1 AI A DAY · @JJWONG.AI

The Live Run Sheet

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The 30-minute template, the prompt and a starter no-say list.

The idea

A live session is a show, and shows have a running order. Viewers come and go, so the offer has to come back every ten minutes for the people who just joined.

The 30-minute template

TIME	BLOCK	WHAT TO SHOW / SAY
00:00	Hook	The one problem this product solves, in one line
02:00	Demo	The main feature, shown not described
08:00	Offer	Price + live voucher + how to claim it
10:00	Questions	Top 3 buyer questions, answered
15:00	Repeat	Hook + offer for late joiners
17:00	Second feature	Something buyers ask about often
22:00	Offer	Voucher reminder, stock left if true
25:00	Comments	Answer live questions
28:00	Close	Offer one last time, what's on next live

The prompt

> Here is my product listing, the live-only voucher, and the 5 questions buyers ask most.
> Write a 30-minute live selling run sheet in 5-minute blocks:
> what to show, what to say in one line, when to remind the voucher.
> Repeat the main offer every 10 minutes.
> Only use claims that are in the listing.
> Never use any phrase from this list: [no-say list].

Starter no-say list

- "Lowest price ever" / "cheapest in Malaysia"
- "Best" anything, unless you can prove it
- "Lasts forever" / "never breaks"
- Medical or health claims of any kind
- Comparisons naming another brand
- Stock counts you haven't checked

Add your own after every live.

The trap

Scripts say things you can't back up. AI writes sales lines by default. A no-say list and "only use claims in the listing" keeps the script honest.

After each live

Paste the questions from the comments back into the prompt. Next time the answers are already in the script.