

DAD'S GROWTH LAB

The 3-Call Content System

Turn 3 sales calls into your next 30 days of content ideas, messaging angles, and sales assets in 30 minutes.

Includes:

- Call Selection Checklist
- Buyer Language Extraction Worksheet
- AI Prompt Pack
- Asset Mapping Matrix
- 90-Day Activation Map

Built for B2B founders and marketing leaders who record sales or customer calls.

dadsgrowthlab.com/3-call-content-system

STEP 1

Call Selection Checklist

Pick 3 calls. Do not pick 3 random ones. The mix matters.

Slot	Choose	Why
Call 1	Closed-won	Desire, proof that landed, language that converted
Call 2	Strong-fit discovery or demo	How good-fit buyers talk about problems before they buy
Call 3	Objections, pushback, confusion, or stalled deal	Friction marketing should address earlier

Include if: real buyer participated · usable transcript · problems/outcomes/objections discussed · real ICP fit

Skip if: internal only · poor fit · no buyer participation · unusable audio · rep talked ~90%

Slot	Call title / date	Tool / link / notes
Closed-won		
Discovery / demo		
Objections / stalled		

STEP 2

Buyer Language Extraction Worksheet

Do not summarize the call. Extract language, friction, and moments that could become messaging. Complete one sheet per call.

Field	Notes (exact buyer language)
Call type / date	
Buyer phrases worth reusing	
Problems named	
Desired outcomes	
Trigger / "why now"	
Objections	
Competitors / alternatives	
Internal blockers	
Emotional language	
Proof points they cared about	
Questions they asked	
Misunderstandings of the offer	

Pass check: exact phrases · ≥1 objection · ≥1 why-now/outcome · one asset that should change

STEP 3

AI Prompt Pack

Start with language. Create content second.

Prompt 1: Extract buyer language

You are a B2B messaging strategist. Review this sales call transcript and extract the exact phrases the buyer uses to describe their problems, desired outcomes, objections, constraints, and alternatives.

Do not rewrite the language yet. Pull the strongest raw phrases first.

Return:

1. Top 10 buyer phrases.
2. The problem each phrase points to.
3. Why the phrase matters for marketing or sales.
4. Which phrases should be used in content, homepage copy, ads, or sales enablement.

Transcript:

[PASTE TRANSCRIPT]

Prompt 2: Find content angles

You are helping a B2B company turn sales calls into useful marketing content.

Using the transcript below, identify 15 content angles that would be useful to buyers like this prospect.

For each angle, include:

1. The content idea.
2. The buyer insight it came from.
3. The asset format: LinkedIn post, email, sales deck slide, website section, ad hook, FAQ, case study, or objection-handling asset.
4. The reason this would matter to the buyer.

Avoid generic thought leadership. Every idea must come from something the buyer said, asked, misunderstood, feared, wanted, or objected to.

Transcript:

[PASTE TRANSCRIPT]

Prompt 3: Find messaging gaps

You are a B2B positioning and messaging strategist.

Review this sales call transcript and identify the gaps between what the buyer cares about and what the company is likely saying in its current marketing.

Return:

1. The buyer's real buying criteria.
2. The objections or confusions that marketing should address earlier.
3. Messaging angles the company should test.
4. Homepage or landing page sections that should exist.
5. Sales enablement assets that would help the sales team.

Transcript:

[PASTE TRANSCRIPT]

Prompt 4: Turn insights into assets

You are building a 30-day marketing asset plan from sales call insights.

Using the extracted insights below, create:

1. 10 LinkedIn post ideas.
2. 5 email nurture ideas.
3. 5 ad hooks.
4. 3 homepage section ideas.
5. 3 sales enablement assets.
6. 3 objection-handling snippets.

Each asset idea must include the buyer insight that inspired it.

Extracted insights:

[PASTE INSIGHTS]

Prompt 5: Identify the 90-day opportunity

You are evaluating whether a B2B company should build a repeatable customer conversation intelligence system.

Based on the insights below, assess whether these sales calls contain enough useful buyer language, objections, content ideas, and messaging gaps to justify a deeper 90-day activation project.

Return:

1. What is immediately usable.
2. What would improve with more calls.
3. What assets should be built first.
4. What risks exist if the team keeps creating content without using call data.
5. What a 90-day system should produce.

Insights:

[PASTE INSIGHTS]

STEP 4

Asset Mapping Matrix

One insight. One best asset. One next action. Priority: now / later / ignore.

Buyer insight	Exact phrase	Reveals	Best asset	Draft angle	Priority

Fast wins: 3 LinkedIn/POV angles · 2 objection snippets · 1 homepage or deck change · 1 email angle

STEP 5

90-Day Activation Map

The kit activates 3 calls once. A real system activates your call library every month.

MONTH 1

Capture and Discover

Organize library · select 10–25 calls · extract language, objections, triggers, gaps · spot themes

MONTH 2

Activate

Turn insights into assets · build playbooks · ship first batch

MONTH 3

Compound

Add calls · refresh insights · prioritize from patterns · make it ongoing

Where this usually breaks: Most teams can extract a few insights once. Very few keep doing it across every useful call, every month, then ship assets. That is the difference between a prompt and a system.

Next step: Dad's Growth Lab's 90-Day Buyer Intelligence Sprint builds the done-for-you system at \$5k/month for 3 months.

Book: <https://calendar.app.google/VKo3rSkgCt2gM84p9> · Sprint details: <https://dadsgrowthlab.com/services/marketing-brain-sprint>