Hi there and welcome to ***The AI Tactics Volume 5: Using AI For Profitable Content Creation Workshop***. In this workshop, we’re going to learn various ways to **PROFITABLY** create content for your online business! As online business owners, you need content for all kinds of things.

So, what I want to do in this workshop is show you how to create all of this content quickly and more importantly **EFFECTIVELY** for your marketing. I’m going to show you several strategies for the following tactics that you’ll need content for.

**CLICK**

To get us started on our journey I want to cover what kind of content that you can create to market your online business and make money with it and then we will get into how to use AI to help you create it all **QUICKER** and way **MORE** effectively! Imagine having content that is actually really good quality and does what you want it to do in your marketing? With using AI you can accomplish this!

Before we get started, I have created a workbook for you to use during this workshop that will allow you to take notes and I’ve put some action steps in it too. Make sure you have that and/or at least something to take notes with because you’re going to get a ton of ideas from what I’m going to be showing you….

Okay, so first let’s look at what we’re going to be covering… I’m going to shows you how to create content for…

**Blog posts** – There are a ton of ways to use blog posts, but you **NEED** content, and you need content that people actually want to read. If they don’t read or view your content you’ll never get them to take the action you want them to take. I’ll be showing you how to create your blog content with AI… I have a complete system I use for this and it’s the cornerstone of content creation with AI.

**Stories** – Stories are great tools to use in your marketing. You can use them in many different ways, and I’ll be showing you how to create them using AI, and we will also be talking about how to use them for content.

**Reviews** – Yes… You can even get AI to create reviews for you! We all already know how these work for your marketing. They are great sales tools!

**Summaries** – Sometimes you don’t need a whole load of information. You just need a summary of something. Like a summary of a topic, an entire video, or even an entire ebook. I use AI to quickly summarize things for different parts of content. Content in emails, in presentations, etc.

**Newsletters** – Newsletters are great for multiple things in your online business and your marketing. You can do everything from providing a lot of value in a newsletter with killer content all the way to creating PAID newsletters that make you money, and you can create a lot of and/or all the content for them with AI.

**Ecourses** – Again… this is something you can use in multiple ways in your online business and in your marketing. Ecourses make great freebies and you can even create paid ones. I’ll show you how to use AI for all of your ecourse content creation.

**Challenges** – We just talked about newsletters and ecourses but challenges are another thing that can be used in multiple ways in your online business and your marketing. I’ll show you how to plan your strategy and all the content you’ll need for it, and I’ll even throw in some ways you can profit with them. 😊

This workshop isn’t about making money in your business or these strategies. It’s about creating the content for them, but if you’ve known me long you **KNOW** I can’t help but share marketing and monetization tips too. ***\*lol\****

Okay, we’re not stopping there… I’m also going to show you how to create…

**Video Content** – Videos are super powerful to use in your marketing and there are many different ways to use them. We’re going to be using them for content to educate and attract our target audience, and I’m going to show you how to use AI to create the content for your videos.

**Infographics** – Infographics are images that show someone at a glance facts, information, etc about a specific topic. These are good to use for social media content because they get shared a lot but also, they’re good for blog content, content in emails, newsletters, guides, etc.

**Guides** – You can have free guides filled with your affiliate links that you give away, guides you use to get people on your list, and even **PAID** guides, and you can create them all using AI! I’ll of course being showing you how…

**Checklists** – Now these are super easy to create and make for great content in many different ways. Of course, you can use them for giveaways to build your list, but they also make great blog content, content for social media, gifts for your audience and more!

**Podcasts** – If you currently don’t have a podcast, you can use AI to plan and create one and once you have one you can use AI to create content in many different ways for your podcast. We will be looking at several different ways AI can help you with your podcast or how to create one!

**Content Round-ups** – This is a strategy all in itself but you can easily create content for round-up posts quicker and easier than ever before with AI and I’ll show you exactly how to do it!

And I’m probably going to throw some other stuff in here too, but let’s quit talking about what ***WILL*** be covered and actually get to covering over all of this.

**Let’s dive in…**

**CLICK – BLOG POST SCREEN**

So, the first thing I want to show you is how to create content for your blog, and how to find the best topics to cover. We’re going to start by going over how to find topics first.

**SHOW HOW TO USE CHATGPT AND BARD TO FIND TOPICS. SHOW HOW TO USE KEYWORDS EVERYWHERE TO ENSURE THAT THE TOPICS ARE BEING SEARCHED FOR.**

[**https://chat.openai.com/share/4f4876c0-32de-4b4e-8238-c7a4d548c279**](https://chat.openai.com/share/4f4876c0-32de-4b4e-8238-c7a4d548c279)

Now once you have a list of topics to cover then you need to go to work creating the content. You could simply ask AI to create an article with X number of words, but you can do **WAY** better than that. First instead start by creating an outline… Let me show you how…

**SHOW IN CHATGPT AND BARD**

[**https://chat.openai.com/share/d1caa055-18d7-42f1-af57-3895f50dc9b8**](https://chat.openai.com/share/d1caa055-18d7-42f1-af57-3895f50dc9b8)

Now once you have your outline you can either create the content yourself, or you can use AI to create all of your content. Let me show you how to do that and the process that I use.

**SHOW HOW TO GET THE CONTENT YOU NEED CREATED AND THAT YOU SHOULD JUST USE ONE AI TO DO THIS OR YOU’LL CREATE A MESS**

[**https://chat.openai.com/share/6e8397d4-6b2c-4903-b3d6-5590c4032956**](https://chat.openai.com/share/6e8397d4-6b2c-4903-b3d6-5590c4032956)

Once you have your post the way you want it, then you need to create a headline for it. This is super important because your headline or the title of your blog post is what is going to get people’s attention and make them want to read your blog post.

Let me show you how to get AI to create your headlines for you…

**SHOW HOW TO CREAT HEADLINES – SHOW THE PROMPT TO DO IT**

Now the last important step here is creating a call to action for your blog post. I can’t think of a time that you **SHOULDN’T** have a call to action on your blog post*. I mean if you’re creating a blog post it’s for* ***SOMETHING*** *right?* To get people to click and go to your sales page, signup for your list, click on your affiliate link, leave a comment, share your blog post to get you traffic, and the list of calls to action options go on and on. They’re important and every blog post you create should have one. So, I want to show you how to create a good one that gets people to click using AI.

**SHOW HOW TO CREATE CALLS TO ACTION – SHOW THE PROMPT TO DO IT**

Okay, so that’s a **BIG** tactic. You can now take the content you create, post it to your blog, and reap the benefits! If you do this correctly, you will have solid content that you have injected your personality and own knowledge into, and your readers are going to love it and it’s going to help you attract new people into your audience if you promote it.

This is **THE** **ONE** tactic that I want you to remember even if you remember **NOTHING** else from what I teach you today. Because you can use it to create content for a whole host of things. We will be talking about this tactic more and using it for other content you might need, so I highly recommend that the first thing you do is try this with 5 different topics and generate 5 different pieces of content… or blog posts… so you can practice this tactic. You’re going to find that it’s foundational to so many things, so don’t skip this!

**CLICK – MAIN SCREEN**

*Okay…* Let’s look at another kind of content you can create for your online business using AI…

**Let’s talk about STORIES!**

Stories and storytelling are great tactics to use in your marketing to get a point across to your audience, entertain them, etc. People LOVE stories and are more apt to read and view them. As long as you can tie them to a call to action, they a super powerful and can get people to take the actions you want them to take.

An example would be me telling a story about one of my clients who wasn’t using list building and email marketing in his online business. He was constantly working to get new customers instead of having a list he could go back to repeatedly with different offers. When he actually started using list building and email marketing he made **A LOT** more money, and still had time to bring new customers in too. A good call to action with this story would be to promote something that shows people how to incorporate list building and email marketing.

*See how that works?*

Now of course your story must be good, or people won’t read them. Then they aren’t effective and that’s a waste of time…

These can be real stories, anecdotes (*which are short stories that may or may not be true*), stories that tell of the future, etc.

Let’s take a look at how AI can help us create these stories…

**SHOW THE EXAMPLES**

[**https://chat.openai.com/share/6e8b47dd-e93b-4b2e-9a78-040e11f72cb9**](https://chat.openai.com/share/6e8b47dd-e93b-4b2e-9a78-040e11f72cb9)

[**https://chat.openai.com/share/df807654-a19a-485f-8750-ae1e7a5534c6**](https://chat.openai.com/share/df807654-a19a-485f-8750-ae1e7a5534c6)

Now once you have your story created you can use it as content for a blog post, social media content, a video, and anything else you can think of. But you’ve got to create those stories **FIRST!**

Go create **ONE** story and then put it into your desired format, publish it, and get it in front of your audience and you’re going to be VERY happy with your results!

**CLICK – MAIN SCREEN**

On to the next content type… **Reviews!**

Product reviews make great content because they build trust with your audience (*if you do real and honest ones*), they provide insights about a product that could make that person want to buy, and a lot of other benefits too!

Let’s take a look at how we can use AI to create reviews that we can post on our blogs, social media, and even turn into videos for places like YouTube!

**SHOW EXAMPLES**

[**https://chat.openai.com/share/e56c4817-82cd-40d0-b8a0-fa36913bf919**](https://chat.openai.com/share/e56c4817-82cd-40d0-b8a0-fa36913bf919)

[**https://chat.openai.com/share/82dc97df-24f9-43a7-b545-49b40cde193e**](https://chat.openai.com/share/82dc97df-24f9-43a7-b545-49b40cde193e) **OPEN IN CHROME**

**CLICK – MAIN SCREEN**

*That’s a lot of great information, right?* We’ve still got so much more to cover so let’s take a look at creating **summaries** to use in your content…

**Summaries** are great to use to get the main idea out of a lot of content. For example, if you find an interview and it’s a two hour interview you can use AI to get a summary of the interview. This can be done with videos, long content, and basically any content you want.

You can then use this summary in your own content… As part of a blog post, as a call to action, as an introduction to get people wanting more, etc.

Let’s look at some examples using AI to create summaries you can use in your content…

**SHOW THE EXAMPLES**

[**https://chat.openai.com/share/1b84c2d8-6ffc-4709-9d06-0e844da2d208**](https://chat.openai.com/share/1b84c2d8-6ffc-4709-9d06-0e844da2d208)

Now I want to show you one more thing with summaries… I wanted to summarize a video on YouTube. I got the transcript to it, popped it into ChatGPT and discovered ChatGPT has character limits. 4,096 to be exact. This video script was like over 50,000 characters. I want to show you how I got the video script for this video AND how I broke it up and fed it into ChatGPT.

**SHOW HOW YOU GOT THE TRANSCRIPT** [**https://youtu.be/IWeCs6oNeks?si=fVFg4xwl9ii8pJBV**](https://youtu.be/IWeCs6oNeks?si=fVFg4xwl9ii8pJBV)

**SHOW HOW YOU BROKE IT UP AND GOT CHATGPT TO SUMMARIZE THE ENTIRE THING**

[**https://chat.openai.com/share/b77b6475-1adf-42b0-970e-9258cb515b8c**](https://chat.openai.com/share/b77b6475-1adf-42b0-970e-9258cb515b8c)

[**https://chat.openai.com/share/6d325318-c8b3-421e-814f-ab4181b9fcfb**](https://chat.openai.com/share/6d325318-c8b3-421e-814f-ab4181b9fcfb)

That took some engineering, but I hope you see the value in doing this. You could create a lot of content that leads people to view different videos. Yours or other people’s videos. For you affiliate marketers out there you could write a blog post using a video summary, send people to a video using your affiliate link, or placing your affiliate link under a video and make sales. This is a tactic that is going to come in handy in a lot of ways, so make sure you try this technique out.

Okay… the next content type…

**CLICK – MAIN SCREEN**

Here’s a huge topic to cover when it comes to content… **NEWSLETTERS!**

Of course, you can use many of the tactics we have covered to create content for your newsletters, but there are also some specific things you can do with AI to create newsletters. Having a scheduled newsletter is a great way to keep the attention of your audience, it can also allow you to create an audience, and you can also monetize them in different ways. But, let’s look at some examples of how you can use AI to help you create newsletters!

**SHOW EXAMPLES**

[**https://chat.openai.com/share/c2b838ba-7313-461f-a071-92f8128cfefe**](https://chat.openai.com/share/c2b838ba-7313-461f-a071-92f8128cfefe)

[**https://chat.openai.com/share/a97fc6a9-2ac9-4309-9e76-a57e443a9a82**](https://chat.openai.com/share/a97fc6a9-2ac9-4309-9e76-a57e443a9a82)

Now as for the actual content for your newsletters… As I said you can use any of the tactics we’re covering in this workshop. For example, you could create a summary of a blog post you want to bring attention to in your newsletter and put that summary into your newsletter with a call to action to read your whole blog post. You could create a content piece and put that directly into your newsletter. You should use all the tactics you can to quickly and easily create your newsletters in batches and then you can load them in your autoresponder and schedule them to go out on your newsletter publishing schedule.

As I said, newsletters are a great content tool to use in your marketing, so I highly recommend you dive deep into this and see if you can use newsletters in your online business. As promotional tools, positioning yourself as an expert, and even charging for them!

**CLICK – MAIN SCREEN**

***Alright…*** switching gears again! Let’s talk about creating **ecourses** with AI. These are another content type that are great to use in your marketing because they can help you build your list, show your audience you know a lot about the topic you’re talking about, actually **HELP** people, and if done correctly make some money in your business too.

Let’s look at how we can use AI to create **ecourses**….

**SHOW EXAMPLES AND TALK ABOUT CREATING LESSONS**[**https://chat.openai.com/share/73056f18-4e5e-40aa-ae1d-764bd36d139c**](https://chat.openai.com/share/73056f18-4e5e-40aa-ae1d-764bd36d139c)

Once you have all of your content for your ecourse, organize it to be delivered, create emails that deliver your ecourse, load it up into your autoresponder and allow it to be an automated tool for you. If you monetize your ecourse this could be an automated money maker for you!

**CLICK – MAIN SCREEN**

Another type of content you can create for your marketing are **Challenges.** If you’ve been online for long you’ve seen people doing Challenges. I just went through a challenge on creating your own tshirt business. I’ve gone through ones that are as simple as challenges that help you create email subject lines. These have the same benefits as an ecourse but are just formatted a bit differently.

You can charge for challenges, give them away for free, give them away for free and charge for extended access, etc… There are so many options here. But, don’t let me get sidetracked on that part. I want to show you how to create the content for your challenges and plan them out.

Let’s take a look at how to use AI to create your own challenge for your online business…

**SHOW EXAMPLES AND TALK ABOUT CREATING THE CONTENT FOR EACH DAY**

[**https://chat.openai.com/share/b4d6b3d6-1af5-4c9e-98b3-ca66ab311bf5**](https://chat.openai.com/share/b4d6b3d6-1af5-4c9e-98b3-ca66ab311bf5)

*This is pretty exciting stuff, right?* I’m absolutely **LOVING** AI and now that you’re seeing the possibilities, I hope you’re catching the AI bug too. ***\*lol\****

**CLICK – MAIN SCREEN**

Okay here’s another content creation strategy… **Video content!** There are many ways to use video marketing in your online business, but let’s specifically look at it as content you can use. Content for educating your audience, attracting more people to you, etc.

The first step in creating a video is always creating a script, and that’s the first place we use AI in our process.

Let’s look at some examples…

**SHOW EXAMPLES**

[**https://chat.openai.com/share/78d0c1bf-88cc-4db6-812a-83f42f657fe8**](https://chat.openai.com/share/78d0c1bf-88cc-4db6-812a-83f42f657fe8)

[**https://chat.openai.com/share/76f427e8-4b88-43a6-bb88-e32e3bea47a8**](https://chat.openai.com/share/76f427e8-4b88-43a6-bb88-e32e3bea47a8)

[**https://chat.openai.com/share/1b58ca27-63ed-408d-b7ae-ecb5558e13ed**](https://chat.openai.com/share/1b58ca27-63ed-408d-b7ae-ecb5558e13ed)

Now, once you have your script you can go create your video in any way that you want. There are some great AI tools for this if you want to use AI. Pictory is my tool of choice because you can take a script, put it into Pictory, and it will create a video for you using stock videos, videos you feed into it, etc. I have put a link to this in your Tools document.

**CLICK – MAIN SCREEN**

Now let’s talk about creating **infographics** as content for your online business. Info graphics are graphics that **SHOW** an idea or steps or summary of a topic. You can use them to post to your blog, on social media, and any other way you can think of. Educate yourself about the best practices for using these, how to get the most from them, and then start using them.

*Let’s look at how AI can help you create these…*

Now something you should know. I don’t know of any tool as of right now that you can just type in a topic and a bit of information, and the tool will just spit out a great looking infographic for you. That would be awesome and it’s probably going to be a reality in the very near future, **BUT** you can still use AI to create these. You just need to take a few steps…

So, the first thing you need to do is create the content for your infographics… Let me show you what I’ve done…

**SHOW EXAMPLES**

[**https://chat.openai.com/share/537be4ae-6c9d-4cbb-9ef0-5cb0632a664c**](https://chat.openai.com/share/537be4ae-6c9d-4cbb-9ef0-5cb0632a664c)

[**https://chat.openai.com/share/c0f49b05-7a60-461b-866f-64028a039a00**](https://chat.openai.com/share/c0f49b05-7a60-461b-866f-64028a039a00)

Now you can take this text and use something like Canva to create your infographic… Let me show you how to do this…

**SHOW IN CANVA**

*Okay…* We’ve only got a few more tactics to talk about but stick around and keep going because I’ve got more great tactics for you!

**CLICK – MAIN SCREEN**

Let’s switch gears once again and start talking about another kind of content you can create using AI. **GUIDES!**

People love guides because as the name implies, they guide them through a process. Think of processes people use in your business and develop a guide for them that you can giveaway to your audience use to attract more people into your audience, etc.

Let me show you a couple of examples of how you can use AI to create guides…

**SHOW EXAMPLES**[**https://chat.openai.com/share/eeb1409a-1db9-4c67-829c-07c6472fd710**](https://chat.openai.com/share/eeb1409a-1db9-4c67-829c-07c6472fd710)

[**https://chat.openai.com/share/b6e701f6-31f9-49bb-9993-425bdbb5cf5a**](https://chat.openai.com/share/b6e701f6-31f9-49bb-9993-425bdbb5cf5a)

Guides are super powerful and can be used in many different ways. Deliver them as PDFS, as blogs posts, as videos, etc. But this is definitely a strategy you **SHOULD** Be using in your online business!

**CLICK – MAIN SCREEN**

And now here’s a super easy piece of content you can create that people absolutely **LOVE** checklists! These can be used as a blog post, social media content, infographics, discussed in a video, given away as a freebie, given to your subscribers and so much more. And they are **SUPER** easy to create for basically ANYTHING you want to show someone how to do. Let me show you some examples…

**SHOW EXAMPLES**

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[**https://chat.openai.com/share/5c45dee2-a194-42f0-a4de-0301867c29a7**](https://chat.openai.com/share/5c45dee2-a194-42f0-a4de-0301867c29a7)

Your brain is probably bubbling with all kinds of ideas at this point, but, let’s take a look at another kind of content you can create, and this is a BIG one.

**CLICK – MAIN SCREEN**

Let’s talk about using AI to create content for your **podcast**. If you already have one this is going to give you some great ideas for using AI to create content for your podcast, but if you don’t have one, stick around because when you see all the content you can quickly create with AI, you just might want to start a podcast.

Okay let’s look at some examples…

**SHOW EXAMPLES**

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[**https://chat.openai.com/share/539c1e43-b865-4299-858c-d0a2c5e8564e**](https://chat.openai.com/share/539c1e43-b865-4299-858c-d0a2c5e8564e)

[**https://chat.openai.com/share/1402b4c8-f9d3-4caf-8740-8fbd2ac0d63f**](https://chat.openai.com/share/1402b4c8-f9d3-4caf-8740-8fbd2ac0d63f)

[**https://chat.openai.com/share/d46705b0-986b-4511-8387-1ec54265b065**](https://chat.openai.com/share/d46705b0-986b-4511-8387-1ec54265b065)

There’s a lot of work that goes into having a podcast, but it’s a GREAT marketing tool. Think about what I’ve just shown you. If you don’t have a podcast can you incorporate one into your business? And if you do have one what tactics can you use with AI to create content for your podcast quicker and more effectively?

**CLICK – MAIN SCREEN**

Okay, one more content creation tactic here before we wrap this workshop up…

This one is super easy to use to create content. This is a great tactic to use to create blog posts! **The content round-up!** A content round-up is a piece of content you create highlighting the best posts on a certain topic. You could spend all day going through Google or you can quickly and easily use AI. Let me show you some examples…

**SHOW EXAMPLES IN BARD**

Just doing these once a month for a different topic in your business makes for a super easy blog post you can create. Once you have your post created, post it, and then go over to social media and promote it. Make sure you tag people in your post who you have featured in your post. This will get you on their radar for possible future opportunities, and could even get you some traffic if they share a post that you featured their content in with their audience.

Told you! This is super powerful!

**CLICK – MAIN SCREEN**

Now I said that was the last one, but I want to squeeze in one more content creation tactic here. Case studies. These are great to show the value of your offerings and build credibility with your audience. You can use these as full on blog posts, content for social media, content for emails, content for social media, etc. Let me show you how to create them using AI.

Let me show you an example…

**SHOW EXAMPLES**

[**https://chat.openai.com/share/a52612ba-b99d-4210-a521-42bc4057de09**](https://chat.openai.com/share/a52612ba-b99d-4210-a521-42bc4057de09)

So there you go… There’s a quick and easy way to create case studies for content.

**CLICK – MAIN SCREEN**

**Wow! Wow! Wow!** That was **A LOT** of information about creating different types of content you can use in your online business. A lot of these tactics can be mixed and matched. The content you create can be made into multiple formats. For example the blog post strategy… This can be used to create all kinds of content types.

So is what you need to do right now is pick **ONE** tactic from this list and go start practicing with it. AI is a **TOOL**, and you have to practice using that tool repeatedly to get great work out of it.

Now it’s your turn… Nothing can happen until you take the first steps and start implementing what you’ve learned, so make sure you start the process right now!

I wish you much success on your journey!