"If we use AI in our content processes, we're cheating."

And that's true no matter where you are on this journey.

IN 24

The Agenda

1 The Language We Use

2 No, It's Human -Powered

3 AI -Assisted Efficiency

4 Content Editing Checklist

5 Powerful Success Mindsets

6 AI Playground | Q & A

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IN 24
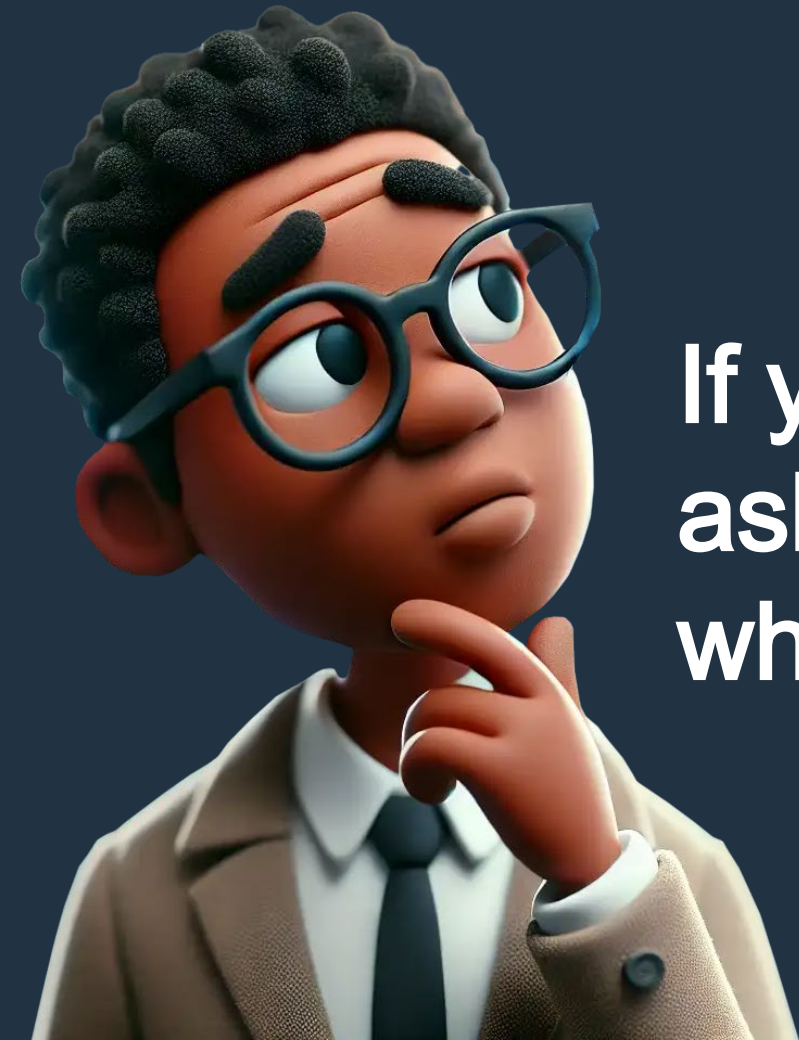
Get your AI Toolkit!

Let's play a game
to get started …

If you could only ask me one question, what would it be?

Why is this **question** **difficult** to answer?

Context

Human Context

How Important Is Context with Humans?

- Crucial for Understanding

Human Context

How Important Is Context with Humans?

- Crucial for Understanding
- Clarifies Intent

IN 24

Human Context

How Important Is Context with Humans ?

- Crucial for Understanding
- Clarifies Intent
- Enables Deeper Connections

CONTENT DREAM

Machine Context

How Important Is **Context** with **AI** Machines?

- Essential for **Accuracy**

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Machine Context

How Important Is **Context** with AI **Machines?**

- Essential for **Accuracy**
- Guides **Responses**

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Machine Context

How Important Is Context with AI Machines?

- Essential for Accuracy
- Guides Responses
- Enhances Personalization

IN 24

Do you want the "wrong things" from your AI?

- AI is not an "easy" button.

Do you want the "wrong things" from your AI?

- AI is not an "easy" button.
- AI is not a "replacement" to you.

GEORGEBTHOMAS

Do you want the "wrong things" from your AI?

- AI is not an "easy" button.

- AI is not a "replacement" to you.

- Ai is not a "silver bullet" solution.

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These are **not the results** you're looking for.

- Think about the "humans".

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These are not the results you're looking for.

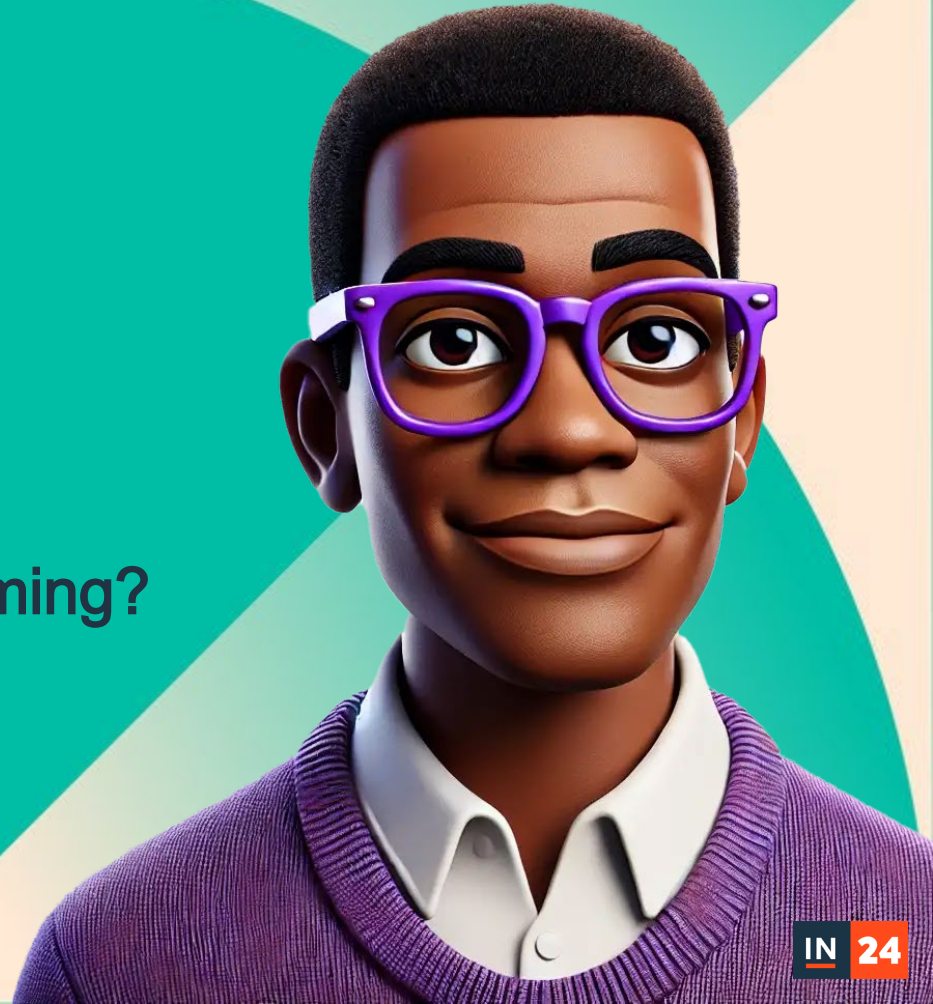- Think about the "humans".
- Put AI to "work" where it fits.

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These are not the results you're looking for.

- Think about the "humans".
- Put AI to "work" where it fits.
- Be the "powered by," not the assisted.

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AI Support: Does this task require creativity, empathy, or human judgment?

AI Task: Is this task repetitive, data -driven, or time   -consuming?

"Generative AI has the **potential** to change the world in ways that we can't even imagine. It has the power to create new ideas, products, and services that will make our lives easier, more productive, and more creative.

Bill Gates

IN 24

Potential

How can you **combine** **your human potential** with AI to create a **force** **multiplier** in your work?

The Language

USE NATURAL LANGUAGE

Chat with AI Like Humans, Leverage AI   Understanding, and Improve interaction quality

You already talk to other
humans   like they're humans.

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USE NATURAL LANGUAGE

Chat with AI Like Humans, Leverage AI   Understanding, and Improve interaction quality

You already talk to other
humans   like they're humans.

You should talk to   robots   like
they're humans.

IN 24

ITERATE AND REFINE

Learn and improve over time, refine for better outcomes, and provide feedback

You improve when you receive clear, constructive feedback.

GEORGEBTHOMAS

IN 24

ITERATE AND REFINE

Learn and improve over time, refine for better outcomes, and provide feedback

You improve when you receive clear, constructive feedback.

Robots will also improve when you give them clear, constructive feedback.

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IN 24

STAY PATIENT AND PERSISTENT

Be patient, like training a new team member an being persistence leads to better results.

Training **humans** takes, time, patience, and persistence.

STAY PATIENT AND PERSISTENT

Be patient, like training a new team member an being persistence leads to better results.

Training **humans** takes, time, patience, and persistence.

Training **robots** takes time, patience, and persistence.

IN 24

BE CLEAR AND SPECIFIC

Avoid ambiguity , Provide precise instructions , and Enhance Your AI performance.

You ask follow -up questions when you're confused.

IN 24

BE CLEAR AND SPECIFIC

Avoid ambiguity , Provide precise instructions , and Enhance Your AI performance.

You ask follow -up questions when you're confused.

Robots don't ask follow -up questions by default.

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Vague Prompt: Write a product description for our latest software. 🥹

Better Prompt: Write a 150-word product description for our project management software targeted at small business owners. Focus on how it saves time by automating task assignments. Use a professional yet approachable tone, and highlight the key feature of real-time team collaboration. 🏆

Prompt Framework for Creating Content

How to get the best VALUE-BASED and HUMAN-POWERED content.

- Assign Role(s)

IN 24

Prompt Framework for Creating Content

How to get the best   VALUE-BASED and HUMAN-POWERED content.

- Assign Role(s)
- Clarify Intent   & Action

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Prompt Framework for Creating Content

How to get the best VALUE-BASED and HUMAN-POWERED content.

- Assign Role(s)
- Clarify Intent & Action
- Provide Context

Prompt Framework for Creating Content

How to get the best VALUE-BASED and HUMAN-POWERED content.

- Assign Role(s)
- Clarify Intent & Action
- Provide Context
- Give Examples

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IN 24

Prompt Framework for Creating Content

How to get the best VALUE-BASED and HUMAN-POWERED content.

- Assign Role(s)
- Clarify Intent & Action
- Provide Context
- Give Examples
- Outline Formatting Rules

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Prompt Framework for Creating Content

How to get the best   VALUE-BASED and HUMAN-POWERED content.

- Assign Role(s)
- Clarify Intent   & Action
- Provide Context
- Give Examples
- Outline Formatting Rules
- Recap Key Points

Prompt Framework for Creating Content

How to get the best   VALUE-BASED and HUMAN-POWERED content.

You are an experienced SEO specialist with a focus on content marketing   strategy . Create a 1200-word blog post on how to balance AI and human touch in content creation. The audience consists of digital marketing professionals looking for practical tips on integrating AI tools without losing their authentic brand voice.

Here's an example intro: "You're a marketer excited about the promise of AI   —heck, we all are. But hold your horses, folks. Just because AI can crank out content faster than we can pour our morning coffee doesn't mean it's hitting the mark every time."

Use this style for the article. Organize the content with clear H2 subheadings for each section. Avoid jargon and keep the language at a 7th-grade reading level."

IN 24

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Are you ready to get nerdy?

Buyer Persona
Ideal Client Profile

IN 24

Human - Powered

Human -Powered AI Methodology

Humans

- **Lead Creativity**
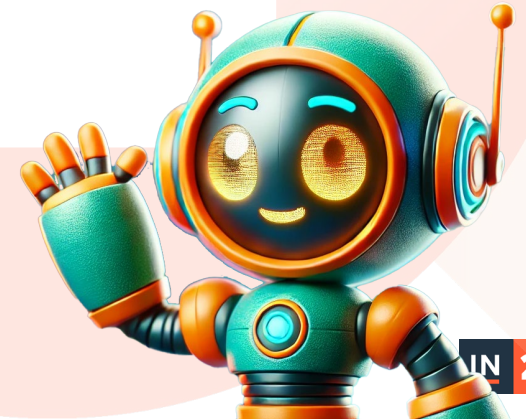
AI Assistants

- **Enhances Execution**

Human -Powered AI Methodology

Humans

- Lead Creativity
- Set Strategic Direction

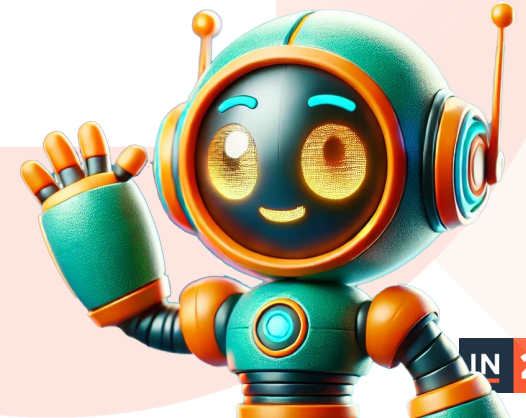## AI Assistants

- Enhances Execution
- Provides Insights

Human -Powered AI Methodology

Humans

- **Lead Creativity**
- **Set Strategic Direction**
- **Deliver Empathy**

AI Assistants

- **Enhances Execution**
- **Provides Insights**
- **Personalizes at Scale**

Human -Powered AI Methodology

Humans

- Lead Creativity
- Set Strategic Direction
- Deliver Empathy
- Drive Innovation

AI Assistants

- Enhances Execution
- Provides Insights
- Personalizes at Scale
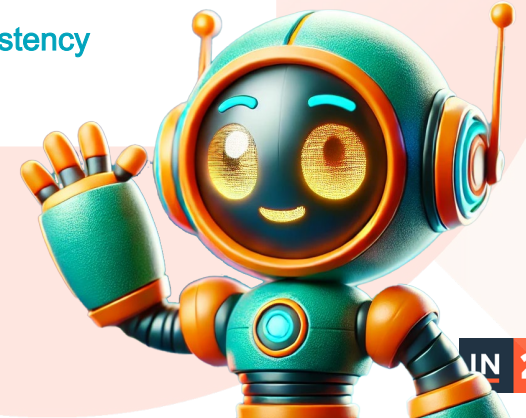- Accelerates Problem Solving

IN 24

Human -Powered AI Methodology

Humans

- **Lead Creativity**
- **Set Strategic Direction**
- **Deliver Empathy**
- **Drive Innovation**
- **Establish Trust**

AI Assistants

- **Enhances Execution**
- **Provides Insights**
- **Personalizes at Scale**
- **Accelerates Problem Solving**
- **Delivers Consistency**

You're the Creative Genius

IN 24

You're the Creative Genius
AI Enhances Execution

IN 24

You're the Lead Strategist

IN 24

You're the Lead Strategist
AI Provides Insights

You Understand Humans

IN 24

You Understand Humans
AI Personalizes at Scale

IN 24

You Drive Innovation

You Drive Innovation
AI Accelerates Problem   -Solving

IN 24

You Establish Trust

You Establish Trust
AI Delivers Consistency

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Are you ready to get nerdy?

Custom   Instructions
Build Your Memory
Voice & Tone
Words To Use

AI -Assisted

AI -Assisted Professional

Marketing

- Content Ideation
- Content Creation
- Content Scheduling
- SEO Optimization
- Performance Reporting

Sales

- Personalized Outreach
- Next Best Action
- Automated Follow   -Ups
- Predictive Lead Scoring
- Sales Forecasting

Service

- Customer Feedback Analysis
- Sentiment Analysis
- AI Chatbots for Support
- Automated Ticket Routing
- Content Recommendations

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Content Ideation

Search Optimization

Content Creation

Are you ready to get nerdy?

Content Ideation
SEO & Searcher
Content Creation

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31 MIN READ

Why Go HubSpot? (Business Growth Guide for 2024)

George B. Thomas

HubSpot Service Hub   HubSpot Sales Hub   Attract   Engage   HubSpot Marketing Hub

HubSpot Operations Hub   HubSpot Commerce Hub   Delight   HubSpot Content Hub

Why Go HubSpot?

HubSpot is a Swiss Army knife for business growth, effortlessly and seamlessly marrying marketing, sales, service, and operations automation all under one digital roof. With its user-friendly interface and powerhouse tools, HubSpot gives businesses the superpowers to attract, engage, and delight customers at every step of their journey. Generating leads, closing more deals faster, delivering exceptional service... it's

Take This Article With You. Download the PDF.

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31 MIN READ

Complete HubSpot CMS vs. WordPress Guide for Business Websites (Updated for 2024)

George B. Thomas

HubSpot CMS Hub   HubSpot Content Hub

HubSpot CMS vs. WordPress for Business Websites

WordPress is an open-source website CMS platform. However, its technical complexity, as well as its open source nature presents issues with site security, ongoing support for retired plugins, and more. HubSpot

TAKE THIS GUIDE WITH YOU.

22 MIN READ

LinkedIn Strategy Guide for Professional Growth + Examples (Updated 2024)

George B. Thomas

Attract   HubSpot Marketing Hub   Content Strategy

How to Optimize Your LinkedIn Profile

1. **Include a profile photo** that is clear, warm, and welcoming — oh, and recent! Professional headshots work well, as do candids. However, be mindful of the quality of candid photos, as well as whether or

Content Scheduling

Performance Reporting

Editing Checklist

10 MIN READ

Liz's Human-Powered AI Content Framework (Processes + Examples)

Liz Moorehead

Inbound Strategy   Attract   Engage   Content Strategy   AI   HubSpot Content Hub

Over the past year, as inbound marketers became increasingly hyped about the promise of AI — specifically, how it would "streamline content creation efforts"— I, on the other hand, started feeling increasingly ill. Much like a small, pale Victorian child coming down with something vague like "consumption," I could feel myself wasting away the more excitement around me built.

1. Fact-Checking & Accuracy

1. Fact-Checking & Accuracy
2. Readability & Engagement

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1. Fact-Checking & Accuracy
2. Readability & Engagement
3. Content SEO & Optimization

1. Fact-Checking & Accuracy
2. Readability & Engagement
3. Content SEO & Optimization
4. The Final Proofreading

1. Fact-Checking & Accuracy
2. Readability & Engagement
3. Content SEO & Optimization
4. The Final Proofreading
5. Feedback & Iteration

Why This Order Matters to You!

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Success Mindsets

Curiosity and context as your catalysts.

IN 24

Humanizing your AI outputs.

IN 24

Focus on audience engagement activity.

IN 24

What does the future of content look like?

IN 24

Get your AI Toolkit!

sidekickstrategies.com/inbound24

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What does the future of content look like?

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Human
Powered

GEORGEBTHOMAS

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If you could only ask me **one question**, what would it be?

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THANK YOU

🔗 Sidekickstrategies.com
Ⓕ Mr.GeoregBThomas
𝕏 GeorgeBThomas
◎ GeorgeBThomas
in GeorgeBthomas

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