25 WAYS TO USE
Generative AI
AND
4 MAJOR RISKS
You Need to Know!

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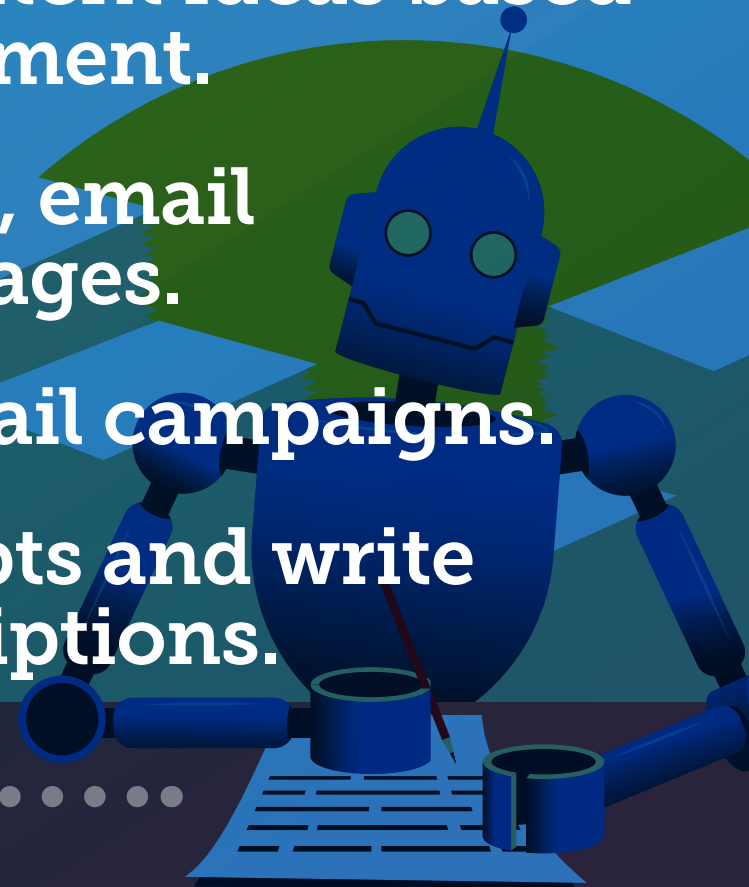
25 WAYS TO USE Generative AI

1. Use AI to brainstorm topic ideas.

2. Reduce research time with AI.

3. Use AI to help analyze data and find trends.

4. Create an SEO-driven content calendar.

5. Create an SEO-optimized article outline.
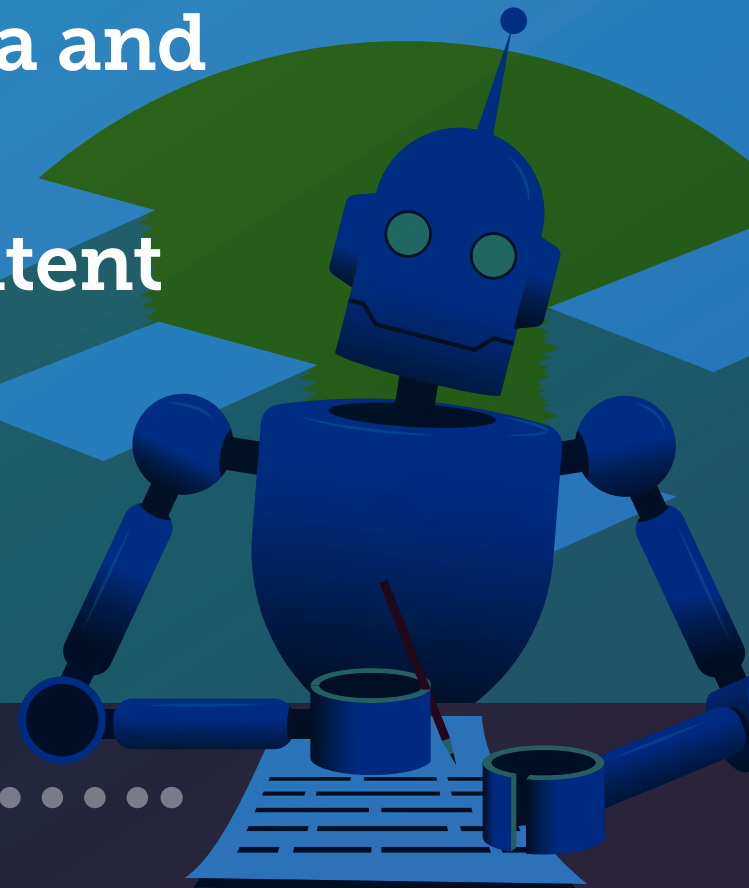
25 WAYS TO USE Generative AI - continued

6. Generate a series of related topics that can be turned into a content or article series.

7. Use AI to recommend content ideas based on your audience engagement.

8. Write copy for ads, emails, email sequences, and landing pages.

9. Write subject lines for email campaigns.

10. Use AI to write video scripts and write keyword optimized descriptions.

25 WAYS TO USE Generative AI - continued

11. Write titles, headings, subheadings for existing content.

12. Generate short one-liners or captions.

13. Write website copy, meta descriptions, meta tags, HTML, etc.

14. Create drafts and article outlines using AI.

15. Write content briefs for your copywriters.

25 WAYS TO USE Generative AI - continued

16. Have an AI writing assistant complete your sentences and paragraphs.

17. Convert paragraphs to bullet points.

18. Develop Q and A's from product descriptions to use on your website FAQ page.

19. Repurpose content to fit other platforms.

20. Turn long-form content into multiple smaller "bites" of content.

25 WAYS TO USE Generative AI - continued

21. **Create a summary of existing content using AI.**

22. **Great for sentence rephrasing, structure, and flow.**

23. **Use AI for initial proofread of your articles.**

24. **Use AI to check for plagiarism.**

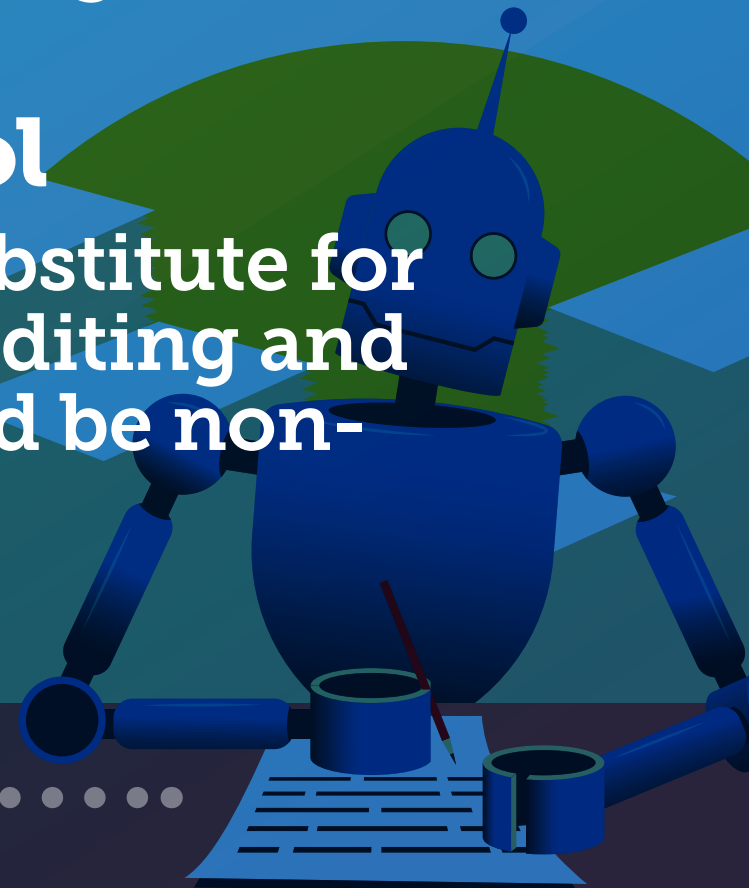25. **Great for non-native English-speaking writers to help improve writing skills.**

4 RISKS of Using Generative AI

1. **Risk of copycat content**
   - Use a tool like Grammarly or Copyscape to check for plagiarism.

2. **Lack of quality control**
   - There is absolutely no substitute for humans doing the final editing and proofreading. This should be non-negotiable!
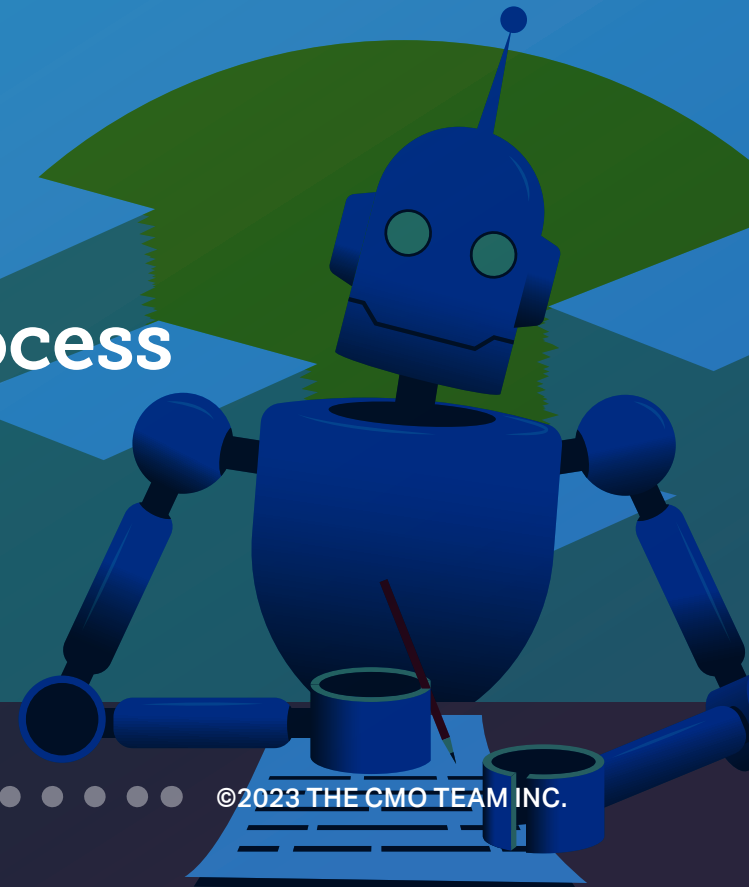
4 RISKS of Using Generative AI - continued

3. **Inconsistent brand voice**
   - Have guidelines and enforce a style guide when using generative AI writing tools.

4. **Factual errors**
   - Have a fact-checking process in place as part of your proofreading routine.

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