

## The AI Content Workflow Guide: From Blank Page to Viral Post

Stop treating AI like a magic "Write My Post" button. The secret to content that converts is using AI as your architect and researcher, while you remain the editor-in-chief.

Follow this 5-step workflow used by top-tier digital strategists to triple your output without losing your soul.

### Step 1: The Context Injection (The "Brain Dump")

AI is only as good as the data you give it. Never start with "Write a blog post about..."

The Action: Provide the AI with your "Raw Inputs."

What to include: Your unique take on a topic, a specific customer pain point you noticed this week, or a transcript of a voice memo you recorded.

Pro Tip: Use the prompt: "I am going to give you a rough brain dump of an idea. I want you to analyze the tone, the core argument, and the target audience before we start drafting."

### Step 2: Strategic Structural Mapping

Don't let AI wander. Give it a proven marketing framework to follow (like PAS or Aspiration).

The Action: Ask the AI to generate three distinct outlines based on your brain dump.

The Frameworks:

Problem-Agitate-Solution (PAS): Best for high-conversion sales pages.

The Listicle: Best for high-shareability and "How-To" guides.

The Counter-Narrative: Best for "Pattern Interrupt" hooks that challenge industry myths.

### Step 3: The Data & Social Proof Layer

Generic content fails because it lacks authority. Use AI to find the "why" behind your "what."

The Action: Ask the AI for specific statistics, metaphors, or case studies related to your topic.

The Prompt: "Provide 3 statistics from 2025-2026 regarding [Topic] and suggest a relatable metaphor to explain the concept of [Complex Term] to a 9th-grade reader."

Step 4: The "Human-First" Edit (The 20% Rule)

This is where 99% of people fail. They post the first draft. You won't.

The Action: Take the AI draft and perform the "Vibe Check."

The Checklist:

Inject Personal Stories: AI can't tell the story of that one client who cried when you solved their problem. You must add that.

Check the "First Sentence": AI loves "In the fast-paced world of..." Delete it. Start with a punchy statement or a question.

Read it Out Loud: If it sounds like a textbook, break the sentences up. Use fragments. Be human.

Step 5: Distribution & Optimization

One great blog post should become 10 pieces of social media content.

The Action: Feed your final, human-edited post back into the AI.

The Command: "Based on this finalized blog post, generate: 5 X (Twitter) hooks, 3 LinkedIn post summaries, and 1 script for a 60-second Instagram Reel."