

MAKE IT REAL: USING AI IN THE CONTENT CREATION PROCESS

Femi Writes

Dope Content Empowers Entrepreneurs

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Coach. Create. Edit.

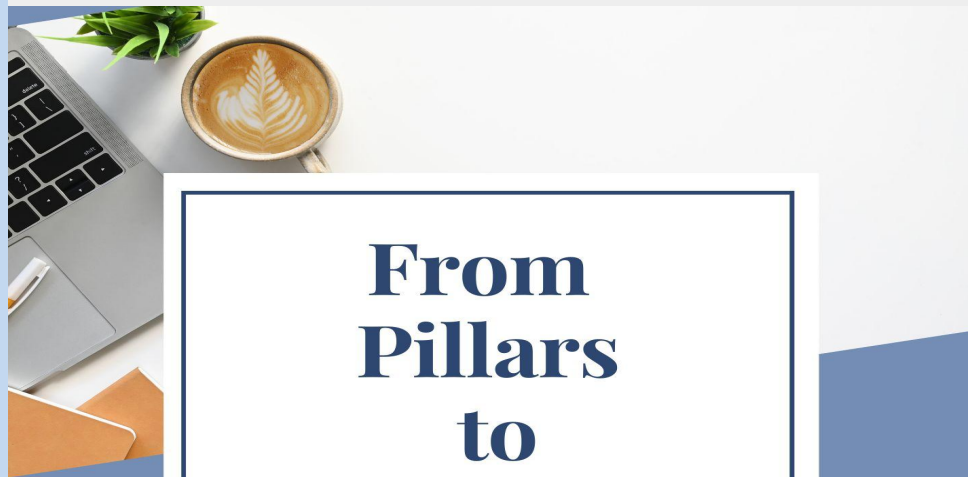


A Special Thank You!

Winstina Hughes, Support Inclusion in Tech
And
Samah Nasar, Yeast Diversity Fund

FREE RESOURCE

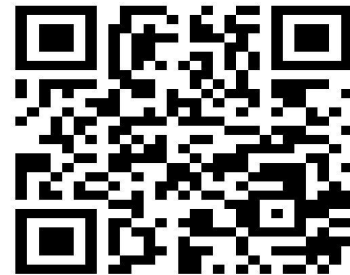
Look Inside



From Pillars to Prompts

AI In The Content Creation Process

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What You Need

- Your laptop or electronic device
- AI tools: Chat GPT and Content Cucumber/Juno
- Content ideas and planning spreadsheet



ICEBREAKER

DO WE BELIEVE THE HYPE or NOT?

AI is a passing trend but we need to get on board!

AI is a powerful tool that is changing how we
do business

Only big businesses can use AI effectively

AI will replace the need for content strategy

AI Writing Tools Will Make The Content
Creation Process Obsolete

Using AI is not plagiarism

Now Let's Get Into It!

#WCUS

#believetheshype

How do you currently feel about using AI in your business' content creation process?

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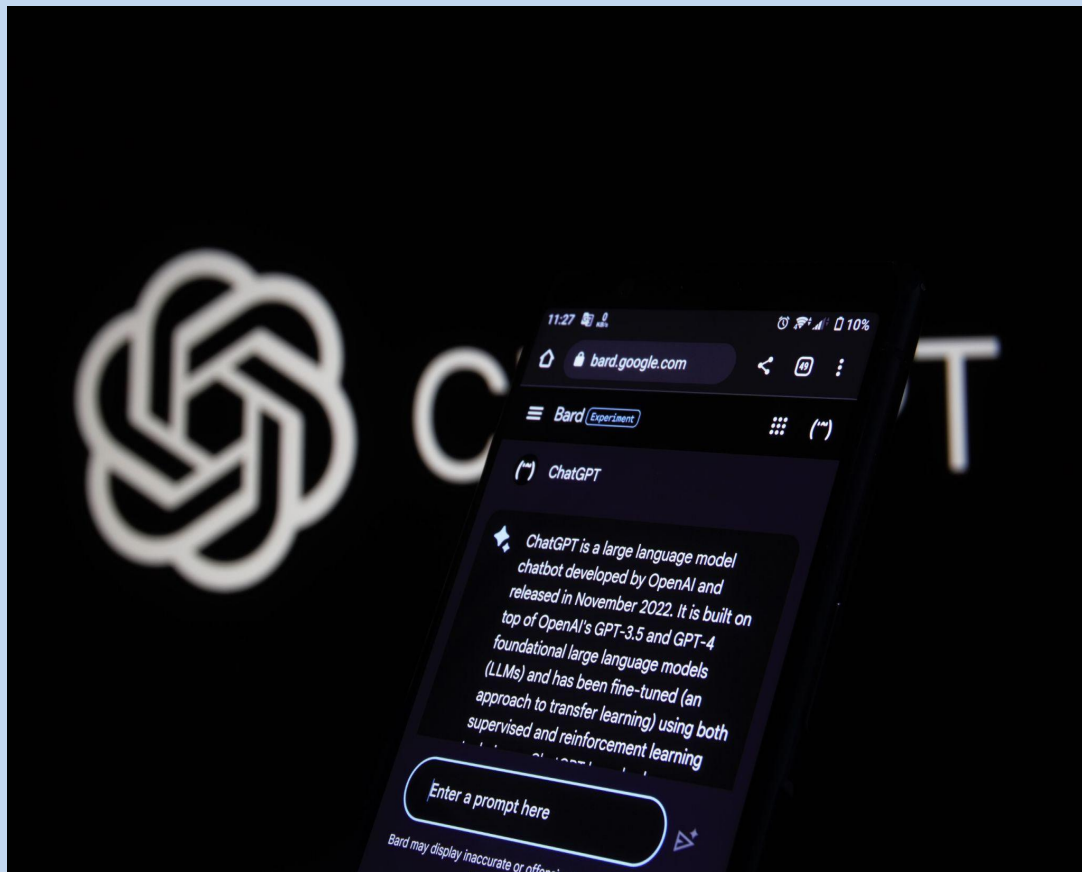
How do you currently feel about using AI in your business' content creation process?

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Why Should We Use AI?

Work smart, not hard!

- Save time
- Boost productivity



What's the purpose of developing an online presence?



- Build business credibility
- Lead generation
- Establish relationships
- Generate sales

The SPPPA Method

- ★ Reach your audience
- ★ Build awareness
- ★ Make your sales

Strategy

Plan

Produce

Promote

Analyze

Strategy provides you with **clarity** to develop a strong content plan and **carry through with** production, promotion and analytics.

What's Does It Take To Develop A Content Strategy?

Inward

- Who are you?
- What's your business mission?
- What's your business vision?
- What are your goals and objectives?
- What's your business story?

.

Outward

- Who is your target audience?
- Who is your competition?
- What are current industry trends?
- How can you make your unique selling proposition more distinct within your industry?

What Is Content Plan and Production?

It's Actionable and Tactical...
and can be assisted with the use
of AI

- **Creating** a content calendar
- **Posting** to social media
- **Sending** out email newsletter
- **Publishing** a blog, YouTube videos or podcast

Before You Begin, Start Here!

The Necessary Soul Work

- **Define** ourselves.
- **Explain** the uniqueness of your businesses.
- **Identify** your target audience.
- **Discover** your direct AND indirect competition.
- **Curate** stories about your business

THINGS TO REMEMBER ABOUT AI

- It is a tool, it is NOT a strategy
- It should never replace your brand voice
- It needs your human touch

You'll need:

→ Chat GPT

→ Juno

→ This spreadsheet for plotting and planning! (QR CODE)

SMALL BUSINESS CASE STUDY:

Chanabelle Arriaga,
Owner of InSerenity



The Soul Work: Be Aware of Your Business

Who Is Chanabelle?	Who is Chanabelle: mother of two; grandmother of three, married for over 25 years to Marine vet. Work in administrative support for over 20 years. Christian. Affirmation loving.
Why did she establish her business?	Loves the feeling associated with a well-organized and clean space. She does this work in her own life and wanted to provide these services for others. Approachable, non judgemental, patient. "I don't see a mess. I see a puzzle."
Target Audience	Discretionary income; urban and suburban dwellers and small business owners who need organized spaces to boost productivity. They are constantly challenged with not knowing how to keep their spaces decluttered because life gets in the way. And they feel overwhelmed when they cannot work with ease in their spaces.
Direct Competition	Other solopreneur declutterers and organizers
Indirect Competition	Service platforms such as Handy, TaskRabbit or corporate cleaning services
What's The Story?	Realized after being laid off that she could use her understanding of organization and cleaning to support people in their personal and professional lives. Realized that she could empower and affirm greatness in others.

InSerenity's Strategy: Goals and Objectives

- Increase monthly revenue by 25%
- Increase social media following on LinkedIn and Instagram by 20%
- Grow email list to 200 subscribers
- Drive traffic to her website
- Lead magnet: Decluttering Checklist/7 Days to A Clutter Free Home Challenge
- Weekly email (will consider blog or YouTube for next quarter)
- Will use LinkedIn to reach out to businesses and professionals. 3x repurposing content from Instagram
- Will publish on Instagram 5 times a week. Social media posts will be a mix of:
 - ◆ Reels
 - ◆ Static posts
 - ◆ Live

Let's Plan!

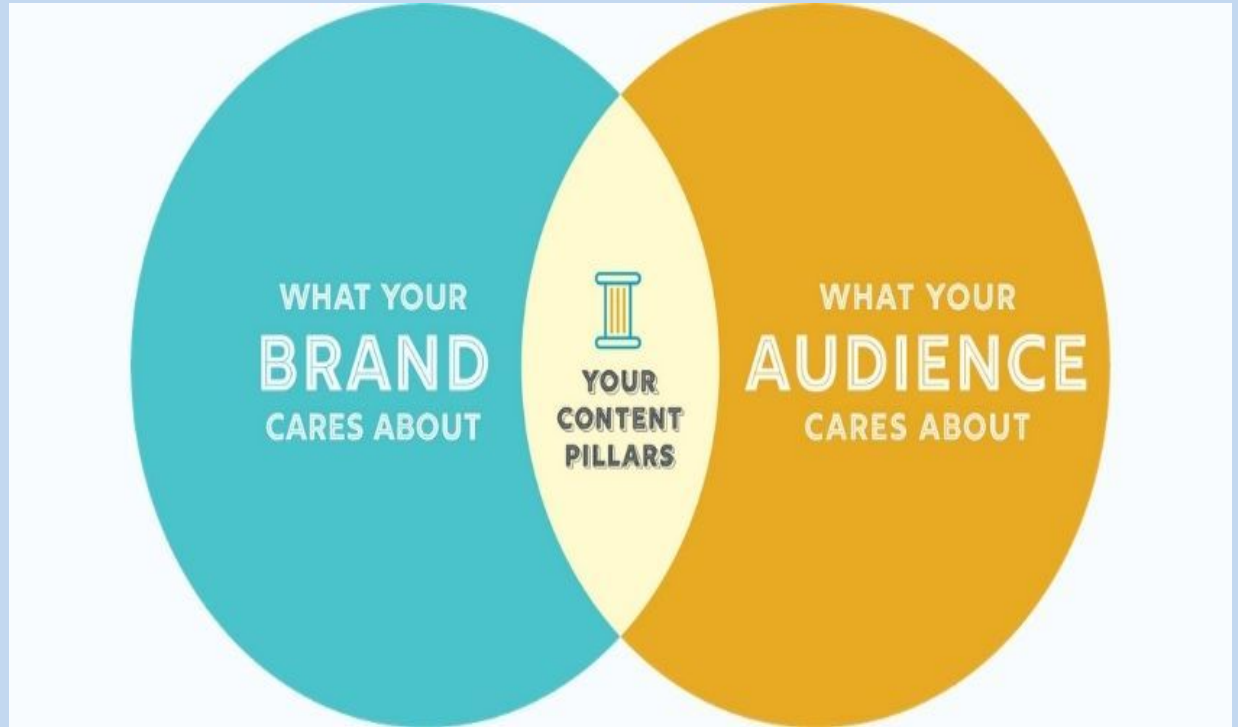
Our Approach

Soul Work + A Human Touch + AI
= Dope Results

- Created content pillars
- Identified evergreen and timely content ideas
- Planned 12 weeks of content for Q4
-

What Are Content Pillars?

- Three to four themes or topics focused on your expertise
- Organized content sets your audience on a journey – supporting your know, like and trust factor
- Can be used on social media platforms and blog posts, videos, or even a podcast



InSerenity's Content Pillars Using Chat GPT

Mindset

How do people feel when their home or workspace is a hot mess?

How do people feel when their home or workspace is well organized and clean?

How can we motivate people to focus on their emotions?
What role does faith and affirmation play?

Decluttering and Organizing

How to declutter and organize specific spaces in your home

How to declutter and organize specific spaces in your business

Setting a routine

Specific tips and tools to make the process successfully

Cleaning

How do you tackle cleaning without feeling overwhelmed?

What tools make cleaning specific spaces easy?

Cleaning very dirty spaces

Deep cleaning tips

Daily clearing tips to keep your home "ever ready"

Reflection: What We Learned Using ChatGPT

- You'll get a lot of ideas. You have to:
 - ◆ Identify the most essential content pillars for your business.
 - ◆ Understand that some content is actually a subtopic.

- The more specific your prompt, the more specific will be your outcome.

How we worked:

First Try

Second Try



Activity 1: Define Your Content Pillars

Using Chat GPT, identify three to four content pillars for your business.

Remember to be specific in your prompt to get the best response!

5 Minutes

Suggested Prompt:

Create three to four content pillars for **(insert business type)** servicing **(target audience)** and **(their challenge/need/desire)**

Example: Create three to four content pillars for a digital marketing agency servicing tech startups needing to understand the importance of content marketing.

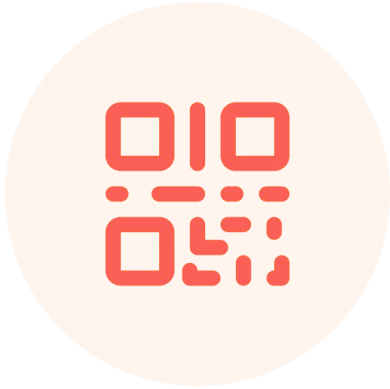
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Content Pillar Share Audience Q&A Session

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Evergreen Content: Here For The Long Term

- Share your expertise
- Build awareness and interest with your target audience on social media
- Drive traffic to your website and/or sales funnel
- Improve your search engine rankings



InSerenity: Evergreen Content - ChatGPT and Juno

CHAT GPT Results:

[Evergreen Topics For Inserenty](#)

Juno provides a full outline and blog post. However, it is long. I suggested we take chunks of the outline to create content

[ContentCucumber.Com Juno](#)

Activity 2: Identify Evergreen Content

Using Chat GPT and/or Juno identify evergreen content ideas that you will use throughout Q4

Remember: to be specific in your prompt to get the best response!

Suggested Prompt:

Share evergreen content ideas for (insert business type and content pillar) servicing (target audience and their challenge)

Example: Share 10 evergreen content ideas for a business coach focused on mindset to help frustrated entrepreneurs turn profits

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Share Your Evergreen Content Ideas

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Timely Content: Happening Right Now, But Not Again

- React to current events and share your knowledge on the subject
- Celebrating a specific holiday or event
- Current trends within your industry



InSerenity: Timely Content - ChatGPT

Results From Chat GPT: Seasonal Cleaning Tips

Takeaways:

- Be very specific in what you ask for
- You might need to provide different prompts
- Be prepared to fill your other content ideas if other ideas come up

Activity 3: Timely Content

Using Chat GPT, identify timely content ideas that you will use during Q4 that will highlight special events.

- Be sure to consider how these events are connected with your target audience needing a solution that you can readily provide.
- Remember to be specific in your prompt to get the best response!

Suggested Prompt:

Share (event) content ideas for (insert business type) servicing (target audience and their challenge)

Example: Share Kwanzaa content ideas for a business consultant supporting Black entrepreneurs find focus at the end of the year.

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Share Your Timely Topics

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Take A Pause!

Using your spreadsheet, when are you scheduling your content?

Weekly Theme: the driving thought for the week

Monday: Mindset

Tuesday: Decluttering

Wednesday: Cleaning

Thursday: Testimonials/Before and After

Saturday: Service Sale

Weekly Theme	Email	Monday Mindset	Tuesday: Decluttering and Organizing	Wednesday: Cleaning	Thursday: Testimonial/BA	Saturday Sale
What's going on in your home?	What does serenity mean?	How are you feeling in your space? (Live)	What is decluttering and organizing? (Static post/Reel)	5 Reasons You Should Wipe Down Surfaces Daily (Static)	Testimonial focused on a client whose mood shifted as a result of decluttering and organizing	Service Sale: Hall Closet Declutter
Transition from Fall to Winter	Fall forward doesn't mean fall back	Why is an organized clean space so essential as seasons change? (Live)	5 Things to put in a storage bin right now! (Reel)	The best tools to keep your entry clean as the seasons change	B&A: Closet needing to transition from summer/fall to winter	Declutter and organize your closet
Small spaces	Small spaces need lots of love	Small doesn't mean small (Live)	Everything in its place: the power of shelving (reel/carousel)	How to sweep and mop in small spaces (reel/static post)	B&A: Organizing a small space and making the most	Declutter The Space of Your Choice
Holiday jingles, not holiday triggers	No room for holiday clutter	Work in chunks so you're not overwhelmed	Staying organized while wrapping gifts	3 Ways to Stick to your weekly cleaning routine around the holidays	Testimonial of someone who has used decluttering service	New Year, New You; 5 Hours to Clean

EXERCISE 4:

Plan Your Content

This is alot, do it at home!

Using the evergreen and timely content ideas, **begin developing your content calendar.**

Be sure to consider how these events are connected with your target audience needing a solution that you can readily provide.

Time To Create Your Content

Prompt to CHAT GPT

Prompt: Create an instagram caption for busy moms who need motivation to keep their homes clean

CHAT GPT Provided Us With:

Embracing the Chaos, Conquering the Clean! 💪 To all the superhero moms out there juggling life's demands, remember: a clean home is a happy home. Let's tackle the mess together and create spaces where memories flourish and smiles thrive. ✨
#SuperMomCleanup #MessyToMagical #HomeHustle"

CHAT GPT To InSerenity's Authentic Voice

Embracing the Chaos,
Conquering the Clean! 💪
To all the superhero moms
out there juggling life's
demands, remember: a
clean home is a happy
home. Let's tackle the
mess together and create
spaces where memories
flourish and smiles thrive.
🌟 #SuperMomCleanup
#MessyToMagical
#HomeHustle"

When I was a young mother of two, I was always overwhelmed. Imagine: dropping kids at school, heading to work on the Subway and then coming back uptown to pick them up and do it again.

But my home was always my peace. And here's why, I learned early in my life that a clean home is a happy home.

Chaos is inevitable—we have to leave our spaces and deal with others. We can control our homes. So let's tackle this mess together and create spaces. You need a space where memories can flourish and smiles can thrive.

Make a goal to clean one space a day. Your mind will thank you, even if those kids won't.

Activity 5

Create Your Content

Using one of your content ideas, create an Instagram post in CHAT GPT and make it your own.

Remember: BE SPECIFIC

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Share Your Post!

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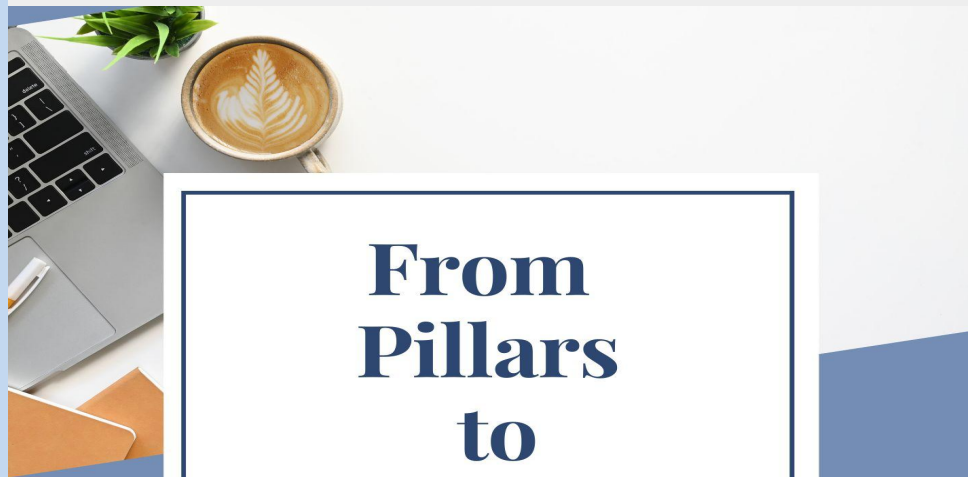
Let Chat GPT Understand You!

- Pick a sample of your writing that is all YOU!
- **Write this prompt:** Analyze the style, tone and common phrases in this text. Please summarize the style. Provide suggestions on how I can keep this tone in future prompts. Here is the text (cut and paste!)
- Review the analysis
- **Write a post using analysis. Prompt:** Write an (insert tone and style) for LinkedIn for service-based entrepreneurs on celebrating Women's Equality Day!

Please Remember:

- Be Patient
- Be Discerning
- Remember Your Purpose

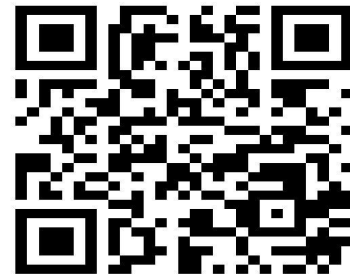
FREE RESOURCE



From Pillars to Prompts

AI In The Content Creation Process

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TIME FOR THE HOT SEAT
10 minutes

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REACH OUT



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