HumanEdge
AI TRAINING

YOUR AI HUMANISATION CHECKLIST

With AI quickly becoming the superstar sidekick for small business owners, it's easy to lose sight of what truly matters - the human touch.

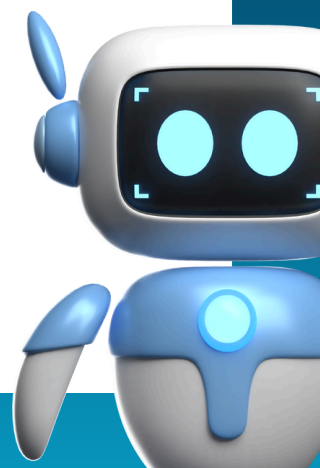That's where 'Your AI Humanisation Checklist' comes in.

We understand what it's like to struggle with time constraints, navigate the complexities of AI, and ensure your messages resonate with your audience. That's why we've curated actionable steps to help you maintain that essential human element in your AI-generated content.

Simply follow the steps one-by-one - and you should be sweet!

Note: While we refer to 'ChatGPT', the same rules apply if using Gemini, Claude, Magai, Co-Pilot, or another GenAI tool of choice).

BEFORE YOU BEGIN CREATING CONTENT

☐ Have you trained ChatGPT to understand your business' offerings and brand voice (Including personality and tone)?

☐ Have you trained ChatGPT to understand your customer avatar? e.g. Provided pain points and demographics of your target audience.

☐ Have you added your brand voice guidelines and customer avatar to 'Customise ChatGPT' to ensure consistency for all future content produced?

☐ Do you have clarity on the marketing channel (e.g. website, article, email, or social media), word count, and desired outcome of the content produced?

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1. REVIEW BRAND VOICE AND TONE

☐ Does the content sound and feel natural to you when read out loud?

☐ Have you removed overly technical or robotic phrasing?

☐ Have you added your own touch - with phrases/quotes you're known for saying?

2. KEEP YOUR AUDIENCE IN MIND

☐ Is your customer avatar likely to resonate with the messaging? i.e., Does it speak to their pain points? Does it reflect their needs and preferences?

☐ Where relevant, have you added testimonials and reviews?

3. ADD EMOTION AND STORYTELLING

☐ Does your AI-generated content include elements of storytelling and emotion?

☐ Have you incorporated personal anecdotes or real-life examples to connect with your audience?

4. INCORPORATE FACTS AND HYPERLINKS

☐ Have you added facts or statistics to your content for depth and authority?

☐ Have you included hyperlinks? e.g., Links to internal webpages and external websites, landing pages, or email contacts.

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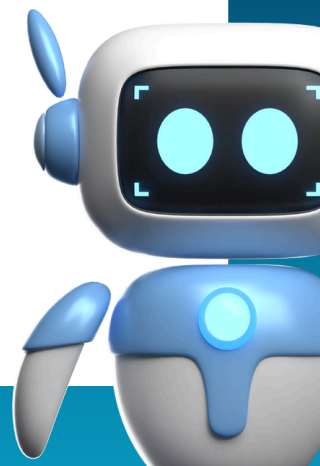
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5. CHECK SPELLING AND STRUCTURE

- [ ] Does your content feature Americanized spelling, but you use UK English? i.e. 'humanize' vs 'humanise' and 'color'vs 'colour'.
- [ ] Does the content flow smoothly - with a mixture of short and long sentences?
- [ ] If relevant, have headings and subheadings been included?
- [ ] If relevant, have you asked ChatGPT to suggest different headings/subheadings to improve current wording?
- [ ] If relevant, are bullet points featured to make a list of items easier to read?

6. MONITOR FOR BIAS AND ETHICS

- [ ] Does the AI-generated content contain any form of bias or ethical concerns?
- [ ] Does the content show sensitivity for delicate topics?

7. ENSURE SECURE STORAGE

- [ ] Have you backed up the AI-generated content by saving it to a Google Doc or similar?

How'd you go?

By ticking off every item, you can create high-quality AI-generated content that maintains the heart and soul of your brand - while also resonating with and converting your ideal audience.

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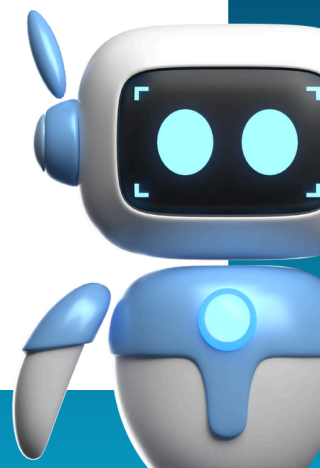
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FEELING OVERWHELMED?

We totally get it!

While AI is the flashy new gadget in every business owner's toolkit, getting started can be *slightly* confusing.

So if any of the steps above tripped you up - or if you want to delve deeper into improving your AI-generated content - we're here to help.

At HumanEdge AI Training, we have a fun, hands-on, and non-techy approach to understanding the world of AI - including how to create and maintain your human voice in everything you create.

Our various offerings

- Team training (Half day, full day, and 2-month programs)
- One-on-one (online) training
- Webinars
- Conference workshops
- Keynotes

Book a FREE 15 minute virtual tea

To find out the best options for you, book in an obligation free chat with Leanne.

For more information about Leanne, check out
linkedin.com/in/leanneshelton or **humanedgeai.com**