# HOW TO THINK WITH AI

# Checklist for AI-Assisted Content Creation



By Sue Bell
and David Bullock

# Checklist
# AI-Assisted Content Creation
# **BLOG POSTS AND ARTICLES**

## 1. Planning and Outlining

☐ Use AI to generate titles or ideas to spark creativity.

☐ Generate an outline using AI.

☐ Refine the outline to ensure it covers all necessary points.

## 2. Drafting

☐ Use AI to draft the content one section at a time. Specify voice, tone, audience.

☐ Edit and fact-check AI-generated text thoroughly.

## 3. Personalization

☐ Inject your expertise and thought leadership into the content.

☐ Ensure the final copy aligns with your brand voice and target audience.

## 4. Review and Finalization

☐ Thoroughly edit the AI-generated content.

☐ Fact-check all information to ensure accuracy.

# Checklist
# AI-Assisted Content Creation
# **FICTION WRITING**

## 1. Planning and Outlining

☐ Generate an outline or plot using AI.

☐ Refine the outline to align with your story vision.

## 2. World-Building

☐ Use AI to generate descriptions or histories for your fictional world.

## 3. Drafting

☐ Use AI to draft scenes or chapters one at a time.

☐ Experiment with AI-generated variations of your scenes or characters.

## 4. Personalization

☐ Inject your own voice and style into the content.

☐ Ensure consistency in character development and plot.

## 5. Review and Finalization

☐ Thoroughly edit the AI-generated content.

☐ Fact-check for internal consistency and plausibility.

# Checklist
# AI-Assisted Content Creation
# MARKETING CONTENT

## 1. Planning and Outlining

- [ ] Provide AI with clear brand guidelines and target audience information.
- [ ] Generate an outline or content strategy using AI.

## 2. Drafting

- [ ] Use AI to create multiple variations of your marketing copy.
- [ ] Draft one section at a time for thorough review.

## 3. Personalization

- [ ] Inject your own voice and brand personality into the content.
- [ ] Ensure the final copy aligns with your brand voice and marketing strategy.

## 4. A/B Testing

- [ ] Use AI to generate multiple variations for A/B testing.
- [ ] Analyze results and refine content based on performance.

## 5. Review and Finalization

- [ ] Thoroughly edit and fact-check the AI-generated content.
- [ ] Ensure alignment with overall marketing goals and strategies.