

7-Part AI Content Training System



- **Part #1: Picking, Training and Prompting AI Tools for Content Development**
- **Part #2: Blog Marketing with AI for Top Performance**
- **Part #3: AI Lead Magnets and Opt In Pages**
- **Part #4: Effective AI Email Autoresponders**
- **Part #5: AI Info Products, Upsell Funnels and Copy**
- **Part #6: Social Media AI Content Marketing**
- **Part #7: AI Analysis and Predictive Measures to Improve Results**

Part #1: Picking, Training and Prompting AI Tools for Content Development

Welcome to the 7-part AI Content Training System! Your goal is to learn how to wield the power of artificial intelligence in order to make content marketing faster, easier and more effective.

This systematic training is going to take you through the entire process, showing you how to work with AI for a variety of content options that include blog posts, email autoresponders, lead magnets, copywriting, social media and more.

By the end of this training, you should have a firm grasp on how to open up any of your favorite AI tools and work with it as your assistant to put you on the path to publishing excellence.

To begin, we're going to start with getting familiar with the various AI tools you have at your disposal, and show you how to train them for what you want and prompt them for what you need.

Then, each lesson after this one will cover a specific form of content marketing, followed by a tutorial on using AI to improve content performance through the use of analysis and predictive measures. Let's get started!

Choosing AI Tools That Work Best for You

One thing you need to know is that you're not stuck with any one AI tool. In fact, many online entrepreneurs often work with multiple tools at once, giving them a broad spectrum of ideas and polished work.

This is especially helpful during the brainstorming and research phase, because the tools can all deliver unique and very different options for you to choose from. Some of the most popular AI tools for content development include:

- ChatGPT
- Gemini
- Claude
- Perplexity

These are usually used for text-based content, but then you can also create images on some of them that use DALL-E. Others for images include Midjourney, Ideogram, etc. Then you have video AI tools as well as audio options.

For the purposes of this tutorial, we're going to stick to text platforms. You can then take your content and repurpose it or add multimedia elements to it using other forms of artificial intelligence if you want.

All of these options have free use unless you want to upgrade to have more options. When you do upgrade, you might find that you not only get better content and ideas, but more use of the tool without limitations.

Everyone reading this report has their own specific needs and goals for their niche content. You want to sign up for a free account on each AI tool and play around with it to see how it does in addressing your niche topic.

Perplexity is actually an AI search tool, but it does have the ability to create content for you, too. Still, it might be the tool you like for research, while Gemini is the brainstorm beast and Claude and ChatGPT do a great job of writing and editing.

Train AI to Be a Stand-In for You

You may or may not be well-versed in terms of generating polished content, even if you have all the time in the world. But you still know what kind of voice you want to have representing your business and brand.

Or, you might be someone who does a great job creating content, but the sheer volume of it needed to compete online is overwhelming. Either way, you can train AI to be the voice you prefer.

AI tools can be trained with your own writing or with someone else's. For example, if you have a swipe file of preferred copywriting on sales pages you've seen, you can attach that to an AI prompt and tell it to learn and mimic that style.

Or perhaps you have a specific casual, friendly way you create emails for your list. Share some of those to teach AI how it should write when it's crafting email autoresponders for you.

You can also train AI on ideology that you want it to use. With many niche topics, it's presented from a certain perspective. You might be someone who wants to emphasize the

benefits of multiple streams of income – or someone who doubles down on the fact that people should focus on one thing and do it well.

You have to teach and train AI (or at the very least prompt it) so it knows what to do for you when you submit a request. You can attach items, copy and paste it into your prompt area, or just add a few instructions to your prompts, like we'll see shortly.

Training can also be done with custom GPTs. If you have a paid version of ChatGPT, you can create and train a specialized custom GPT that is dedicated to your niche or content purpose that always creates the kind of content you want.

An example of this might be a self help custom GPT, one that specializes in marketing excellence, or a fitness topic GPT. You might also create GPTs that are tailored for short-form content, sales copy, or casual emails.

Prompting AI for General Purposes

In each subsequent lesson, you're going to see very specific prompt examples to create certain types of content. But let's talk about general prompting. You have to strike the right balance between being specific with what you need and limiting the freedom of creativity for AI.

As you work with these tools, you'll begin to recognize patterns that it has that immediately let people know you're using artificial intelligence. For example, AI tends to use phrases like "In the realm of..." often at the beginning of a sentence.

So you might instruct it to not use pre-text in sentences. Another thing it has a propensity to do is use lists rather than paragraphs. You have to instruct your AI tool to use paragraphs if the tool you're using delivers nothing but lists and bulletpoints.

Length is another common instruction you'll need to specify in your prompt. If you just tell AI to write an article, it might give you 350 words when you were hoping for 1,500. Even when specifying, it can come up short, so you might want to overshoot your requirement so you get the length you need.

Style is important. You might have a certain tone or voice you want given to the content. A survival piece, for example, might have a serious and somber tone. A fitness piece might be more motivational.

You can tell AI if you want professional, casual or academic content, too. Test the tools you're using to see what type of content they deliver. For example, when prompted to show me the difference between these three tones, here's what ChatGPT shows you:

- **Casual:** Starting an online business is a great way to make money from home and turn your passion into profit.
- **Professional:** Launching an online business offers a flexible opportunity to monetize your skills and expertise while reaching a global audience.
- **Academic:** Establishing an online business provides a framework for leveraging digital platforms to engage in commerce, potentially facilitating scalable and location-independent economic activities.

All of them can get the job done, but how you project your expertise will determine whether people feel confident following your advice. Next, we're going to learn how to use AI for blog content marketing purposes.

Part #2: Blog Marketing with AI for Top Performance

Welcome to part 2 of the 7-part AI Content Training System! By now you will have chosen one or more artificial intelligence tools to work with and it's time to put them to the test.

As an online entrepreneur, you're likely using a WordPress blog as your home on the 'net. This is the perfect place to set up valuable content to showcase your expertise, to build a list, and convert visitors into buyers of products you create or promote.

AI can work wonders for your blog content. Let's not forget it can also assist you in other ways with blogging, such as recommending design and navigation concepts, enhancing search engine optimization (both onsite and off) and more.

But for now, we're just going to focus on content marketing. Part of that is having it help you craft content that ranks, but not just for traditional SEO. Now, many search engines use GPT search, so you need to rank for that as well.

However, your blog content has to appease readers ultimately, or it won't help you achieve your conversion goals.

AI for Uncovering Trending Topics for Your Blog

When using AI for blog content help, you want to start with asking AI to help you uncover trending topics. Evergreen concepts are also nice, and you can have it create a list of both for you, depending on which direction you're heading that day.

In fact, you might start with a staple of evergreen concepts you can choose from at any time then have AI give you the top trending topics for that week. For that purpose, you want to use a tool with access to real time data.

You can ask a simple prompt such as: "What are the top trending topics in weight loss right now? Give me a list of the top 5." AI will deliver the answers:

- GLP-1 Medications like Ozempic
- Balanced and Flexible Diets that Aren't Restrictive

- Protein-Packed Whole Foods
- Fiber-Rich Foods
- Mindful Eating and Holistic Approaches

Based on what it gives you, you can then have AI give you the top 5 questions consumers are asking about a trending topic, why it's trending, who (the demographic) it's trending with, and so on.

You can prompt something like this: "For the mindful eating practices, what are the top 5 questions consumers want to know about that topic. Also, why is it trending and who is the biggest demographic audience for that topic?"

AI delivers the answers showing that consumers want to know things like whether or not mindful eating can help with weight loss, what mindful eating means and how it differs from other approaches, and what mindful eating exercises they should start with.

It's growing because more people want a holistic wellness approach rather than a reliance on extreme fad diets. And Millennials and Gen X women in urban areas are the biggest consumers – especially those who have struggled with dieting in the past.

Pillar Post AI Construction for Top Notch Content

Armed with this information from AI, you can then move on and have AI help you construct a pillar blog post that resonates with that target audience. For example, using the information above, we might prompt AI like this: "For this audience, especially those who have struggled with dieting in the past, outline a comprehensive pillar blog post that addresses mindful eating exercises they should start with."

When AI delivers the results, you need to go over them. In fact, one good rule of thumb is to first create your own outline using your knowledge and expertise. Then fill in the gaps with AI's help.

You don't have to give AI your outline, unless you want to. You can just see what it creates. But if you want to, you can prompt AI like this: "I'm creating a blog post on exercises people can start with for mindful eating. Give me ideas of what else to include that I may have missed."

Once you get the results back, you'll want to review them and eliminate whatever you don't want. It could also spur more ideas in you for good content you wish to be added to the post.

If you have your own outline, you can also prompt AI like this: “Based on the topics I want to include in this blog post, organize the content for the most logical order for the topics to unfold.”

Optimization for Search and Viral Capabilities with AI

Part of the organizational structure concept can be linked to the overall concept of optimization. For example, if your goal is to rank the post in search engines, AI can help you turn the basic subheadings into optimized headers that will rank for traditional, GPT or voice search.

It can also help you figure out how the content will be interconnected within your site. Linking the pages together, as well as getting backlinks from other sites can be planned out by AI before you even craft the content.

Before the content is written, you can prompt AI to optimize it for whatever search strategy you want it to rank best for. Or, after you write it, you can run your new blog post through AI and ask it to optimize the content for a certain keyword phrase or cluster.

AI can also create a meta description for you to use and alt tags for you to plug in for use with things like multimedia components you embed in your blog (like images and videos).

Using AI to Write or Edit the Blog Content

Many online entrepreneurs like to write their own blog content. Once you have AI research and brainstorm with you for a well-organized pillar post, you can write from scratch or even ask AI, “What kinds of things should I write about in the section on creating a dedicated eating space?”

AI can tell you what to write, and then you put it in your own words. For example, it might say, “Discuss selecting a quiet, comfortable spot in the home that’s separate from work or entertainment areas.”

You can then put your spin on it. You might be able to write something like, “Many people overeat because their attention is focused on streaming shows, or social media apps. It’s always best to find a quiet, dedicated meal area that’s free from technology. Even eating while working can sabotage your mindfulness because your focus isn’t on how your body feels being nourished, but on work tasks.”

If you do want to have AI write for you, prompt it with some parameters. For example, you might say: “Write the introduction to the article giving me 300 words. Start with a problem-solution slant, introducing the solution of mindful eating at the end. Connect with the reader about their diet struggles with extreme diet plans.”

You’re setting the tone, giving it a length, and overseeing what goes into the piece of content. Review every word in every sentence. Don’t be afraid to redirect AI if something is off.

For example, if the content is too stuffy or bland, you can tell it to be more positive and motivational without sounding overly hyped. Or, if the content turns out too casual, direct it to be more professional as a niche leader.

AI Updates to Keep Blog Content Fresh and Relevant

The content you post should do a great job of providing answers and guidance that your niche audience needs. But you don’t want to stop there. Over time, certain details may need to be updated.

If you have content performing well for you, the last thing you want to do is let it become obsolete and outdated where it starts slipping in the SERPs (search engine results pages).

AI can help. You can prompt it with something like this: “I have a blog piece I published two years ago (attached). Review it and tell me what needs to be updated with fresh ideas. For example, any new trends or strategies that need to be added or anything that is now irrelevant that needs to be removed.”

Depending on your niche, this may need to be done more or less often. Some niches are more evergreen, like gardening, while others are continually evolving at a rapid pace, like marketing.

Repurposing Blog Content for Maximum Mileage

In addition to freshening up your blog content, use AI tools to repurpose them for you. This is a great way to get more out of your efforts. A long-form pillar blog post about mindful eating can be turned into a short-form text piece, an infographic, a video script or explainer video, a podcast and more.

For the short-form, such as for a series of Tweets on X (which used to be Twitter), you might say, “Distill this blog post into a series of 15 effective Tweets that drive traffic back to the original post.”

For the images, you might prompt AI with: “Extract a powerful quote from this blog post to use as a social media quote poster.” Or, “Take the attached blog post and advise me on the creation of an infographic that distills the information into a visual graphic. Tell me the text and icons to put on the infographic.”

AI can also turn the blog post into a script for videos or podcasts. Use a prompt like this: “I want to turn the text-based blog content attached into a video script or podcast that reads more naturally and has a pause midway through for a promotion. Change the content for this purpose while leaving the main ideas intact.”

You can even ask AI to: “Take the blog post about mindful eating exercises and turn it into a different concept, such as 15 Mindful Eating Mistakes You’re Making and How to Fix Them.”

Using AI for blog content marketing means you’re finally going to be able to level the playing field with bloggers who have an endless amount of contributors or time to publish on a regular basis, and it won’t require more work from you!

Part #3: AI Lead Magnets and Opt In Pages

Welcome to part 3 of the 7-part AI Content Training System! At this time, you have the bones of AI use well down. Many of the same concepts you use in the blog training will be applicable elsewhere, so we don't want to duplicate those.

These lessons can be shorter so you can apply what you learn more quickly without having to go over the same concepts again and again. For example, you can use the same application for trend research, outlining and content that you did for blogs for your lead magnets.

This works well if you're using it for short reports. But we're going to add a few things into the mix that work well for lead magnets and then go over your opt in landing page construction with AI.

Lead Magnet Format Ideas

When it comes to the freebie offer you present to people to hopefully get them on your list, it doesn't always have to be a short report. AI can help you come up with all kinds of ideas for a lead magnet offer.

You can present the issue to AI and ask for help like this: "I need a list with a variety of ideas for different types of lead magnets I can offer prospective subscribers for my mindful eating business. Make it varied and unique."

AI will come back with ideas such as:

- A comprehensive guide with tips and resources
- A 7-Day Mindful Meal Planning Challenge with daily prompts and templates for meal planning
- An interactive quiz to help identify emotional eating triggers
- Printable cards with prompts for mindful tasting exercises
- A short audio series with focused mindful meditations
- A printable list for grocery shopping for healthy foods
- A list of daily journal prompts to deepen eating awareness

If you see one you like, ask AI to: "Create the interactive quiz that helps identify emotional eating triggers." Go over the results and add or detract from it as you wish until it represents what you hoped to see.

AI can help you create an email series that can be offered as a free gift. People don't always need an immediate download. You can ask AI to: "Create a 10-day mindful eating series that provides tips via email that new subscribers can use to get started."

You can do the same for a video series if you want to have AI craft a series of scripts you can record to drip-feed to your new subscribers day after day after they get on your list.

AI Landing Page Help to Convert Visitors Into Subscribers

Your landing page is an important part of the conversion process. People land there and get a first impression, even before they read a word of the copy. AI can advise you on the best colors to use, an effective layout and optimization strategies for mobile users.

For example, you can ask AI: "What colors should I use to effectively convey the mindful eating concept to people who arrive on my lead magnet landing page? What other design elements should I be aware of for this audience?"

AI will advise you to use soft greens and calming blues as well as muted oranges and clean whites. It should convey simplicity and clarity. You shouldn't use bright colors that stimulate appetite.

It will even cover things like the typography, icons and symbols, and mindful imagery. Next, you can turn your attention to the copy. Give AI the exact details of your chosen lead magnet or bundle and then prompt it like this: "I need copy content that's above the fold for my lead magnet (details below). It should include a headline, subheading, list of 5 bulletpoint benefits, and a strong call to action to get them on my list."

AI will deliver each element for your review. If there's anything you're not happy with, you can redirect it like this: "Give me 10 other bulletpoint benefits to choose from." That way, you can hand select what goes onto your page.

Sometimes, you might have specifics you want to include. For example, if it gives you a headline like this generic one, you can ask for something better: **Unlock Your Mindful Eating Potential!**

That isn't very effective. Tell AI to "Improve the headline with a hyped up approach that addresses this audience's biggest pain point." AI can then deliver something that should have

a bigger impact, like this: “Tired of Dieting and Guilt? Discover the Secret to Mindful Eating That Transforms Your Relationship with Food!”

Much better. But if it didn't give you what you want, continue asking for revisions in a way that meets your needs until you do have something concrete. In lesson 7, we're going to go over how to use AI for analytics that can improve the conversions for your landing page and other content marketing efforts, so don't worry if it's perfect from the very start.

Part #4: Effective AI Email Autoresponders

Welcome to part 4 of the 7-part AI Content Training System! By now, you're well on your way to having a formidable content marketing plan. You know how to use AI to gather trends, for research of topics, organization and optimization.

Now that you know how to leverage AI to get people to your blog with valuable content, and ultimately get them on your list with an enticing lead magnet, you have to know how to cater to the needs of those subscribers for the coming weeks, months and years.

AI can help you craft an ongoing email series that continually shares tips and advice, promotes products and fosters loyalty from your list. You can tell AI how often you want to email out each week, asking it to craft a strategy that combines educational material with emails that generate revenue for you.

AI to Get Emails Opened By Recipients

Getting your emails into inboxes isn't hard, as long as you abide by proper rules associated with SPAM laws and etiquette consumers expect you to adhere to. If you end up with a low Sender Score, it will be more difficult for your emails to get through.

Instead, they'll be sent straight to spam boxes, which means your messages will rarely be seen – even if the subscriber intentionally signed up for it. Assuming all is going well for you in terms of making it to the inbox, the next step is to get the emails opened.

Your email is one message in a sea of others, and if the recipient is limited in time and attention, they have to pick and choose carefully. AI can ensure that your message is one that gets through.

You can write your own email subject lines and ask AI to revise and improve them – or have AI do it from scratch on your behalf. For example, let's say you wrote a subject line that read: Staying Mindful in Social Eating Situations.

You might prompt AI like this: "I have the following subject line for an informative email and I need it to be hyped up to ensure people open the email. Give me a different option."

AI might come back with a question that evokes curiosity like this: “What’s the Key to Staying Mindful at Social Gatherings?” If the recipient struggles with this issue, it’ll make them more apt to click on the email.

Have AI Help You Write the Body of Your Email to Convert

As with blog content, some people have trouble finding the right words for an email. It usually has a more casual tone, but not too casual to the point it sounds unprofessional or ridiculous.

You have less space in most instances to have an impact, and paragraphs can even be a single line. You want AI to help you craft an email that achieves your purpose and goal.

So if you want to earn commissions, you might prompt this: “I need an email that uses a problem-solution strategy to connect with subscribers about their struggle in identifying why they eat mindlessly and then use a strong call to action that has emotional appeal to get them to check out a new course called ID Your Emotional Eating Triggers.”

AI will start off with some questions to draw the reader in and make them think about their own situation. Then it conveys that they’re not alone, what the problem is, and your excitement about a transformative product that can provide them with a peaceful relationship with food.

If you ever have any personal stories you want included, you can even prompt AI to write that for you. For example, you might say, “Include a paragraph about how I felt lost with food addiction until I was able to identify what made me binge eat. Talk about the shame and guilt and frustration I felt.”

AI then adds to the email this gem: “I know this struggle all too well. For years, I felt completely lost in my battle with food addiction. The shame and guilt I experienced after each binge were overwhelming. I’d promise myself it was the last time, only to find myself back in the same cycle days later. The frustration was unbearable – I felt powerless and out of control. It wasn’t until I finally identified what triggered my binge eating that things began to change. Understanding my emotional triggers was the key that unlocked a new relationship with food and myself.”

It’s capable of writing your story without you having to do it yourself. And to the reader, it shows that you can connect with and understand them on a different level. This gains trust with your audience.

AI Can Assist You in Segmenting and Addressing Specific People

If you have a list that's too broad, such as everyone interested in all weight loss or a wide variety of age groups and both genders, AI can help you segment them first and then tailor messages for each group.

For example, prompt AI like this: "I have a general weight loss list with all ages, both genders and people interested in keto, mindful eating, fasting, and other methods. Give me a system to segment the audiences that will work best for my newsletters."

AI can help you figure out how to segment them, such as by diet method or preference, by age group, by gender, by weight loss goals, by what motivates them, by experience levels, by lifestyle, or by additional interests like people looking for recipes and cooking advice.

Then, you can prompt AI like this: "Write the same email you did before, but slant it for busy professional moms and dads." This changes the wording and tone of the entire piece, which means you convert better all around – including the subject line.

Part #5: AI Info Products, Upsell Funnels and Copy

Welcome to part 5 of the 7-part AI Content Training System! Having targeted traffic and a high-converting list means nothing if you don't have anything to sell to them. Promoting as an affiliate is easy.

AI can weave those promotions for affiliate products into any email or blog post that you'd like it to focus on. But one way to enhance your bottom line is to sell information products of your own.

You won't believe how easy it is to use AI to create products for your entire funnel, craft sales copy and even generate a convenient joint venture (JV) page to entice affiliates to get onboard.

Different Ways You Can Use AI to Create Info Product Funnels

Remember how you learned how to get AI to create pillar blog posts and lead magnets? Well the info product creation process is not much different. You'll still be having AI brainstorm for you (or with you), outline the creation and write the content.

But with info product launches there are a few adjustments to be made. Length is one of them. In order to justify paying for a product, consumers need to know there's enough value in it and a short-form report won't do.

You may need to adjust your prompts to ensure AI covers each sub-heading in your chapters thoroughly. At any time if you get back a section where something feels inadequate, simply prompt the following: "Expand on this..."

In some AI tools, you can highlight a section or sentence and choose the option to make it longer right in the tool itself without even having to prompt again. Another way to expand is to have AI create examples to share with your reader.

We've done that in this course to some degree, simply because examples help you understand how things work. But it can also be beneficial if you need it for length and volume of the product.

Info products aren't always text-based, either. AI can map out a multi-part video script and storyboard for you to use for your lessons. Then you can take those to a video AI tool and have it create it for you using animation, a faceless image or clip approach, or AI-generated human talking heads.

In the beginning, you can work with AI to come up with your front end product. But then, you can ask AI to: "Come up with two upsell info products that are related to the original concept but different enough to require a separate course."

For example, you might sell a general Mindful Eating Tips course but your upsells could be Mindful Cooking: Bringing Awareness to Food Preparation and Mindful Eating for Better Digestion and Gut Health.

Of course, if you want ideas for other formats and concepts, AI can do that, too. It can develop a personal coaching program if you want to offer a high ticket option for one of your upsell tiers. It can advise you on what to extract or replace as a downsell offer, too if you're using those.

Have AI Craft Your Sales Copy and JV Materials

When it comes to sales copy, AI has the ability to help you write high-converting copy for the front end and upsell offers. You can use one of any copywriting strategies that suit you best and specify it to AI when you prompt it.

For example, you might say, "I need sales copy for the mindful eating tips eBook we just finished working on. It should follow the AIDA guidelines and include a main headline, subheadings, storyline that evokes an emotional reaction, bulletpoint benefits, section of what's covered in the course, a call to action and post script."

Again, have it redo anything you're not pleased with. You can also use training to allow it to learn certain styles of copywriting. It doesn't need to copy the phrasing, but instead learn about layout, wording tone and style, etc.

Once it's complete, ask AI to create a JV page for you. The JV page will recruit affiliates by not only focusing on why the product would be a good fit for their list, but also the financial incentives and details they need to know about the launch.

You could even have Ai create email swipe files for them to send out before and during the launch with specific slants, such as urgency and scarcity near the end of the special discount pricing.

Part #6: Social Media AI Content Marketing

Welcome to part 6 of the 7-part AI Content Training System! You're almost at the end of your journey in learning how to use AI for content marketing success. After this last lesson, we'll be going over the best way to ensure your efforts aren't wasted.

One of the best ways to generate organic traffic, foster loyalty from your audience and make sales is to leverage social media platforms – and AI can assist you with every one of them.

As you know, social media platforms all have different audiences on them. Facebook might be an older audience compared to TikTok, Pinterest is primarily used by women, and YouTube viewers like longer content compare to other video platforms.

AI can help you address each one with their preferences for media format, style, tone and content. You can have AI help you with one platform or create a cross-platform promotional strategy that covers all bases.

Use AI to Create a Social Media Content Marketing Strategy

Your social media strategy will have different elements you need to consider (or have AI consider). These include things that meet your audience's preferences in terms of consistency, timing, trends, media formats, and participation.

Consistency and timing are important when you're trying to build a high follower count. People on social media expect to hear from you regularly. That might only be weekly, if you have a long form YouTube channel, but in most cases it will be daily or at least several times per week.

You can ask AI a question like this: "I want to build a follower list on TikTok about mindful eating. In order to do this quickly, tell me how often and what times I need to post to make it effective?"

AI will advise you enough how often and what time to post, as well as how to increase visibility and community with engagement as your focus. It will also return with tips for this particular platform, like varying up the content to keep readers anticipating when you'll post.

You can then ask AI the following: “What are some trends about mindful eating that are on TikTok right now?” It can share examples of what you might do, like hosting a slow eating challenge, showcasing sensory-focused eating tips, offering tutorials on mindful eating prep and more.

While some platforms only have one form of media possible, you might be able to get advice about what works best on others. For example, you might prompt, “I have a mindful eating group on Facebook. For a post about grocery shopping tips, would it be more effective to do text only, add some sort of image, or a video? Whichever answer you choose, give me additional details and advice about it.”

AI is going to come back and tell you to combine text with an infographic (a specific type of image). It tells you why (visual appeal, information retention, engagement to name a few) and shares additional advice about how to create the image for maximum effectiveness.

For engagement, you want people to like, follow, share or comment. You might prompt AI like this: “What’s the best way to get group members on Facebook to engage with this content piece?”

It will advise you to ask questions or poll them, incorporate visual elements, share a personal story about the topic, or bluntly encourage sharing as a remind to your followers.

7 Social Media Platforms You Can Plan and Create Content for with AI

There are always new platforms emerging, but the most popular ones are where you’ll likely focus. You can prompt AI like this: “Help me develop a cross-platform approach in the mindful eating niche for all of these: Facebook, YouTube, TikTok, Pinterest, Instagram, LinkedIn, and a Podcast.”

The advice for each platform is tailored to what works best there. For example, AI says to share longer-form content on Facebook, host live Q&As, and publish polls. But on TikTok, you’ll focus on short-form (60 second) content, use trending sounds and challenges, and focus on demonstrations and before and after experiences.

While a podcast in general isn’t a specific social media platform, it is a social strategy and AI can advise you about how often to run your episodes, what they should be about, who you should interview, how to weave listener experiences into the mix, and so on.

Part #7: AI Analysis and Predictive Measures to Improve Results

Welcome to the last part of the 7-part AI Content Training System! You have successfully completed all of the individual content marketing lessons, learning specific prompts and seeing examples of what AI can do to help you compete online with other niche entrepreneurs.

All of the content you're creating with AI's help is going to be a wonderful start to your overall plan. But it's not finished! Whether you create content yourself or use AI to do it for you, you have to come back after the content has been published with data that helps you get the most out of it.

Failing to look at data is a crucial error in marketing, regardless of what you're trying to achieve. You'll be gathering data from your website analytics, social media analytics, email autoresponder analytics - and even your sales and affiliate platforms.

This data tells you what kind of content was most (or least) effective in driving traffic, getting emails opened, getting engagement, publishing at the right time, and most importantly, getting your income to rise.

Working with AI to Analyze Data for Improved Content Plans

At your fingertips, soon after you publish, you'll begin getting information back from the various platforms that you can provide AI with so it can help you steer your content in the right direction.

For example, your blog site data is going to show traffic information such as where people are coming from and what content they're going to. You'll know which topics are most popular and engagement (like time spent on the page versus a bounce) will show whether or not the content was effective. You'll also be able to see some SEO rank data.

AI can help you better select the topics you cover, help you improve a low-performing page, and recommend optimization strategies to improve organic traffic. Your lead magnet landing pages can also get analysis help in the same way.

For email autoresponders, your system should tell you your open rates, click-through rates, unsubscribe rates, and other details. You can ask AI to analyze the information so that you

improve in all areas, including the possibility of segmenting the list for more targeted communications.

For your sales copy and affiliate promotions, AI might be able to help you craft better messaging overall and suggest specific improvements to make to your copy so it converts higher for you.

Social media analytics will pinpoint top-performing platforms, media formats, length, times and more. AI can take the information and suggest optimization strategies, recommend new products to create or affiliate content and partnerships to consider based on user engagement, etc.

Split testing is something AI can help you with. You can have it create two versions of something to test after its interpretation of the data. This is much easier than you having to sift through the analysis details yourself and try to figure out what direction you should be going in.

Let AI Help You with a Content-Forward Predictive Analysis

The data you provide to AI, paired with its own observations and real-time online analysis in your niche can mean you stay one step ahead of the competition. AI can predict content trends for use on your blog, various social platforms, in emails and more.

It has the ability to analyze consumer behavior and even the wording they use for search intent so you can adjust your overall content marketing strategy on the fly, being one of the first people to leverage the information.

Sometimes, the platforms might have a shift in demographics. For example, TikTok used to be all young people, but now there's a growing middle-age and senior audience. Pinterest is expanding with more males using the platform.

This technology is also useful in spotting content gaps so that you can fulfill requests for this information before competitors catch wind of the fact that no one else is stepping up to meet the needs of the audience.

AI isn't meant to replace you. But it's a powerful assistant you can lean on at any time of the day or night, for any purpose you need it for. Content marketing is a huge time commitment when done properly, and unless you have deep pockets for a team of ghostwriters, it will eventually become a necessity to keep up.