

The AI Masterclass

Stop learning about AI. Start building with it.

Format	5 live sessions · 10 hours total
Time	6:00–8:00 PM AST
Cohort 1	June 24, 25, July 1, 2 & 8, 2026
Delivery	Live on Zoom · Replays included
Pricing	\$99 Early Bird · \$149 Regular
Contact	hello@amplifi.ai

Overview

Here's how you'll learn AI: by building a real business with it, live, end to end — research, brand, content, video, website, and ads. The business is the training ground. The system you build it with — prompting frameworks, research workflows, and execution systems — is what you take back to your own work. Do it once with us, and you can do it again for anything. Not theory. Not a certificate. Real capability.

Five sessions. One built business.

Session 01 — AI Foundations & Prompt Engineering

Build: a real understanding of AI and the skill to direct it.

- What AI is from zero
- Types of AI
- The models — LLMs and generative AI
- How it works
- Why it gets things wrong
- Prompt engineering with CRISP
- Which model for which job
- 5 safety rules

Session 02 — Research, Market Opportunity & Business Foundation

Build: a researched, validated case study with clear market sizing.

- Market & competitor research with Perplexity
- TAM, SAM, SOM: total, serviceable, and obtainable market sizing
- Market opportunity mapping — where the real gap is
- Customer segmentation & ideal customer profile (ICP) research
- Macro & micro economic factors
- Real business analysis
- Finding your position
- Turning research into a foundation

Session 03 — Brand & Design

Build: a complete brand identity.

- Brand guidelines & frameworks with Claude, ChatGPT, Pinterest
- Design principles
- Headline vs subcopy vs supporting asset
- Generating on-brand artwork

Session 04 — Video, Audio & Motion

Build: professional content assets.

- Short video ads
- AI voice, music & radio ads
- Animation & motion
- One idea into a week of content
- What makes an ad convert

Session 05 — Website, Publishing & Meta Ads

Build: a complete launch system.

- Build & publish a website no-code
- Set up enquiries/bookings
- Meta ads — audience, creative, offer, budget
- Your weekly operating system

Foundation → System → Ship

Week 1 — Foundation

Understand how AI actually works, build your prompting practice, and produce a Market Opportunity Map (TAM, SAM, SOM, ICP) for a real business case.

Week 2 — System

Turn research into a brand, then into content: identity, guidelines, on-brand artwork, short video, voice, and motion. You leave with a repeatable AI workflow you can run every week.

Week 3 — Ship

Stand up a no-code website, switch on enquiries, launch a Meta ads test, and walk away with a 30-day implementation plan.

WHAT YOU WALK AWAY WITH

Deliverables

- 5 live sessions · 10 hours of instruction
- Live Q&A with the instructor
- Workbook and prompt template library
- Workflow templates (research, brand, content, ads)
- Market Opportunity Map (TAM, SAM, SOM, ICP, competitive landscape)
- Responsible AI checklist
- 30-day implementation plan
- Certificate of completion
- Replays of every session

Enrol at amplifi.ai · hello@amplifi.ai