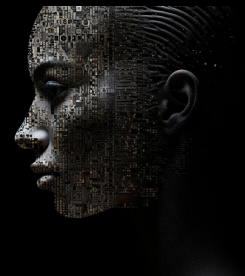
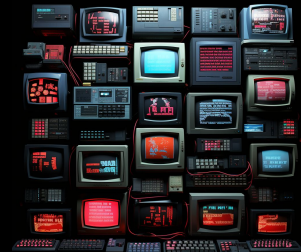
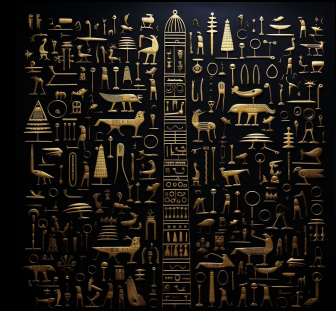


AI Powered Content Engines: How to Build Them in 2024



Ross Simmonds | Foundation

**We've ALL Been Lied
To...**



**Bubble Gum will not
stay in your stomach
for 7 years**

**You won't get arrested for driving with
your cars dome light on...**



This isn't me... It's a pic from Midjourney

AI Written Content Will NEVER Drive Results...

Beware!

Copy-pasting ChatGPT-generated content directly into your blogs can hurt your SEO and domain authority.

Source: Friend who is a content manager

**Challenge Your Beliefs.
Embrace Experiments.**



CNET WROTE HUNDREDS OF PIECES WITH AI CONTENT...



ABOUT ME: This article was assisted by an AI engine and reviewed, fact-checked and edited by our editorial staff.

Recent
Articles (78)

Results 1-25 of 78 « PREV NEXT »



ARTICLE:
Can You Buy a Gift Card With a Credit Card?

Credit Cards

JANUARY 13, 2023



ARTICLE:
What Is an Annual Percentage Yield?

Banking

JANUARY 13, 2023



ARTICLE:
What Is Overdraft Protection and Do You Need It?

Banking

JANUARY 13, 2023



ARTICLE:
What Is Compound Interest?

Banking

JANUARY 12, 2023



ARTICLE:
How to Treat a Credit Card Like a Debit Card

Credit Cards

JANUARY 12, 2023



ARTICLE:
Should You Break a CD Early for a Better Rate?

Banking

JANUARY 9, 2023

ERRORS WERE MADE BY THE ROBOTS...


card types may also work well. Just check your card terms to make sure the purchase won't count as a cash advance.

Correction: An earlier version of this article was assisted by an AI engine, and it mischaracterized the use of a credit card to purchase gift cards or reload prepaid cards. Those points were all corrected. This version has been reviewed and approved by a staff writer.

**All information about the Capital One SavorOne Cash Card has been collected independently by CNET and has not been reviewed by Capital One.*



RUMOR HAD IT... CNET SHUT IT ALL DOWN...


 [Moms, Dads, Grads](#) [Tech](#) [Science](#) [Life](#) [Social Good](#) [Entertainment](#) [Deals](#) [Shopping](#) [Travel](#)

[Tech](#) [Artificial Intelligence](#)

CNET pauses its controversial AI-generated stories 'for now'

After major backlash, CNET told its bot to stand down.

By [Cecily Mauran](#) on January 21, 2023 [f](#) [t](#) [s](#)



CNET paused its AI-generated content for now, but we haven't seen the last of this. Credit: Getty Images

card types ma
purchase won

Correction: An e
mischaracterized
cards. Those po
by a staff writer.

**All information a
been collected i*

the

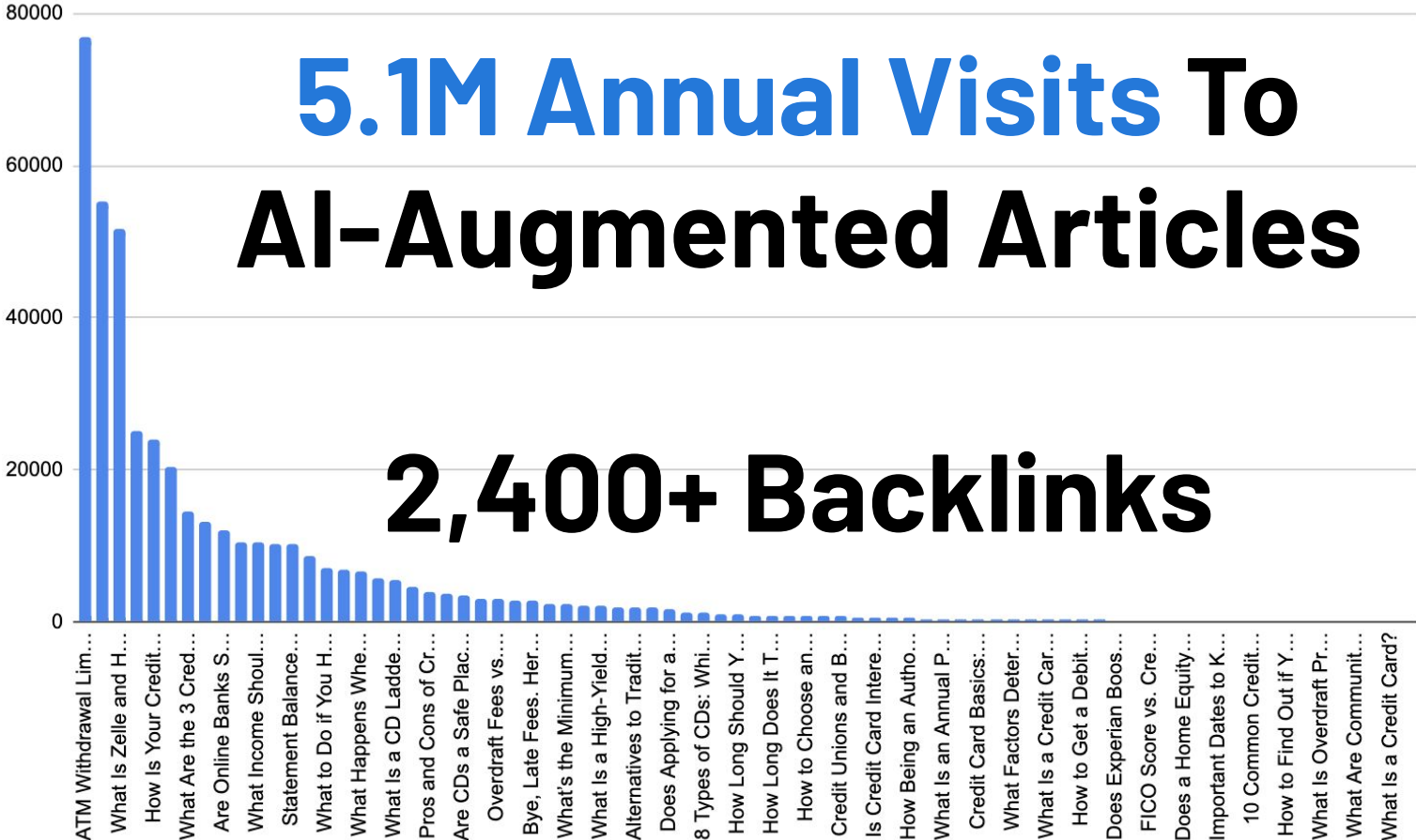
and it
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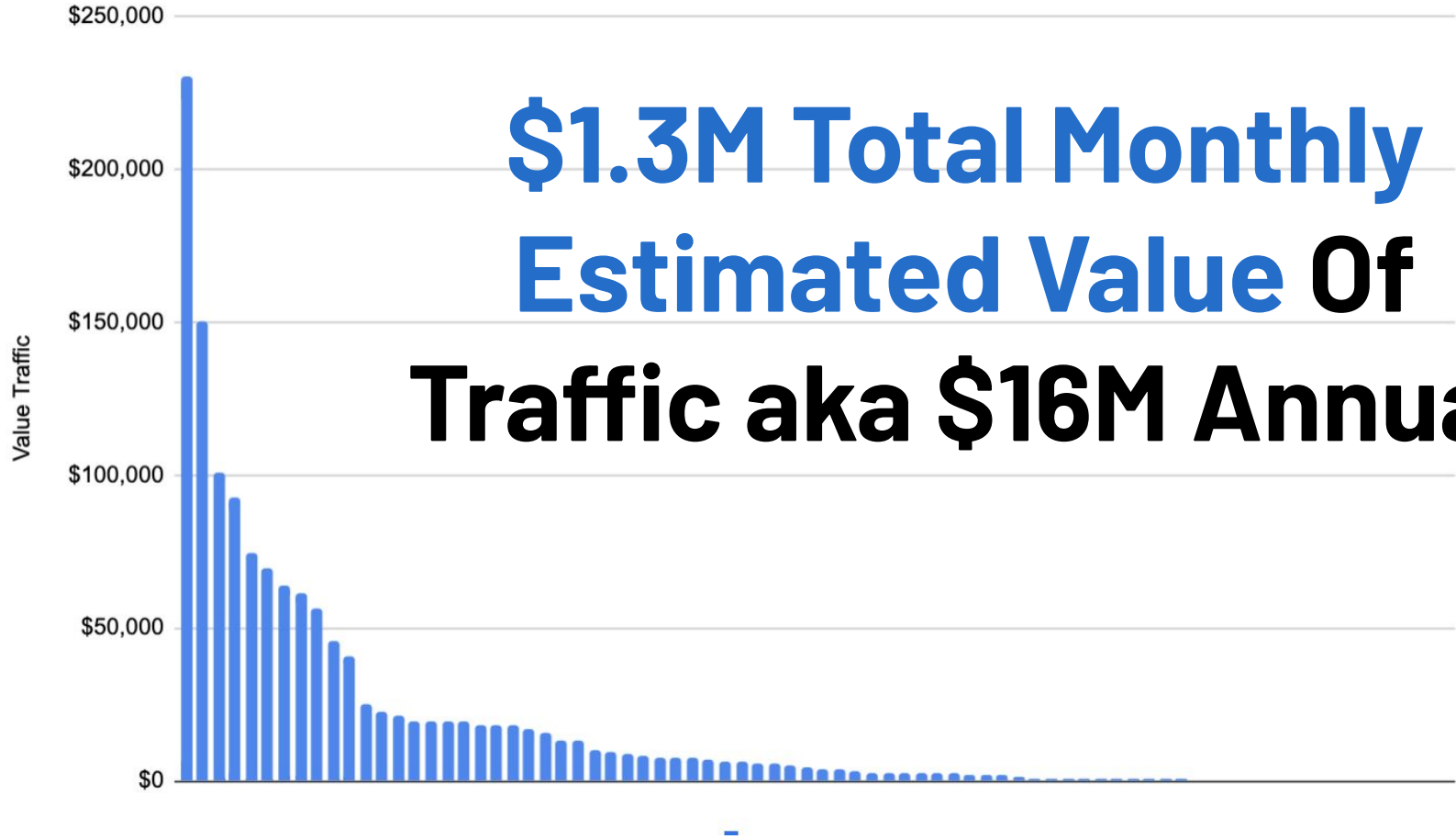


**SHERLOCK
HOMEBOY IS
ON THE
CASE**

MONTHLY VISITS TO CNET'S AI AUGMENTED CONTENT



Value Traffic



Value Traffic



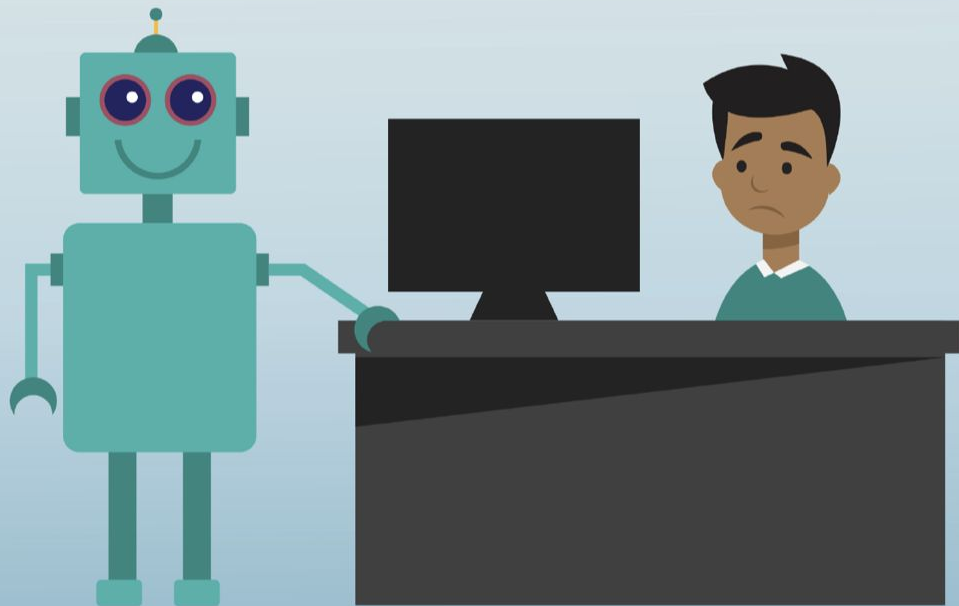
\$1.3M Total Monthly
Estimated Value Of
\$M Annual



ARTIFICIAL INTELLIGENCE

IS DOING TO WHITE-COLLAR JOBS
WHAT ROBOTICS HAS LONG BEEN
DOING TO BLUE-COLLAR JOBS

-BLOOMBERG



IT'S BECOMING MORE AND MORE CHALLENGING TO WIN AT THE GAME OF CONTENT

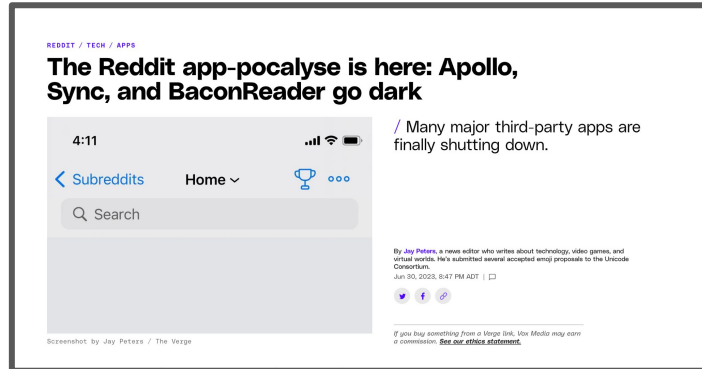


Twitter Business 📈 @TwitterBusiness · 20h

Over the past few days, we've taken action to keep making **Twitter** a great place for everyone. And we want you to know why 🙌



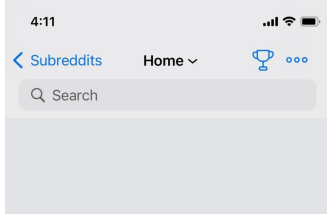
business.twitter.com
Update on Twitter's Rate Limits
At times, even for a brief moment, you must slow down to speed up.



REDDIT / TECH / APPS

The Reddit app-pocalypse is here: Apollo, Sync, and BaconReader go dark

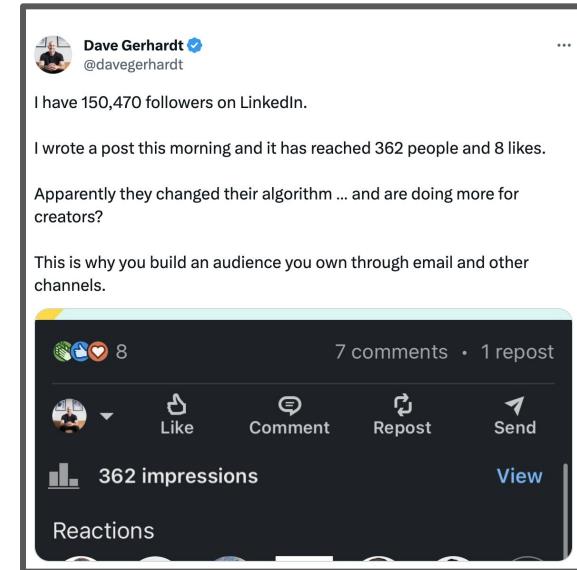
4:11 / Many major third-party apps are finally shutting down.



By [Jay Peters](#), a news editor who writes about technology, video games, and virtual worlds. He's submitted several accepted emoji proposals to the Unicode Consortium.
Jan 30, 2023, 8:47 PM ADT | []

if you dug something from a third link, you Media may earn a commission. [See our ethics statement.](#)

Screenshot by Jay Peters / The Verge



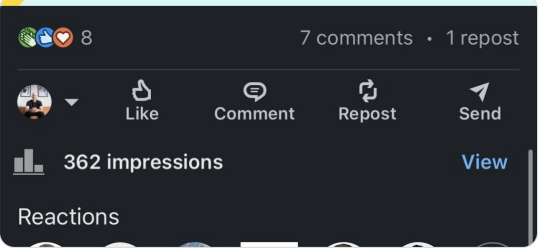
Dave Gerhardt ✓
@davegerhardt

I have 150,470 followers on LinkedIn.

I wrote a post this morning and it has reached 362 people and 8 likes.

Apparently they changed their algorithm ... and are doing more for creators?

This is why you build an audience you own through email and other channels.



8
7 comments · 1 repost

Like Comment Repost Send

362 impressions View


Reactions

GOOGLE HAS BECOME A DESTINATION

quartz vs granite

ALL IMAGES SHOPPING VIDEOS NEWS

Quartz Vs Granite




Quartz countertops are sealed and therefore not porous, they are primarily made of **quartz**, which means they are more durable than **granite**. You'll find that **quartz** countertops are easier to clean, maintain, and forget about. ... So there's the breakdown of **quartz vs. granite** countertops from a geologist's perspective.

[Quartz Vs. Granite Countertops - A Geologist's Perspective - Forbes](#)
Forbes › sites › trevornace › 2015 › 10 › 26 › qua...

Cost The Cost of Granite vs. Quartz Counter... ▾

Benefits Quartz countertops are just as stro... ▾

Emergency Fund



An **emergency fund** is a stash of money set aside to cover the financial surprises life throws your way. These unexpected events can be stressful and costly. Here are some of the top **emergencies** people face: Job loss. Medical or dental **emergency**.

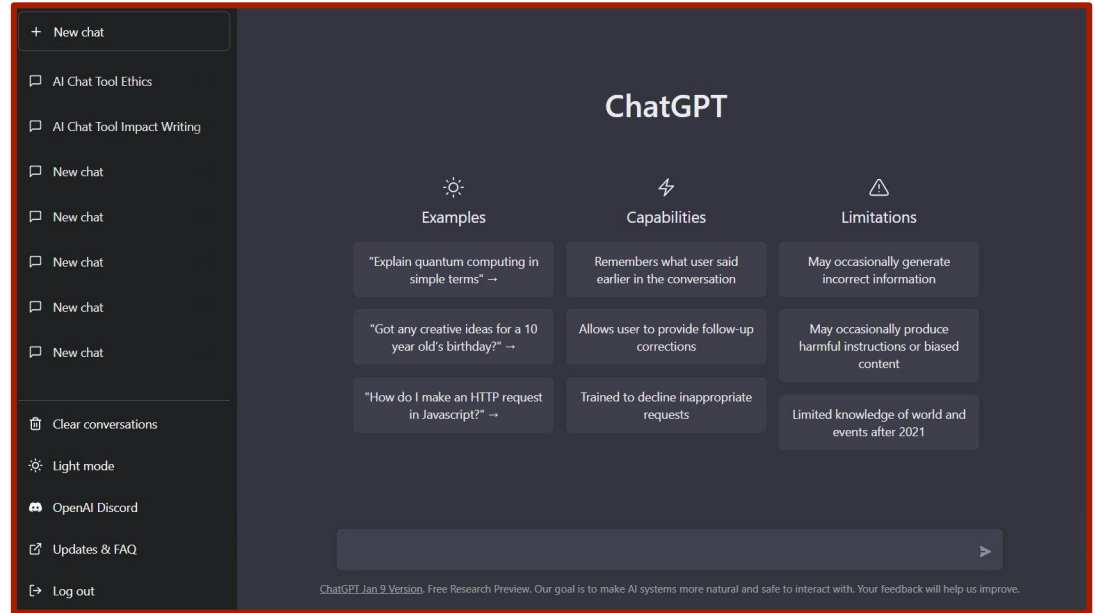
[Emergency fund: Why you need one | Vanguard](#)
Vanguard › emergency-fund

Size Financial experts are always saying that... ▾

Importance An emergency fund is essential... ▾

Savings account Start building your emerge... ▾

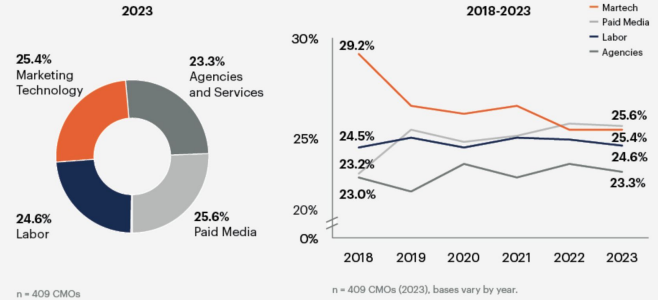
TEAMS ARE BEING REPLACED BY CHATGPT



BUDGETS ARE GETTING CUT...

Investments in Marketing's Major Resource Areas

Mean Percentage Shown



Q. How is your 2023 total marketing expense budget being allocated to or spent on each of the following major resource categories?
Source: 2023 Gartner CMO Spend and Strategy Survey
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Gartner.



MARKETING'S BENCHMARK



MARKETING'S BUDGET

JOB DESCRIPTIONS LOOK LIKE THIS...



Ross Simmonds 

@TheCoolestCool



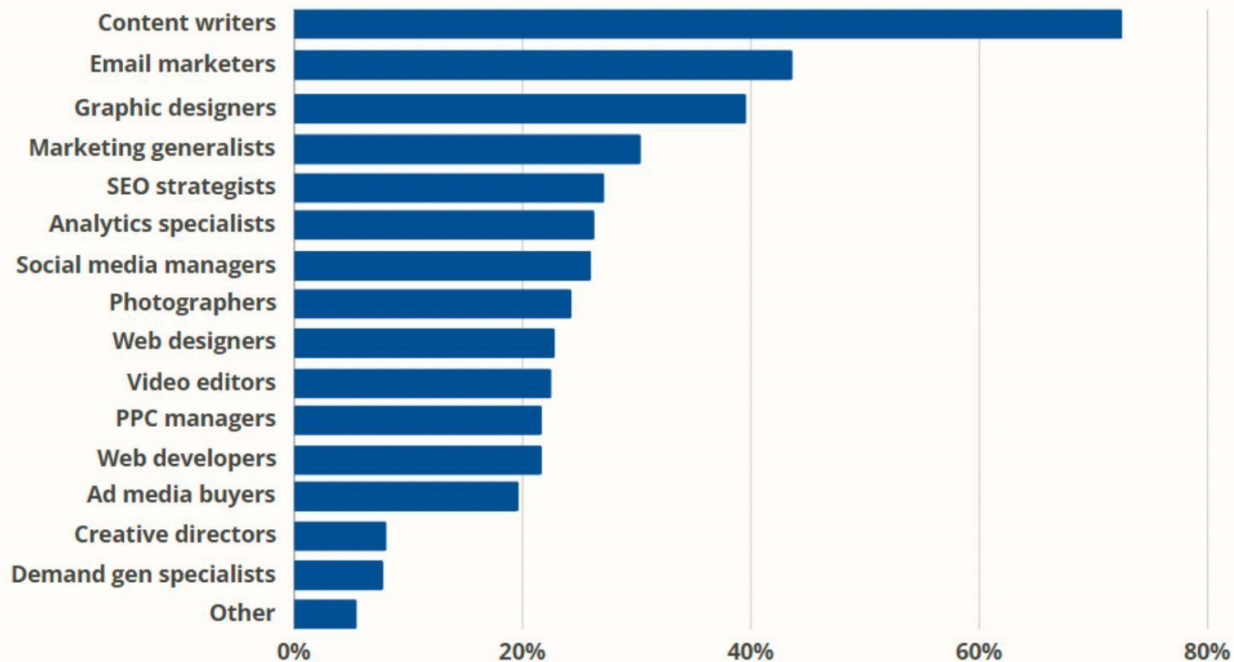
Marketers: *Looking for a job*

Companies: We're looking to hire a marketer with experience in PPC, SEO, Email Marketing, Branding, Social Media, Content Strategy, AI, Community Managers, Jasper, Twitter, PR, Design and Video.

And 6 years experience.

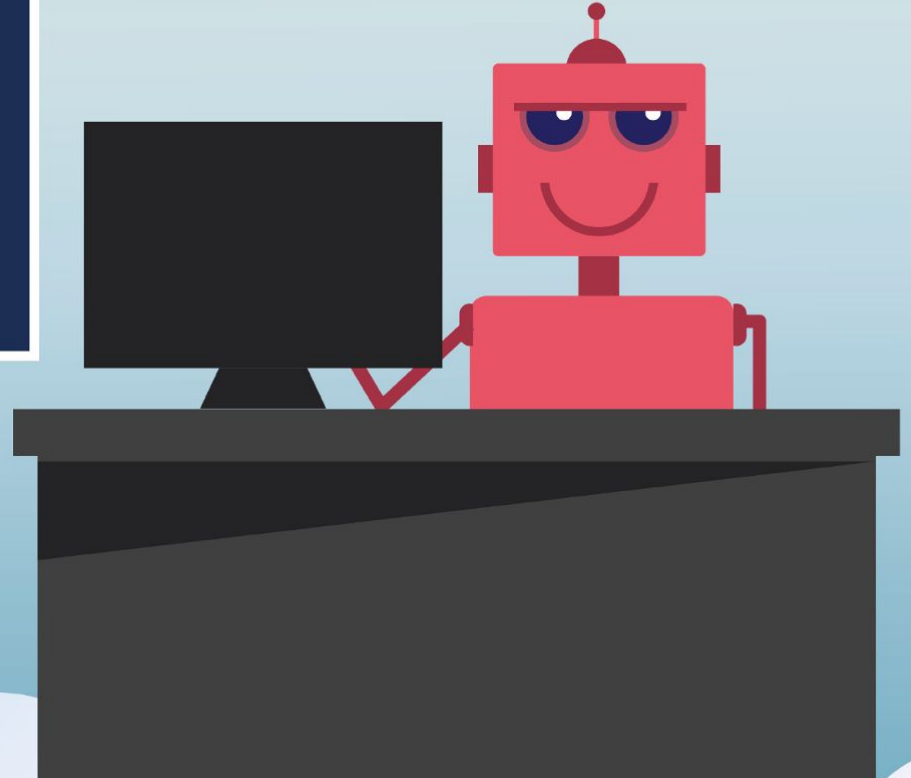
At \$40k/year.

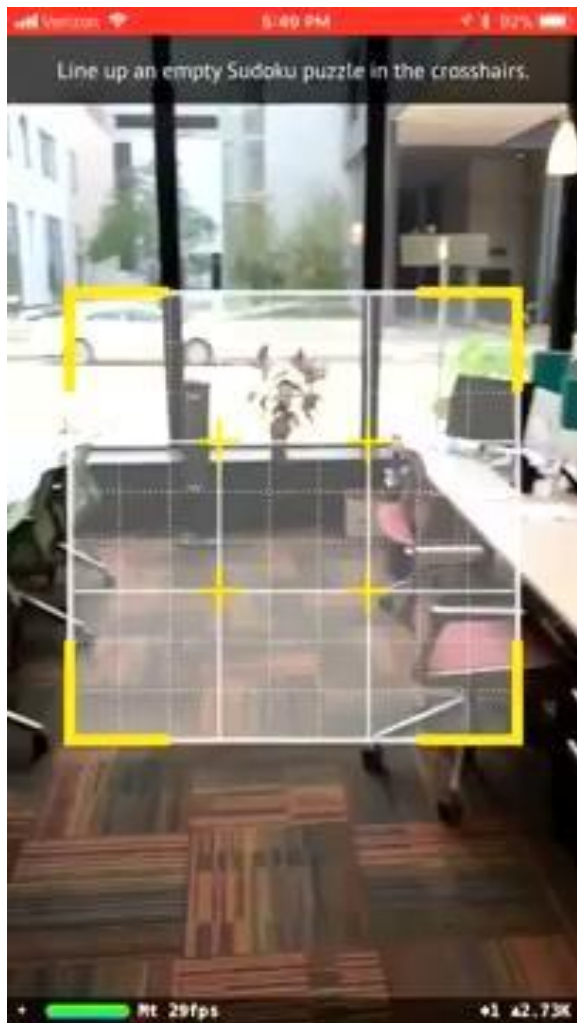
WHAT MARKETING ROLES DO YOU THINK ARE AT MOST RISK DUE TO AI?



Source: Foundation AI Survey | Jan 2024

• HOW MANY PEOPLE THINK •
**ROBOTS WILL TAKE
THEIR JOBS**





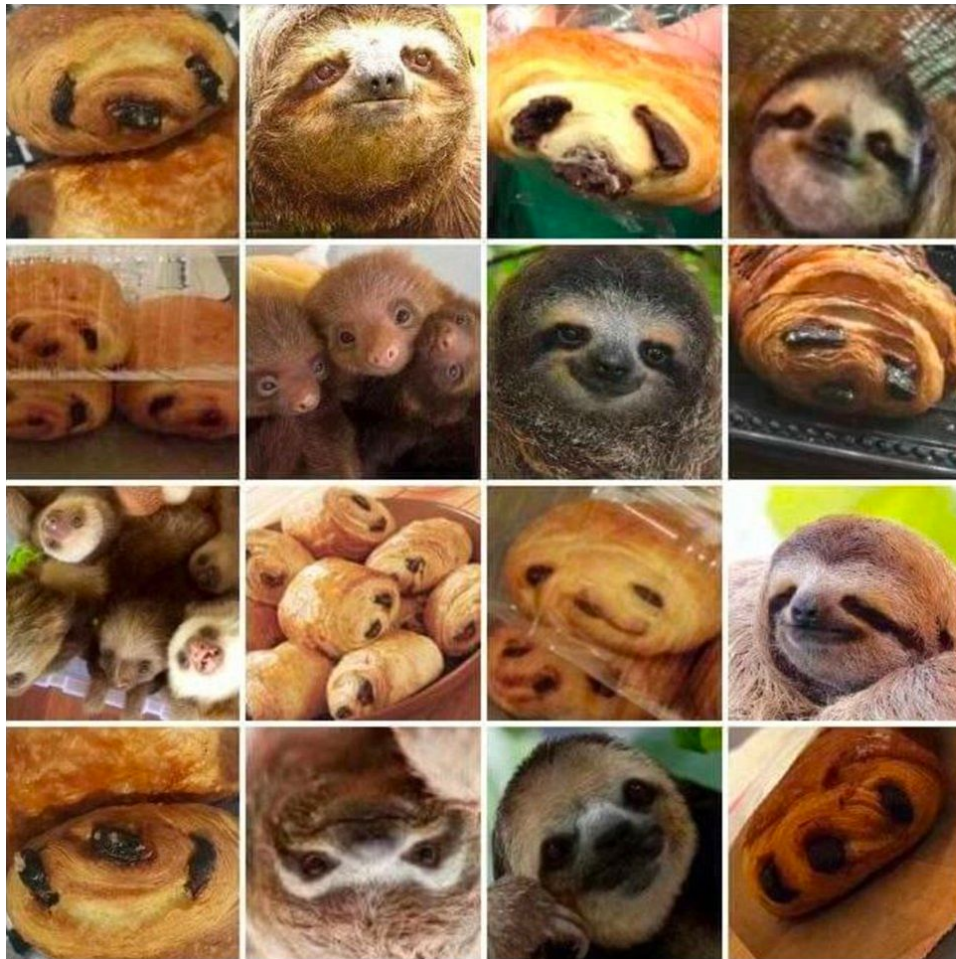
**Do You Think You Can Do
Sudoku Faster Than AI?**



How Many Bagels vs Dogs?



How Many Fried Chicken Pieces vs. Puppies?



How Many Sloths or Pastries?

8 Muffins



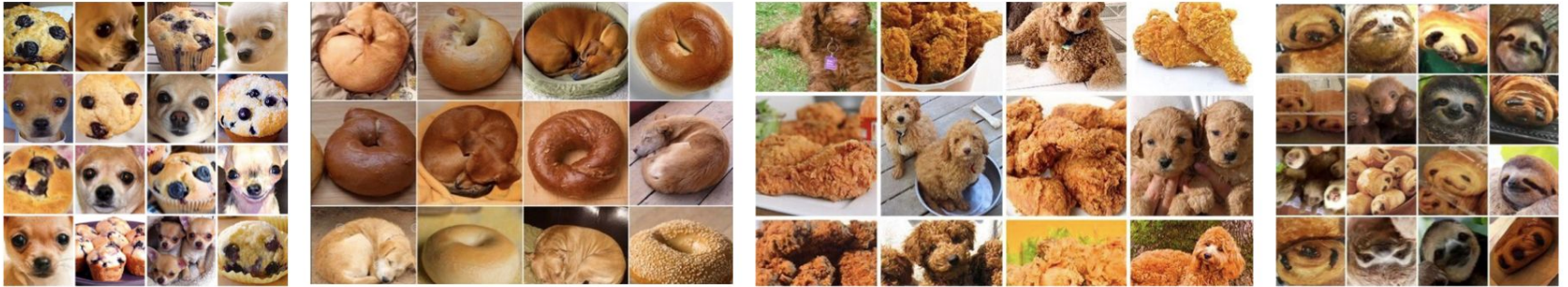
6 Bagels



6 Chicken Pieces 8 Pastries



THE AI WOULD HAVE WON WITHOUT GETTING HUNGRY





THE INDUSTRY IS IN TURMOIL

MARKETERS IN 2019



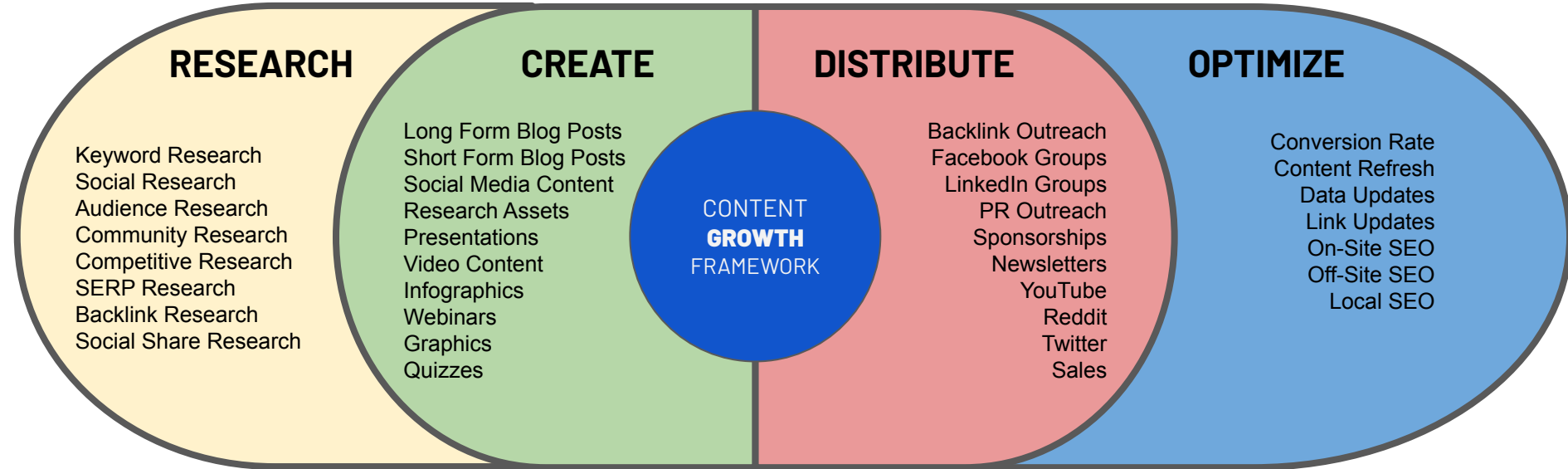
MARKETERS IN 2023



HOW DO YOU NAVIGATE THE CHAOS?

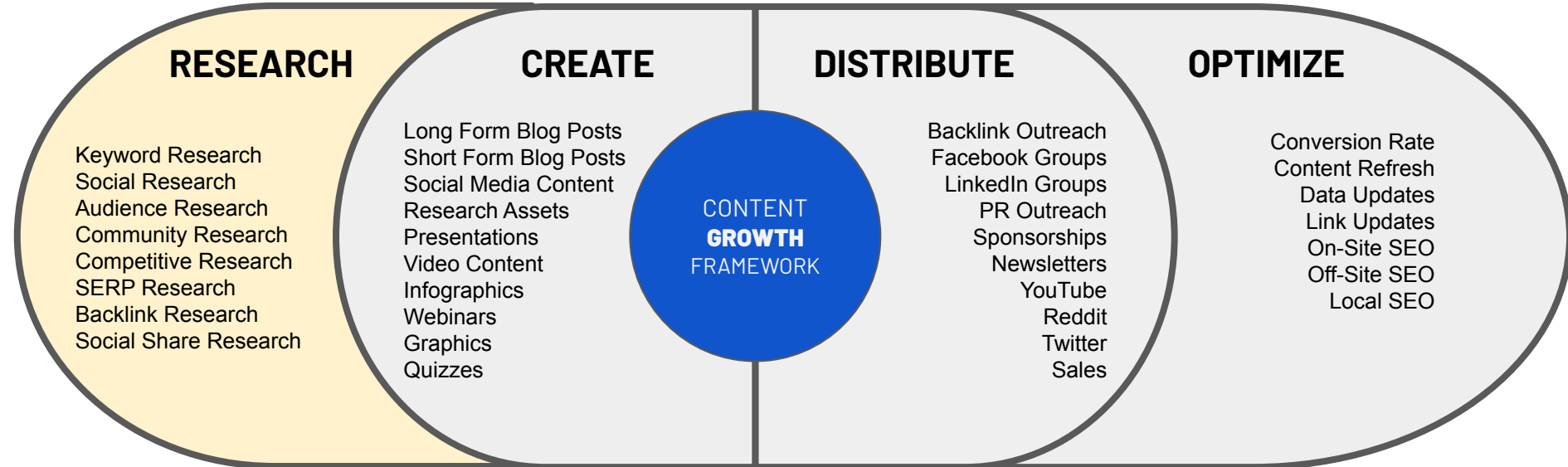
EMBRACE THE CONTENT GROWTH FRAMEWORK

The framework for putting the 'marketing' back in 'content marketing'.



EMBRACE THE CONTENT GROWTH FRAMEWORK

The framework for putting the 'marketing' back in 'content marketing'.



BUT LET'S ADD SOME ARTIFICIAL INTELLIGENCE TO IT...

How To Use AI For Research

Model: Plugins • Enabled plugins: 



Analyze this report: [https://s23.q4cdn.com/574569502/files/doc_presentations/2022/FY23-Salesforce-Investor-Day-2022-Sept-21-\(1\).pdf](https://s23.q4cdn.com/574569502/files/doc_presentations/2022/FY23-Salesforce-Investor-Day-2022-Sept-21-(1).pdf) and provide context around the state of Salesforce



Used Link Reader







⚡ GPT-3.5

⚙️ GPT-4



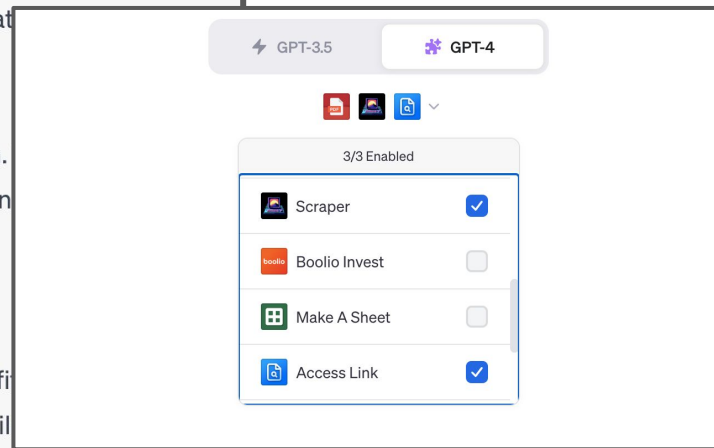
3/3 Enabled

- | | |
|---|-------------------------------------|
|  Scraper | <input checked="" type="checkbox"/> |
|  Boolio Invest | <input type="checkbox"/> |
|  Make A Sheet | <input type="checkbox"/> |
|  Access Link | <input checked="" type="checkbox"/> |

You Can Analyze Investor Reports With ChatGPT4 + Scraper / Access Link

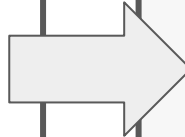
The report you provided is from Salesforce's Investor Day in 2022. Here are the key points:

1. **Salesforce's Performance and Growth:** Salesforce has seen significant growth in its Total Addressable Market (TAM) from 2022 to 2026, with a Compound Annual Growth Rate (CAGR) of 13%. The company's key strategic initiatives for top-line growth include industries, Customer 360, geographic expansion, and the Trailblazer Ecosystem.
2. **Customer 360:** Salesforce's Customer 360 platform is a significant driver of growth. The more cloud services a customer uses, the higher the average annual recurring revenue (ARR) per customer and the lower the attrition rate.
3. **Industries Business:** Salesforce's industry-specific products and go-to-market organizations have an annual recurring revenue of \$3.8 billion. The company has solutions for various industries, including communications, manufacturing, nonprofit, healthcare, education, travel, hospitality, public sector, financial services, energy, utility, retail, media, and consumer goods.
4. **Geographic Expansion:** Salesforce sees untapped potential in its international market, which has a 27% 4-year CAGR for annual recurring revenue.



You Can Analyze Moz Reports With ChatGPT4 + Link Reader Plugin

The screenshot shows the Moz Pro interface for creating a report. The breadcrumb trail is: Home > Moz Pro > Campaigns > Custom Reports. The main heading is 'Full Competitive Analysis Report'. Below it, there are navigation links: 'Choose Template', 'Report Details', 'Add Modules', 'Design Report', 'Preview & Download', and 'Schedule & Share'. The 'Choose Report Template' section is active, with the instruction: 'Build your own report from scratch or choose from one of our templates below.' Under 'Overview Report', there are six report templates: Campaign Overview Report, Link Analysis Report, Rankings Analysis Report, Ranking Opportunities Report, Full Site Audit Report, and Quick Site Audit Report. A 'Preview Report' button is visible at the bottom right of the template selection area. At the very bottom, there are 'Cancel' and 'Create Report' buttons.

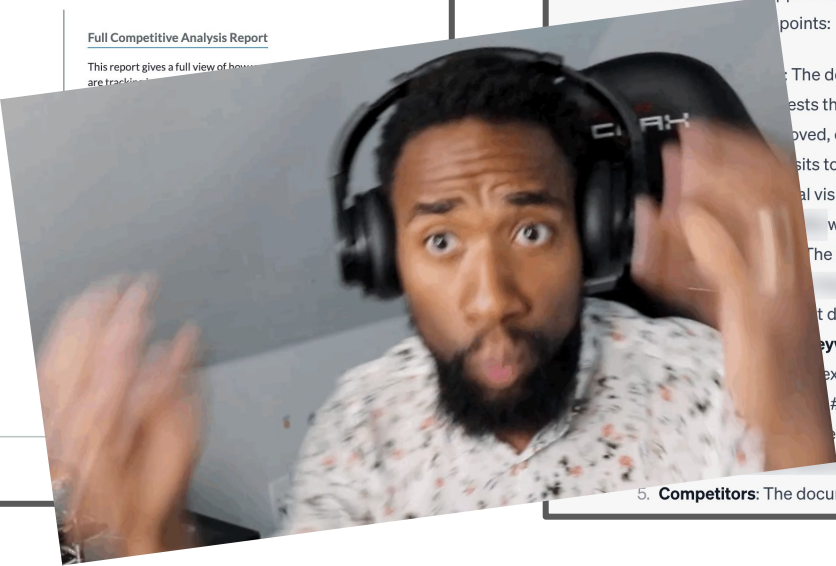


The screenshot shows a ChatGPT conversation. The user asks: 'How is Foundation doing based on this: https://drive.google.com/file/d/1bfZUg2On4epXuXRkagGH...usp=sharing'. The AI response, generated using the 'Used Access PDF & Docs' plugin, states: 'The document appears to be a performance dashboard for "Foundation" as of July 6th, 2023. Here are the key points:'. The AI then lists five key points:

- 1. Search Visibility:** The desktop vs. mobile search visibility has increased by [redacted]. This suggests that the visibility of the Foundation on search engines has significantly improved, especially on mobile platforms.
- 2. Visits:** The total visits to the Foundation's domain have increased to [redacted] organic visits, social visits, direct visits, referring visits, and other visits. The number of organic visits [redacted] which is a significant portion of the total visits.
- 3. Domain Authority:** The document compares the domain authority of Foundation with its competitors. [redacted] has 31. The document does not provide the domain authority for Foundation.
- 4. External Links and Keywords:** The document lists several keywords and their ranks on Google in the US. For example, "content marketing age..." is ranked #10, "b2b content marketing..." is ranked #13, and "b2b marketing strategi..." is ranked #15. The document also lists the number of external links and ranked keywords for the competitors. For instance, [redacted] and 829 ranked keywords.
- 5. Competitors:** The document compares the performance of Foundation with its competitors,

You Can Analyze Moz Reports With ChatGPT4 + Link Reader Plugin

The screenshot shows the Moz Pro dashboard with the 'Full Competitive Analysis Report' template selected. The interface includes a navigation bar with 'Moz Pro', 'Moz Local', 'Free SEO Tools', and 'Resources'. Below the navigation, there are links for 'Home', 'Moz Pro', 'Campaigns', and 'Custom Reports'. The main heading is 'Full Competitive Analysis Report', followed by a breadcrumb trail: 'Choose Template > Report Details > Add Modules > Design Report > Preview & Download > Schedule & Share'. A 'Choose Report Template' section provides instructions to build a report from scratch or choose from existing templates. Six report templates are displayed with icons: Campaign Overview Report, Link Analysis Report, Rankings Analysis Report, Ranking Opportunities Report, Full Site Audit Report, and Quick Site Audit Report. At the bottom, there are 'Cancel' and 'Create Report' buttons.



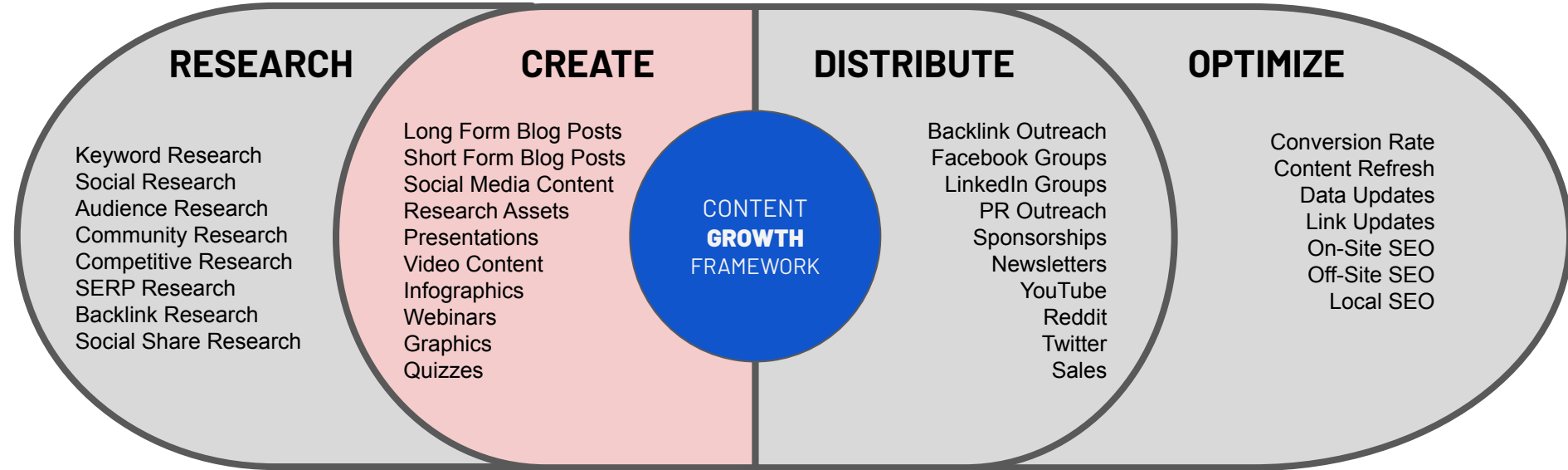
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**Challenge Your Beliefs.
Embrace Experiments.**



EMBRACE THE CONTENT GROWTH FRAMEWORK

The framework for putting the 'marketing' back in 'content marketing'.



The Google Response To AI Driven Content

Many types of content may have a "How" component to them. That can include automated, AI-generated, and AI-assisted content. Sharing details about the processes involved can help readers and visitors better understand any unique and useful role automation may have served.

If automation is used to substantially generate content, here are some questions to ask yourself:

- Is the use of automation, including AI-generation, self-evident to visitors through disclosures or in other ways?
- Are you providing background about how automation or AI-generation was used to create content?
- Are you explaining why automation or AI was seen as useful to produce content?

Overall, AI or automation disclosures are useful for content where someone might think "How was this created?" Consider adding these when it would be reasonably expected. For more, see our blog post and FAQ: [How Google Search views AI-generated content](#).

The Google Response To AI Driven Content

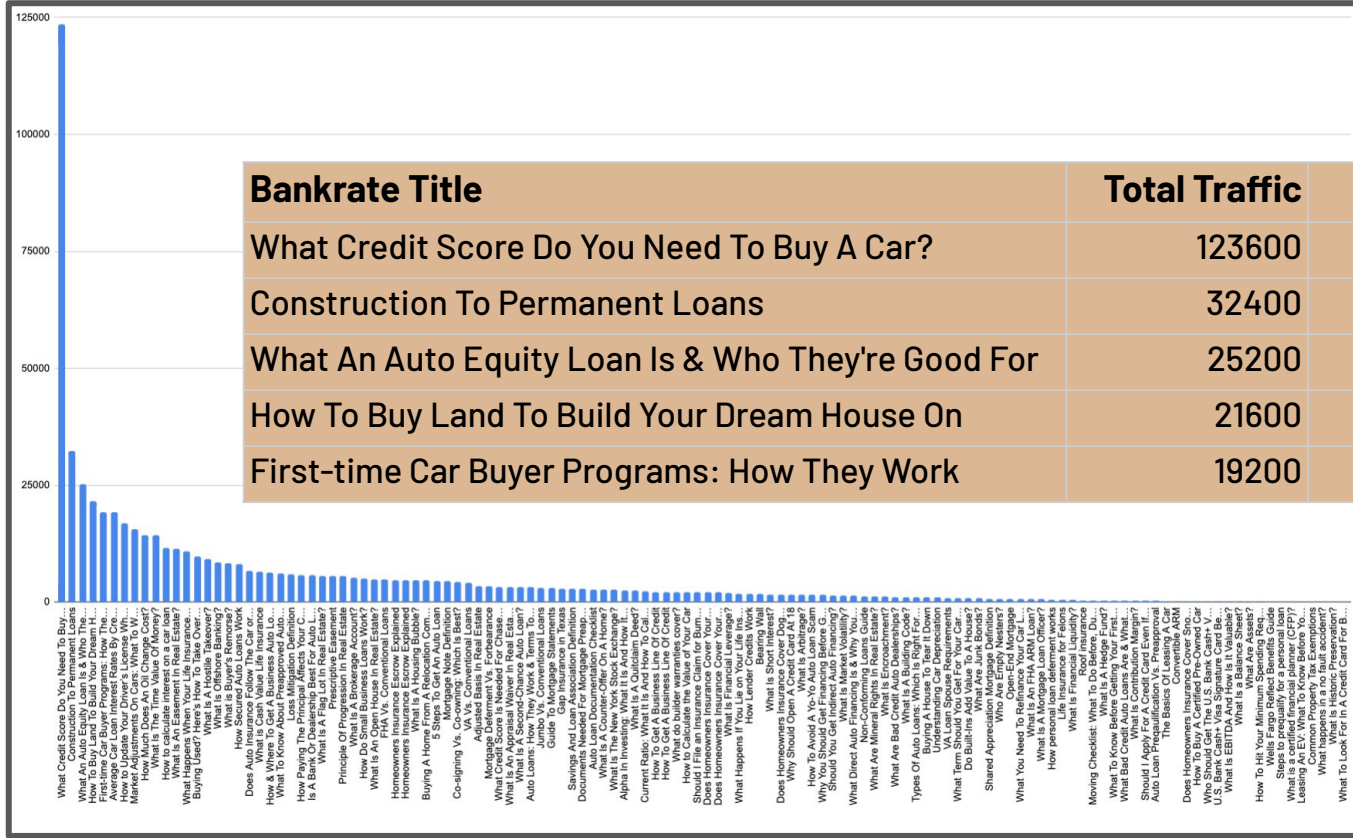
Content and quality questions

- Does the content provide original information, reporting, research, or analysis?
- Does the content provide a substantial, complete, or comprehensive description of the topic?

Expertise questions

- Does the content present information in a way that makes you want to trust it, such as clear sourcing, evidence of the expertise involved, background about the author or the site that publishes it, such as through links to an author page or a site's About page?
- If someone researched the site producing the content, would they come away with an impression that it is well-trusted or widely-recognized as an authority on its topic?
- Is this content written by an expert or enthusiast who demonstrably knows the topic well?
- Does the content have any easily-verified factual errors?

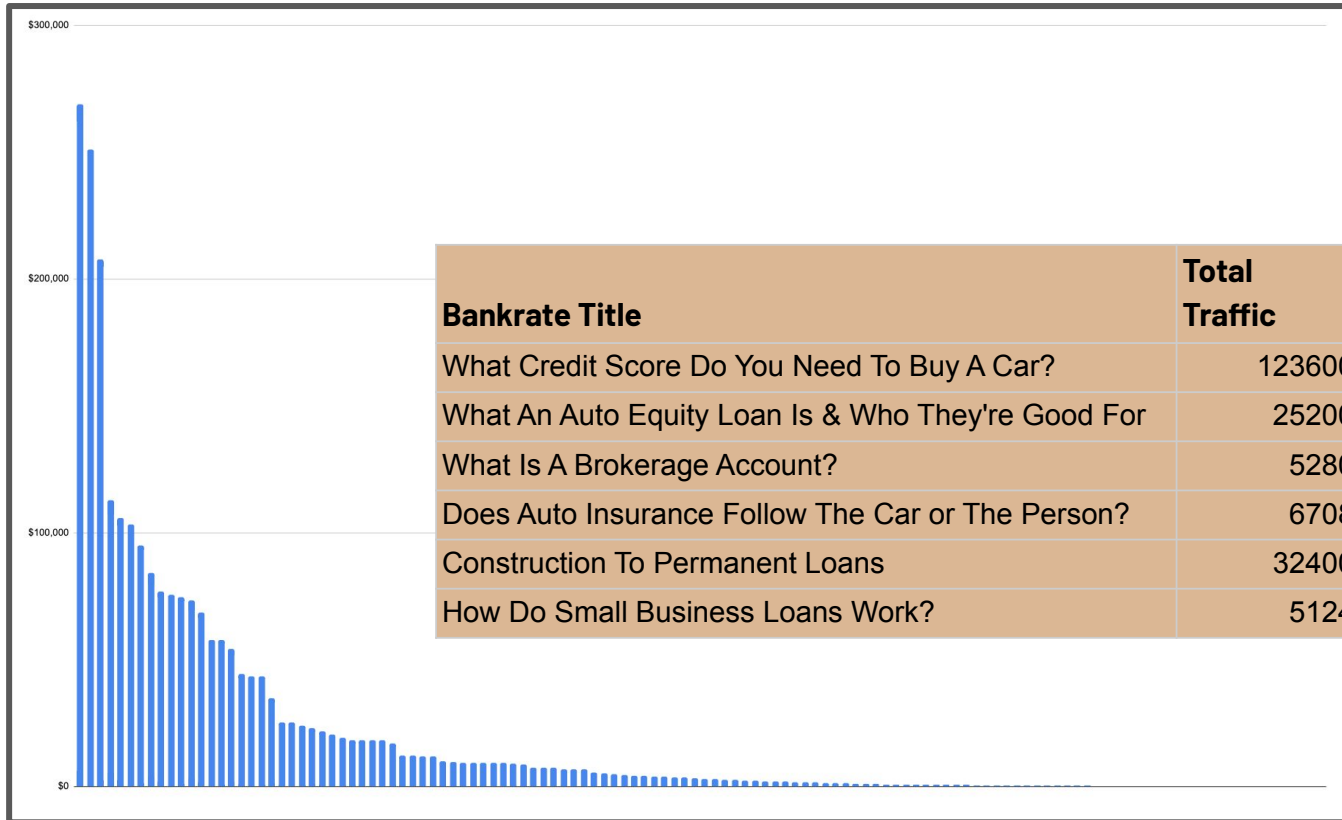
Total Annual Organic Traffic From AI Assisted Content: 7.2M



Bankrate Title	Total Traffic	Total KW	Value Traffic
What Credit Score Do You Need To Buy A Car?	123600	929	\$268,800
Construction To Permanent Loans	32400	94	\$105,600
What An Auto Equity Loan Is & Who They're Good For	25200	152	\$250,800
How To Buy Land To Build Your Dream House On	21600	847	\$44,400
First-time Car Buyer Programs: How They Work	19200	225	\$84,000

- What Credit Score Do You Need To Buy A Car?
- Construction To Permanent Loans
- What An Auto Equity Loan Is & Who They're Good For
- How To Buy Land To Build Your Dream House On
- First-time Car Buyer Programs: How They Work
- Average Car Loan Interest Rates By Credit Score
- Market Adjustments On Cars: What To Watch For
- How Much Does An Oil Change Cost?
- How to calculate interest on a car loan
- What is an Estoppel in Real Estate?
- Buying Used? Here's How To Take Over...
- What is a Certificate of Assessor?
- What is Buyer's Remorse?
- Does Auto Insurance Follow The Car? How To Work Around It
- How & What is Cash Value Life Insurance
- What To Know About Prorated Auto Insurance
- How Do I Know The Loan Mitigation Definition Is A Bank Or Dealership Best For Auto Loans?
- Principle Of Progression In Real Estate
- What is a Brokerage Account?
- What is an Open House In Real Estate?
- Homeowners FHA Vs. Conventional Loans
- Homeowners Insurance Escrow Explained
- Buying A Home: What is A Housing Bubble?
- 5 Steps To Get An Auto Loan
- Co-signing Vs. Co-mortgage: What's The Best?
- VA Vs. Conventional Loans
- Mortgage Determination Vs. Forbearance
- What Credit Score is Needed For Chase Auto Loans?
- Auto Loans: How They Work & Terms To Watch
- Guide To Mortgage Statements
- Gap Insurance in Texas
- Auto Loan Documentation Checklist
- What is The New York Stock Exchange?
- Alpha in Investing: What It's And How To Use It
- Current Ratio: What It Is And How To Calculate It
- How To Get A Business Line Of Credit
- What do builder warranties cover?
- How to Finance a Car
- Should I File an Insurance Claim for Building Damage?
- Does Homeowners Insurance Cover Your Car?
- What is Financial Leverage?
- What Happens if You Lie on Your Life Insurance Policy?
- How Lenders Determine Your Credit Rating
- What is Short Interest?
- Does Homeowners Insurance Cover Your Car?
- Why Should Open A Credit Card At 18?
- How To Avoid A Yield Curve Trap
- What is Atrifrage?
- Why You Should Get Financing Before Getting A Car
- Should You Get Indirect Auto Financing?
- What Direct Auto Financing is & Why You Should Use It
- Non-Contingent Loans Guide
- What is Encroachment?
- What Are Bad Credit Auto Dealerships?
- Types Of Auto Loans: Which is Right For You?
- How to Finance a Car
- VA Loan Spouse Requirements
- What is a VA Loan?
- Do Balllots Add Value To A House?
- Shared Appraisal
- What Are Junk Bonds?
- What You Need To Buy A House
- Open-End Mortgage
- What is An FHA ARM Loan?
- What is a Mortgage Loan Officer?
- How personal life insurance for Fato's
- What is Financial Liquidity?
- Moving Checklist: What To Do Before, During, & After
- What To Know Before Getting A Hedge Fund?
- What Bad Credit Auto Loans Are & What To Watch For
- Should I Apply For A Credit Card After Getting A Car?
- Auto Loan Prequalification Vs. Preapproval
- The Basics of Conventional ARM Loans
- Does Homeowners Insurance Cover Shopping?
- What is a VA Loan?
- Who Should Get The U.S. Bank Cash+ Visa Signature Card?
- U.S. Bank Cash+ Visa Signature Card Benefits
- What is a Balance Sheet?
- How To Hit Your Minimums
- What Are Assets?
- Steps to prequalify for a personal loan
- Wells Fargo Reflect Benefits Guide
- Leasing An EV: What To Know Before You Buy
- Common Property Tax Exemptions
- What is Historic Preservation?
- What To Look For in A Credit Card For Business

Total Annual Value Of Organic Traffic Of AI Assisted Content: \$29,261,808



Bankrate Title	Total Traffic	Total KW	Value Traffic
What Credit Score Do You Need To Buy A Car?	123600	929	\$268,800
What An Auto Equity Loan Is & Who They're Good For	25200	152	\$250,800
What Is A Brokerage Account?	5280	53	\$207,600
Does Auto Insurance Follow The Car or The Person?	6708	427	\$112,800
Construction To Permanent Loans	32400	94	\$105,600
How Do Small Business Loans Work?	5124	29	\$103,200

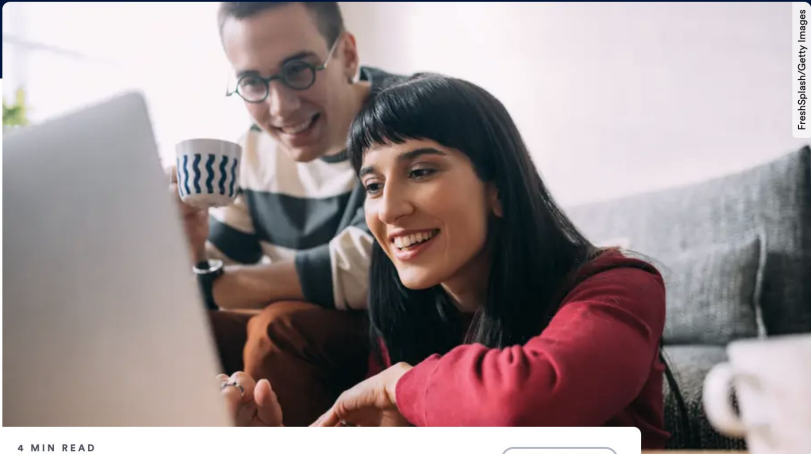
Reverse Engineering The Content Assets That Rank

Bankrate

Mortgages Banking Credit cards Loans Investing Home equity Real estate

AUTO LOANS

What credit score is needed to buy a car?



4 MIN READ
Published August 30, 2022

Expert verified

Written by Bankrate | Edited by Rhys Subitch | Reviewed by Mark Kantrowitz

B The Bankrate promise

[More info](#)

At Bankrate we strive to help you make smarter financial decisions. While we adhere to strict [editorial integrity](#), this post may contain references to products from our partners. Here's an explanation for [how we make money](#).

If you're looking to [buy a car](#), one of the first things you'll need to consider is your credit score. Your credit score is an indication of how likely you are to repay a loan, and the higher your credit score, the more favorable your interest rate and terms will be.

In general, you'll need a credit score of at least 600 to qualify for a traditional auto loan, but the minimum credit score required to finance a car loan varies by lender. If your credit score falls into the subprime category, you may need to look for a [bad credit car loan](#). These typically have higher interest costs than traditional auto financing.

What is the minimum credit score needed to buy a car?

While there is no official minimum credit score required to apply for auto loans, lenders have minimum standards that they look for when reviewing your application. And, as a general rule, the lower your credit score, the more [interest](#) you will be charged.

Embrace Your Inner Sherlock Homeboy



This isn't me... It's a pic from Midjourney

NEW PURCHASE

CarsDirect
NEW CAR RATES
DIRECT FROM THE DEALER

- Rates as low as 0% on select cars, trucks and SUVs
- Free Online Quotes - Get Your CarsDirect Target Price Today
- Local dealers compete to provide the best rates for both new and used vehicles

[See Offers →](#)

USED PURCHASE

AUTO CREDIT EXPRESS
Serving Minority Credit

- Network of dealer partners has closed \$1 billion in bad credit auto loans
- Specializes in bad credit, no credit, bankruptcy and repossession
- In business since 1999
- Easy, 30-second pre-qualification form
- Bad Credit applicants must have \$2000/month income to qualify

[See Offers →](#)

Find the best auto loan option for you

Trusted & secure since 1976

Compare rates from 10+ top auto loan lenders

Bankrate

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Auto loan interest rates by credit score

The less risk you present to lenders, the lower the interest rate you can expect to pay. All rates mentioned are averages for new cars from the first quarter of 2022, according to the [Experian](#) State of the Automotive Finance Market report.

FICO credit score of 500 or less

Those with credit scores under 500 are considered to have deep subprime credit and will likely face the highest interest rates. The average auto loan interest rate for the deep subprime category was 12.93 percent. But, depending on your income and other factors, you may not even qualify for financing with a credit score of 500.

partners has closed \$1 billion in bad credit

credit, no credit, bankruptcy and repossession

99

-qualification form

ts must have \$2000/month income to qualify

[See Offers →](#)

Compare rates from 10+ top auto loan lenders

Bankrate

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Written by **Bankrate**

This article was generated using automation technology and thoroughly edited and fact-checked by an editor on our editorial staff.

Reverse Engineer The Hits

What Does A Great AI-Driven Content Asset Look Like?

High Editorial Standards

The most important factor in achieving ROI from these posts is embracing high editorial standards.

Multimedia Content

Incorporating rich content such as videos and dynamic content helps drive more authenticity.

EEAT Authorship Practices

Incorporate EEAT best practices for author pages that are connected to the pieces.

Reads Like A Human Blog Post

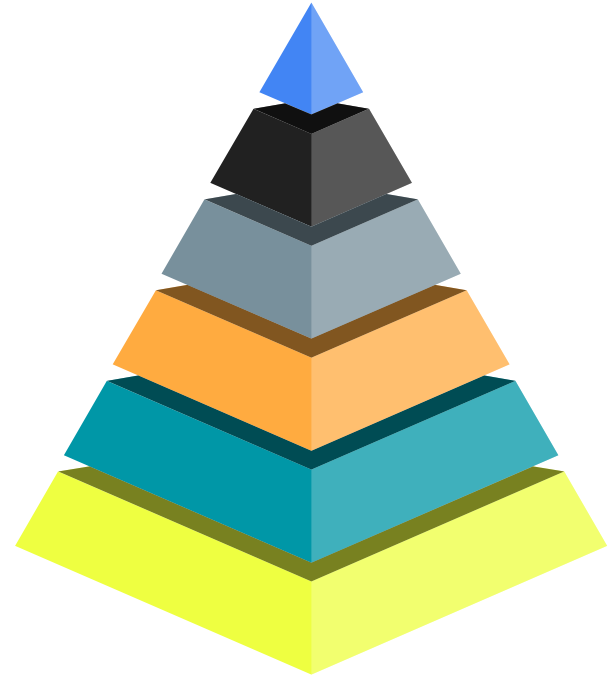
Ensure that the content reads as if it was written by a true expert not a robot.

Internal Linking Throughout

Link to other assets that have been written by human authors on your own site and/or other trusted sources.

Elements Of Disclosure

Disclose the authenticity of the piece being written by an AI vs. a human.



EVEN AMIDST AI CHANGE THE BASICS MATTER...

EDUCATE

How to, new data, insights, product updates, comparisons, new information, etc..

ENGAGE

Personal stories, questions, thought starters, opinion pieces, controversial topics, fill in the blanks, etc...

ENTERTAIN

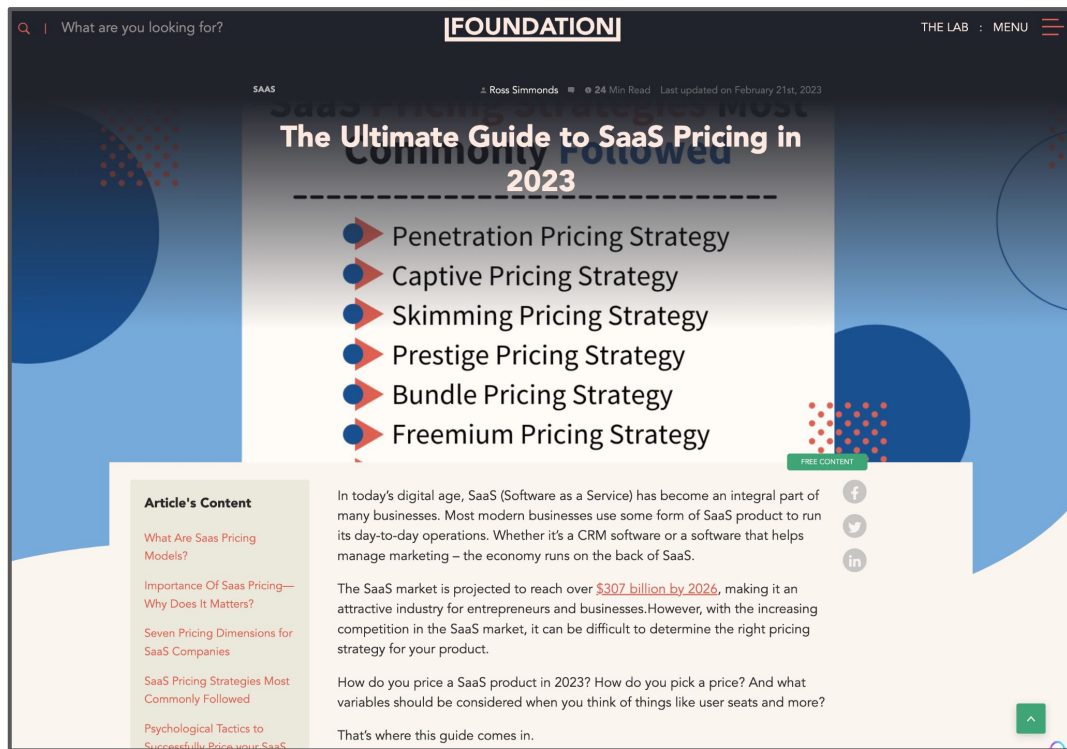
Personal stories, jokes, self deprecating humor, memes, pop culture references, shade, etc...

EMPOWER

Celebrate others, showcasing others, elevating other brands, lists of people/brands, etc...

- Educate your audience to build trust.
- Entertain your audience to build connection.
- Engage your audience to build community.
- Empower your audience to build a tribe.

CREATING EATABLE CONTENT WITH ARTIFICIAL INTELLIGENCE



- 3+ images for visual learners and Google Images
- Charts and graphs that support ideas and frameworks
- Optimized lede using the AIDA model to hook the reader
- YouTube video added where appropriate for visual learners
- Headlines aligned with the desired search intent of the user
- Headlines optimized to include the appropriate # of keywords
- Embedded content from social media channels for dynamic content
- Third party expert quote sourced with link or proprietary from outreach
- Definitions of primary keywords isolated from content for feature snippets
- Links to sites with a domain authority / ranking in the Good / Excellent range
- Links to highly credible sources (ie. Medical Journals / .EDU / Universities)
- Word count equal or beyond the average in the top 10 pieces in the SERP
- Optimize to include a real author with a link to their author page
- Create a conclusion that is inspiring and/or has a call to action
- Ensure that there is no sensationalized headers or headlines
- Incorporate real world experience / examples if appropriate
- Update to include a downloadable asset if applicable
- Product references are in-depth and tutorial like
- Scan content via Content Harmony for grade
- Alt Text added to all imagery (old and new)
- Duplicate content & plagiarism check

CREATING EATABLE CONTENT WITH ARTIFICIAL INTELLIGENCE

IH INDIE HACKERS

The ultimate guide to SaaS pricing

by Ross Simmonds

In this guide, I'm going to help you understand everything you need to know about different SaaS pricing models and strategies, and how to determine the right one for your business. Whether you're just starting out or looking to optimize your current pricing model, this guide will provide you with the information and tools needed to succeed in the 2023 SaaS market.

When asked why this strategy could help Wilson said:

“Ultimately you want to change the conversation in your prospect's

Decoy Pricing

DECOY PRICING STRATEGY



\$4.00



\$6.50
THE DECOY



\$7.50

CREATING EATABLE CONTENT WITH ARTIFICIAL INTELLIGENCE

1
Wow, that might be the most thorough rundown I've seen - thanks!
Toni_notTony · 11 days ago · [-] · REPLY

1
Love to hear it! Thank you so much.
thecoollestcool · a few seconds ago · [-] · REPLY

1
Nice article, Ross! Interesting read. A while ago I wrote an article around **strategic positioning** of a product. I think yours is a nice deepdive on the pricing!
Ruben88 · 8 days ago · [-] · REPLY

1
thanks for the article, effectively explains the three main pricing models: cost-based, market-based, and value-based, highlighting their different approaches and advantages.
red_michael · 9 days ago · [-] · REPLY

1
Thank you for this deep dive! Pricing tends to be a big question for many early-stage startups, so this thorough breakdown is quite helpful to determine which structure could work.
tori · 9 days ago · [-] · REPLY

1
Amazing post! really informative and helpful for me.
neha_joshi8 · 10 days ago · [-] · REPLY

1
Well-organized handbook for SaaS pricing!
eric_lee · a month ago · [-] · REPLY

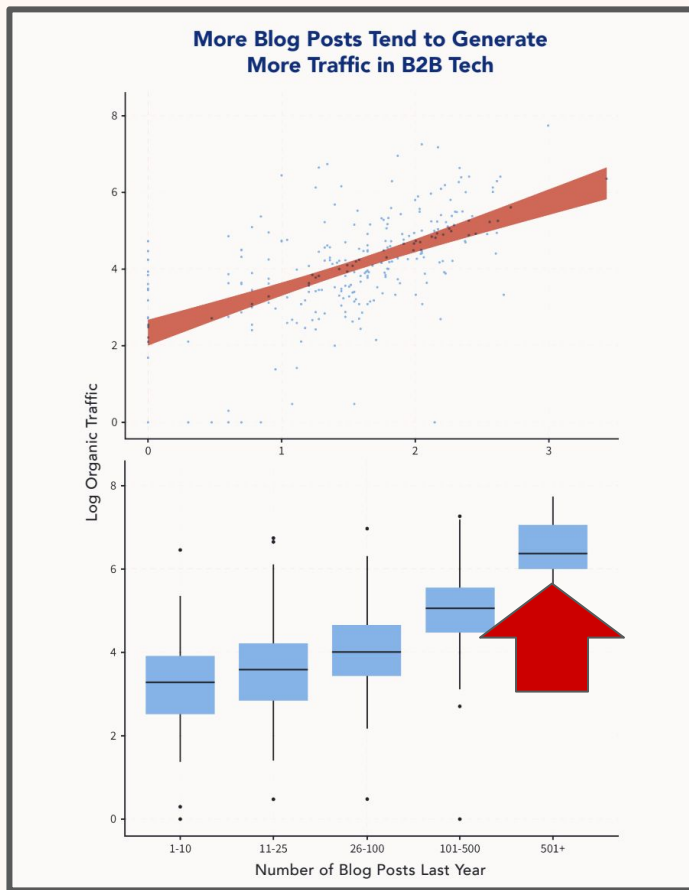
1
Thanks Eric - Glad it resonated!
thecoollestcool · 22 days ago · [-] · REPLY

1
Pretty extensive guide!! Very informative.
n_a__m__a__n · a month ago · [-] · REPLY

Our AI-Assisted Content Elevation Checklist

Download the PDF:
B2Bgrowth.com/ai

- 3+ images for visual learners and Google Images
- Charts and graphs that support ideas and frameworks
- Optimized lede using the AIDA model to hook the reader
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- Duplicate content & plagiarism check



RESEARCH: 400 SaaS Companies

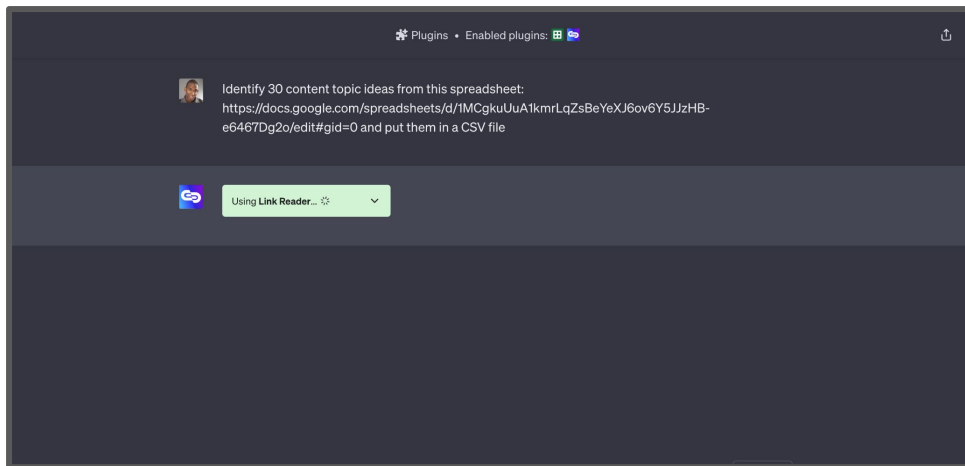
The companies that generate the most traffic publish over 100 new blog posts per year. The companies who are publishing over 500 a year are in an entirely different quadrant of content excellence and organic traffic.

The Ideation Process Can Be Done At Scale

řp#	Keyword	Country	Difficulty	Volume	CPC	CPS	Parent Keyword	Last Update	SERP Features	Global volume	Traffic potential
1	how to clean white sneakers	us	19	5500	0.20	0.92	how to clean white sneakers	2023-07-26 17:37:13	People also ask	12000	6200
2	how to wash sneakers	us	41	4300	0.03	0.87	how to wash sneakers	2023-07-27 02:48:05	People also ask,Videos,Image pack	6300	2700
3	how to clean sneakers	us	26	3800	0.07	0.92	how to clean shoes	2023-07-26 22:56:48	People also ask,Videos,Image pack	5800	19000
4	what is silver sneakers	us	38	2700	0.20	0.88	how does silver sneakers work	2023-07-27 00:54:29	Sitelinks,People also ask,Image pack	3200	3000
5	how to wash sneakers in washing machine	us	29	2100	0.03	0.95	how to wash shoes	2023-07-25 16:39:37	Featured snippet,People also ask,Videos,Image pack	3300	
6	how to wash sneakers in the washing machine	us	33	1500	0.03	1	how to wash shoes	2023-07-25 22:49:30	Featured snippet,People also ask,Videos	1900	28000
7	what gyms participate in silver sneakers	us	41	1300	0.45		silver sneakers near me	2023-07-23 02:37:28	Sitelinks,People also ask,Image pack	1300	40000
8	who is eligible for silver sneakers	us	36	1200	0.40	0.9	how do you get silver sneakers?	2023-07-25 14:53:24	Featured snippet,People also ask,Sitelinks,Image pack	1	
9	how to clean suede sneakers	us	21	1200	0.04	0.87	how to clean suede shoes	2023-07-25 08:59:40	People also ask,Videos,Image pack	2000	20000
10	what r sneakers	us	10	1200	0.20		sneakers	2023-07-23 09:50:05	Featured snippet,People also ask,Image pack	1300	3800
11	where to buy sneakers	us	89	1100	0.50	1.12	footlocker	2023-07-25 12:13:18	Local teaser pack,People also ask,Sitelinks	1900	1790000
12	how to lace sneakers	us	21	1000	0.35	0.74	lacing sneakers	2023-07-25 23:36:10	People also ask	2200	3200
13	what are sneakers	us	5	1000	0.45	0.42	what r sneakers	2023-07-21 00:19:04	Sitelinks,People also ask,Knowledge panel	3900	2800
14	what is silver sneakers program	us	38	900	0.20	0.94	how do you get silver sneakers?	2023-07-24 13:16:34	Featured snippet,Sitelinks,People also ask,Image pack	1	
15	how to wash white sneakers	us	20	800	0.25	1.19	white shoe cleaner	2023-07-22 00:23:48	People also ask	2000	2900
16	how to wash sneakers in washer	us	38	700	0.03	0.8	how to wash shoes	2023-07-26 11:46:49	Featured snippet,People also ask,Videos	900	28000
17	what insurance plans include silver sneakers?	us	20	700		0.75	what insurance plans include silver sneakers?	2023-07-25 12:04:35	People also ask,Sitelinks,Image pack		
18	how to clean white leather sneakers	us	14	600	0.07	1.13	how to clean white leather shoes	2023-07-27 06:32:24	People also ask,Videos,Sitelinks,Image pack	1100	
19	how to draw sneakers	us	3	600	0.00	0.41	how to draw a shoe	2023-07-25 07:26:16	Image pack,People also ask,Sitelinks	900	4800
20	how should sneakers fit	us	21	600	0.07	1.05	how should sneakers fit	2023-07-22 13:02:57	People also ask	800	500
21	what is the silver sneakers program	us	42	600	0.20	1	how do you get silver sneakers?	2023-07-22 21:32:17	Featured snippet,Sitelinks,People also ask	600	4200
22	how much does silver sneakers pay gyms	us	22	500	0.15	0.92	how much does silver sneakers pay gyms	2023-07-25 00:30:09	People also ask	500	1100
23	where to sell sneakers	us	41	500	1.10	1.22	resell sneakers	2023-07-26 13:58:49	People also ask,Local teaser pack,Image pack	800	4800
24	how does silver sneakers work	us	30	500	0.30	0.89	how does silver sneakers work	2023-07-25 18:26:12	People also ask,Image pack	600	3000
25	how to wash sneakers in the washer	us	33	450	0.03	0.91	how to wash shoes	2023-07-22 09:39:37	Featured snippet,People also ask	600	27000
26	what insurance plans include silver sneakers	us	13	450	0.90	0.87	what insurance plans include silver sneakers?	2023-07-15 01:42:53	People also ask,Sitelinks,Image pack		
27	how much does silver sneakers cost	us	31	450	0.20		how much does silver sneakers cost	2023-07-20 20:03:19	Featured snippet,People also ask,Image pack	500	

The Ideation Process Can Be Done At Scale

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Yes It's perfect my friend. Thank you.



Using Make A Sheet... ✨



Now, I'll put these topics into a CSV file. Before I do that, here's how the data will look in the CSV file:

Content Topic Ideas

How to clean white sneakers

How to wash sneakers

How does silver sneakers work

How to wash shoes

Silver sneakers near me

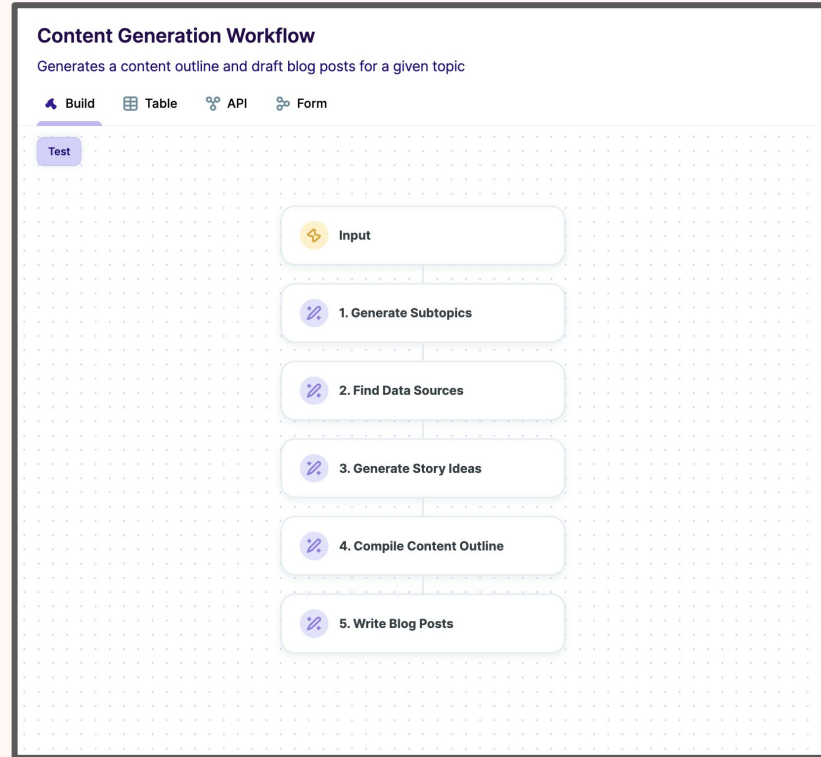
...

Please confirm if this structure is okay, or if you'd like any changes.




PRO TIP: Be nice in case they try to overthrow us someday.

The Brief Writing Process Can Be Done At Scale




The Brief Writing Process Can Be Done At Scale

→| Close

 **1. Generate Subtopics**
Generates 5 subtopics

PROMPT INSTRUCTIONS

The content topic I want to write about is:  CONTENT TOPIC
Please begin suggesting 5 newsworthy stories. 5 newsworthy subtopics that fall under this main topic.

PROMPT BACKGROUND

You are working at WaitButWhy as a data-journalist. You are working on new story ideas.

Save Action

The Brief Writing Process Can Be Done At Scale


→ | Close

5. Write Blog Posts

Writes draft blog posts

PROMPT INSTRUCTIONS

Write a blog post for each of these outlines:

 **COMPILE CONTENT OUTLINE** Write a draft blog post for each of these story ideas, with a catchy title, intro, headlines to represent the key points, a paragraph beneath each point and a compelling conclusion.

PROMPT BACKGROUND

You are a blog writer who creates draft blog posts based on a given content outline with topics, subtopics, data sources and story ideas. You write for WaitButWhy.

Save Action

The Brief Writing Process Can Be Done At Scale

Content Generation Workflow
Generates a content outline and draft blog posts for a given topic

705 Bonus Credits Remaining ⓘ + Buy Credits 📄 Share ⋮

🔗 Build 📄 Table 🔗 API 🔗 Form

⬇ Import CSV ⬆ Export CSV ▶ Run All + New Row

Run	Status	Content Topic	Generate Subtopics	Find Data Sources	Generate Story Ideas	Compile Content Outline	Write Blog Posts
🔄	✓ COMPLETE	How to tie golden goose laces	1. The history and origin of golden goose ...	1. A history of Golden Goose and their signature distressed ...	1. Analyze historical records and accounts t...	Here are 5 blog post outlines based on the ...	Here are the draft blog posts:...
🔄	✓ COMPLETE	How to stretch sneakers	1. The science of how sneakers stretch ...	1. Scientific American: The Science Behind Stretching ...	1. Analyze data from multiple studies on how...	1. Analyze data from multiple studies on how ...	Here are draft blog posts for the given sto...
🔄	✓ COMPLETE	How to stop shoes from squeaking	1. The science behind squeaky shoes and how...	1. Scientific American: The Physics of Squeaky Shoes ...	1. Analyze the physics and materials science ...	1. I) Introduction: Explain how squeaky shoes are ...	Here are the draft blog posts:...
🔄	✓ COMPLETE	How to wear bootcut jeans with...	1. The dos and don'ts of wearing bootcut jeans ...	1. Glamour Magazine: The Dos and Don'ts of Wearing Bootcut ...	1. Analyze data from Glamour Magazine and ...	Here are 5 blog post outlines based on the ...	Here are the 5 draft blog posts:...
🔄	✓ COMPLETE	How to wash sneakers by hand	1. The best detergents and cleaning solutions ...	1. Reviews and recommendations of gentle detergents for delicate...	1. Test and review the top recommended ...	1. Test and review the top recommended detergents...	Here are the draft blog posts:...
🔄	✓ COMPLETE	How to wear white sneakers	1. The dos and don'ts of wearing white sneakers...	1. Vogue - The Dos and Don'ts of Wearing White Sneakers ...	Here are 5 data-driven story ideas:...	Here are 5 blog post outlines based...	
🔄	✓ COMPLETE	How to dry shoes	1. The science behind how moisture is wicked ...	Here are 5 relevant data sources for the given topics and ...	1. Analyze data from scientific...		
🔄	✓ COMPLETE	What sneakers are in style 2022	1. The return of retro sneakers like Air Jordan...	1. Sales data from Nike, Adidas and other major sneaker bra...			Retro Sneaker Comeback: Why '80s ...
🔄	✓ COMPLETE	How to wear pleated skirt with ...	1. The Do's and Don'ts of Pairing Pleated Skirts a...	1. WhoWhatWear - The Do's and Don'ts of Pairing Pleated Skirts ...	1. Analyze trends data from WhoWhatWear, ...	Here are 5 blog post outlines based on the ...	Here are 5 draft blog posts based on the ...

This took 5 minutes to complete

The Brief Writing Process Can Be Done At Scale

Here are draft blog posts for the given story ideas:

The Science of Stretching Sneakers: How to Maximize Comfort for Every Foot

A. Introduction

Sneakers come in all shapes, sizes, and materials these days. To get the right fit, you often have to stretch and break them in. But how you stretch your sneakers depends a lot on what they're made of and your specific foot

B. Stretch Mesh Sneakers with Heat and Moisture

For mesh sneakers, applying moderate heat and moisture is key. Podiatrists recommend using a blow dryer on a low setting while gently pulling and massaging the mesh fabric. Spray the inside of the sneakers with a water

C. Stretch Leather Sneakers Slowly with Tension

Leather requires patience. Experts recommend using a shoe stretcher or dampening leather sneakers and then wearing them until dry. Start with 15-30 minutes at a time, checking fit often. Apply additional tension with rolled

D. Stretch Knit Sneakers with Targeted Tension

For knit sneakers, applying tension to key areas is best. Gently pull the knit fabric in the toe box, width and length of the sneaker. Use your hands to stretch and shape the knit, dampening slightly if needed. Place rolled-up socks

E. Summary and Recommendations

In summary, the key to stretching your sneakers effectively is using the proper techniques for the specific materials and your unique foot needs. Apply heat, moisture and tension gradually while frequently checking the fit. Str

The Truth About Dryer Damage: Why Sneaker Companies Say No Heat

A. Introduction

If you frequently machine dry your sneakers, you may be significantly reducing their lifespan without realizing it. I reviewed data and recommendations from sneaker companies and scientific experts on how high heat causes

B. Dryer Heat Breaks Down Sneaker Materials

Common sneaker materials like mesh, leather, knit fabrics, rubber and adhesives break down over time with exposure to heat. Dryer cycles subject sneakers to high heat for long periods, speeding up this material deteriorati

C. Sneaker Damage is Irreversible

The heat damage caused to sneakers in the dryer is permanent. Dryer-dried sneakers may appear unchanged at first but will fall apart faster and lose structural integrity over time. Materials have been weakened from overhea

D. Air Drying Maximizes Sneaker Lifespan

All major sneaker brands recommend air drying sneakers away from direct heat to maximize their lifespan. To properly air dry sneakers, stuff them with newspaper to hold their shape as they dry completely. Keep them out of

E. Summary and Key Takeaways

In summary, while machine drying sneakers may seem convenient, it leads to irreversible damage that reduces how long they last and their foot support. Sneaker companies explicitly warn against dryer use because of the h

DIY Sneaker Stretching: The Most Effective Methods Ranked

A. Introduction

I surveyed recommendations from experts and customer reviews on DIY methods for stretching sneakers quickly. The top techniques ranged from using damp rolled-up socks to commercial shoe stretchers. I tested each me

B. DIY Method #1: Targeted Heat and Moisture

The most effective DIY method was applying heat and moisture directly to tight areas of the sneakers. I used a hair dryer on a low setting while dampening problem spots with a spray bottle. The heat caused the materials to

C. DIY Method #2: Commercial Shoe Stretchers

For a straightforward approach, commercial shoe stretchers ranked second. I tested spring-loaded shoe stretchers that provide tension in specific areas. After 12-24 hours of use, they increased sneaker length and width by

D. Additional DIY Methods: Rolled-Up Socks, Freezing, Wooden Blocks

Other DIY methods like placing damp rolled-up socks in tight spots, freezing sneakers then wearing them as they thaw and wedging wooden blocks in problem areas were moderately effective. They increased internal space

E. Summary and Recommendations

In summary, the DIY sneaker stretching methods that applied targeted and controlled heat, moisture and tension were most effective for maximizing space. Commercial shoe stretchers ranked second, providing substantial s

The Final Writing Process Can Be Done At Scale

The screenshot displays a document editor interface. At the top left, it shows the time 'Today, 10:33 PM' and a zoom level of '100%'. The main content area contains a draft article titled 'The 7 Most Stylish Ways to Wear White Sneakers This Season, According to Fashion Experts'. The article text is highlighted in light blue. The right sidebar shows a 'Version history' panel with a dropdown menu set to 'All versions'. Under the heading 'TODAY', there are two entries: 'July 27, 10:33 PM' (Current version, by Ross Simmonds) and 'July 27, 10:30 PM' (by Ross Simmonds). A large grey arrow points from the '3 MINUTES!' text to the 'July 27, 10:33 PM' entry.

← Today, 10:33 PM

100% Total: 1 edit

The 7 Most Stylish Ways to Wear White Sneakers This Season, According to Fashion Experts

White sneakers have become a wardrobe staple for all ages and styles, but it can be difficult to keep them looking stylish.

This season, fashion experts from Vogue, WhoWhatWear, and top bloggers have come together to provide the latest trend reports on how to wear white sneakers the most stylish way. Whether you're after a classic look or want to make a statement, the following tips will help you stay ahead of the curve.

Wear Them With A Floral Dress

Floral dresses and white sneakers are a great way to create an unexpected look. The femininity of the floral pattern will contrast perfectly with the sporty feel of the sneakers, creating an edgy and stylish ensemble. To complete the look, layer on a light-weight cropped denim jacket or pair them with a bright-colored belt for more subtle accents. If you're feeling daring, add in some funky accessories like hoops or layered necklaces. No matter what your style is, this look is sure to turn heads and show off your fashion-forward sense of style.

Pair Them With Jeans and A Tee

White sneakers are also a great way to dress down a more formal look. Try wearing them with cropped jeans and a t-shirt for an effortless weekend style. To keep the look balanced, pick a pair of cropped skinny jeans that hit at the ankle and a fitted t-shirt with some nice detailing around the neckline. Finish off your look with a denim jacket or an oversized cardigan for added warmth. For accessories, pick out some cute earrings and bangles to give your ensemble some extra pizzazz. Whether you're heading out for errands or meeting up with your friends, this look is sure to be a hit.

Version history

All versions

TODAY

- ▶ July 27, 10:33 PM
Current version
● Ross Simmonds
- July 27, 10:30 PM
● Ross Simmonds

3 MINUTES!

**Estimated Time To
Elevate Content:**

2-3 Hours

The Final Writing Process Can Be Done At Scale

The 7 Most Stylish Ways to Wear White Sneakers This Season, According to Fashion Experts

White sneakers have become a wardrobe staple for all ages and styles, but it can be difficult to keep them looking stylish.

This season, fashion experts from Vogue, WhoWhatWear, and top bloggers have come together to provide the latest trend reports on how to wear white sneakers the most stylish way. Whether you're after a classic look or want to make a statement, the following tips will help you stay ahead of the curve.

Wear Them With A Floral Dress



The Final Writing Process Can Be Done At Scale



**Challenge Your Beliefs.
Embrace Experiments.**



BUT CAN WE WEAVE A BIGGER WEB?

The Whopper *DAY 28*



THE BEAUTY
OF NO ARTIFICIAL
PRESERVATIVES



The Original




Midjourney AI



IDEAS ARE GOING FROM AI TO BACKED KICKSTARTERS


"NUMBER ONE"
JOSEPH DAVID-JONES

Born in Los Angeles and raised in Kentucky, Joseph David-Jones is a dynamic film and television actor and (up-and-coming) musician. He most recently starred as Jharrel in The CW's 4400. On the film side, Joseph's credits include Detroit, Roman J. Israel, Esq. and Allegiant. And on television, David-Jones starred in The CW's Arrow and DC's Legends of Tomorrow as well as CMT's Nashville. David-Jones finds joy filling his downtime with various musical endeavors and by sponsoring the Save the Children Foundation, which brings support and necessities to children living in underprivileged environments.




"CALDWELL"
JUSTIN PRENTICE


Justin Prentice is an actor with over 15 years experience in Hollywood. He is best known for his work as a series regular on Netflix's 13 Reasons Why, where he showcased his ability to embody a complex and morally ambiguous character. Justin's first big break came when he was hired as a series regular on ABC comedy Malibu Country. His credits also include recurring roles on AMC's Preacher, Fox's Steve, MTV comedy Awkward and TruTV comedy These Who Can't, as well as many others.







CINEMATOGRAPHER
KENZEN TAKAHASHI

Kenzen Takahashi is a cinematographer based out of Los Angeles. He got his start as a union grip, learning to light from renowned professionals on productions such as Netflix's 13 Reasons Why, The Matrix Resurrections, and All the Old Knives. From there, Kenzen went on to shoot short films, music videos, commercials, and most recently, a feature film starring Shiloh Fernandez and John Faley. Kenzen's work has been featured in articles by Sony and Dribbble. His following on social media continues to grow as people delve into his insight on the craft of cinematography.



 **zypher** 06/30/2023 7:44 AM
I used Midjourney to create concept art to help me put together a short film. The art was used to help illustrate a pitch deck (a couple example pag ...more


 4  2  1 


kickstarter.com




DRAFT NIGHT

Draft Night: A Short Film






A Black basketball prodigy struggles with the burden of single-handedly saving his family from hardship on the night of the NBA draft.

 **Tom Glinkowski**
First created · 0 backed [More](#)

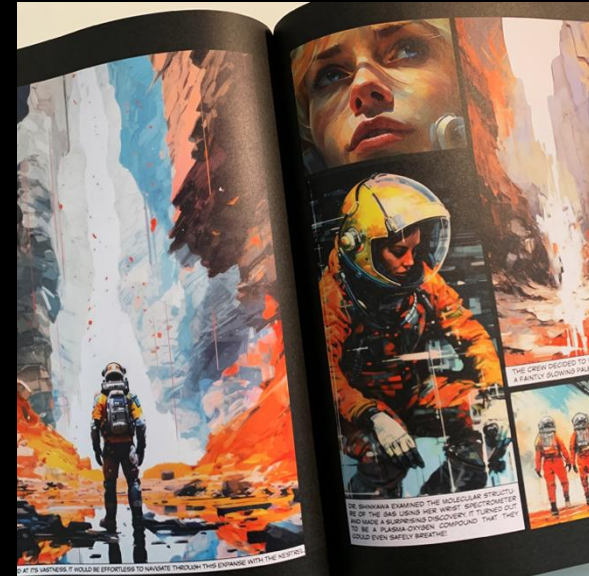
CAS 28,711  136 **6**
pledged of CAS 19,775 backers days to go

 Project We Love  Drama  Oakland, CA

[Back this project](#)

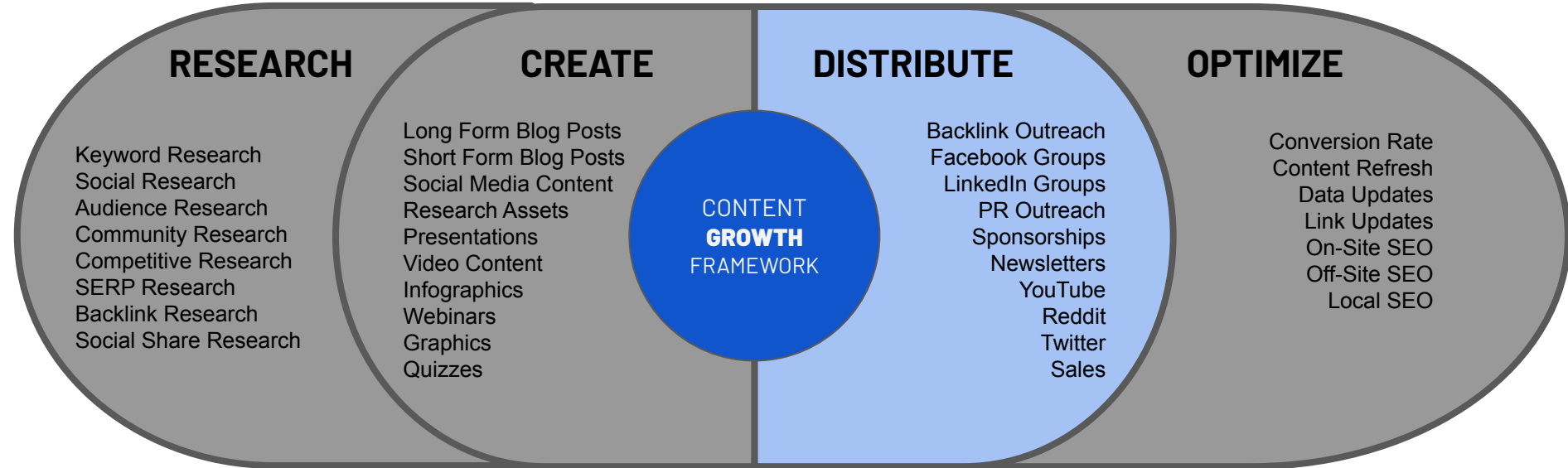
 Remind me    

And actual PRINTED Comics...



EMBRACE THE CONTENT GROWTH FRAMEWORK

The framework for putting the 'marketing' back in 'content marketing'.



How To Use AI To Repurpose Content

summarize.tech Login Purchase Premium

Summary of [The Man Building a Multi-Million Dollar Media Empire on Social Media, Chase Dimond](#)

This is an AI generated summary. There may be inaccuracies. · [Summarize another video](#) · [Purchase summarize.tech Premium](#)


[00:00:00](#) - [01:00:00](#)

Chase Dimond, the man behind a multi-million dollar media empire on social media, believes in building a network of theme pages instead of branding everything with his name and face. By posting frequently on social media and providing value consistently, Dimond has grown his newsletter to 75,000 subscribers, with 90% coming from Twitter and LinkedIn alone, which he sees as the most interesting aspect of his empire and the end goal. Dimond stresses the importance of content distribution, not just creation, and emphasizes the need to constantly engage with one's audience and improve one's content. In terms of monetization, Dimond has revenue streams through agency clients, consulting deals, affiliate deals, newsletter sponsorships, and being an angel investor in several companies and trading money for access or equity.

[See less](#)

- [00:00:00](#) In this section, Chase Dimond discusses how becoming a father changed his perspective on business and life. He explains that taking time off allowed him to restructure his business so that others could be leaders and equals, instead of just followers. He also talks about the importance of being efficient with his time online, as his time is now more finite. Later, he discusses how he wants to build media that doesn't require his name and face, aiming for a network of theme pages. He has been building out pages on LinkedIn, such as AI Evolution, which has grown from zero to 55,000 followers in just 75 days.
- [00:05:00](#) In this section, Chase Dimond discusses how he has built a digital media empire through his various social media pages, including a copywriting page with almost 50,000 followers. He explains that he went from focusing solely on building his personal brand to becoming more of an operator, building his audience and simultaneously building these channels, which he says work symbiotically. He has grown his newsletter to 75,000 subscribers, with 90% of that coming from Twitter and LinkedIn alone, which he sees as the most interesting aspect of his empire and the end goal. Chase plans to build out his page/network to about a million followers on LinkedIn alone by using good content and high volume while considering other monetization methods such as services.
- [00:10:00](#) In this section, Chase Dimond talks about the importance of quantity when it comes to social media posting. Each post is an opportunity to gain followers, offer value, and potentially go viral. He gives an example of a post he made that garnered over a thousand likes and 75,000 to 100,000 impressions. As his pages grow, he aims to increase posting frequency and reach different audiences. Dimond also discusses the importance of focusing on one's strengths and finding employees or partners to handle weaknesses. He advises those looking to follow his blueprint to consume good content in their niche and look for opportunities to create overlapping synergy between their businesses.
- [00:15:00](#) In this section, Chase Dimond, the man behind a multi-million dollar media empire on social media, talks about the importance of building a content muscle through practice and consistency, and finding a community to boost each other's content. He stresses the need to spend more time on content distribution, not just creation, and shares his own creation process which begins with consuming as much information as possible in the morning, responding to emails, and repurposing old content with new context and updates. He also emphasizes the significance of engaging with one's audience and constantly improving one's content regardless of the level of success achieved.

⚡ Model: Default (GPT-3.5)



Write a short blog post about this interview:

Chase Dimond discusses the importance of ownership and how it has played a role in his growth. For example, he mentions that his agency has an annual cash flow that isn't great because they invest in growth, but there's a potential eight-figure exit if they get to \$20-40 million in revenue. He also talks about his newsletter and course businesses

Chase Dimond on Ownership, Smart Work, and Content Strategies

File Edit View Insert Format Tools Extensions Help

100% Normal text Roboto 12 B I U A

Chase Dimond on Ownership, Smart Work, and Content Strategies

In a recent interview, marketing expert Chase Dimond delves into various aspects of his entrepreneurial journey, shedding light on the importance of ownership, smart work, and effective content strategies. With a focus on building meaningful connections and leveraging social media platforms, Dimond offers valuable insights for aspiring creators and marketers.

Listen to the entire interview here:

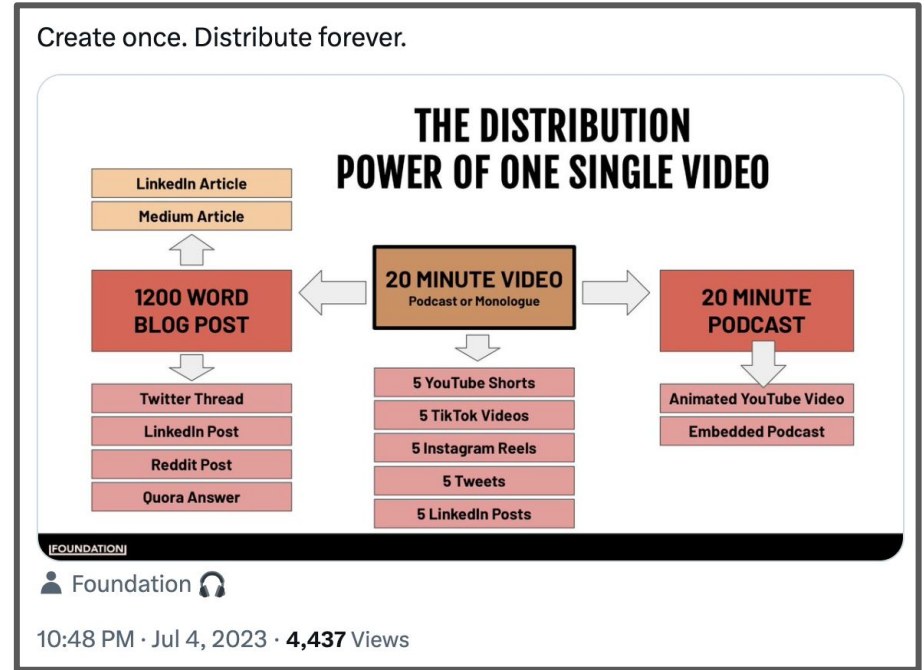
[\[LINK\]](#)

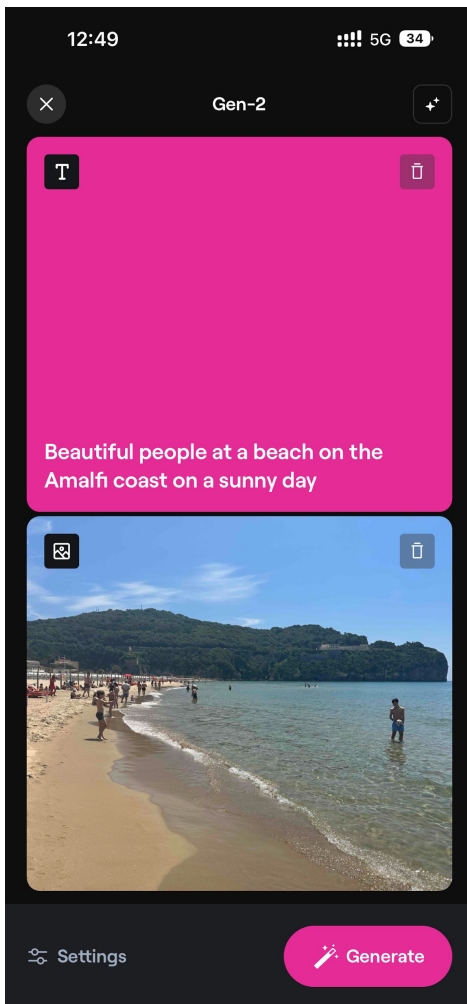
The Power of Ownership:

1. Dimond highlights the significance of ownership in driving growth. He discusses his agency's investment in growth, which affects their annual cash flow. Despite this, Dimond emphasizes the potential for an eight-figure exit if their revenue reaches \$20-40 million. To secure his interests, Dimond negotiates for equity in certain deals, ensuring he can share in the upside of future transactions.

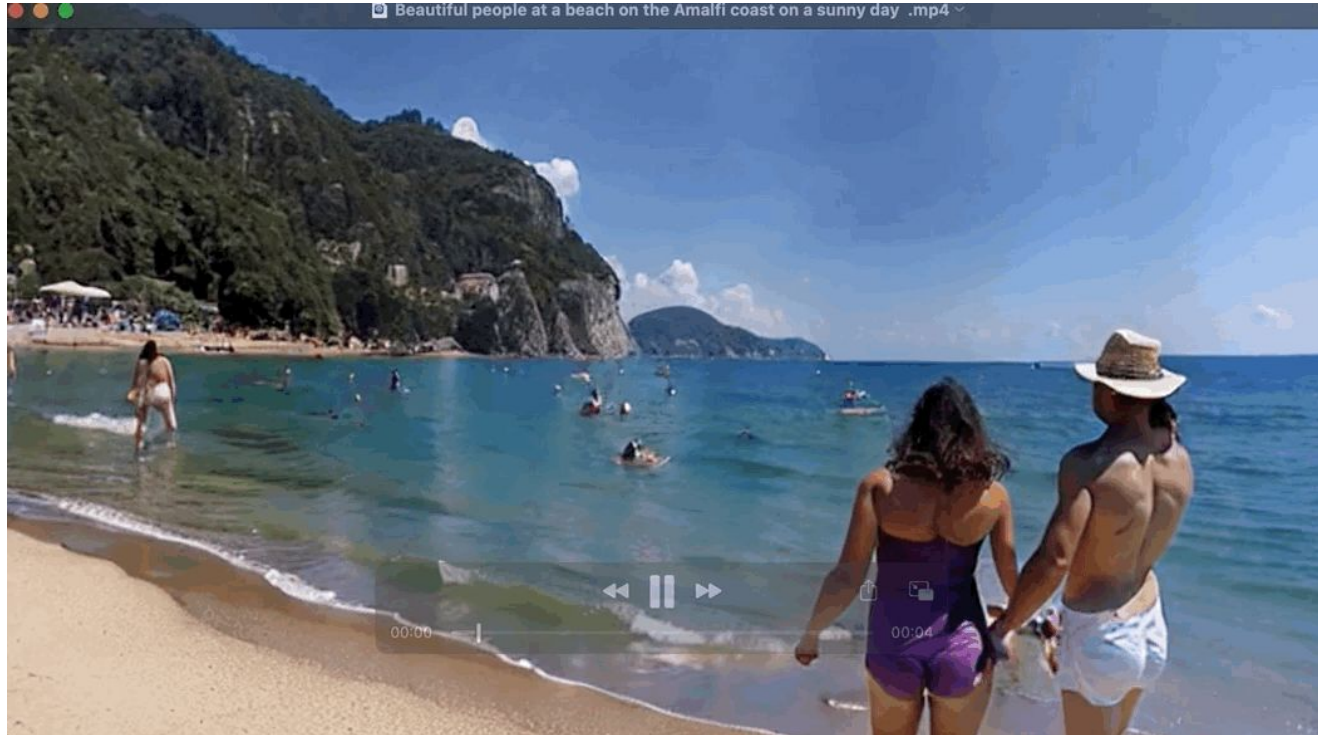
X STILL WORKS IF YOU ARE WILLING TO PAY TO PLAY...

Long form content
Threads still work
Build relationships
Try communities

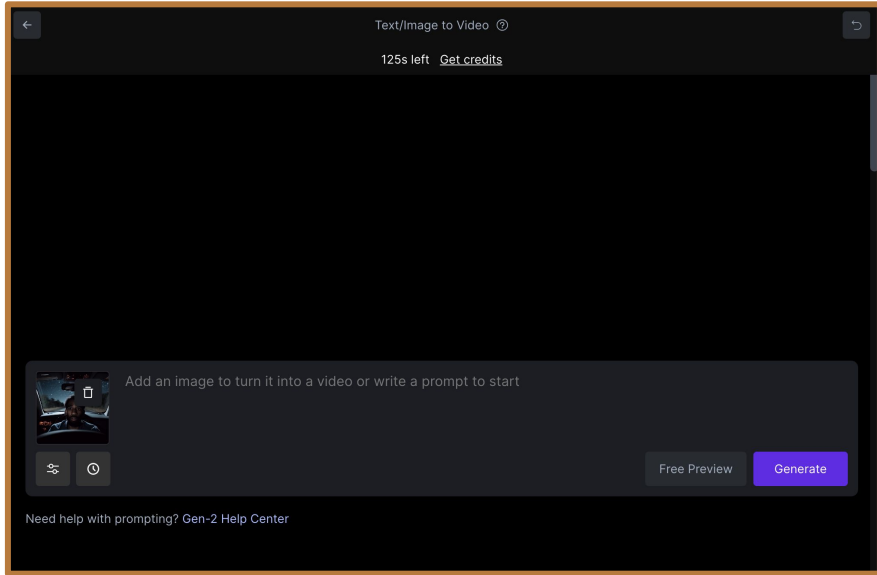




RUNWAYML TURNS IMAGES INTO VIDEOS



RUNWAYML TURNS IMAGES INTO VIDEOS



Pic from Midjourney turned into a video w. Runway.

Introducing Eleven Multilingual v1: Our New Speech Synthesis Model

Our current deep learning approach leverages more data, more computational power, and novel techniques to deliver our most advanced speech synthesis model



Listen to this Story

▶ 0:00 / 5:21 ◌ 1x ◀

Today, we're thrilled to launch Eleven Multilingual v1 - our advanced speech synthesis model supporting seven new languages: **French, German, Hindi, Italian, Polish, Portuguese, and Spanish**. Building on top of the research that powered Eleven Monolingual v1, our current deep learning approach leverages more data, more computational power, and novel techniques inside an increasingly



Emily
@TheEmilyDyson

I've been experimenting with using AI to grow a faceless YouTube channel.

ChatGPT for writing the script + description + title.
ElevenLabs for generating the voiceover.
Canva for creating the video.
MidJourney for creating the thumbnail.

It's not going too bad so far!

In the selected period, your channel got 42,109 views



Prime Voice AI

The most realistic Text to Speech and Voice Cloning software. ElevenLabs brings the most compelling, rich and lifelike voices to creators and publishers seeking the ultimate tools for storytelling.

Click on a language to generate in a random text: English German Polish Spanish Italian French Portuguese

Hindi

Welcome to the Green Thumb Podcast, where we dive into all things related to gardening and sustainability. I'm your host, Ross, and today we have an exciting episode lined up for you. We'll be discussing the numerous benefits of urban gardening. Whether you have a spacious backyard or just a tiny balcony - This episode is for you. →

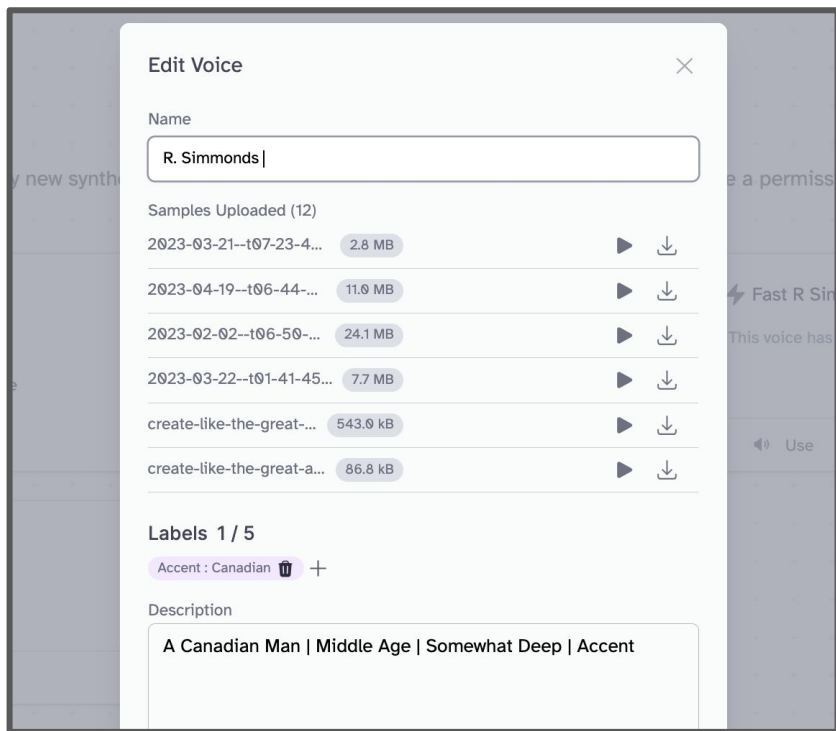
— premade/Adam

332 / 333



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ElevenLabs



Audio created from hours
of podcast materials
"Create Like the Greats"

D-ID

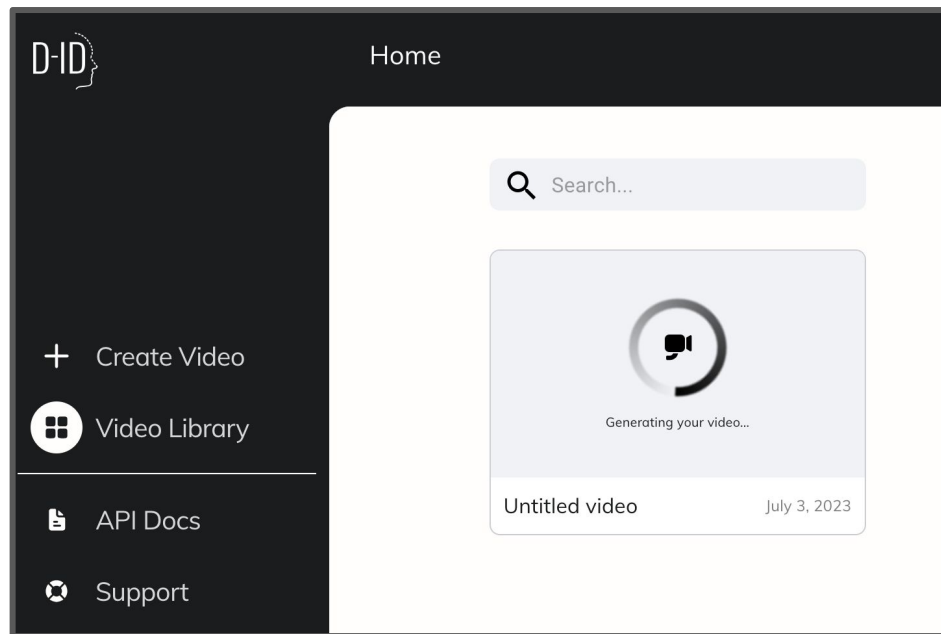


Image created from
Instagram Reels videos



Ross Simmonds @TheCoolestCool · 16h

Weekend experiment:

Create a video of me with just AI.

Here's the result.

Sure. It needs work. But it's pretty close...

HOW?

- 1) AI reconstructed my voice using old podcast recordings.
- 2) AI used my old blog post as a script.
- 3) AI used a screen grab from an old video of... [Show more](#)



WHAT WILL BE NEXT?

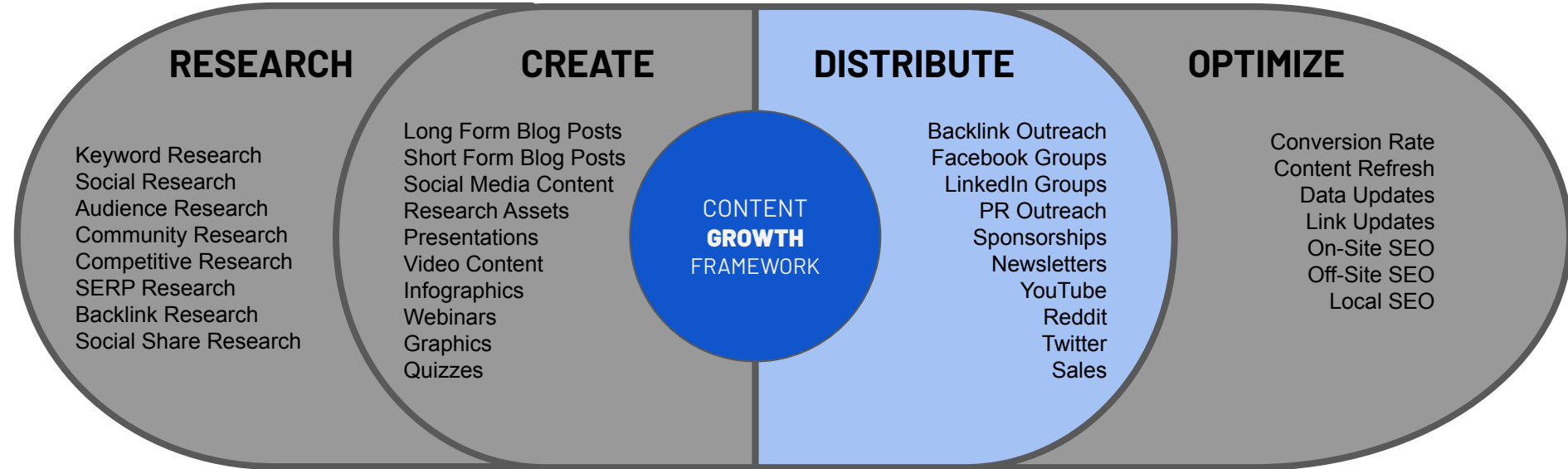
- AI-hosted webinars**
- AI-sent job interviews**
- Avatar-led Zoom calls**
- Podcasts hosted by AIs**
- AI-presented event talks**
- AI-first YouTube channels**
- AI-sent recorded messages**
- AI-driven influencer accounts**
- AI-assisted legal consultations**
- Automated meeting attendance**
- AI-driven focus group participation**
- AI-driven virtual classroom attendance**
- AI-driven public speaking practice & coaching**

**Challenge Your Beliefs.
Embrace Experiments.**



EMBRACE THE CONTENT GROWTH FRAMEWORK

The framework for putting the 'marketing' back in 'content marketing'.





Here are 10 tweets that summarize things the best marketers do:



- The best marketers can take projects from vision to execution.
- The best marketers sell emotions, not products.
- Many of the best marketers I know are introverts and I think it's because they're great observers.
- The best marketers say "it depends" 99% of the time.
- The best marketers understand marketing is like venture.
- The best marketers are half storytellers and half scientists.
- The best marketers test against their own beliefs.
- The best marketers spark just the right amount of curiosity before you've even finished reading the headline

Write 75 quotes that are similar to these and less than 280 characters.



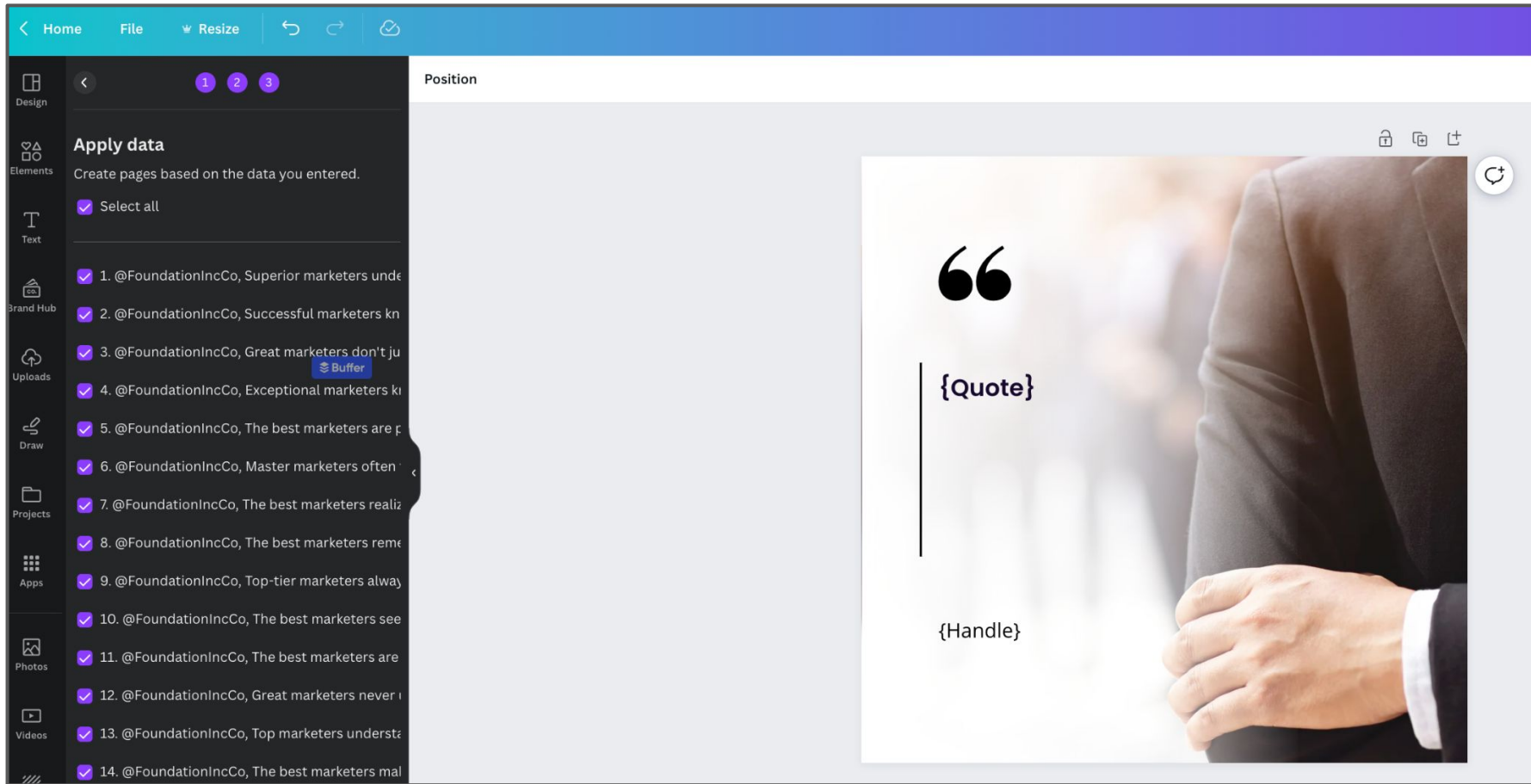
1. Superior marketers understand that connection is currency in the digital age.
2. Successful marketers know that trends aren't just followed, they're set.
3. Great marketers don't just make promises, they deliver experiences.
4. Exceptional marketers know that a story told well can change the world.
5. The best marketers are part artist, part analyst.
6. Master marketers often think in customer lifetimes, not transactions.
7. The best marketers realize it's not about selling, it's about creating value.
8. The best marketers remember that data is knowledge, but empathy is wisdom.
9. Top-tier marketers always know the 'why' behind the 'what.'
10. The best marketers see customer

Regenerate response

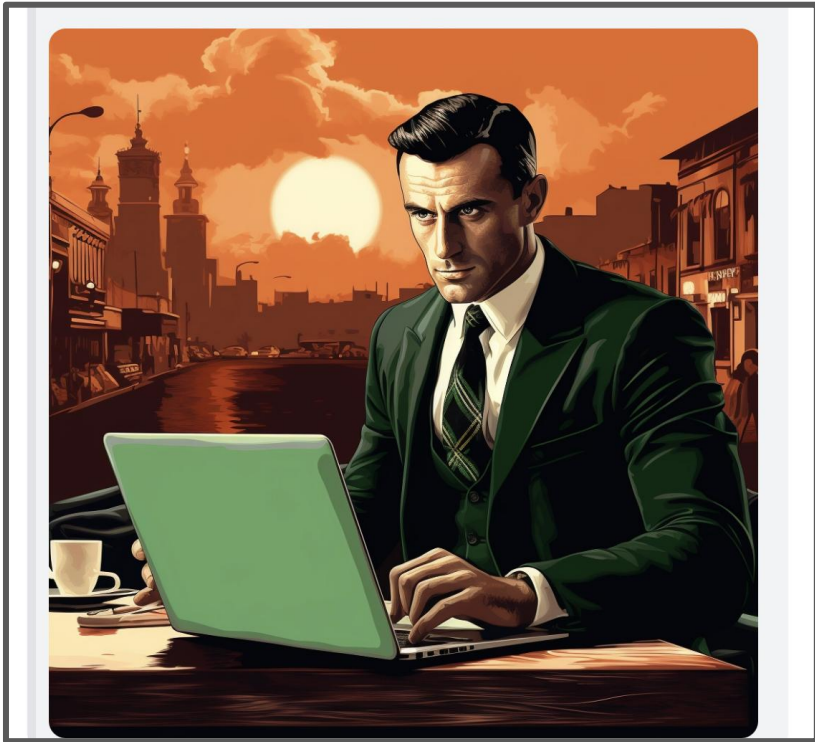
sumers.

Untitled spreadsheet

	A	B
1	@FoundationIncCo	Superior marketers understand that connection is currency in the digital age.
2	@FoundationIncCo	Successful marketers know that trends aren't just followed, they're set.
3	@FoundationIncCo	Great marketers don't just make promises, they deliver experiences.
4	@FoundationIncCo	Exceptional marketers know that a story told well can change the world.
5	@FoundationIncCo	The best marketers are part artist, part analyst.
6	@FoundationIncCo	Master marketers often think in customer lifetimes, not transactions.
7	@FoundationIncCo	The best marketers realize it's not about selling, it's about creating value.
8	@FoundationIncCo	The best marketers remember that data is knowledge, but empathy is wisdom.
9	@FoundationIncCo	Top-tier marketers always know the 'why' behind the 'what.'
10	@FoundationIncCo	The best marketers see customers as partners, not just consumers.
11	@FoundationIncCo	The best marketers are not just content creators, they're conversation starters.
12	@FoundationIncCo	Great marketers never underestimate the power of simplicity.
13	@FoundationIncCo	Top marketers understand that loyalty is earned, not given.
14	@FoundationIncCo	The best marketers make the complex feel simple and the ordinary feel extraordinary.
15	@FoundationIncCo	Exceptional marketers don't sell products, they sell solutions.
16	@FoundationIncCo	The best marketers use data not just to validate, but to innovate.
17	@FoundationIncCo	Master marketers are agile, adapting to market trends like water to a stream.
18	@FoundationIncCo	Great marketers don't just reach people, they resonate with them.
19	@FoundationIncCo	The best marketers are those who inspire action, not just awareness.
20	@FoundationIncCo	Master marketers make you feel like you're part of a journey, not just a sales funnel.
21	@FoundationIncCo	Great marketers know that curiosity is the key to engagement.
22	@FoundationIncCo	Top marketers use storytelling to bridge the gap between logic and emotion.
23	@FoundationIncCo	Best marketers know that branding is about being, not just seeming.
24	@FoundationIncCo	Good marketers see consumers; great marketers see people.
25	@FoundationIncCo	Superior marketers know that the journey is just as important as the destination.
26	@FoundationIncCo	The best marketers can make you remember something without you even realizing it.
27	@FoundationIncCo	Top marketers create messages that stick, not just ads that sell.



Midjourney Will “DESCRIBE” Images For You So You Can Recreate Them With Different *Variations*

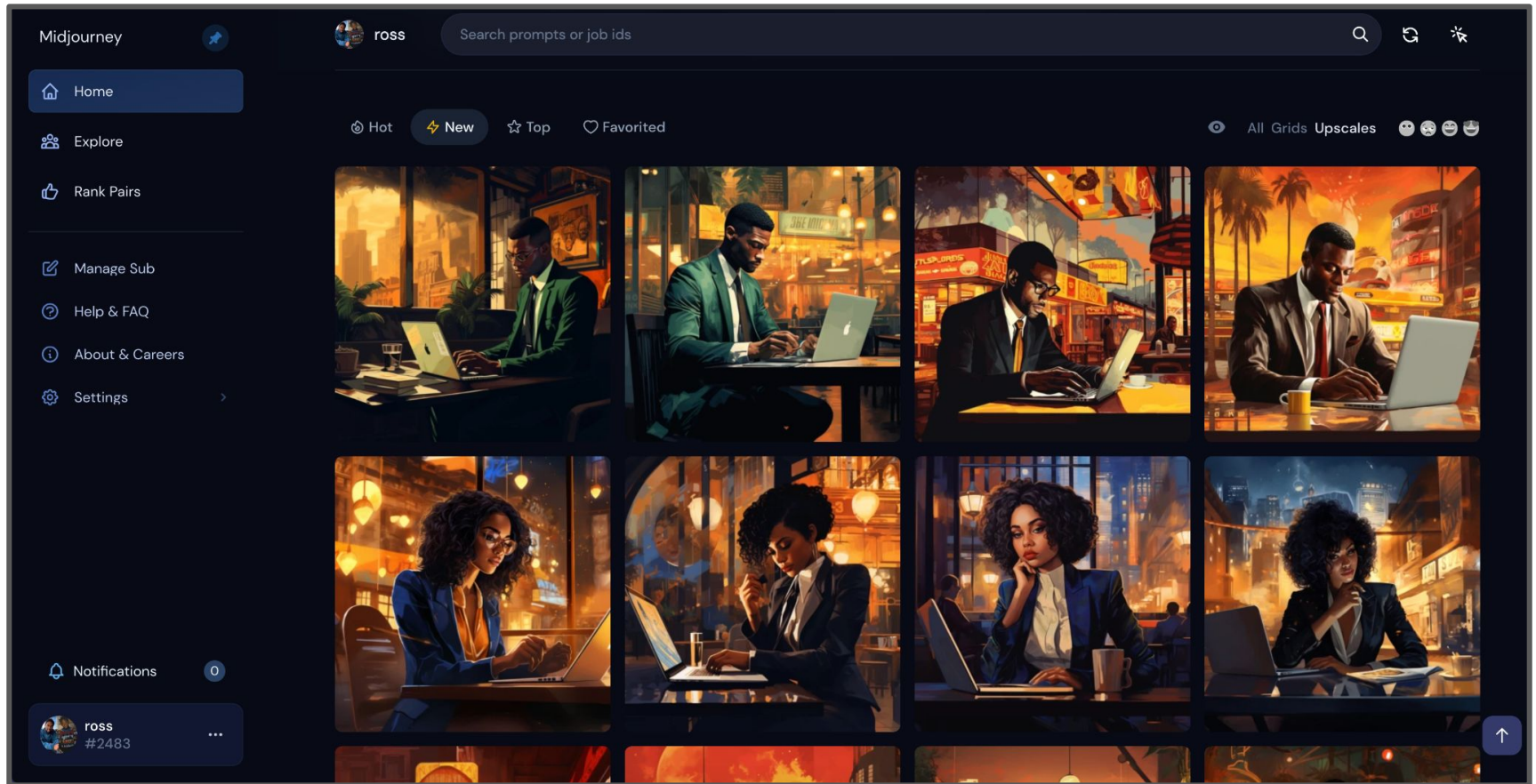


ross used [/describe](#)

Midjourney Bot ✓BOT Today at 12:55 PM

- 1 a man on a laptop at a table, in the style of adventure pulp, city portraits, dark green and amber, historical illustration, 2d game art, wealthy portraiture, eye-catching composition
- 2 a man in a suit sitting in a restaurant using his laptop, in the style of retro-futuristic propaganda, realistic cityscapes, dark green and amber, illustration

Midjourney Can Create Hundreds Of Images In Minutes



Use ChatGPT + Canva PRO + Midjourney To Create Visual Assets At Scale



The Results:

18,240 Impressions + 30 New Followers

The Time Investment:

20 minutes

BUT ROSS... That's not going to get us QUALITY visits or traffic.





Daily Facts Worth

@DailyFactsWorth · 230K subscribers
Welcome to Daily Facts Worth, a place where you can discover amazing insights into how the world works. Whether you ...

Subscribe



Latest Shorts from Daily Facts Worth

230,000 Subscribers



Girls Usually Fall In Love With The Boys That.... #shorts...
7.9K views



Girls Can Easily Fall In Love With.... #shorts...
4.5K views



Psychology Girls Facts #shorts #psychologyfacts...
3K views



The Best Girls Are Always.... #shorts #psychologyfacts...
5.5K views



27,000 Subscribers



@burqut 1 month ago 2 subscribers

Another excellent and informative video, thank you!



@jamanakhir 4 weeks ago 420 subscribers

Best historical video ever watched



The Mysterious Khanate | Historical Turkic States



Khan's Den
27K subscribers



Join

Subscribe

339



Share



Download



Thanks



Clip



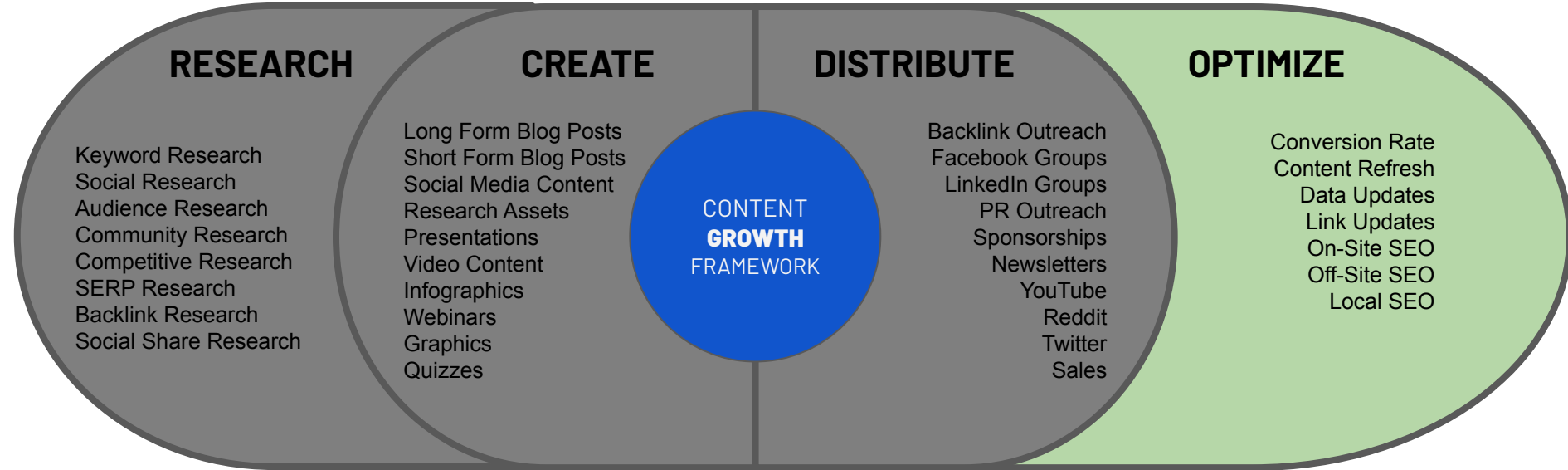
5.5K views 1 month ago

**Challenge Your Beliefs.
Embrace Experiments.**

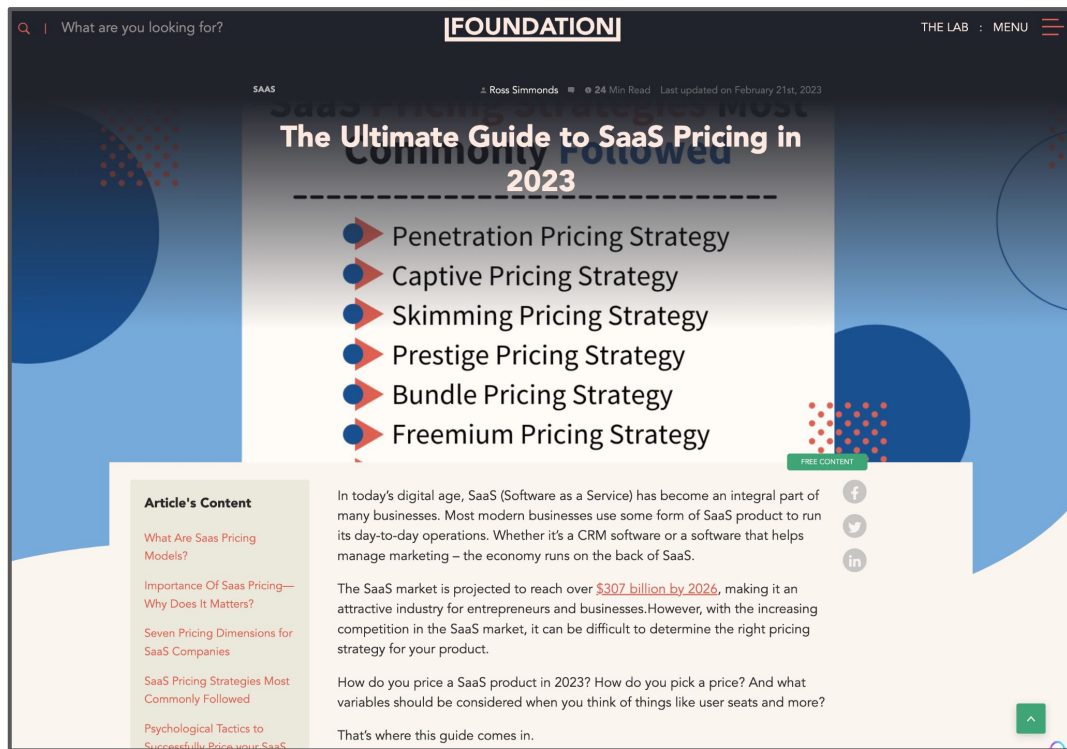


EMBRACE THE CONTENT GROWTH FRAMEWORK



The framework for putting the 'marketing' back in 'content marketing'.



CREATING EATABLE CONTENT WITH ARTIFICIAL INTELLIGENCE



- 3+ images for visual learners and Google Images
- Charts and graphs that support ideas and frameworks
- Optimized lede using the AIDA model to hook the reader
- YouTube video added where appropriate for visual learners
- Headlines aligned with the desired search intent of the user
- Headlines optimized to include the appropriate # of keywords
- Embedded content from social media channels for dynamic content
- Third party expert quote sourced with link or proprietary from outreach
- Definitions of primary keywords isolated from content for feature snippets
- Links to sites with a domain authority / ranking in the Good / Excellent range
- Links to highly credible sources (ie. Medical Journals / .EDU / Universities)
- Word count equal or beyond the average in the top 10 pieces in the SERP
- Optimize to include a real author with a link to their author page
- Create a conclusion that is inspiring and/or has a call to action
- Ensure that there is no sensationalized headers or headlines
- Incorporate real world experience / examples if appropriate
- Update to include a downloadable asset if applicable
- Product references are in-depth and tutorial like
- Scan content via Content Harmony for grade
- Alt Text added to all imagery (old and new)
- Duplicate content & plagiarism check

🧩 Plugins • Enabled plugins:   







Read this piece and make SEO recommendations on what can be improved on-site: <https://foundationinc.co/ultimate-guide-saas-pricing>







Used **Link Reader**



⚡ GPT-3.5  GPT-4

   ▾

3/3 Enabled

 Scraper	<input checked="" type="checkbox"/>
 Boolio Invest	<input type="checkbox"/>
 Make A Sheet	<input type="checkbox"/>
 Access Link	<input checked="" type="checkbox"/>



Read this piece and make SEO recommendations on what can be improved on-site: <https://foundationinc.co/ultimate-guide-saas-pricing>



Used **Link Reader** ▾





Using **SEO...** ✨ ▾

⚡ GPT-3.5

🧩 GPT-4



3/3 Enabled

- | | |
|---|-------------------------------------|
|  Scraper | <input checked="" type="checkbox"/> |
|  Boolio Invest | <input type="checkbox"/> |
|  Make A Sheet | <input type="checkbox"/> |
|  Access Link | <input checked="" type="checkbox"/> |



Used **Link Reader**



Used **SEO**



Based on the SEO analysis, here are the recommendations for on-site improvements:

1. **Title and Meta Description:** The title and meta description are well optimized for the keyword "SaaS Pricing". However, the meta description seems to be duplicated, which could be a mistake. Make sure each page has a unique meta description.



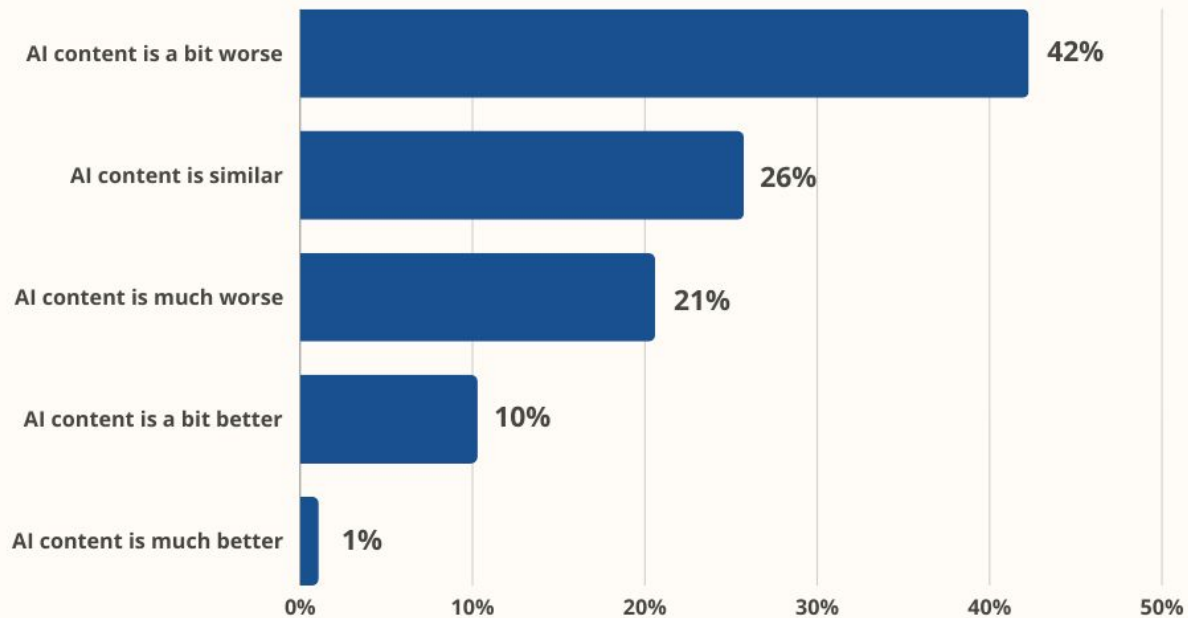
Read this blog post and make a recommendation of a visual that we should create to better visualize the way that SaaS companies should develop their pricepoint and then design that visual with a graphic: <https://foundationinc.co/ultimate-guide-saas-pricing>



Using **Link Reader...** ✨



AI-WRITTEN CONTENT STILL ISN'T UP TO THE STANDARD OF HUMAN-WRITTEN CONTENT



Source: Foundation AI Survey | Jan 2024

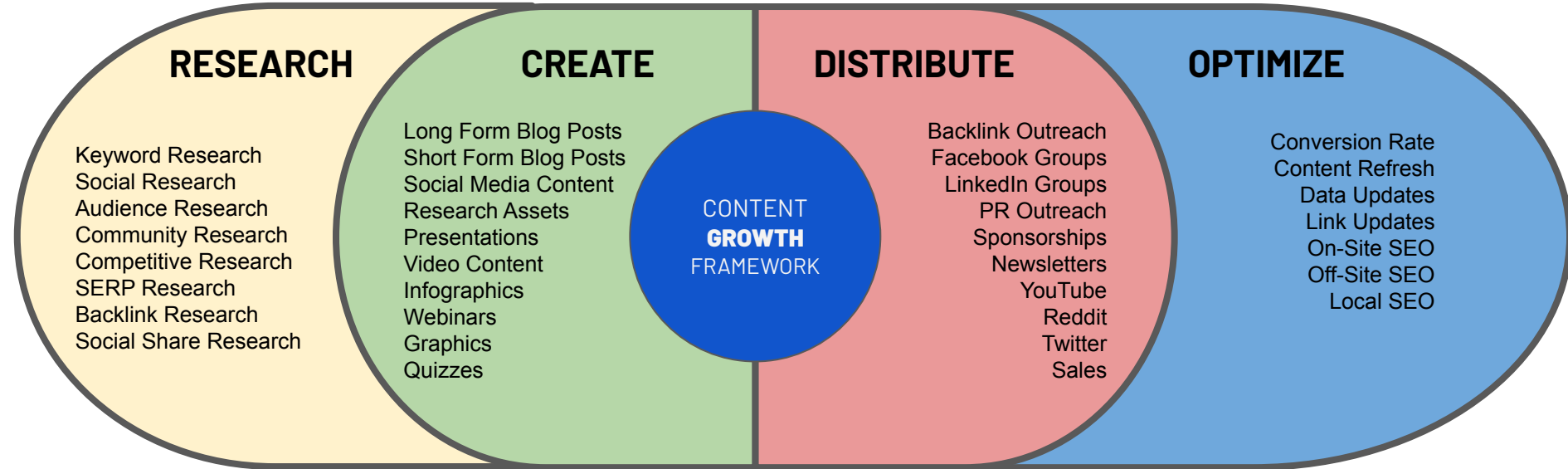
Our AI-Assisted Content Elevation Checklist

Download the PDF:
B2Bgrowth.com/ai

- 3+ images for visual learners and Google Images
- Charts and graphs that support ideas and frameworks
- Optimized lede using the AIDA model to hook the reader
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- Duplicate content & plagiarism check

EMBRACE THE CONTENT GROWTH FRAMEWORK

The framework for putting the 'marketing' back in 'content marketing'.



IMAGINE A NEW WAY OF CREATING:

You use Moz to conduct research	5 minutes
You use STAT to pull key SERP data	10 minutes
You use Chat GPT to analyze the data	12 minutes
You use a pre-developed workflow for ideas	15 minutes
You use the same workflow for brief writing	18 minutes
You use Jasper for full content creation	25 minutes
You use the Elevation Checklist to optimize	60 minutes
You use Midjourney for graphics	65 minutes
You use D-ID & Eleven Labs for videos	80 minutes

IMAGINE A NEW WAY OF CREATING:

You use Moz to conduct research	10 minutes
You use STAT to pull key SERPs	10 minutes
You use Chat GPT to write content	10 minutes
You use a pre-designed template	10 minutes
You use the same images	10 minutes
You use Jasper for optimization	10 minutes
You use the Elevator Pitch Generator	10 minutes
You use Midjourney for images	10 minutes
You use D-ID & Eleven Labs for audio	80 minutes
You use Distribution to repurpose it all	85 minutes



Check Out My Whiteboard Friday



By: Ross Simmonds

April 28, 2023

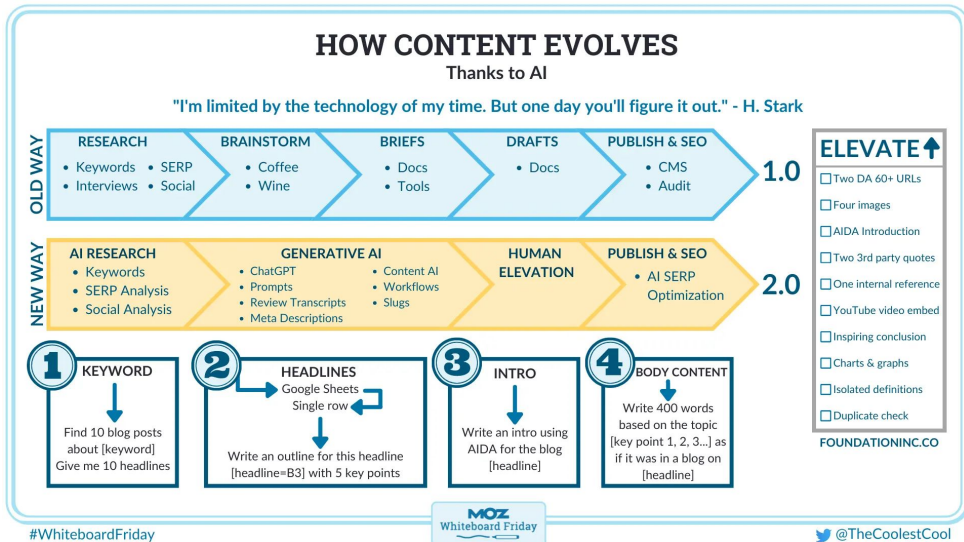
How Content Is Evolving Thanks to AI – Whiteboard Friday

[Whiteboard Friday](#) | [Search Engines](#)

The author's views are entirely their own (excluding the unlikely event of hypnosis) and may not always reflect the views of Moz.

There's no question that AI has already started to have a meaningful impact on organizations that create content every single day.

"The wonderful world of AI is changing rapidly. ChatGPT4 is driving even more improvements in the output from the technology and the space continues to take off," says today's host, Ross Simmonds. "The best piece of advice that I can give anyone looking to use AI in their marketing workflows today is to take the time to plan and create a culture where embracing the evolution is not only embraced but also celebrated. The future is



1 KEYWORD

Find 10 blog posts about [keyword]
Give me 10 headlines

2 HEADLINES

Write an outline for this headline [headline=B3] with 5 key points

3 INTRO

Write an intro using AIDA for the blog [headline]

4 BODY CONTENT

Write 400 words based on the topic [key point 1, 2, 3...] as if it was in a blog on [headline]

#WhiteboardFriday

MOZ Whiteboard Friday

@TheCoolestCool



LET ME LEAVE YOU WITH THIS...

The Voice = AI created after listening to 30 podcast episodes of me.

The Video = D-ID created with one still image.

**“WITH GREAT POWER COMES GREAT
RESPONSIBILITY”
- Uncle Ben**

**RESEARCH.
CREATE.
DISTRIBUTE.
OPTIMIZE.
AND CHEW BUBBLE GUM...**

FULL DISCLOSURE...

How do you know I'm not an AI? 🤖

