AI Text Generation: Blog Post Creation

Course: The AI Marketing Advantage

Module 2: AI-Powered Content Creation and SEO

Lesson 2.2: AI for Text Generation

Objective: Practice using an AI text generation tool to create a blog post outline and paragraphs, focusing on effective prompt engineering and iterative refinement.

Instructions:

This worksheet guides you through the process of using an AI text generation tool (like Jasper, Copy.ai, Writesonic, or Rytr) to create a blog post outline and at least two paragraphs. Choose a tool with a free plan or free trial. You will be creating content on the following topic:

Topic: "The Benefits of Using AI for Social Media Marketing"

Target Audience: Small business owners who are new to AI.

Step 1: Choose Your AI Tool

Select one of the AI text generation tools discussed in Lesson 2.2 (or another tool you prefer). Sign up for a free account or free trial.

Step 2: Prepare to Generate a Blog Post Outline

Most AI writing tools have templates. If it does, select a "Blog Post Outline" template (or similar). If not don't worry.

Step 3: Craft Your Outline Prompt

Use the following structured prompt format to guide the AI:

- **Instructions:** (What do you want the AI to *do*? Be specific – e.g., "Generate a blog post outline," "Create a list of ideas," etc.)
- **Context:** (Provide background information. What is the topic? What is the purpose of the content?)
- **Examples:** (Optional: Provide examples of the *style* or *tone* you're looking for. This is more useful for generating actual content than for outlines.)
- **Persona:** (Who is the target audience? What is their level of knowledge? What tone should be used?)
- **Format:** (How should the output be structured? Outline, paragraph, list, etc.)
- **Keywords:** (What are the key terms and phrases that should be included?)

Your Outline Prompt:

(Use the space below to write out your *complete* prompt, following the format above. Remember to be *specific*!)

- **Instructions:** _____
- **Context:** _____
- **Examples:** _____
- **Persona:** _____
- **Format:** _____
- **Keywords:** _____

Step 4: Generate and Refine Your Outline

- Input your prompt into the AI tool and generate the initial outline.
- Carefully review the AI-generated outline. Does it cover the key points you want to address? Is it logically organized?
- Edit, add, or remove sections as needed. Use the tool's features to regenerate specific parts of the outline if you're not satisfied.
- Repeat this process until you have a solid outline that you're happy with.

Your Refined Outline:

(Provide ample space here for students to write out their refined blog post outline. Consider using a bulleted list format to guide them.)

- Point 1: _____
- Point 2: _____
- Point 3: _____
- Point 4: _____
- Point 5: _____
- (Add more bullet points if needed)

Step 5: Craft Paragraph Prompts

Now, choose *at least two* sections from your outline and craft prompts to generate paragraphs for those sections. Use the same structured prompt format as before.

Paragraph 1 Prompt:

- **Section:** (Which section of your outline are you writing a paragraph for?)
  _____
- **Instructions:** _____
- **Context:** _____
- **Examples:** _____
- **Persona:** _____
- **Format:** _____
- **Keywords:** _____

Paragraph 2 Prompt:

- **Section:** _____
- **Instructions:** _____
- **Context:** _____
- **Examples:** _____
- **Persona:** _____
- **Format:** _____
- **Keywords:** _____

Step 6: Generate and Refine Your Paragraphs

- Input your paragraph prompts into the AI tool and generate the initial drafts.
- *Carefully* review and edit the AI-generated text.
  - **Accuracy:** Is the information correct and up-to-date?
  - **Clarity:** Is the language clear, concise, and easy to understand?
  - **Tone:** Does the tone match your target audience and brand voice?
  - **Brand Alignment:** Does the content align with your brand's overall messaging and values?
  - **Add Your Expertise:** Insert your own examples, data, insights, and unique perspective.

Your Refined Paragraphs:

Paragraph 1:

Paragraph 2:

Step 7: Reflection (Optional, but Recommended)

Briefly answer the following questions:

- What did you find most challenging about this process?
- What did you find most helpful about using the AI tool?
- How did you refine the AI-generated text to improve it?
- What are your key takeaways from this exercise?