

As You Are

how to get the best of both you and AI!



Hi, I'm Orla and If, like me, you really want to get the benefit of AI without losing the essence of you and what you offer, here are 3 simple ways to get the best of both worlds!

1. Article

So you've decided that you want to share some thoughts with your audience in the form of an article but you're not that confident with writing the whole thing. Here's what you can do:

- Always begin with yourself. Write down the points you want to make in the order you want to make them and anything else you feel inspired to add to the article - maybe the opening paragraph or the first line?
- Then open your favourite AI - ChatGPT, Claude, CoPilot etc and ask it to do the following:

Please take the following notes and create an article around them. I would like it to be written in a (fill in the gap) tone and to be no longer than (fill in your approximate word count) and to appeal to (fill in your ideal client)

- Once AI has created your article, read through it. Does it feel like you or something you would say? If not, then start to play with it, changing words, phrases, even full paragraphs, until you are happy that the article reflects you and your energy.

(Top Tip - Put your finished version into AI and ask it to add headings and sub-headings that are SEO friendly)



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2. Reel/Carousel/Post

This is a really simple way to reuse your article in a variety of formats.

- Open your favourite AI - ChatGPT, Claude, CoPilot etc and ask it to do the following:

Please take the following article and from it, create an Instagram-friendly Carousel, a Reel and a Post. Please make suggestions for layouts and colours but keep it simple. (Then paste your article into it)

- Once AI has given you what you have asked for, you can start to play with it in Canva or whatever editor you are happy to use. Once again, take its suggestions as just that and re-word or re-order or re-arrange until you feel that your content is reflecting you. Be aware that AI will constantly offer you more ideas and ways of working with it - which can sometimes feel like a bit of a rabbit hole. But if you look at it as a design assistant coming to you with some ideas that you may not have thought of, it becomes easier to see what's truly useful and what doesn't reflect you and your brand.

(Top Tip - Always remember that you're the creator and AI is the assistant.)



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3. SEO

Yes, it's a pain in the ass but it has to be done! AI is super handy for tackling all our SEO needs.

- Open your favourite AI - ChatGPT, Claude, CoPilot etc and ask it to do the following:

Please take the following article and create a full, structured, SEO-optimised content outline. Include headings, sub-headings, meta description, url slug and keywords.

- Your AI will give you a pretty comprehensive outline suggesting what keywords to weave in, points to consider, H1 headings, H2 sub-headings and a lot more. Work your way through the list adding to your article what you feel works for you and your brand, and discarding the rest.

(Top Tip - You can also ask it to create a SEO-optimised content outline for a page on your website by copying the content of that page into the AI and asking the same question as above)

Any questions?

Simply reply to my DM if you'd like to ask anything about gaining the benefit of working with AI without losing you and your brand in the process. I'm happy to answer your questions!

