

# TIPS FOR AI CONTENT CREATION



## SOCIAL MEDIA TIPS By Theresa Mintzer

The applications for Artificial Intelligence (AI) are endless. You probably already use AI daily without realizing it. Why not try AI to help with content creation?

ChatGPT has a free version. Try it out before you pay for it. Create a prompt to generate ideas for posts. For example, try the prompt "Give me fifteen reasons to hire a tax professional." Chat will give you fifteen detailed reasons to hire a tax professional.

Next, rewrite those points using the unique tone you want to convey on social media. Then, decide on a call to action to fit the post. Now, you have fifteen new posts. You can also use ChatGPT to create posts for specific platforms and suggest the tone of the posts. Remember to include details about your ideal customer in the

prompt. Chat will write the posts for you based on that information. Then go over the posts to ensure they are appropriate for your business.

AI can help you generate ideas, but it is important to take extra step to ensure you are using an authentic voice to attract clients. Your voice will help you stand out from the other businesses in your field. The call to action is important too. For the tax professional, suggest scheduling an appointment or clicking on a link to the website for more information.

After you have generated your posts find stock or your own photos for each post. Batch schedule them to quickly create content for a month or more in an afternoon. AI is a tool like many others you use to automate your business.

Need help with the process? I offer social media coaching. Head on over to my website at <https://www.mintzersolutions.com/> for more information and to schedule an appointment.

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