

Prompts

CONTENT MARKETING ACCELERATOR

This comprehensive resource contains actionable AI prompts designed to accelerate your content marketing journey. Whether you're a small business owner, entrepreneur, or solo operator, these prompts will help you transform your content from occasional posts into strategic business assets that attract customers naturally.

The prompts are organized to help you build a complete content marketing system that generates real business results without requiring a dedicated marketing department or massive budget. Each prompt is designed to work with AI assistants, allowing you to leverage technology while maintaining your authentic voice and focusing on what truly matters: creating valuable information that solves real problems for your audience.

By systematically using these prompts, you'll be able to identify exactly who your ideal customers are, create content they're

actively seeking, build systems that make content creation manageable, measure what matters, and continuously improve your approach for maximum impact.



Prompts

CATEGORIES

Building Your Content Value Engine

These prompts will help you establish a strategic foundation for content that builds business value rather than simply generating random posts.

Content Asset Analysis

1. Act as a content marketing strategist. Analyze my existing content to identify which pieces are currently working as strategic assets versus which are just random posts. For each piece, evaluate:
 - 1) Its goal alignment with business objectives
 - 2) Its potential lifespan (days vs. years)
 - 3) How it's currently being measured
 - 4) Its business impact
 - 5) Whether it was created reactively or planned strategically

Here's a list of my recent content with brief descriptions:
[List your content pieces with titles, formats, and brief descriptions]

Based on your analysis, recommend which 3 pieces could be transformed into strategic assets with specific improvements.

Content Value Engine Design

2. Act as a content marketing strategist. Help me design my content value engine that moves strangers through the four phases: awareness, engagement, trust, and action. For each phase:

- 1) Suggest 2 specific content formats that work best
- 2) Explain how each format builds value in that phase
- 3) Recommend measurement metrics for tracking success

My business is: [Describe your business, products/services, and target audience]

My current content creation capacity is: [Describe your resources, time available, team size]

My primary business goal for content is: [Explain what you want content to achieve]

Content ROI Framework

3. Act as a content ROI specialist. Create a simple framework for measuring the day-one ROI of my content marketing efforts, focusing on early signals that indicate future success. Include:

- 1) 3-5 early value indicators I should track before revenue materializes
- 2) A basic tracking system I can implement immediately
- 3) How to set one clear 30-day target connected to my business

My business is: [Describe your business]

My current content includes: [List your content types]

My available tracking tools are: [List tools you have access to]

My primary business objective is: [State your main goal]

Evergreen Content Opportunities

4. Act as a content strategist specializing in evergreen content. Analyze my business and identify 5 potential evergreen content topics that could generate consistent traffic and leads for years. For each topic:
 - 1) Explain why it has long-term relevance to my audience
 - 2) Outline what comprehensive coverage would include
 - 3) Suggest how to structure it for maximum search visibility
 - 4) Describe how it connects to my business offerings

My business is: [Describe your business, products/services]

My target audience is: [Describe your ideal customers]

My key expertise areas include: [List your areas of expertise]

Content Repurposing Strategy

5. Act as a content repurposing specialist. Create a strategy for transforming one well-researched piece into multiple formats across different channels to maximize ROI. Include:

- 1) A flowchart showing how one piece can become at least 8 different assets
- 2) Specific recommendations for which elements to extract for each format
- 3) Time estimates for creating each derivative piece
- 4) Suggested distribution channels for each format

The original content piece I want to repurpose is: [Describe your content]

My primary audience consumes content through: [List channels]

My available tools for content creation include: [List tools]

Understanding Your Audience

These prompts will help you develop deep insights about your ideal customers so you can create content that genuinely serves their needs.

One-Question Research Design

6. Act as an audience research specialist. Create a one-question email or social media poll that will reveal the most valuable insights about my audience's challenges.

Include:

- 1) The exact question wording for maximum response
- 2) 3 variations of the question for different platforms
- 3) A follow-up message template to thank respondents
- 4) A simple system for categorizing and analyzing responses

My business focuses on: [Describe your business]

My audience consists of: [Describe your target audience]

The specific area I need insights about is: [Describe what you want to learn]

Social Listening Plan

7. Act as a social listening expert. Create a systematic plan for monitoring conversations about my industry across platforms to identify emerging concerns and trending topics. Include:

- 1) 5-7 specific platforms or communities to monitor
- 2) Key search terms and hashtags for each platform
- 3) A simple schedule for regular checking (15 minutes daily)
- 4) A template for recording valuable insights discovered

My industry is: [Describe your industry]

My target audience consists of: [Describe your audience demographics]

My content focuses on: [Describe your content themes]

Current industry trends include: [List any trends you're aware of]

Competitor Content Analysis

8. Act as a competitive intelligence specialist. Analyze the content strategies of my top 3 competitors to identify gaps and opportunities for my business. For each competitor:

- 1) Evaluate their content strengths and weaknesses
- 2) Identify their highest-performing topics and formats
- 3) Note any audience needs they're not addressing
- 4) Suggest specific content opportunities for me based on these gaps

My competitors are: [List competitors and their websites]

My business focuses on: [Describe your business]

My unique value proposition is: [Describe what makes you different]

Detailed Persona Development

9. Act as an audience research specialist. Create a detailed, evidence-based persona for my ideal customer that will drive better content decisions. Include:
 - 1) A one-page profile with name, snapshot quote, goals, frustrations, content habits, and purchase triggers
 - 2) Specific recommendations for content topics this persona would value
 - 3) Guidance on tone, language, and examples that would resonate
 - 4) How to validate this persona through further research

My target audience consists of: [Describe demographics]
From customer conversations, I've learned: [Share insights from customers]

My products/services address these problems: [List problems you solve]

Content that has resonated so far includes: [Describe successful content]

Empathy Map Creation

10. Act as an audience insight specialist. Create a detailed empathy map for my ideal customer that organizes insights

into what they say, think, do, and feel. Then:

- 1) Identify the gap between public statements and private thoughts
- 2) Suggest 5 content topics that address their unspoken concerns
- 3) Recommend content formats that would best connect with their emotional state
- 4) Group related pain points into monthly content themes

My ideal customer is: [Describe your persona]

The challenges they openly discuss include: [List known challenges]

Their daily habits include: [Describe what you know about their routine]

Their aspirational language focuses on: [Describe how they talk about goals]

Content Topic Prioritization

11. Act as a content strategy consultant. Help me prioritize my content topics using the serve score formula: $(\text{impact} \times \text{relevance}) \div \text{effort}$. For each of the following topic ideas:
 - 1) Rate impact on a scale of 1-10 based on how much it could help my audience
 - 2) Rate relevance on a scale of 1-10 based on connection to my business offerings
 - 3) Rate effort on a scale of 1-10 based on creation difficulty

- 4) Calculate the serve score and rank topics accordingly
- 5) Recommend the top 3 topics to pursue first

My topic ideas are: [List 5-10 potential content topics]

My business focuses on: [Describe your business]

My content creation resources include: [Describe available time/skills]

Audience Question Mining

12. Act as a question research specialist. Mine common questions my audience is asking about [topic] using various research methods. Provide:

- 1) 10 questions revealed through Google Autocomplete
- 2) 5 questions from relevant Reddit threads
- 3) 5 questions from Amazon book reviews in my niche
- 4) 5 questions from YouTube comments on competitor videos
- 5) A categorization system grouping these questions by theme

My primary topic area is: [Describe your main topic]

My audience consists of: [Describe your audience]

My competitors include: [List main competitors]

Creating Consistent Content

These prompts will help you build a sustainable content creation system that enables consistent publishing without burnout.

SMART Content Goal Setting

13. Act as a content strategy consultant. Transform my vague content aspirations into 1-3 SMART (specific, measurable, achievable, relevant, time-bound) content goals. For each goal:

- 1) Rewrite it in SMART format
- 2) Identify both early signals and eventual business outcomes to track
- 3) Explain how this goal connects to my overall business objectives
- 4) Suggest a realistic timeframe for achievement

My current content goals are: [List your current goals]

My business objectives are: [Describe your business goals]

My available resources include: [Describe time/team available]

My current content performance is: [Share any metrics you have]

Content Pillar and Theme Planning

14. Act as a content strategist. Based on my audience research, help me identify 3-4 content pillars and develop quarterly

themes within each pillar. Include:

- 1) A description of each pillar and why it matters to my audience
- 2) 3 months of themes under each pillar
- 3) How each theme connects to different stages of my audience's journey
- 4) A simple content mix ensuring coverage across awareness, engagement, trust, and action

My audience research shows they care about: [Share audience insights]

My business offerings include: [Describe your products/services]

My areas of expertise are: [List your knowledge areas]

My content goals include: [State your content objectives]

Realistic Editorial Calendar

15. Act as an editorial planning specialist. Create a realistic 90-day content calendar that I can maintain consistently without burnout. Include:

- 1) A publishing schedule matching my capacity (be conservative)
- 2) Content types balanced across my value engine phases
- 3) Theme alignment for each piece
- 4) Space for both planned content and timely/reactive pieces

5) Buffer periods for unexpected disruptions

My available time for content is: [Describe time available]

My content creation strengths are: [List what you're good at]

My audience expects content about: [Describe topics]

My current content formats include: [List formats you use]

Content Batch Production System

16. Act as a productivity consultant specializing in content creation. Design a batch production system that will help me create content more efficiently. Include:

- 1) A weekly schedule grouping similar tasks together
- 2) Templates for streamlining repetitive content components
- 3) A "minimum viable post" framework for busy periods
- 4) Recommendations for content bank maintenance

My current content creation process is: [Describe your process]

I typically create these content types: [List content types]

My biggest productivity challenges are: [Describe challenges]

My available tools include: [List tools you use]

Standard Operating Procedures

17. Act as a documentation specialist. Create simple SOPs (standard operating procedures) for my most common

content tasks to ensure consistency and build a foundation for eventual delegation. For each task:

- 1) Break it down into clear, sequential steps
- 2) Note any tools or templates required
- 3) Include quality check questions
- 4) Add time estimates for each step

The content tasks I need SOPs for are:

1. [Task 1]
2. [Task 2]
3. [Task 3]

My current process for these tasks involves: [Describe your process]

Tools I use include: [List relevant tools]

Crafting Compelling Stories

These prompts will help you develop engaging stories, establish a distinctive voice, and select the right formats for your content.

Story Framework Selection

18. Act as a storytelling consultant. For each of my upcoming content topics, recommend the most appropriate story framework and explain how to apply it effectively. For each topic:

- 1) Suggest the best framework (Before-After-Bridge, Problem-Agitate-Solution, etc.)
- 2) Explain why this framework fits the topic and goal
- 3) Provide a brief outline using that framework
- 4) Include an example opening paragraph

My upcoming content topics are:

1. [Topic 1]
2. [Topic 2]
3. [Topic 3]

The goals for these pieces are: [Describe what you want to achieve]

My audience consists of: [Describe your audience]

Customer Success Story Development

19. Act as a case study specialist. Help me transform a customer success story into compelling content using the Hero's Journey framework. Include:

- 1) 10 powerful questions to ask the customer to extract the most valuable insights
- 2) A story structure that highlights both emotional and practical aspects
- 3) Guidance on capturing specific metrics and results
- 4) Recommendations for different formats to repurpose this story

The customer success involves: [Describe the customer's situation and results]

My product/service contributed by: [Explain your role in their success]

The primary audience for this story is: [Describe target audience]

Brand Voice Development

20. Act as a brand voice consultant. Help me develop a consistent, authentic voice for my content based on my business values. Include:

- 1) A voice chart with 3-4 key attributes and do/don't examples

- 2) A one-sentence voice statement capturing my approach
- 3) Sample phrases that exemplify my tone
- 4) Guidance on subtle voice adjustments for different channels

My business values are: [List your values]

Words I would use to describe my brand personality: [List adjectives]

Brands whose voice I admire include: [List examples]

My audience expects communication that is: [Describe expectations]

Content Format Selection Matrix

21. Act as a content format strategist. Create a customized format selection matrix for my business based on my audience preferences, business goals, and production capacity. Include:

- 1) Recommended primary format with justification
- 2) Two complementary formats that enable easy repurposing
- 3) Format-specific best practices for each recommendation
- 4) A simple decision tree for choosing formats for future topics

My audience research shows they prefer: [Describe format preferences]

My business goals include: [List goals]

My content creation strengths are: [Describe what you're good at]

My available tools and resources include: [List available resources]

Visual Storytelling Enhancement

22. Act as a visual content strategist. For my upcoming [content piece], suggest specific visual elements that would enhance the story and increase engagement. Include:

- 1) 3-5 types of visuals to complement different sections
- 2) Simple creation guidelines for each visual type
- 3) Recommendations for maintaining visual consistency with my brand
- 4) Tips for optimizing visuals for different platforms

My content piece is about: [Describe your content]

The key points I want to emphasize are: [List main points]

My brand visual style includes: [Describe visual elements]

The platforms where this will be shared include: [List platforms]

Amplifying Your Content

These prompts will help you effectively distribute your content and maximize its reach and impact.

Owned Channels Optimization

23. Act as a content distribution specialist. Create a systematic approach for promoting my content across the channels I completely control. Include:

- 1) A promotional sequence for each new piece across my website, email list, and other owned channels
- 2) Specific techniques for featuring content prominently on my website
- 3) Strategies for segmenting my email list for targeted promotion
- 4) A simple checklist for consistent implementation

My owned channels include: [List your channels]

My email list currently has: [Describe list size/segments]

My website receives approximately: [Note traffic numbers]

My typical content promotion approach is: [Describe current method]

Core-Satellite Channel Strategy

24. Act as a channel strategy expert. Help me implement the "3-2-1 rule" for sustainable content promotion without burnout. Include:

- 1) Recommendations for my primary, secondary, and experimental channels based on my audience
- 2) A content adaptation guide for each platform
- 3) A weekly schedule showing exactly when to post on each channel
- 4) Voice and tone adjustments needed for each platform

My audience research shows they spend time on: [List platforms]

My content creation capacity allows for: [Describe capacity]

My business goals prioritize: [Explain priorities]

My strongest content format is: [Describe your best format]

Content Repurposing Workflow

25. Act as a content repurposing specialist. Design a systematic workflow for transforming my [core content piece] into multiple assets across different platforms. Include:

- 1) A specific list of derivative pieces with formats and platforms
- 2) Step-by-step instructions for creating each derivative
- 3) A visual workflow board structure with status columns
- 4) A time-blocked schedule for efficient batch production

My core content piece is: [Describe your content]

My audience can be found on: [List platforms]

My available tools include: [List tools]

My goal for repurposing is: [Explain what you want to achieve]

SEO Enhancement Plan

26. Act as an SEO specialist. Create a practical plan to increase the search visibility of my content without requiring technical expertise. Include:

- 1) Guidelines for matching keywords to search intent
- 2) A template for creating descriptive, benefit-focused titles
- 3) Best practices for image alt text and internal linking
- 4) A simple implementation checklist for each new content piece

My content focuses on: [Describe topic areas]

My target keywords include: [List keywords]

My website platform is: [Specify platform]

My current SEO approach involves: [Describe current methods]

Strategic Partnership Outreach

27. Act as a collaboration strategist. Develop an outreach strategy for building partnerships with complementary businesses serving my audience. Include:

- 1) Criteria for identifying ideal partners
- 2) 3 customizable email templates for different partnership

types

3) Specific collaboration ideas with mutual benefits

4) A follow-up system to nurture relationships

My business offers: [Describe your offerings]

My audience consists of: [Describe your audience]

Potential complementary businesses include: [List examples]

My collaboration goals are: [Explain what you want to achieve]

Guest Content Strategy

28. Act as a guest content strategist. Create a plan for leveraging other platforms to expand my reach through guest posting, podcast appearances, and expert contributions. Include:

1) 10 potential targets with specific audience alignment

2) Customized pitch templates for different platform types

3) Content ideas tailored to each opportunity

4) A tracking system for outreach and results

My expertise areas include: [List areas of expertise]

My content goals are: [Describe what you want to achieve]

My unique perspective involves: [Explain your unique angle]

My ideal audience extension would include: [Describe audience you want to reach]

Measuring What Matters

These prompts will help you track the right metrics and use data to make better content decisions.

North Star Metrics Selection

29. Act as a content measurement specialist. Help me identify my North Star trio of metrics focusing on traffic quality, engagement depth, and conversion efficiency. Include:

- 1) Specific metrics recommendations based on my business type
- 2) How each metric connects to my value engine phases
- 3) Realistic benchmarks for each metric
- 4) A simple tracking method that doesn't require advanced tools

My business is: [Describe your business]

My content goals include: [List your goals]

My available measurement tools are: [List tools]

My current metrics focus on: [Describe what you currently track]

Simple Dashboard Design

30. Act as a data visualization specialist. Design a simple 4-block dashboard that I can set up in under an hour to track my content performance. Include:

- 1) Exactly which metrics should appear in each block
- 2) Step-by-step instructions for setting up this dashboard using free tools
- 3) A template for conditional formatting to highlight issues
- 4) A schedule for regular reviews (quick scans and deep dives)

My current tracking involves: [Describe current tracking]

My available tools include: [List tools]

My key conversion events are: [Describe what actions you want people to take]

My technical skill level with analytics is: [Describe your skill level]

Data Interpretation Guide

31. Act as a content analytics consultant. Create a practical guide for interpreting my content data and turning it into actionable insights. Include:

- 1) A 3-step insight loop process (observe-diagnose-act)
- 2) Common patterns to look for in content performance data
- 3) A simple ROI calculation formula specific to my business
- 4) Decision tree for determining what content to create next based on data

My content types include: [List content types]

My key metrics are: [List metrics]

My business model involves: [Describe how you make

money]

My current data challenges include: [Describe challenges]

A/B Testing Framework

32. Act as an A/B testing specialist. Design a simple testing framework for improving my content performance incrementally. Include:

- 1) Priority elements to test first for maximum impact
- 2) A hypothesis template for structured testing
- 3) Guidelines for achieving statistical significance
- 4) A tracking spreadsheet for recording test results

My content currently performs at: [Share performance metrics]

My audience size is approximately: [Describe audience size]

Elements I'm considering testing include: [List elements]

My testing goals are: [Explain what you want to achieve]

Content Performance Analysis

33. Act as a content performance analyst. Review the data from my recent content pieces and provide actionable insights. For each piece:

- 1) Identify strengths and weaknesses based on metrics
- 2) Compare performance against my goals and benchmarks
- 3) Suggest specific improvements for future similar content

4) Recommend which elements to replicate in upcoming pieces

My recent content performance data is:
[Share data for 3-5 content pieces including metrics like views, engagement, conversions]

My content goals are: [Describe goals]
My audience consists of: [Describe audience]



Scaling Your Content System

These prompts will help you continuously improve your content approach and scale it as your business grows.

Content Audit Template

34. Act as a content audit specialist. Create a lightweight audit framework that I can use every six months to keep my content library healthy. Include:

- 1) A spreadsheet template with all necessary fields
- 2) A scoring system to evaluate each piece objectively
- 3) Decision criteria for keeping, refreshing, merging, or retiring content
- 4) A process for scheduling and implementing audit-based actions

My content library currently contains: [Describe content volume]

My content goals include: [List goals]

My resources for content updates include: [Describe available resources]

My current content management system is: [Describe your system]

Workflow Mapping and Optimization

35. Act as a process improvement consultant. Help me map and optimize my content creation workflow to identify and

eliminate bottlenecks. Include:

- 1) A template for documenting each step from concept to publishing
- 2) Common chokepoints to watch for in content production
- 3) Specific recommendations for streamlining my process
- 4) A format for quarterly process reviews

My current content creation process is: [Describe your process]

My typical bottlenecks occur at: [Describe problem areas]

My team/resources include: [Describe available resources]

My content types and volume are: [Describe what you create and how often]

Strategic Automation Planning

36. Act as an automation specialist. Identify opportunities to automate parts of my content process without losing authenticity. Include:

- 1) A list of tasks most suitable for automation
- 2) Specific trigger-action-followup recommendations
- 3) Tool suggestions with implementation guidance
- 4) Safeguards to maintain authentic connection

My current manual processes include: [List processes]

My available tools/platforms are: [List tools]

My brand voice priorities include: [Describe voice elements]

My automation goals are: [Explain what you want to achieve]

Content Team Expansion Framework

37. Act as a content operations consultant. Create a framework for expanding my content team through strategic outsourcing or hiring. Include:

- 1) Tasks most suitable for delegation first
- 2) Guidelines for maintaining consistent quality
- 3) A voice and brand guidelines template for contributors
- 4) An onboarding process for new team members

My current content operation involves: [Describe your setup]

My growth limitations include: [Describe what's holding you back]

My quality standards prioritize: [Explain what matters most]

My budget constraints are: [Describe resources available]

90-Day Growth Sprint Design

38. Act as a content growth strategist. Design a focused 90-day sprint to accelerate my content marketing results. Include:

- 1) One specific, measurable target with deadline
- 2) Monthly focus themes aligned with content pillars
- 3) Weekly priorities broken down by value engine phase
- 4) A tiered review system to track progress

My current content baseline is: [Describe current situation]

My primary growth goal is: [Explain what you want to achieve]

My content pillars include: [List pillars]

My available resources are: [Describe resources]

Content Momentum Recovery Plan

39. Act as a content strategy consultant. Create a recovery plan for when my content momentum stalls due to common challenges. Include:

- 1) Diagnostic questions to identify the specific cause
- 2) Targeted interventions for different momentum killers
- 3) A minimum viable content plan for maintaining presence
- 4) Guidelines for evaluating new opportunities vs. distractions

My typical challenges include: [Describe challenges]

My content system currently includes: [Describe your system]

My business priorities are: [List priorities]

My available resources during challenging periods are: [Describe resources]

Multi-Quarter Content Roadmap

40. Act as a strategic planning consultant. Develop a multi-quarter content roadmap that builds on my initial successes and creates a compounding effect. Include:

- 1) Growth milestones for each quarter
- 2) Evolution of content themes based on business maturity
- 3) Channel expansion recommendations with timing
- 4) Measurement framework adjustments as I scale

My current content performance is: [Describe performance]

My business goals for the next year include: [List goals]

My content strengths are: [Describe what works well]

My growth resources include: [Describe available resources]

Implementation Strategy

To effectively use these prompts with an AI assistant, follow this strategic implementation approach:

1. Assessment & Foundation (Weeks 1-2)

Start by using prompts from the "Building Your Content Value Engine" section to establish your strategic foundation. These will help you understand where you currently stand and how to transform random content efforts into strategic assets.

Next, use prompts from the "Understanding Your Audience" section to develop deep insights about your ideal customers. This research phase is crucial - the better you understand your audience, the more effective your content will be.

Implementation tip: Schedule 2-3 dedicated sessions with your AI assistant to work through these foundation prompts. Take the outputs and compile them into a central strategy document that will guide all your future content decisions.

2. System Building (Weeks 3-4)

Once you have your foundation, use prompts from the "Creating Consistent Content" section to establish your content creation system. These will help you set clear goals, identify content pillars, and build a sustainable calendar.

Next, use prompts from the "Crafting Compelling Stories" section to develop your brand voice and storytelling approach. This ensures all your content feels cohesive and compelling.

Implementation tip: Create templates based on the AI outputs that you can reuse for ongoing content creation. Set up your editorial calendar and batch-production system during this phase.

3. Activation & Distribution (Weeks 5-6)

With your system in place, begin creating content according to your plan. Use prompts from the "Amplifying Your Content" section to ensure your content reaches your target audience effectively.

Implementation tip: Create a distribution checklist based on the AI outputs that you can follow for each piece of content you publish. This ensures consistent promotion across all your channels.

4. Measurement & Refinement (Ongoing)

Use prompts from the "Measuring What Matters" section to set up your tracking systems and regularly review performance. Then use prompts from the "Scaling Your Content System" section to continuously improve your approach based on data.

Implementation tip: Schedule monthly review sessions with your AI assistant where you analyze your content performance data

and refine your approach. Use the scaling prompts to address specific challenges as they arise.

The Flywheel Approach

The true power of this system comes from integrating all components into a self-reinforcing flywheel:

1. Your audience research informs your content strategy
2. Your strategy guides consistent creation
3. Your storytelling approach makes content compelling
4. Your distribution system ensures content reaches your audience
5. Your measurement identifies what's working
6. Your continuous improvement strengthens the entire system

Each component makes the others more effective, creating compounding results over time.

Quick-Start Recommendation

If you're just beginning, focus on these five high-impact prompts first:

1. Content Value Engine Design (Prompt 2)
2. Detailed Persona Development (Prompt 9)
3. Content Pillar and Theme Planning (Prompt 14)
4. Brand Voice Development (Prompt 20)

5. North Star Metrics Selection (Prompt 29)

These will give you the essential foundation to start creating strategic content that builds business value immediately.

Remember, consistency matters more than perfection. Start small, maintain momentum, and use these prompts to continuously refine your approach. Each piece of content you create becomes a business asset that works for you around the clock, building value over time.