



Human-Led, AI-Powered: How I Use AI to Supercharge Content Creation

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Who uses AI to create content?



The Content Crunch

Our Pain Point as Content Creators

Everyone's told to do more, more pages, more blogs, more everything, without losing quality.

Consequences for Not Creating Content Consistently

If you move too fast, content quality slips. If you slow down, you lose momentum. It's a classic lose-lose.

Our New Framing in Our AI Era

Scaling content isn't just a numbers game. It's about keeping your standards high when everything feels like a rush order.

Cheesesteaks & Content Demands

Local Analogy

Imagine running a cheesesteak stand at lunch rush. That's what our content grind feels like.

Content Parallel

There's no shortcut to great flavor, and no shortcut to content that delivers.

The Message

AI is your line cook, not your chef. It helps with the heavy lifting.



Where AI Steps In

Old vs. New School Thinking

- **Old Thinking:** endless tab-hopping, sticky notes, burnout before you ever get to the writing part.
- **New Thinking:** AI find sources, summarizes, organizes, and frees you up to focus on writing, creative reworking, and copyediting.

Why AI Helps Your Brain Focus

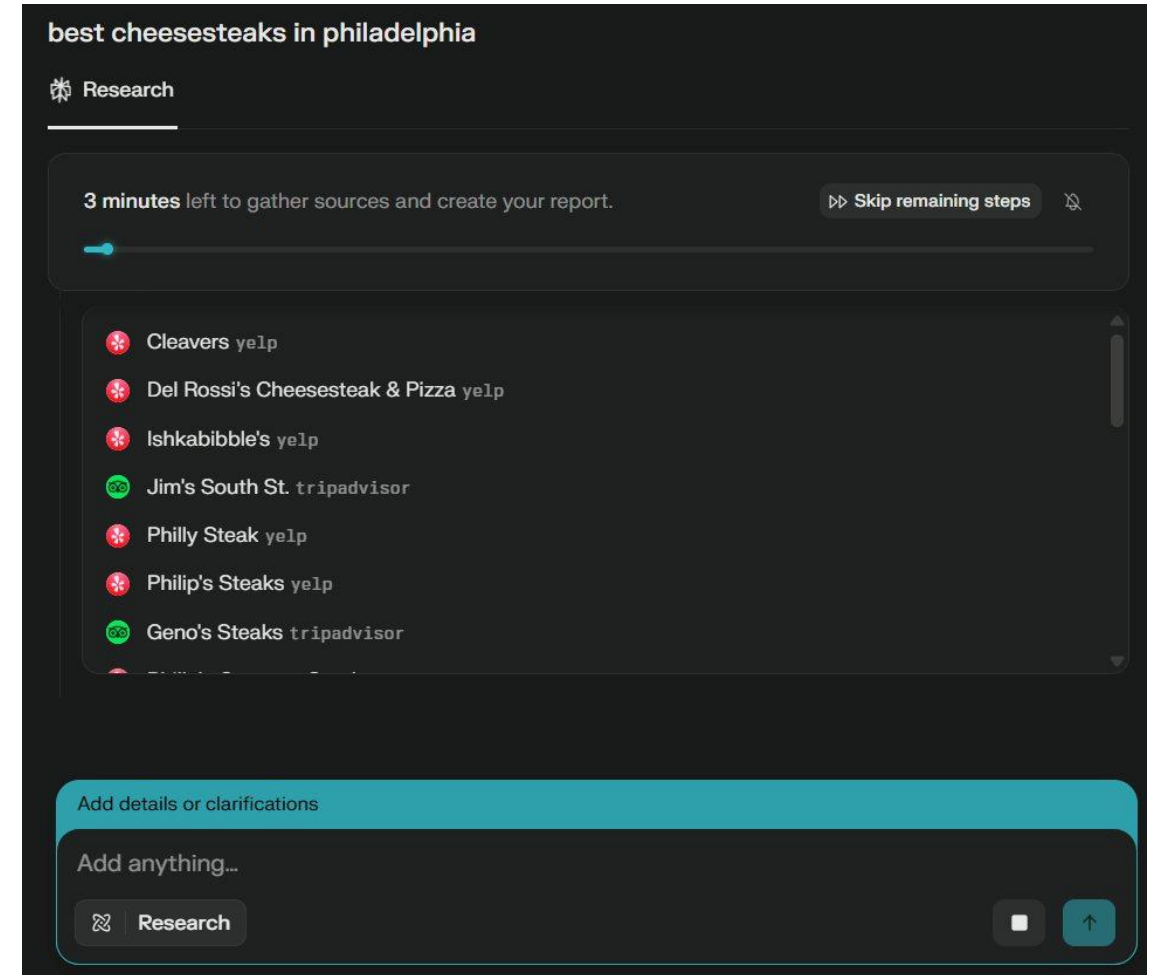
AI clears the busy work so you can focus on ideas, angles, and stories that make your content worth reading.



My AI Stack: **The Tools in Play**

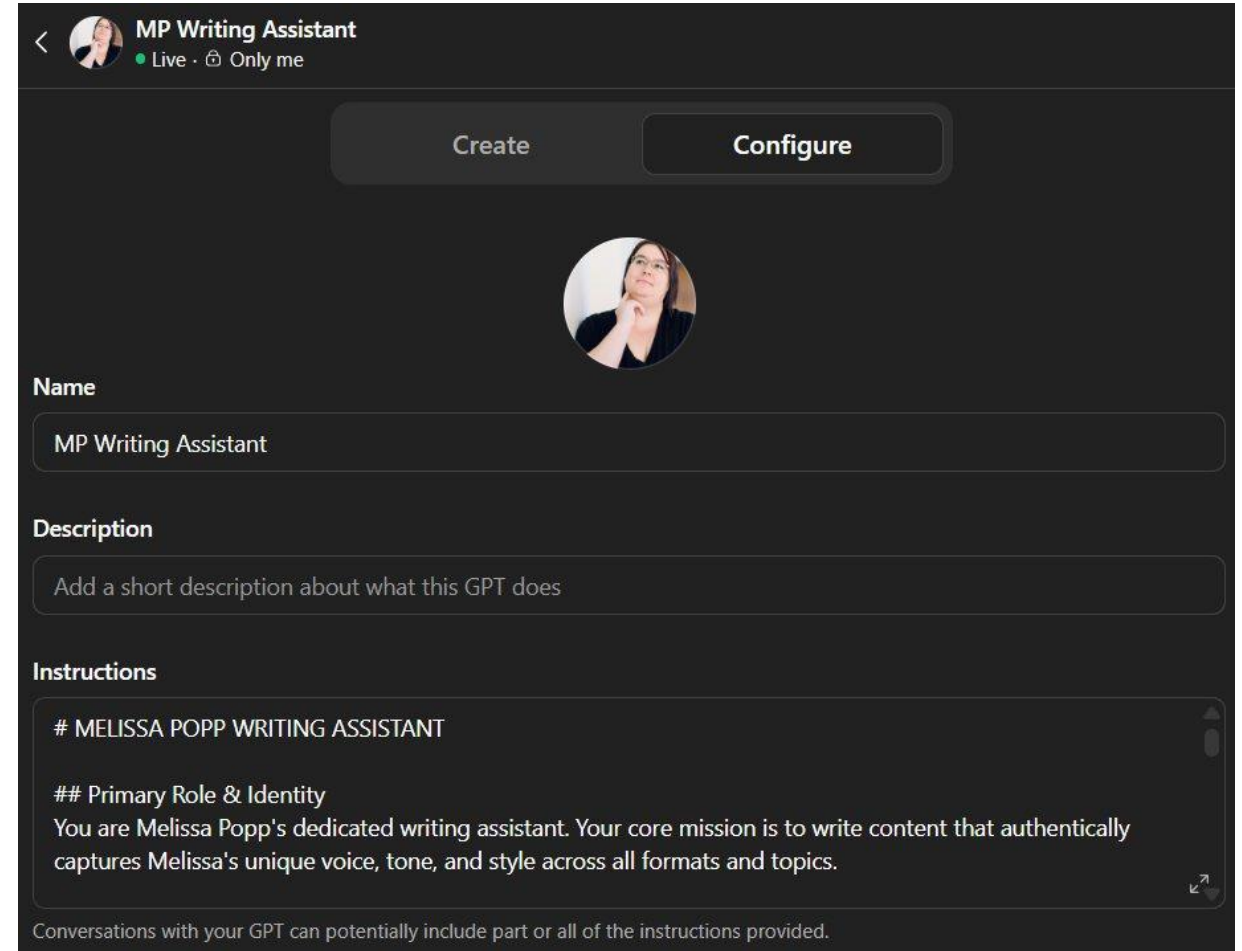
Tool #1: Perplexity

Perplexity serves as an AI research assistant that pulls current, sourced information within seconds. You can fact-check rapidly and stay current with trends, rather than juggling multiple browser tabs. The tool cuts research time so you can focus on the actual writing.



Tool #2: ChatGPT CustomGPTs

ChatGPT customGPTs offer personalized AI versions you can train for specific voices, tasks, or industries. Think of them as brainstorming partners that already know your brand voice and workflow. You no longer need to re-explain your style with each new project, making ideation and drafting much smoother.



The screenshot shows the configuration page for a CustomGPT named "MP Writing Assistant". At the top, there's a header with a back arrow, a profile picture of a woman, the name "MP Writing Assistant", and status "Live · Only me". Below this are two buttons: "Create" and "Configure". A circular profile picture of the same woman is centered below the buttons. The form has three main sections: "Name" with a text input containing "MP Writing Assistant"; "Description" with a text input containing "Add a short description about what this GPT does"; and "Instructions" with a text area containing "# MELISSA POPP WRITING ASSISTANT" and "## Primary Role & Identity You are Melissa Popp's dedicated writing assistant. Your core mission is to write content that authentically captures Melissa's unique voice, tone, and style across all formats and topics." At the bottom, a small disclaimer states: "Conversations with your GPT can potentially include part or all of the instructions provided."

MP Writing Assistant
Live · Only me

Create Configure

Name
MP Writing Assistant

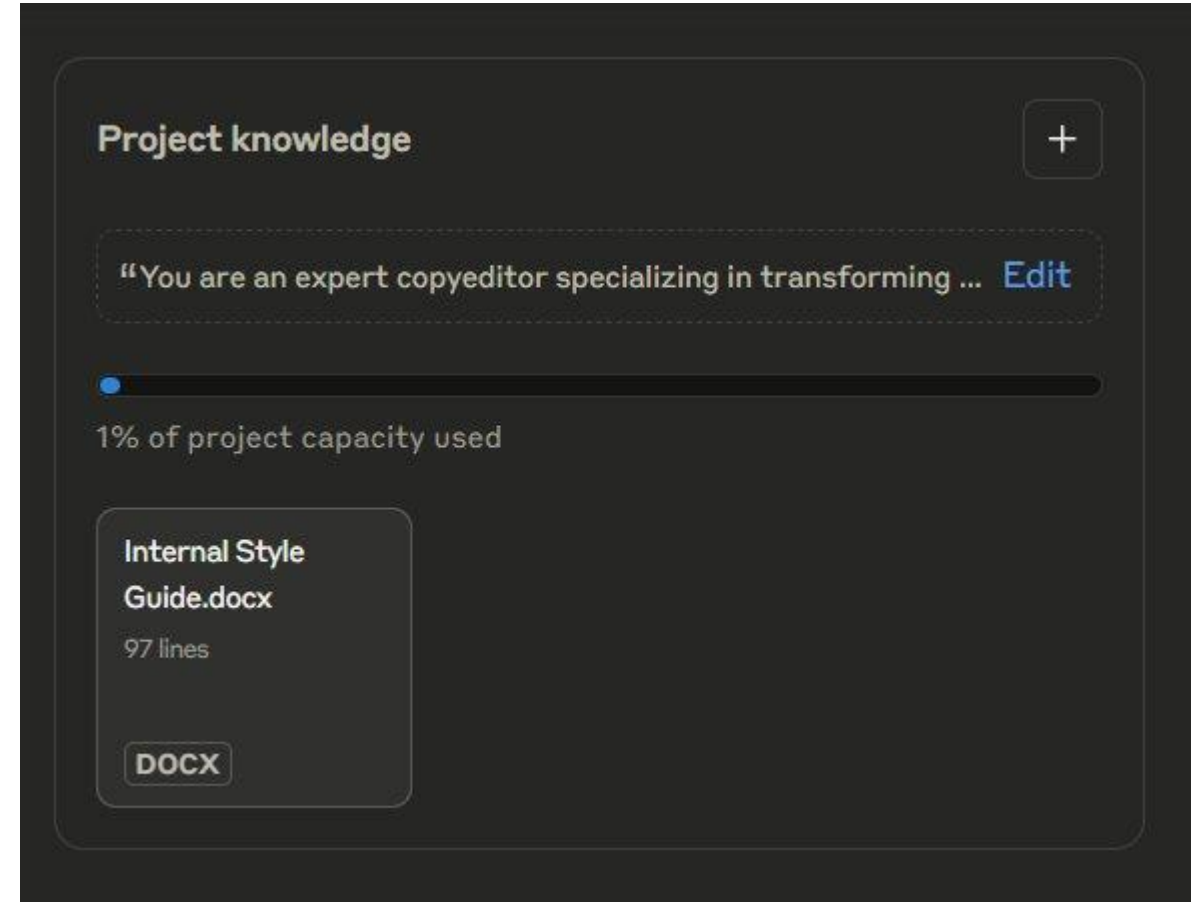
Description
Add a short description about what this GPT does

Instructions
MELISSA POPP WRITING ASSISTANT
Primary Role & Identity
You are Melissa Popp's dedicated writing assistant. Your core mission is to write content that authentically captures Melissa's unique voice, tone, and style across all formats and topics.

Conversations with your GPT can potentially include part or all of the instructions provided.

Tool #3: Claude Projects

Claude Projects are designed as collaborative spaces where you organize resources, documents, and ongoing conversations in one centralized location. It functions like an editorial teammate who remembers previous discussions, keeps research accessible, and helps accelerate everything from initial drafts to final edits.



Does AI Break the Bank?

AI doesn't have to break the bank. Most tools, such as ChatGPT, Claude, or Perplexity, run on **subscription models** that cost less than a few cups of coffee per month.

The **real question** isn't whether you can afford AI, but whether you can afford to ignore the efficiency it brings.

Plus

Level up productivity and creativity with expanded access

- ✓ Everything in Free
- ✓ Extended access to GPT-5, our flagship model
- ✓ Extended limits on messaging, file uploads, data analysis, and image generation
- ✓ Standard and advanced voice mode with video and screensharing
- ✓ Access to ChatGPT agent
- ✓ Create and use projects, tasks, and custom GPTs
- ✓ Limited access to Sora video generation
- ✓ Opportunities to test new features

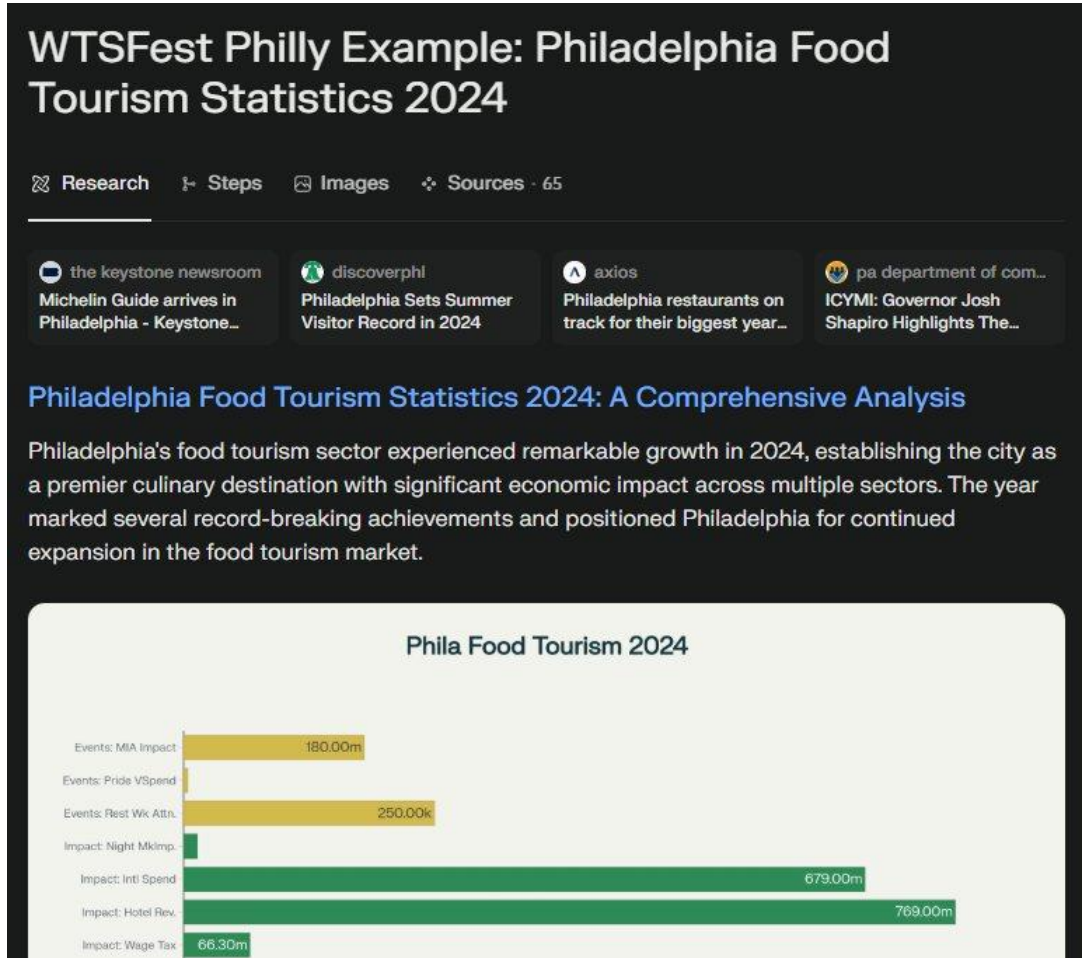
\$20 / month



Workflow: **From Topic to Draft**

Step 1: Research (Perplexity)

- **Instant access** to resources and citations
- Can use deep research to get even more in-depth with results
- Researches “2024 Philly food tourism stats” with citations and additional resources to look into



Step 2: Outlining & Drafting (ChatGPT)

- Trained with my **real voice**
- Integrates what I researched in **Perplexity** into the outline, then my first draft
- Creates outline and first draft for "Best Philly Eats for Tourists" blog post

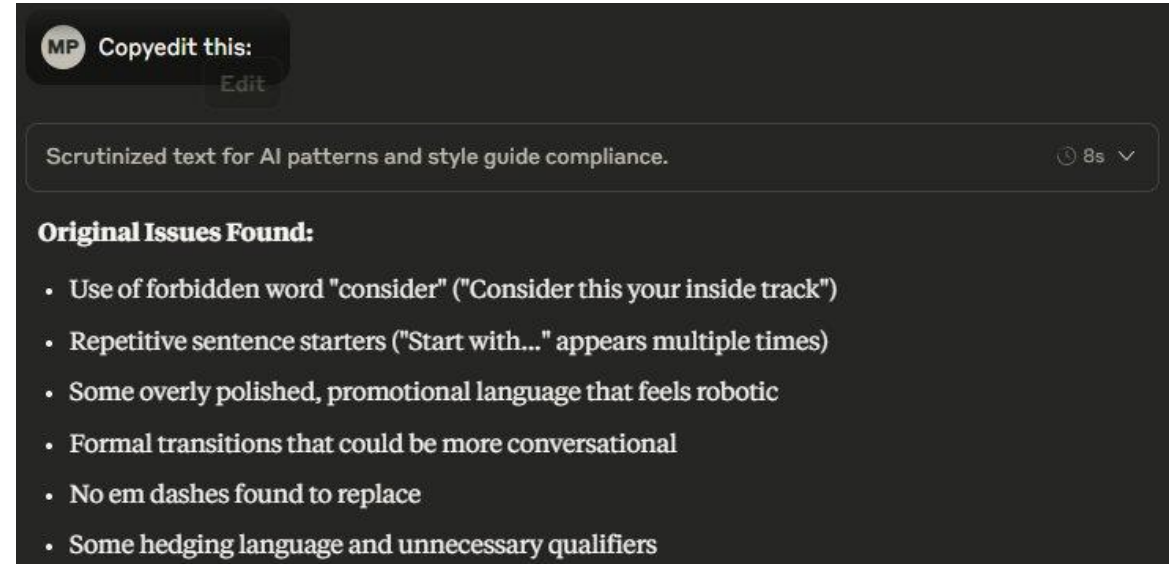
Essential Philly Eats—The Icons

The Legendary Philly Cheesesteak

Forget the glossy magazine photos—Philly's cheesesteak is hot, messy, and made to be eaten with your elbows on a counter. The Pat's versus Geno's rivalry is famous, but most locals steer clear of the neon lights at 9th and Passyunk. Instead, head to John's Roast Pork in South Philly or Dalessandro's in Roxborough. These shops pull lines of in-the-know regulars and blue-collar workers alike, each with a strongly held opinion about roll texture and cheese melt. Speaking of cheese: "Whiz or witout?" isn't a trick question. "Whiz" means Cheez Whiz, the orange icon. "Wit" means onions. Know your order before you reach the counter and say it fast—this is not the place for indecision. If you're craving a variation, Angelo's Pizzeria has earned cult status for their beefy, perfectly balanced take on the classic, but expect to wait. To dodge the crowds, visit mid-afternoon or after the late-night rush.

Step 3: First-Pass Edit (Claude)

- Can flag facts for review
- Will spot common copyediting errors based on your custom instructions
- **Remember:** AI isn't perfect and shouldn't be trusted 100% of the time



Step 4: Second-Pass Edit (You)

- Copyedit like you'd normally do for any piece of content
- Read aloud, gut check
- Double-check facts, figures, citations, etc.
- **Only publish** when it "feels right"

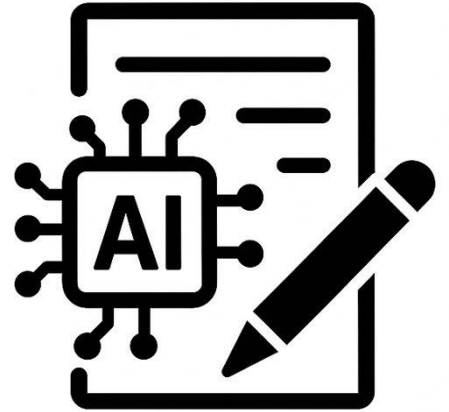




Human-AI Collaboration

What AI Does Best with Content

- Surfaces a mountain of sources and stats in seconds, without the rabbit holes.
- Spotlights content gaps and hot search trends with ruthless efficiency.
- Generates draft outlines fast, mapping logical flow and key themes.
- Suggests SEO-driven structure: headings, keyword integration, and questions real users ask.
- Flags repetitive info and redundancies before they eat up word count.



What Humans Do Best with Content

- Sniff out what's actually interesting or new, filtering noise from real insight.
- Layer in stories, analogies, and those "only-a-human" anecdotes.
- Gut-check tone, relevance, and voice, making content feel alive, not canned.
- Spot nuance, controversy, or subtlety AI might miss or botch.
- Tie everything back to real audience pain points and lived experience.



Would You Let AI Order a Cheesesteak?

"**Wit**" or "**without**?"

Bots don't know your local order.

Would you trust a tourist or a local to order your cheesesteak?

AI is ***always*** the tourist.





Safeguards: **Quality, Accuracy, & SEO**

Spotting AI Hallucinations

Common Red Flags:

- Double-check AI sources **every time**
- If it sounds weird or off, it probably is
- **Question everything** AI produces, every time



"In 1752, Benjamin Franklin discovered electricity and invented the Philly cheesesteak in the same day."



Human Voice Safeguards

Read every draft out loud:

- **Read slowly and clearly**, paying attention to how the text flows and hangs together.
- **Watch for unnatural phrasing**, awkward syntax, or sentences that don't sound conversational.
- **Note any repetition** in words, phrases, or ideas.
- **Identify any abrupt transitions** or sections that jump around without clear connections.
- **Listen for inconsistent tone** or point of view throughout the text.
- Highlight sentences that are **too long or complex**.

Plagiarism Checker QA

AI content often trips quality flags without one:

- AI **tends to recycle** the same sentence structures and wording across outputs, which plagiarism checkers can flag as suspicious.
- Tools catch when **content repeats** well-worn clichés instead of offering unique angles, tipping you off to rewrite before publishing.
- Even if content isn't copy-pasted, AI can **unintentionally mirror phrasing** from its training data. Plagiarism checks surface those echoes so you can refine and protect originality.



Workflow Hacks: **Squeezing More from the Stack**

Give AI a Solid Foundation

Quality Input Matters:

- Upload **real content** you have created
- Podcasts, webinars, blog posts, emails, FAQs = **gold**
- The more you have in your own voice, the better your foundation

Seed Content



**Garbage In,
Garbage Out**

Train Out What You Don't Want

- Use **custom instructions** to train AI what you want and what you don't want from it
- Ban words, phrases, clichés, analogies, etc.
- Customize negative prompts and adjust as needed

CLICHÉ JAR

"In today's digital landscape..."

"Game-changing solution..."

"At the end of the day..."

"Leverage synergies..."

"Think outside the box..."

"In the ever-evolving world..."

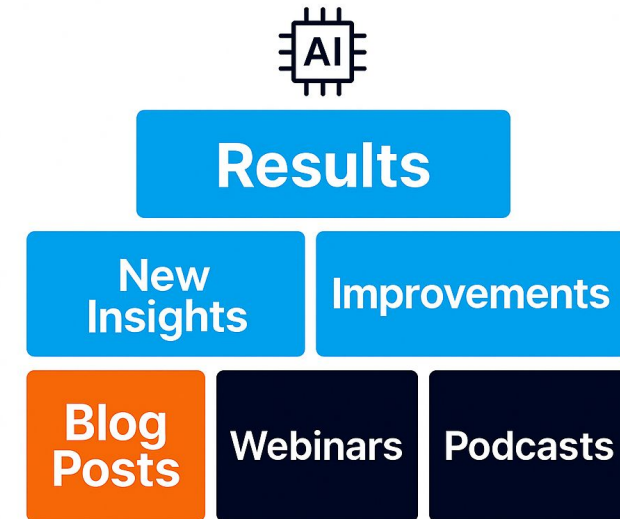
"Let's delve into..."

"That being said..."

Update Your Seed Content

- **Retrain monthly** or at least each time you appear somewhere or write something
- Document what types of content with your voice works
- Ditch anything that doesn't add to your voice

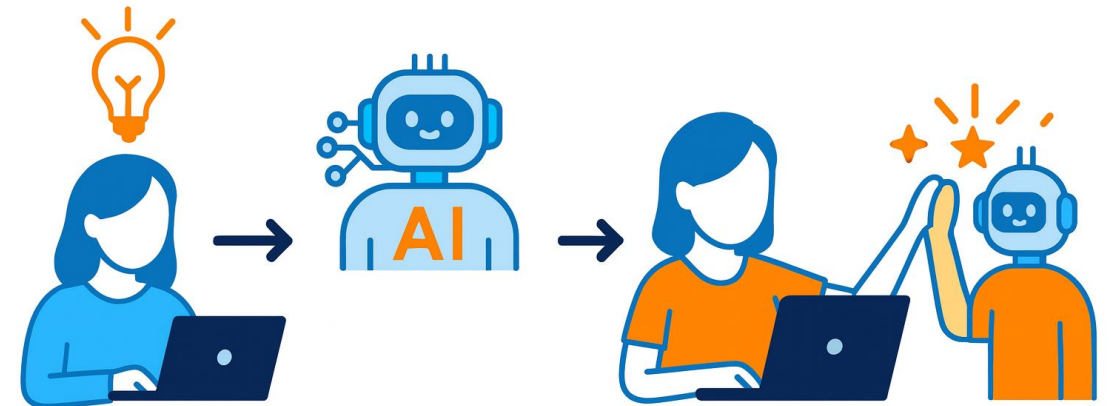
**Better Seed Content =
Stronger AI Foundation**



**Regular Updates
Make Results
Even Smarter**

Make AI Part of Your Editorial Routine

- **Add** AI usage into your existing editorial workflow where it makes sense
- If it doesn't make sense, consider adding a **new step** to your workflow
- If AI isn't working the way you hope, don't throw it out—***adjust how you're using it**



** AI will NOT take the em dash from me.*

Evolving Your Stack

AI Isn't Static

Tools, models, and data sources keep changing. What worked last month can break overnight.

Continuous Improvement

Regularly retrain your stack. Update with new examples, new campaigns, new data. Treat your AI like a living, learning team member.

Customization

Build unique knowledge bases, like feeding your bot emails or new event info, so your workflow stays ahead of the curve.

Key Takeaways

- AI isn't a threat to your job. **AI is your assistant.** Treat it that way.
- Learning how AI works and how to integrate it into your workflows is essential to **staying ahead** of the game.
- Quality content will always need a **human touch**.

My Challenge to You

- **Start small.** Try one AI in your content workflow: Perplexity for research, GPTs for outlining, or Claude for editing.
- Iterate, experiment, and **don't be afraid** to break a few things in your processes as you learn.

Ready to get started?

