

# Writing Great Content With Gen AI that Doesn't Sound Fake

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

9

**Accredited by**

Verified by GoSkills

**Pre-requisites**

No prior experience needed

**Video duration**

12m

**Estimated study time**

13m 1s

**Instructor**

Nels Henderson

## Introduction

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### 1 Creating marketing content with AI

With this course, you will learn the importance of both how to write a prompt with generative AI and what you do after you get results to make sure your content comes across as authentic to your brand and not "fake" sounding.

## Crafting Authentic Marketing Content with AI

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### 2 Anatomy of a marketing prompt

A good marketing prompt starts with thoughtful planning.

### 3 Provide clear prompt direction

Knowing what type of market you are creating content for can be key to creating content with AI that sounds authentic.

### 4 Translate brand identity into tone guidelines

It can be a challenge for all marketers to make sure that the generated output of AI sounds like your brand.

### 5 Integrate context for enhanced SEO

Combining context and SEO is a powerful technique for improving search results.

## Personalizing Content for Impact

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### 6 Meet audience expectations

While AI aids in content creation, prioritize quality over quantity.

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### Tell a story

Typically when telling a great story, the plot would follow a pattern where there is a connection, a challenge or something surprisingly creative.

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### Add a human touch

Editing and refining prompt outputs is an important step in ensuring that it sounds genuine and not generated.

## Conclusion

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### Continue generating authenticity with AI

Now you have a strong foundation for crafting excellent marketing content with AI.

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