AI & AUTOMATION CRASH COURSE

Webcooks



20 days. 7 projects. One portfolio.

Crash Course · 20 Days · 2 Hours a Day

DAYS 1–3 — Chat & Prompting

Abacus AI: GPT, Claude, Gemini in one chat · **Free:** ChatGPT, Claude, Gemini

01 **AI foundations** – How LLMs work, Abacus AI tour, safe use
02 **Right model, right prompt** – Comparing models, the prompt formula
03 **Prompt library** – Custom instructions and templates

BUILD **Personal prompt library**

DAY 4 — Content Calendar

Abacus AI: chat for ideas and captions · **Free:** Google Sheets, Meta Business Suite

04 **30-day content calendar** – Pillars, post ideas, captions, scheduling

BUILD **30-day content calendar**

DAYS 5–7 — Image

Abacus AI: Nano Banana Pro, GPT Image, Ideogram · **Free:** Canva

05 **Text-to-image** – Image prompts, styles, comparing models
06 **Editing and design** – Text in images, logos, posters
07 **Brand kit** – Logo, colours, 5 posts from your calendar

BUILD **Brand kit and social post pack**

DAYS 8–10 — Video

Abacus AI: Veo, Kling, Seedance in AI Studio · **Free:** CapCut, ElevenLabs

08 **Script and storyboard** – Hook, script and shot list with AI
09 **Generate clips** – Text-to-video and image-to-video
10 **Voice and edit** – AI voiceover, captions and music

BUILD **30-second AI video ad**

DAYS 11–12 — Slides, Docs & Data

Abacus AI: Agent decks, data analysis · **Free:** Gamma, Google Sheets

11 **AI presentations** – Decks and reports from a brief
12 **Data and charts** – Analyse Excel and CSV, build charts

BUILD **Client deck and data report**

DAYS 13–15 — SEO Website Audit with Claude

Abacus AI: Claude models · **Free:** Claude, PageSpeed Insights, Search Console, Screaming Frog

13 **SEO basics and site crawl** – On-page, technical and speed checks
14 **Audit with Claude** – Metas, headings, content gaps, schema
15 **Report and fix plan** – Priority fixes and rewritten meta tags

BUILD **SEO audit report for a real website**

DAYS 16–18 — Automation & CRM

Abacus AI: Agent, Gmail and Drive · **Free:** HubSpot CRM, Zapier, Google Sheets

16 **Automation basics** – Triggers, actions and filters in Zapier
17 **HubSpot CRM** – Contacts, forms, deals and follow-ups
18 **Lead capture flow** – HubSpot form to Sheets and email alert

BUILD **Lead capture automation**

DAYS 19–20 — Portfolio & Showcase

Abacus AI: chat for writing · **Free:** Canva website, Google Sites

19 **Portfolio build** – Portfolio page, case studies, resume
20 **Showcase day** – Present projects, get your certificate

YOU LEAVE WITH | 7 portfolio projects, a live portfolio page for your resume, and a Webcooks certificate.

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