

Worksheet #4: AI Content & Marketing Balance

 ***AI starts it. You make it matter.***

What type of content are you currently creating?

What content actually connects with your audience?

What content feels “flat” or not engaging?

 Where can AI support content creation?

- Ideas
- Drafts
- Outlines
- Repurposing

🧠 Where must YOU stay involved?

- Final messaging
- Storytelling
- Personal insights
- Brand tone

👉 Take one AI-generated idea and make it sound like YOU:

👉 *AI can help you move faster.
But you're still in charge of where you're going.*