



# Using AI Generate Content & Drive Engagement

How to Use AI to Create More & Better Content Efficiently

Scott Sidler 2025

# WHY AI?



## Saves Time

AI **saves time** on content creation, ideation and so much more.



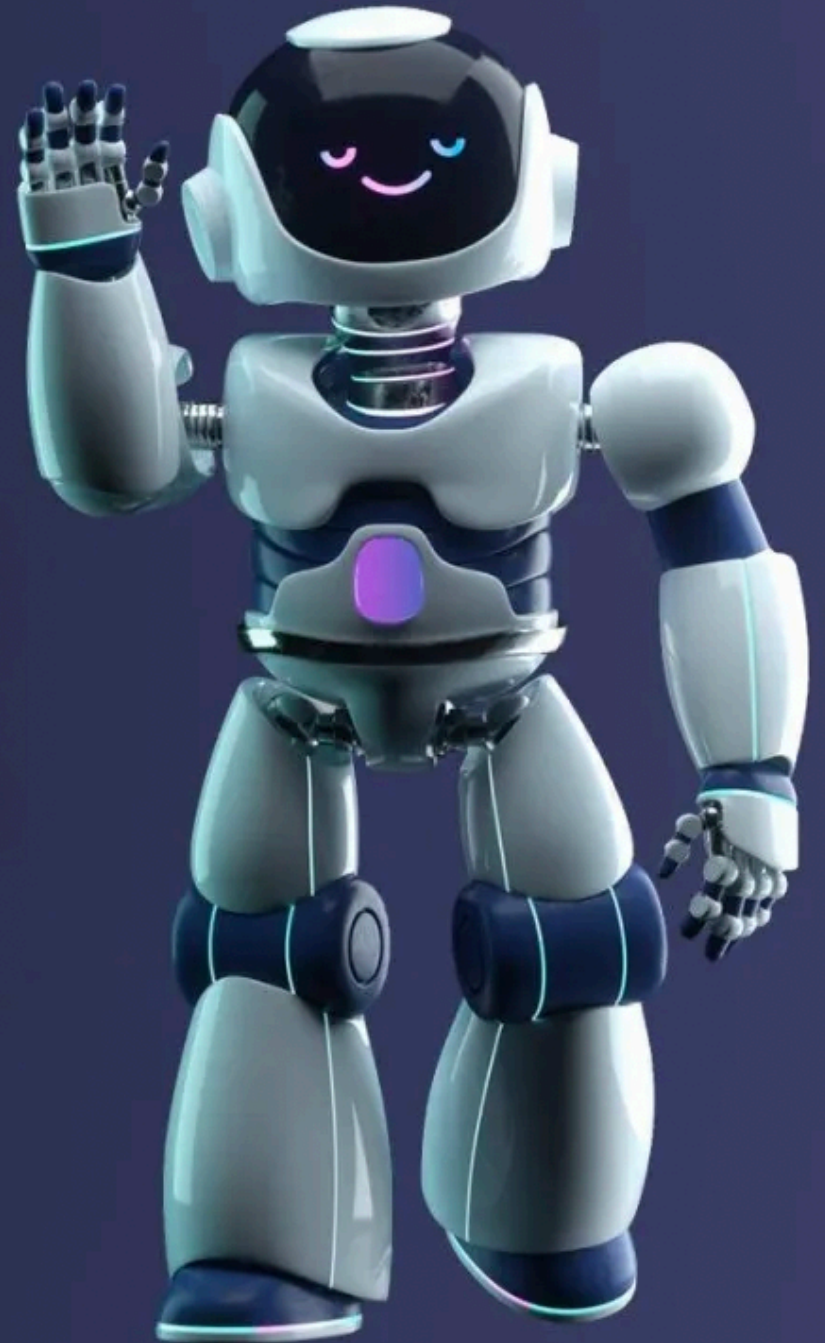
## Search is Changing

SEO is not what it used to be.



## Scalable

Helps **scale** your content without hiring a huge team.



# Big Changes



BobVila.com -94%



FamilyHandyman.com  
-86%





Reference is dead.  
Long live Edu-tainment!

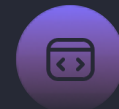


The Basics

# The Basics AI for Blogging



- ➔ ChatGPT
- ➔ Claude.AI
- ➔ Gemini
- ➔ Grok
- ➔ Jasper



- ✓ Generate SEO-Optimized Posts
- ✓ Get topic ideas, outlines, drafts
- ✓ Optimize existing content for better rankings

Choosing AI For:

# Hook and Titles

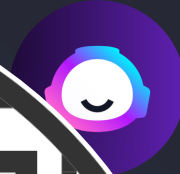


Create scroll-stopping hooks  
and click-worthy blog titles.

Or use our AI Bots!

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Grok



Gemini

The Basics

# All About The Prompt

**Write me an SEO optimized blog post following Google's EATT guidelines about:**

**Cite sources and provide information concerning the following topics:**

**Write it in the humorous and fun style of TheHustle.com.**



The Basics

# All About The Prompt

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😊 Add icon 🖼️ Add cover 💬 Add comment

## Claude AI Email Template

### Historic Home Preservation Newsletter Framework

#### Structure Analysis & Template

##### Core Components

1. **Opening Quote ("Words I like")**
  - Short, impactful statement related to preservation, restoration, or home value
  - Sets the tone and hooks reader's attention
  - Example: "The cost of neglecting history is higher than the price of preservation. You just pay it later."
2. **Newsletter Title ("Preservation Minute")**
  - Main concept or principle being discussed
  - Keep it simple and memorable
  - Format: "Preservation Minute: [Core Concept]"
3. **Opening Hook**
  - Strong statement that introduces the main concept
  - Usually challenges a common misconception
  - 2-3 sentences maximum

# The Perfect Prompt

## 1 Role Assignment

Act as a [PROFESSIONAL ROLE] with [YEARS/  
LEVEL] of experience in [SPECIFIC DOMAIN].

The Basics

# The Perfect Prompt

## 1 Role Assignment

“Act as a Copywriting Expert with 30 years of experience in the Woodworking industry.”



# The Perfect Prompt

2

## Context Setting

I need your help with [TASK]. The goal is to [PRIMARY OBJECTIVE]. This will be used for [PURPOSE].

# The Perfect Prompt

2

## Context Setting

“I need your help turning one of my best-performing social media posts into a comprehensive lead magnet. The goal is to expand this post and make it more tangible, actionable, and valuable. This will be used to grow my email list and provide value to my audience.”

# The Perfect Prompt

3

## Specific Instructions

1. First, [STEP ONE]
2. Then, [STEP TWO]
3. Finally, [STEP THREE]



# The Perfect Prompt

3

## Specific Instructions

1. I'm going to share my social post for you to review
2. You'll come up with 10 potential ways to expand this post
3. For each idea, you'll include specific details on implementation

# The Perfect Prompt

## 4 Output Format Specs

Please use this format for your response:  
[FORMAT SPECIFICATION]

# The Perfect Prompt

## 4 Output Format Specs

Please provide me with an outline using this format: # [Main Section Title]

## [Subsection]

- [Key point]
- [Key point]



# The Perfect Prompt

5

## Constraints & Guidelines

Please follow these guidelines:

- Avoid jargon and get to the point
- Use simple and direct language
- Keep bullets to 10-12 words per point
- Include actionable advice in each section



Hook Genius



Customer Avatar



Digital Product Genius 2.0



Video Concept Genius



Unique Content Angles



Content Topic...



Pillar Content Creator



Content Workflow...



Audience Insight Analyst



## Hook Genius

Tired of staring at a blank screen wondering how to hook your audience?

What is your topic or product you want to create hooks for? \*

Surfprep Sanding System

Who is your target audience? Be as specific as possible (age range, interests, pain points) \*

DIYers, content creators, painters, and cabinet makers who are looking for a better way to sand delicate profiles and difficult patterns in wood. They are tired of hand sanding because of the extra time and labor involved as well as it doesn't deliver consistent results. They need a faster and more efficient tool. The efficiency will help them make more money and have more time to build their business.

What is the primary goal of this video? \*

☐

Educate/Inform

☐

Entertain

☒

Sell/Promote

☒

Inspire/Motivate

☐

Build Community

☐

Share Experience

Submit



Hook Genius



Customer Avatar



Digital Product Genius 2.0



Video Concept Genius



Unique Content Angles



Content Topic...



Pillar Content Creator



Content Workflow...



Audience Insight Analyst



I'll generate 25 hooks for the SurfPrep Sanding System following the guidelines. I'll focus on practical benefits, time-saving, and real results while avoiding buzzwords and maintaining a conversational tone.

1. 🛠️ "Watch this cabinet maker finish 3 hours of hand sanding in just 30 minutes with SurfPrep!"
2. 💡 "Tired of cramped hands from detail work? Here's how painters are getting perfect results without the pain"
3. 🎯 "I put SurfPrep head-to-head with traditional hand sanding – the results weren't even close"
4. 💪 "From struggling with profiles to smooth sailing – see why DIYers are ditching their sandpaper"
5. 🌈 "What happens when a professional painter tries SurfPrep for a week? The before and after is wild!"
6. ⚡ "3 cabinet makers tried SurfPrep for the first time – their reactions say it all"
7. 🔍 "The hidden costs of hand sanding that are eating into your profits (and how to fix it)"
8. 🎬 "Watch me sand this intricate detail in real-time – no speeding up the footage!"
9. 💰 "How this small shop doubled their output without hiring extra help"
10. 🕒 "The 60-second test that'll make you rethink your entire sanding process"
11. 🏆 "We challenged 5 woodworkers to sand these tricky profiles – guess which tool won?"
12. 📱 "Swipe to see the difference between hand sanding and SurfPrep on this cabinet door"

AI For:

# Email Marketing

Mailchimp



- ★ Writes email subject lines
- ★ Smart Send-time Scheduling
- ★ Automated customer journey

Beehiiv



- ★ AI title/hook A/B testing
- ★ Newsletter topics creation
- ★ Automated post-timing

Kit



- ★ Product descriptions/reviews
- ★ Newsletter topic ideas
- ★ Automated post-timing

Klaviyo



- ★ AI product recommendations
- ★ Smart audience segmentation
- ★ Predictive analysis of customer habits



AI For:

# Email Marketing

klaviyo

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## Predictive analytics Klaviyo AI

[What are these?](#)

# \$896.64

Total customer lifetime value (CLV)



■ Historic CLV (\$667.24, 3 orders) ■ Predicted CLV (\$229.4, 1.18 orders)

Expected date of next order Feb 24, 2025

Avg time between orders 16 days

Churn risk prediction 60.00%

Average order value \$222.41

AI For:

# Video Editing & Repurposing

➔ **Descript** (text-based editing)

*Remove filler words & dead space easily*

➔ **Opus Clip** (short-form video repurposing)

*Turn long-form content into engaging shorts*

➔ **Runway ML** (AI video effects)

*AI-powered background removal & enhancements.*

 **runway**

  
**OpusClip**

 **descript**

# More Cowbell!



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AI For:

# Video Editing & Repurposing



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How To: Glaze a Window In Place

Original clips 15

Filter Download all

Original clips

99/100 Master Window Glazing: Clean & Efficient...

94/100 Treating Bare Wood for Perfect Putty Application

90/100 Reglazing Windows in Place: Easy DIY Guide

85/100 Safe Use of Boiled Linseed Oil: Prevent Fires!

84/100 Fast-Curing Traditional Oil-Based Glazing Putty...

82/100

81/100

79/100

78/100

Get support



AI For:

# Video Editing & Repurposing



1

Get FULL YouTube link

AI For:

# Video Editing & Repurposing



2

- Paste to <https://cobalt.tools> and select “Audio”
- Download audio file

AI For:

# Video Editing & Repurposing



3

- Go to [app.runwayml.com](https://app.runwayml.com) and select “Transcript”
- Upload audio file
- Download .txt file

AI For:

# Video Editing & Repurposing



4

Upload into ChatGPT with your favorite prompt to write a blog post



AI For:

# Video Transcriptions & Subtitles



- ➔ [Otter.ai](#)
- ➔ [Rev.com](#)
- ➔ [Captions.ai](#)

- ✓ *Auto-generate video captions*
- ✓ *Create blog posts from transcriptions*
- ✓ *Improve accessibility & SEO*



AI For:

# Video Transcriptions & Subtitles



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[View in Otter →](#)

## Sales Success Thursday

Feb 20, 1:19 pm, 1 hr 11 min

The meeting discussed various sales and operational challenges faced by team members. Nate shared his struggles with high quotes for repair work, suggesting a phased approach to address customer concerns. The team advised sticking to high-value quotes and offering referrals for additional services. They also discussed the potential benefits of attending home shows, emphasizing the importance of face-to-face interactions and networking. Monica and Blake discussed strategies for scheduling assessments efficiently, especially for outlying areas. Ben sought advice on handling large commercial quotes, with suggestions to use photo assessments and request deposits. The meeting concluded with a reminder of the next meeting schedule and the availability of James for one-on-one consultations.

[See full summary →](#)

### Action items

- ☐ **Josie Hoggard** – Reach out to Scott about the faux finish training schedule. J
- ☐ **Josie Hoggard** – Provide Nate with sample contract language for larger commercial jobs. J
- ☐ Create a folder on your phone with before, during, and after photos of completed jobs to share with potential customers.

[See 5 action items →](#)



# Book Writing & Lead Magnets

Outline Drafts | Format Books | Generate Copy

➔ **ChatGPT, Claude, Sudowriting, Gemini**

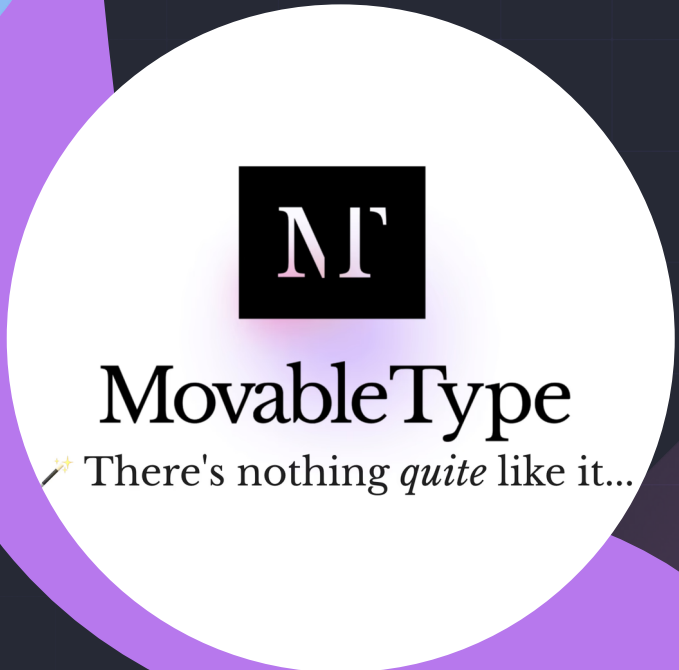
*Writing assistants*

➔ **Atticus**

*Book Formatting*

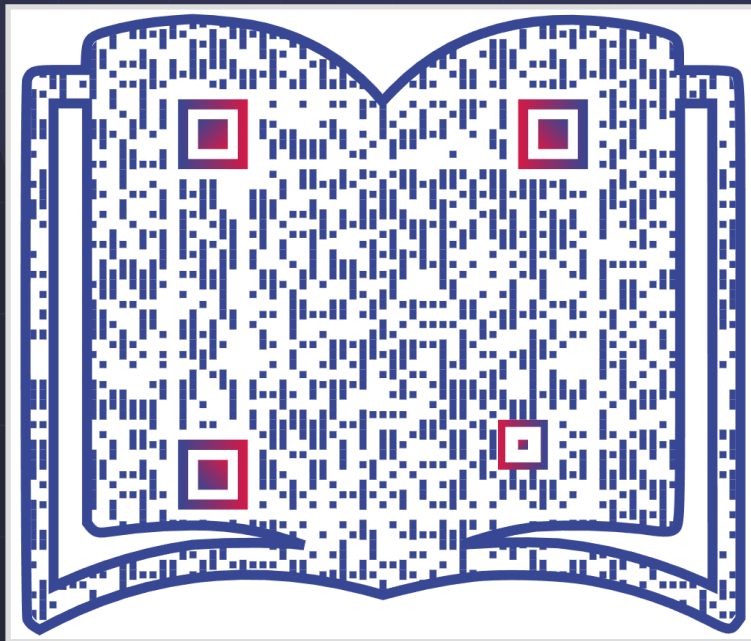
➔ **Movable Type**

*1-click first draft book generation - 100 pages+*

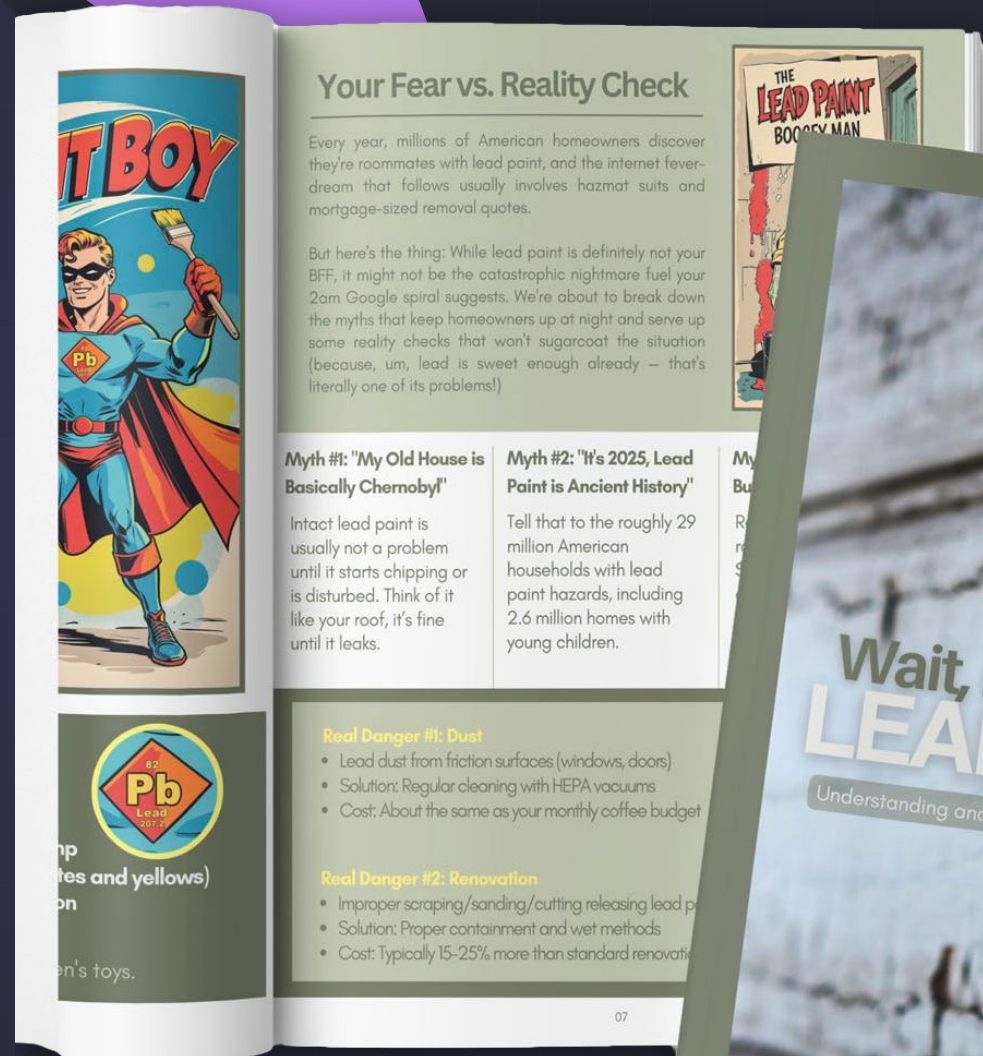




# Book Writing & Lead Magnets



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AI For:

# Social Media Automation



➔ [Buffer](#) | [Hootsuite](#) | [Puller](#)

*Easily auto-post content across multiple platforms*

➔ [Repurpose.io](#)

*Convert content to use on multi-platforms*

➔ [ManyChat](#)

*Social listening in comments to DM affiliate links*

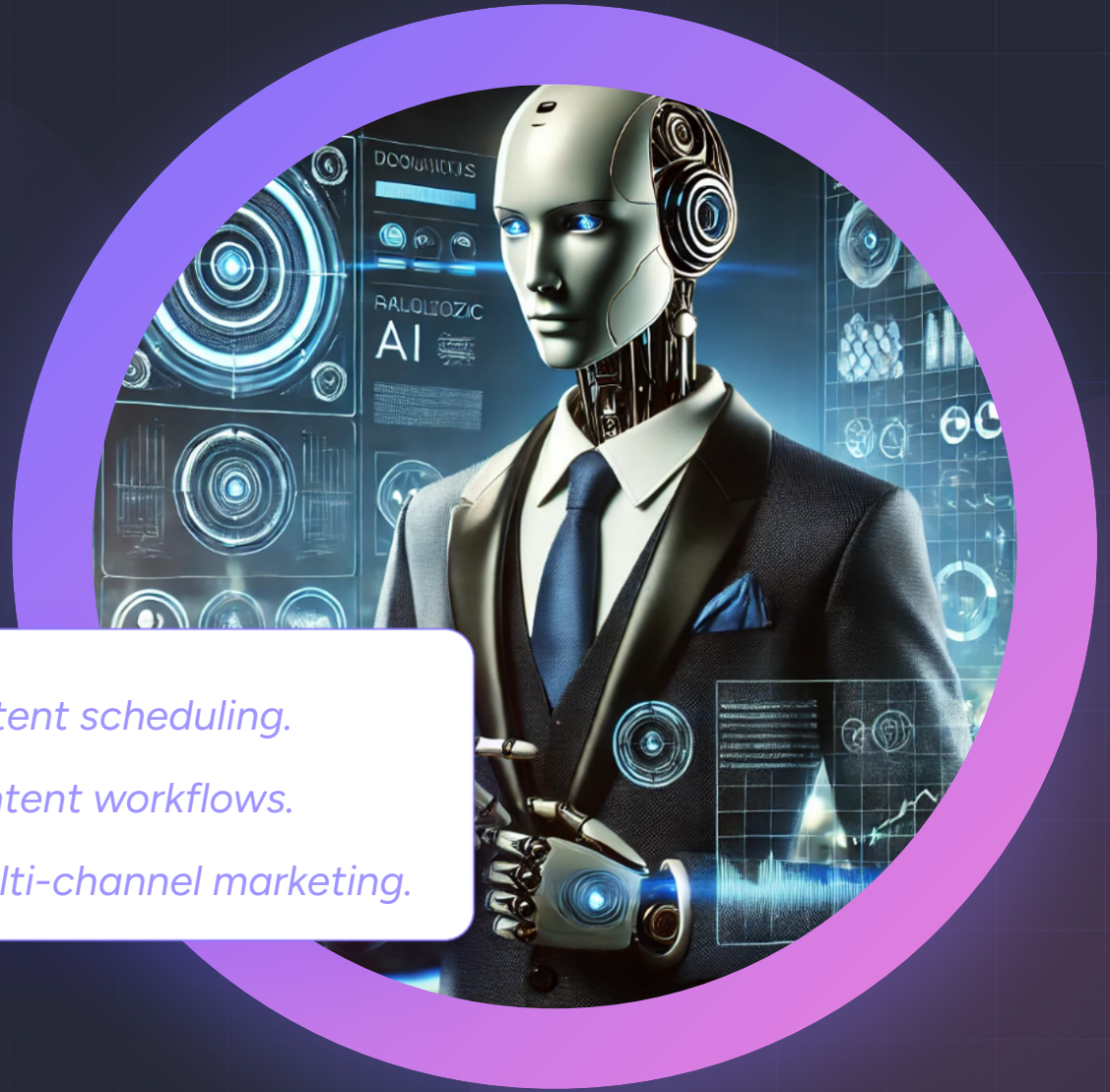


Advanced AI

# AI Agents & Automation

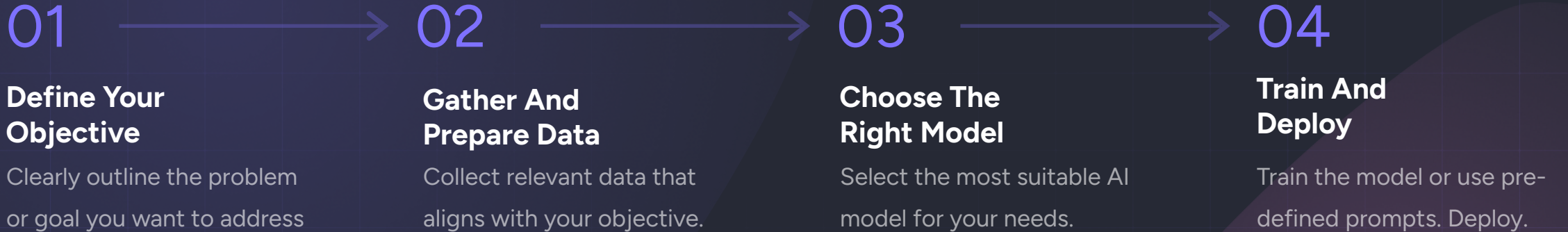


- ✓ Automate research, writing, and content scheduling.
- ✓ AI-powered agents handle entire content workflows.
- ✓ Set up auto-scheduled content & multi-channel marketing.



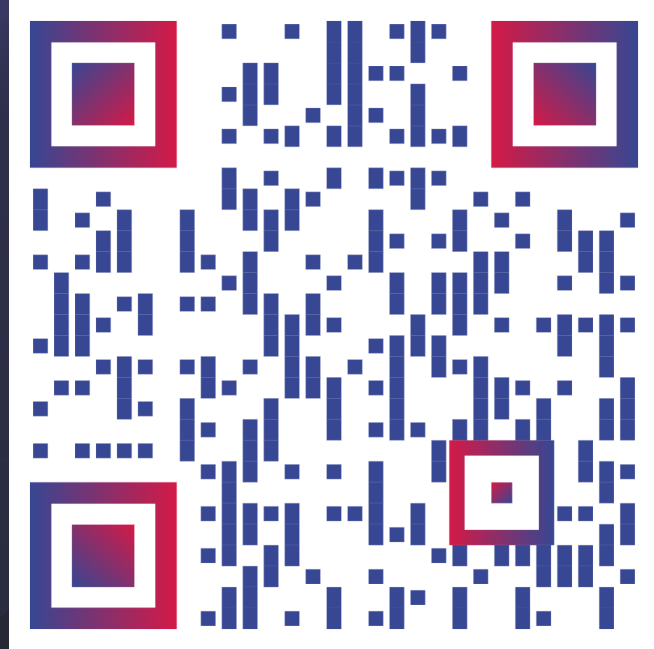
Next Steps

# How to Get Started with AI





# Q&A





Austin Enterprises / Persona

Share

ms) and their Ultimate Desire (their vision of the future where all their problems have been solved). Give the Core Problem and Ultimate Desire a unique name.

Be as specific, detailed, and emotional as possible. Give the avatar a real name so it's easy for us to refer to going forward.

2 unwanted solutions

Great! Now what are some other solutions [NAME] has likely tried in the past to solve their problems? List out what they dislike about each solution, and phrase them as quotes directly from [NAME]. Remember to be as specific, detailed, and emotional as possible.

3 identity shift

Great! How would [NAME]'s identity change if my offer finally solved their problems once and for all? Break this into two categories and list out at least 10 ways for each one: How [NAME] would perceive themselves differently, and how other people around [NAME] would perceive them differently.

4 day 2 day

Great! How would [NAME]'s day-to-day life change once they finally solved their problems? Give me an hour-by-hour breakdown and compare Before and After. Be as specific, detailed, and emotional as possible when it comes to their activities and what they're thinking and feeling while doing them.

4 day 2 day part b

Perfect. Sticking with this Before vs After comparison of how their day-to-day life will change, please list out 10 unpleasant activities [NAME] will no longer have to do and 10 new and pleasant activities [NAME] will be able to do once they finally solve all their problems, as well as how each one of those activities makes them feel. Format it in a table so I can compare them side-by-side.

Claude

Premium Woodworking Plans for Ambitious DIY Hobbyists

Share

improve my joinery, but I felt like a trained monkey rather than a craftsman developing my own style."

5. Premium Plan Purchases

"I've bought several premium plans ranging from \$15 to \$50 each. The quality is marginally better than free plans, but I still hit frustrating roadblocks. One \$30 plan for a mission-style desk had incorrect measurements that I only discovered after cutting my oak pieces. Another was clearly written by someone who designs but doesn't build—it called for physically impossible assembly steps. The photos looked professional, but the instructions felt like they were written in a rush. I've wasted hundreds of dollars on plans that overpromise and underdeliver."

6. Furniture Design Books

"I invested in expensive hardcover design books thinking they'd help me develop my eye and maybe create my own plans. They're beautiful coffee table books full of inspiring images, but they rarely break down what makes the proportions work or how to adapt principles to my own projects. I can stare at these gorgeous designs for hours and still feel no closer to creating something similar myself. They're more discouraging than helpful because they make exceptional woodworking seem like some innate talent I just don't have."

7. Copying Existing Furniture

"I've tried measuring pieces I like and recreating them, but it's incredibly frustrating. I spent three weekends reverse-engineering a dining chair from a high-end furniture store. My final result was functional but lacked the refinement of the original. Something about the proportions was just...off. And I still don't understand what specific elements made the original so appealing. I felt like I was painting by numbers without learning color theory. My wife said it was 'impressive' but we both know she meant 'impressive considering you're not a professional.'"

8. Online Woodworking Communities

"I joined three different woodworking forums and an active Facebook group. They're full of

M

Reply to Claude...

Claude 3.7 Sonnet

Choose style

1