into a short, scroll-stopping social post. Open with a hook, not a summary. One idea per post."
- **Email:** "Write a warm, plain-spoken email from this material. One clear

call to action. No corporate tone."
- **Funnel/sales copy:** "Write persuasive but honest sales copy for the product described. Lead with the transformation, not the features."

Creating a content template: a content template is a sequence of steps, each targeting one field on the content item (topic, hook, caption, call to action, or hashtags) with its own instruction and order — e.g. step 1 writes the hook, step 2 writes the caption using that hook, step 3 writes the CTA. Set a default content type and platforms so items generated from it come out pre-tagged correctly.

12. The two Generate panels

Generate from Assets: pick one or more assets → pick a prompt template → optionally a voice profile and instructions → result: a new Page. Found on the Assets pages — select the source material, the prompt template that says how to use it, optionally a voice profile, add any extra instructions, and run it. The result is saved as a new Page you can edit further in the block editor.
The calendar's ✨ Generate panel: found on the Content Calendar — pick a content template, or just write a short brief, choose a date, and get a full draft content item (hook, caption, CTA, hashtags) dropped into the calendar with approval status "Ready for Approval," waiting for you to review on the Board view.

13. The Assistant

The Assistant is a chat page focused on your content calendar. Unlike the Generate panels, it acts — it calls the same tools directly, so you can just tell it what you want in plain language:

- "What content do I have scheduled this week?"

- "Give me 5 August Instagram post ideas about summer skincare."
- "Move item 3 to next Friday."
- "Approve item 5."
- "Draft an Instagram post about morning routines for Aug 20."

If a request is ambiguous, it asks a short clarifying question rather than guessing. Clear the conversation any time with Clear chat — it doesn't affect anything it already created.

14. The Traffic Specialist

This is a separate chat from the Assistant, with one job: build you a 30-day plan that gets people onto your email list first, and buying a product second. It's built for someone new to marketing — plain language, no jargon, encouraging.

What it asks you, in order:

1. **Which business.** It loads that website's brand info and product ladder itself — you won't be asked to repeat anything already in the system (Section 3).
2. **Which product.** Usually your cheapest one, since the goal is list signups, not a sale. It confirms the price and what it delivers.
3. **Your audience, concretely.** Not "entrepreneurs" — "busy parents wanting a side income." It helps you nail the one main problem your product solves if you're not sure yet.
4. **Time available per day.** Roughly how many hours, most days — this decides everything that follows.
5. **What already exists.** It checks your assets (Section 11) first and tells you what it found — a lead magnet, a transcript, a tool — instead of asking you to describe things from scratch. It also asks about anything not tracked yet: existing email list size, social following, platform experience.

The Briefing Prompt: Rather than relying on the assistant to know your business, you can hand it everything up front. In the training area is a prompt. Fill in the brackets (or point at an asset by name) and paste the completed prompt into the Traffic Specialist. You don't have to fill in everything perfectly, but the more you give it, the less it guesses, and the less generic the plan.

How it picks channels:

Channels are chosen only from the platforms you've ticked on the website (Section 3) — if none are set, it asks and saves your answer. If you want AI to recommend other channels that may fit you can ask but the recommendation is you stick with one or two - three maximum.

The plan itself

Plans are built around a framework: Get Found (roughly week 1) - visibility, showing up where your audience is, leading with their biggest pain; Get Known (roughly weeks 2–3) - trust and depth, stories, proof, hyper-specific answers to your research, introducing the lead magnet; Get Paid (roughly week 4) - the ask, soft-pitching the offer, pushing email signups.

Every piece of content must name a real pain your audience feels, promise an outcome, and point at the transformation your product delivers. If a task can't name the pain it's fixing, it doesn't belong in the plan.

Before building, the assistant asks for your research and real pain points. If you don't have any yet, it will tell you to go research first - using your own AI's web search, or Claude in your browser, and save what you find as an asset, rather than inventing pain points on its own.

15. The Email and Newsletter Traffic Specialist

The whole point of building an audience is building an email list — and then actually writing to that list in a way that nurtures people and sells your product. The Email and Newsletter Assistant is the piece that does that. Like the Traffic Specialist, it's a separate AI chat with one job: turn what you do, and who you do it for, into email you can send.

It already knows your business because it pulls your brand, product ladder, saved assets and your voice, so you're not re-explaining yourself every time you open it.

What it does

It writes email using a hybrid approach — **personal storytelling married to direct-response marketing** — but the subject of every email is always your reader's pain, never yours. It starts from the one problem your subscriber is living with, and then uses a real story from your life or a client's only because that story speaks to the reader's struggle and shows someone reaching the other side of it. Told well, the reader sees themselves in the story, and your product becomes the way they get the result it's about.
Pure storytelling is warm but never asks for the sale, so nothing sells; pure selling is cold and constant, so people leave. This does both — a story that lands on the reader's pain, carrying a clear ask.

Sequences vs. newsletters

- **A sequence** is automated and evergreen. It fires when someone joins a list and sends a series of emails on a schedule (e.g. one now, the next two days later, and so on), walking a new subscriber from "hello" to "here's the thing that helps." This is what you set up once for a list —

especially a new list or one with a freebie attached.

- **A newsletter** is a one-off broadcast: a single, timely email sent to a list once. This is the right choice when a list has *already* been nurtured by a sequence, or when you just want one good email this week. A newsletter can be a full draft, or just a saved **idea** (a topic and an angle) that you write out later.

If it's not obvious which you mean, the assistant will ask.

What it asks you

- **Which list and which product** this is for.
- **The most important question: what did the subscriber sign up for?** A specific free thing (a PDF, a mini-course, a webinar replay), or a standard newsletter list? This changes everything, because it sets how soon you can sell:
  - Signed up for a freebie tied to the same problem your product solves → they're warm and have already raised their hand, so the product can appear within the first few emails without feeling pushy.
  - A cold or standard list → earn trust first. It will lead with more story and genuine help and delay the pitch, because hard-selling a cold list by email three burns the list.
- **Who it's for and the one real problem** your product fixes — as specific as you can be.
- **Your stories** — chosen for what they say to the reader. Your origin story, and at least one "problem story" (a mistake you or a client made, what it cost, the lesson) — but always picked because it mirrors the subscriber's struggle, not just because it happened to you. If good stories already live in your Assets it will pull them from there; if you don't

have one it will help you surface one. It never invents a story or puts words in your mouth.
- **How many emails, over how many days** (for a sequence) — it suggests a sensible default and you adjust.

What you get

- **A sequence** built on a proven arc — Email 1 delivers what they signed up for and introduces you with a short origin story; Email 2 is a problem/mistake story; Email 3 is real value or proof; Email 4 introduces your product plainly as the tool that fast-tracks the result. Each email comes with a subject line, the full body written in your voice, and its send delay. The assistant paces the sell to how warm your list is — a warm list can meet the offer sooner, a cold one later.
- **A newsletter** — a single email (a full draft, or just a topic idea to write later) with a subject line, body in your voice, and one clear call to action.

Everything is saved in the **Email** section, which you'll find in the sidebar and the top navigation, right where you'd expect it.

Email assets (kept separate on purpose)

Email material is different from your promotion material, so it's kept apart. When you add an Asset, set its **Category** to **Email** for anything email-specific — past emails that performed well, a swipe file, an email-only story, a bank of subject-line ideas.

Email assets show up in the **Email** section, not in your general Assets list, and they're deliberately kept out of your traffic and social plans (an email swipe file should never become an Instagram post). The Email Specialist reads all your assets but leans on the email-tagged ones first.

The tracker does not send email. Everything the assistant produces is a **draft**. To actually run a sequence or send a newsletter, you paste it into your own email provider and send it from there. Subscriber counts, open rates and sending all live with your provider, not in the tracker.

The send reminder (for newsletters)

Because a newsletter goes out on a day, you can give it a send date. When you do, the assistant drops a **"Send newsletter: …"** task onto your dashboard for that day, so you don't forget to actually send it. The draft lives in the Email section; the nudge to send it lives in Tasks — each doing the job it's good at.

Sample questions to get started

- "I've got a free meal-plan PDF — write me a welcome sequence that sells my Starter Course."
- "This list already has a welcome sequence. I just want a newsletter for this week about [topic]."
- "Give me three newsletter ideas for my audience."
- "Use my founding story and the client win I saved in my assets."
- "My list is cold and didn't sign up for anything specific — don't pitch too hard too soon."
- "Turn my last newsletter into a short 3-email sequence for new subscribers."

Where to find it

In the top navigation, click **Email Specialist** to open the chat. Click **Email** (top nav and sidebar) to see everything it's saved all in one place. It's a separate conversation from the Assistant (day-to-day content) and the Traffic Specialist (your growth plan).

16. Running your 30-day plan and doing it again next month

Once you confirm the plan looks right, the Traffic Specialist saves it and this is the part that makes it more than a document. It's saved two ways at once: as a readable Page (the full plan, in your Pages) and as 30 real Tasks, one per day, dated — which means they're on your dashboard, and trigger the daily reminder if left undone.

The day-by-day tracker: the plan's Page itself now lists every day-task (Day 1–30, with a done/undone marker, date, and notes), with a link to the interactive tracker to tick them off — so the plan and its checklist are both visible in one place.

Click any day to open its log and record:

- Whether you actually showed up and posted
- The link to what you posted
- The hook you used
- Notes — what you'd change next time
- Views, clicks, and new followers/subscribers

Save it, and that day is marked done — on the tracker, on your dashboard, and in the daily reminder's eyes. This is deliberately the same day-by-day accountability format as a paper tracker, just backed by a real database instead of your memory (or a browser tab you'll eventually close).

Doing it again next month: before you ask for the next 30 days, open the finished tracker and actually look at it — which days had the best hooks (by views/clicks), which channel pulled its weight, which days you skipped and why. Bring that into your next conversation with the Traffic Specialist — "last month's Instagram Reels did better than the carousels, and I skipped most Wednesdays" — so each plan gets sharper instead of repeating the last one blind.

There's nothing to reset — just open the Traffic Specialist chat again (or clear it first, if you'd rather start the conversation fresh) and ask for the next 30 days for the same product, or a different one if you've moved on.

17. Growth Plans - the 90-day version

Everything Section 16 and 17 describe for a single 30-day traffic plan also comes in a longer form: a 90-day Growth Plan, broken into three linked 30-day phases, for when a business needs more runway than one month to go from unknown to making sales.

It runs on the same underlying framework as the 30-day plan — hooks, channels, one product, one audience — just organized into a bigger arc:

Getting Found (Days 1–30) — people discover the business: SEO/content, Pinterest, YouTube, or whatever channel actually fits the audience.

Getting Known (Days 31–60) — showing up consistently as a real, specific person. People start to trust the founder, not just recognize the name.

Getting Paid (Days 61–90) — people buy. An email subscriber who's never bought isn't a “true fan” yet — they're a prospect. The list exists to move people toward a sale, not to be the finish line.

The names Getting Found / Getting Known / Getting Paid are the defaults — the assistant will ask if you already use your own wording for this before assuming them.

The one question the plan keeps returning to, every single week regardless of phase: did anything done this week move someone closer to buying? A full content calendar or a bigger follower count isn't the point if the answer is no.

Starting one

Open the Growth Plan chat — a separate conversation from the Traffic Specialist, built for the full 90 days instead of just 30. It asks the same questions as the Traffic Specialist, in the same order (which business, which product, your audience, time available, what already exists), then plans Phase 1 as four connected weeks rather than 30 loose days:

- Week 1: lock the one-line positioning message and make it consistent everywhere you're already visible (every bio/about page). This is also where one-time foundation basics get checked off — analytics installed, an opt-in page live, any automation set up.
- Weeks 2–3: the first content wave on the chosen channel(s), same hook/CTA specificity as a 30-day plan.
- Week 4: a review + push week — look back at what actually got a response, replicate whatever performed best, and make a direct ask.

Once you confirm Phase 1, it saves the same way a 30-day plan does — a readable page per week, and real checkable tasks per day, so the existing tracker and daily reminder both just work.

Phases 2 and 3 are generated later and adaptively

Phase 2 and Phase 3 aren't drafted up front. You go back to the Growth Plan chat once a phase is finished (or nearly), and it checks real completion data before writing anything - not a guess, the actual task completion from your dashboard:

If the finished phase's completion was...	What happens next
Below the plan's threshold (default 40%)	The assistant recommends repeating the phase rather than escalating to a harder one — plainly, with the reason. Piling on more work when the last phase wasn't actually done just compounds the gap. You can still choose to press on anyway.
Above threshold, but some days were skipped	The next phase folds those specific skipped items back in early (by channel/topic), instead of assuming they happened.
Above threshold and mostly done	The next phase carries forward whatever performed best and ramps up volume/specificity, per the phase's own structure (Phase 2 = more volume + more product-specific; Phase 3 = heavier, more direct CTAs toward the offer).

This is the actual difference between a 90-day plan and just running the 30-day plan three times in a row: the app looks at what really happened before deciding what comes next.

What's tracked to make that check possible

A few small pieces support the adaptive logic — all optional to fill in, but the more complete they are, the sharper each new phase gets:

Foundation checklist — one-time setup items (analytics installed, search console verified, email list connected, brand info complete, opt-in page live), checked once, not weekly.

Weekly metrics — the real inputs, not vanity numbers: email list size, new subscribers and which channel sent them, sessions and the one channel doing the work, revenue plus number of transactions (ten £5 sales is a different signal than one £50 sale), first purchase date, which product sold, and content pieces published per channel.

Weekly journal — a handful of reflective questions the assistant writes specifically for that week and plan (not boilerplate), with a real place to type your own answers — things like what might get in the way this week, or how you'll stay focused if results feel flat.

Where to find it

Growth Plans get their own section in the left sidebar, above Pages — not buried in the general page tree the way a single 30-day plan's page is. Opening a plan from there shows every phase, each week's progress, and links into:

the day-by-day tracker — the exact same tracker described in Section 17, just one per week instead of one for the whole plan that week's journal

the foundation checklist and the weekly metrics log, both on the plan's overview page

30-day plan or 90-day plan — which one

Use the Traffic Specialist (Section 16) for a single product push you want to review and re-plan month to month. Use the Growth Plan chat when you want the next two months mapped out in advance, with the app checking your actual follow-through before deciding whether to make things harder or repeat the basics. Nothing about the 30-day plan changes — the 90-day version is an option alongside it, not a replacement.

18. Validating Your Content Plan Before You Create

Your content plan gives you topics based on your Three Ps and your saved research. That's the starting point but not the final word. Before you spend hours making a piece, take a few minutes to check that real people are actually searching for it and see what's already working. This keeps you creating content that's been *researched*, not just *suggested*.

You don't make every topic blind, and you don't drop the human judgment either. You just add one quick gate: **suggested** → **validated** → **made.**

The 3-minute manual check (do this for any topic you're unsure about)

1. Open YouTube and type the topic into the search bar. The autocomplete dropdown shows the *exact phrases real people type* — if it fills in richly, there's demand.
2. Look at the top 4–5 results. Compare **views against the channel's subscriber count**. A small channel with a video doing far more views than usual means the *idea* is hot — that's the signal worth copying. A giant channel with modest views just means they're famous; less useful to you.
3. Take the *title pattern* of the winner and rewrite it in your own angle. Different spin, never a copy.

If nothing autocompletes and no small channel is winning with it you might want to consider skipping the topic.

The faster way: hand the whole list to AI first

Paste your plan's topics into Claude (with web search on, or Claude in your browser) using the prompt below. It does the legwork, gives you links to check, and flags anything it couldn't verify. Then you do the 60-second YouTube eyeball check yourself on the ones it says are worth making.

Copy-paste prompt

You are helping me validate content topics before I create them.

My website: [selftalkeffect.com]
My niche: [helping people stop negative self-talk]
My audience: [who they are]
The main pain I solve: [the pain]

Below is a list of topics my content planner gave me. For EACH topic, actually search the web and YouTube right now — do not answer from memory or general knowledge. For each topic tell me:

1. DEMAND — Are real people searching for or watching this? What exact words and phrases do they use (from search autocomplete, forum and Reddit questions, actual video titles)?

2. WHAT'S ALREADY WORKING — Find 2 or 3 videos or posts already performing well on this topic. Where you can see it, note the channel size versus the view count (a small channel with big views means the idea itself is hot). Give me the links so I can check them myself.

3. VERDICT — pick one:

- MAKE IT: real demand, clear angle.
- SHARPEN: real demand but crowded or generic — tell me the sharper angle that would stand out.
- DROP: little real demand — say so plainly.

4. HOOK — if MAKE IT or SHARPEN, give me one title/hook based on what is already working, rewritten into my own angle. A different spin, never a copy.

Rules:
- Give a real link for every claim. If you cannot find a source, say "no source found — treat as unverified" instead of guessing.
- Never invent view counts or numbers you did not actually see.
- Be honest. If a topic is weak, tell me to drop it. I would rather cut a bad topic now than waste hours making it.

Here are my topics:
[paste your topics here]

What to do with the answer

- **MAKE IT** → create it, using the validated hook as your starting point.
- **SHARPEN** → keep the topic, take the sharper angle it gave you.
- **DROP** → cut it. Ask the planner for a replacement, or promote an existing asset instead.

The one rule that makes all of this work: **if there's no real signal behind a topic, don't make it.** A few minutes of checking saves you hours of making content nobody was looking for.

19. AI Settings

One setting drives every AI feature in the app — asset generation, the content calendar's Generate panel, the Assistant, and the Traffic Specialist. Open AI Settings, choose a provider, paste an API key, and hit Test connection.

Provider	Notes
OpenAI	GPT models
Anthropic	Claude models
Google Gemini	Gemini models

Your key is encrypted at rest and never stored in plain text. Swap providers any time without touching any other setting.

After pasting your key, you must tick Active before Save - a saved key with Active unticked won't be used by any AI feature, and you'll see a "no active provider" error.

There's also an Off option to deactivate AI entirely: your keys stay saved, but nothing calls a provider until you pick one again.

You may not need this at all: if you'd rather drive everything from Claude Desktop instead of paying for API calls, skip this section entirely and read Section 20 — MCP runs on your existing Claude subscription, not a separate API key.

20. MCP — using Claude Desktop instead of the app

Everything the Assistant and Traffic Specialist can do is also available as an MCP connection - a way for the Claude Desktop app to talk directly to your Product Tracker install and run the same tools, directly from your normal Claude Desktop chat (a New Chat — not Cowork).

Why you might prefer this: running things from Claude Desktop uses your existing Claude subscription - no API key, no per-token cost - for everything except two specific tools noted below. If you already pay for Claude, this is the free path.

Requirements:

- The Claude Desktop app, installed and signed in (this does not work from claude.ai in a browser or on a phone)
- This app installed and running locally

Setup: on first launch the app tries to register itself with Claude Desktop automatically - just fully quit and reopen Claude Desktop once. If it doesn't appear, upload all the documentation and README information to Claude Code and ask it for help with connecting you to Lead Generation Studio. It will walk you through what to do next.

What you can ask it to do:

Tool	Example prompt
List/search content	"What content do I have scheduled this week?"
Create content	"Add a Reel for Aug 12 titled 'Morning routine.'"

Approve / change status	"Approve item 5." / "Mark item 5 published."
Reschedule	"Move item 3 to next Friday."
Draft content	"Draft an Instagram post about summer skincare for Aug 20."
Update your voice	"Here are three of my posts - learn my voice: …"
Get brand/product context	"Pull up my brand info and products for [website]."
Check reusable assets	"What assets do I already have for [website]?"
Build a traffic plan	"Build me a 30-day traffic plan for my Starter Guide."

The one place this still costs money: everything above is free on your Claude subscription - including having Claude Desktop write the actual captions - except the two tools that call your configured AI provider directly (draft-from-template and voice-distilling), which use the API key from Section 19 if you've set one up. You can ignore those two entirely and let Claude Desktop do the writing for free instead.

21. Where to ask questions

Start with this guide and the in-app tooltips — most "how do I…" questions are answered in the section for that feature above. For anything this guide doesn't cover ask AI, or if something isn't behaving as described: **Support:** contact Djangify support via djangify.com/support *(contact form in your dashboard area)*

Quick answers to common questions:

Question	Answer
What's the difference between the Assistant, the Traffic Specialist, and Growth Plans?	Three separate chats, three jobs. The Assistant manages your content calendar. The Traffic Specialist builds and tracks a single 30-day traffic/lead-gen plan for one product. Growth Plans do the same job stretched to 90 days across three linked phases, and check your actual completion before deciding whether the next phase should be harder, the same, or a repeat.
Why didn't my growth plan generate Phase 2 or 3 on its own?	By design — nothing after Phase 1 is drafted automatically. Go back to the Growth Plan chat once a phase is finished (or nearly) and ask for the next one; it checks real completion data first and may recommend repeating rather than escalating.
What happens if my phase completion is below the 40% threshold?	The assistant recommends repeating the phase instead of moving on, and says why. You can still choose to proceed anyway — it's a recommendation, not a lock. The threshold itself is editable per plan if 40% isn't the right bar for you.

22. Quick-start checklist

The order that gets you to a running 30-day plan fastest:

- Log in and look at the Dashboard
- Create your first Website (or Import from Djangify)
- Add your product(s) — at least the one you'll build a plan around
- Upload 2–3 assets: past writing, transcripts, anything reusable
- (Optional) Build a voice profile from those assets
- (Optional) Set up AI Settings, or plan to use MCP/Claude Desktop instead**
- Open the Traffic Specialist and answer its questions honestly — especially time budget
- (Optional) Want the next two months mapped out instead of just 30 days? Use the Growth Plan chat instead - same questions, a longer plan, and it checks your actual follow-through before generating Phase 2 or 3.
- Review the 30-day plan before confirming it
- Open the tracker and complete day 1
- Turn on the daily reminder email
- 30 days later: review the tracker, then ask for next month's plan

**After adding at least one website and some assets, check your Claude account is connected to Lead Generation Studio.

Open Claude Desktop and then paste the prompt below to make sure Claude can see your business **and** knows the plan-building rules it should follow before it makes anything:

Confirm you can reach my content tools by calling `list_websites` and tell me what you get back. Then call `get_content_framework` and summarise its phases

(Get Found → Get Known → Get Paid) and its first rule in your own words, so I know you'll follow the framework before building any plan.

If Claude lists your business(es) and explains the framework back to you, you're all set. If it can't reach your businesses, the connection isn't live yet — fully restart Claude Desktop (by clicking on Quit - see the icon on the right near your computer clock for the Quit button) and/or use the **Reconnect** button in the settings area.

Get help from Claude if you struggle with any of this. Just upload the documentation and ask it for help to connect with Claude Chat. It really is simple and Claude can list it out step-by-step for you.

After that simply say “Check my content-calendar for today” and Claude will list out what you have to do today.

23. Glossary

Term	Meaning
API key	A credential for an AI provider (OpenAI/Anthropic/Gemini), needed only for the in-app Generate panels and chats — stored encrypted.
Approval status	Where a content item is in review: draft → ready → approved → changes.
Asset	Raw source material (upload or pasted text) used as input for AI generation.
Content item	One planned/published piece of content in the calendar.
Content template	An ordered recipe of prompts (Content Calendar app) that fills a content item's fields in one run.
EEAT	Experience, Expertise, Authoritativeness, Trustworthiness — the brand-credibility details stored on a Website.
Foundation checklist	One-time Phase 1 setup checks — analytics installed, search console verified, email list connected, brand info complete, opt-in page live.
Global asset	An asset not tied to any one website — visible everywhere.
Growth Plan	A 90-day plan for one product, broken into 3 linked 30-day phases (default: Getting Found → Getting

Term	Meaning
	Known → Getting Paid, editable per plan).
MCP (Model Context Protocol)	The connection that lets Claude Desktop run the app's tools directly, on your Claude subscription instead of an API key.
Page	A note or piece of AI-generated output, in the block editor.
Phase	One 30-day segment of a Growth Plan, broken into weekly chunks, with its own status and a completion % computed from real task data.
Prompt template	A reusable system instruction (Assets app) used with the Generate-from-Assets panel.
Task / Habit	A one-off to-do, or one that repeats daily/weekly/monthly and is tracked as done-per-period.
The Assistant	The in-app chat that manages your content calendar by calling its tools directly.
Traffic plan tracker	The day-by-day grid for a saved 30-day plan — mark done, log hook/link/notes/metrics.
Traffic Specialist	The in-app chat that builds and saves a 30-day traffic/lead-generation plan.
Voice profile	A distilled description of your writing style, applied automatically to generated content.
Website	A business/venture tracked in the

Term	Meaning
	app — the container for its tasks, content, products, and plans.
Weekly journal	AI-written reflective questions for a week, with a real place to store your own answers — not boilerplate, and not just displayed.
Weekly metrics (snapshot)	The real inputs/conversion numbers tracked per website per week: subscribers + source, sessions + top source, revenue + transaction count + first purchase date/product sold, content published per channel.

24. Back Up Your Data

Backing up your data. Everything you create in Lead Generation Studio — your websites, products, assets, content, plans and tasks — lives in a single database file on your own computer.

To protect it, open Settings and click "Backup everything."

The app instantly writes one .zip file to your Downloads folder, named with the date and time (for example lead-scout-backup-20260806-142530.zip) so each backup is kept separately and nothing gets overwritten.

Inside that zip is a complete copy of your database, every uploaded file, and a short note explaining how to restore it. You can click the button any time, even mid-work — it takes a safe snapshot in the background without interrupting the app.

How often, and one important habit. Back up after any session you'd hate to redo — after building a plan, importing a store, or adding research, assets or a batch of content. If you're in the app most days, a weekly backup plus one before anything big is plenty.

And do one thing that actually matters: move a copy off this computer. A backup sitting in Downloads on the same PC won't save you if that PC fails, so drop a copy into a cloud drive (Google Drive, OneDrive, Dropbox), an external/USB drive, or email it to yourself. That off-machine copy is your real safety net.