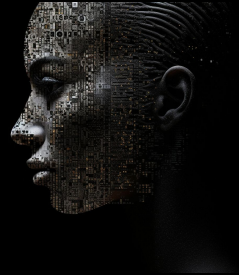
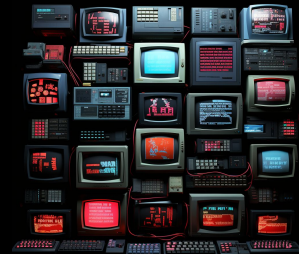


Content Marketing and the Impact of Generative AI

ROSS SIMMONDS



FoundationInc.co

**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...**



**AI Generated Content Will
NEVER EVER EVER Drive
REAL Business 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

CNET WROTE HUNDREDS OF PIECES WITH AI CONTENT...



Tech Money Home Wellness Energy Home Internet Deals & Reviews Price Finder ^{New!} More ▾

Join/Login

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

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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...

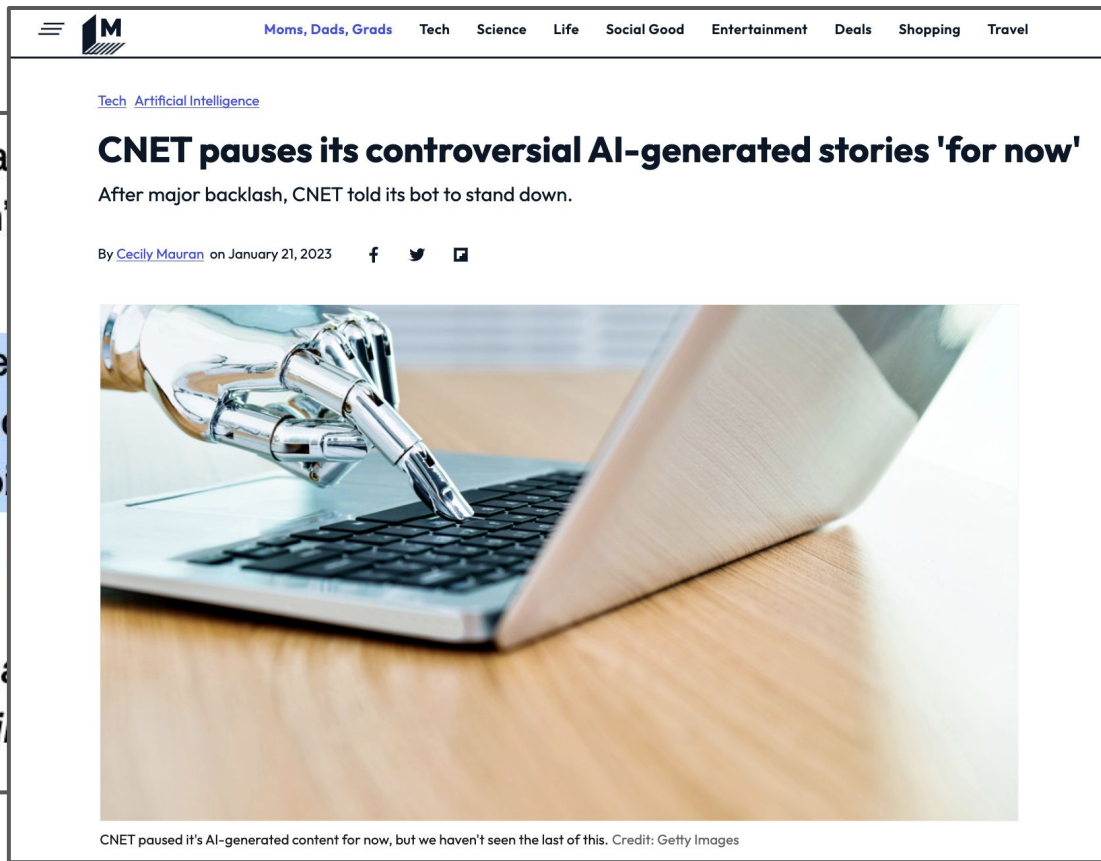
card types may also work well. Just check your card terms to make sure the purchase won't count as a cash advance.

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 edited by a staff writer.

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



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



card types may
purchase won't

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

**All information a
been collected in*

the

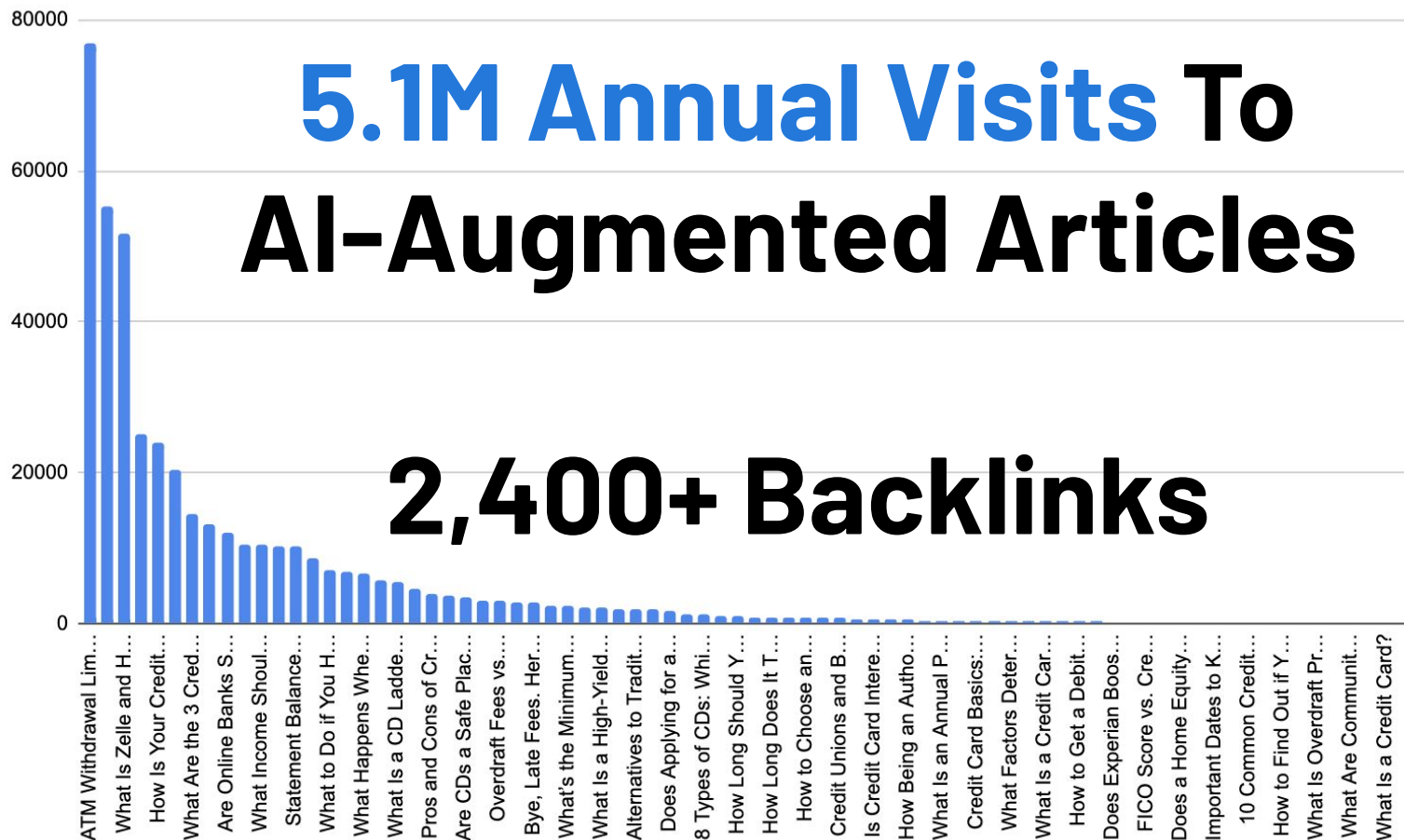
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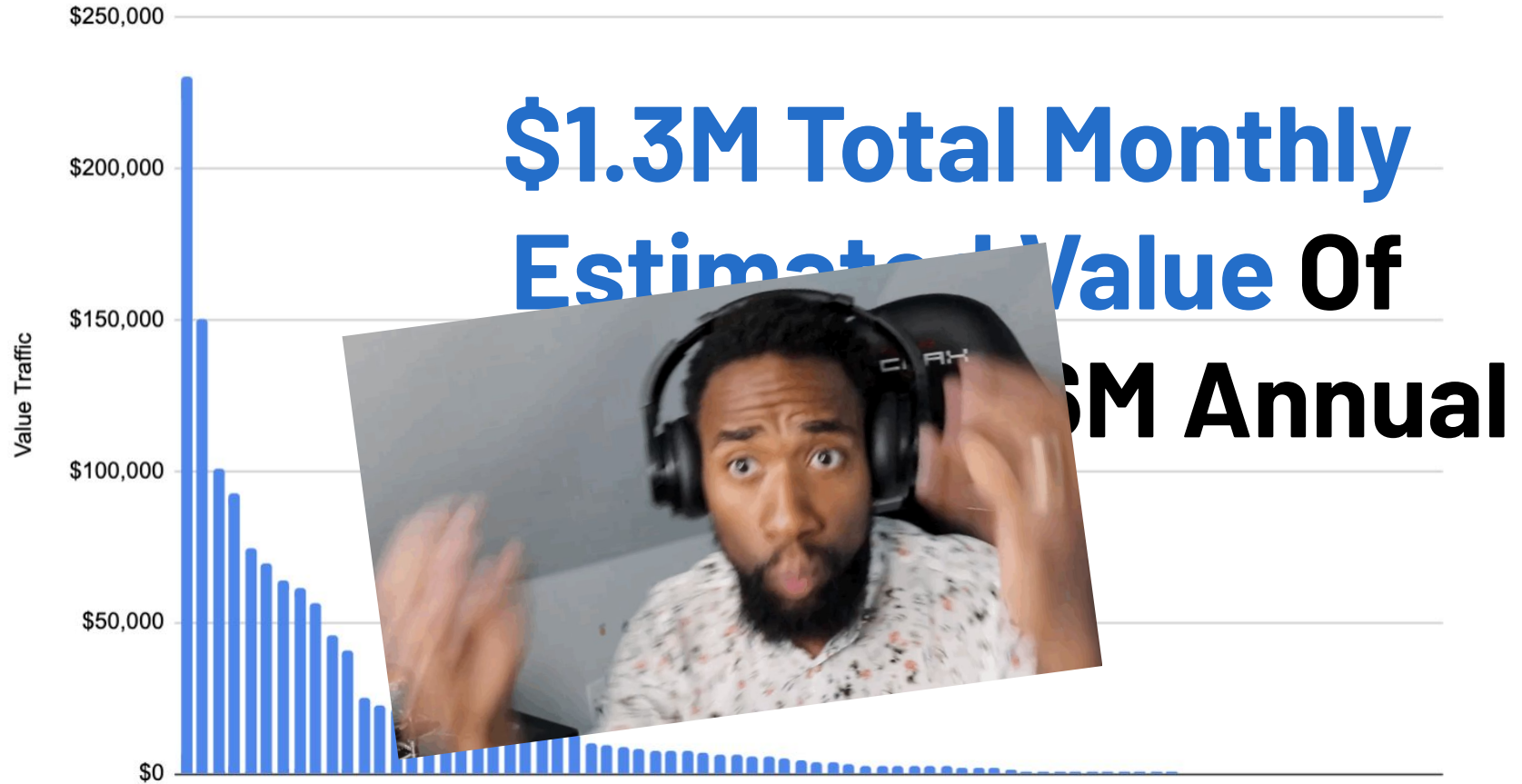


**SHERLOCK
HOMEBOY IS
ON THE
CASE**

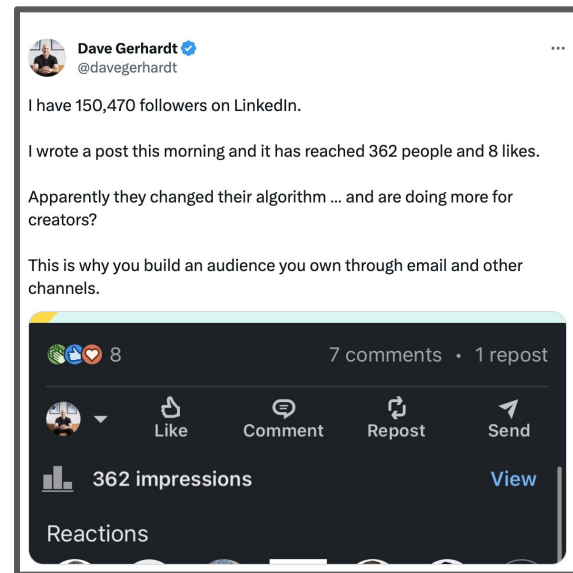
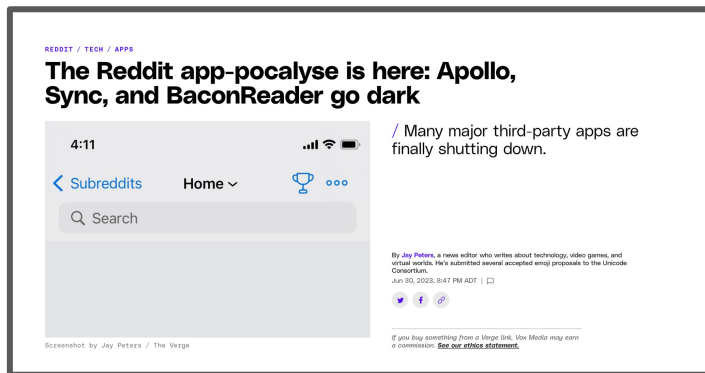
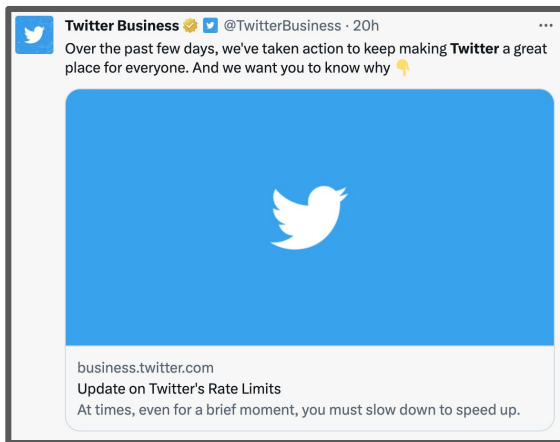
MONTHLY VISITS TO CNET'S AI AUGMENTED CONTENT



Value Traffic





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



GOOGLE HAS BECOME A DESTINATION

[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...

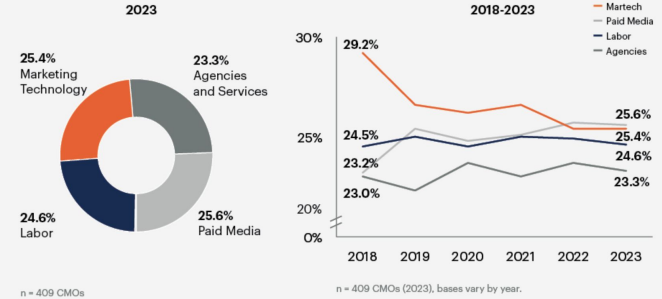
Importance An emergency fund is essential...

Savings account Start building your emerge...

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



THE INDUSTRY IS IN TURMOIL

MARKETERS IN 2019



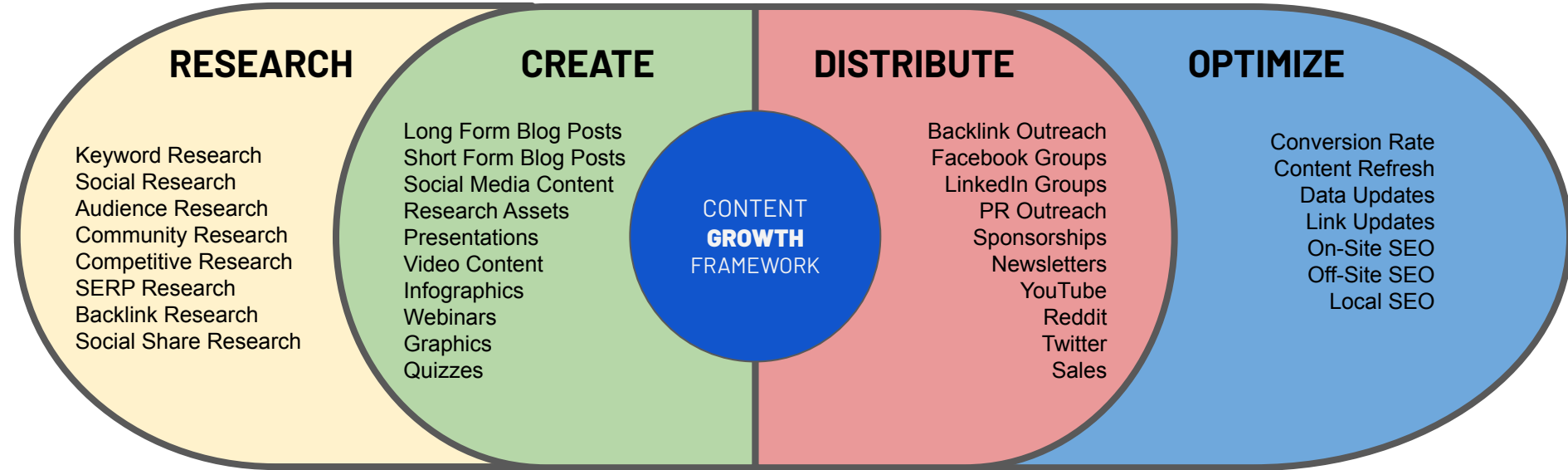
MARKETERS IN 2023



HOW DO YOU NAVIGATE THE CHAOS?

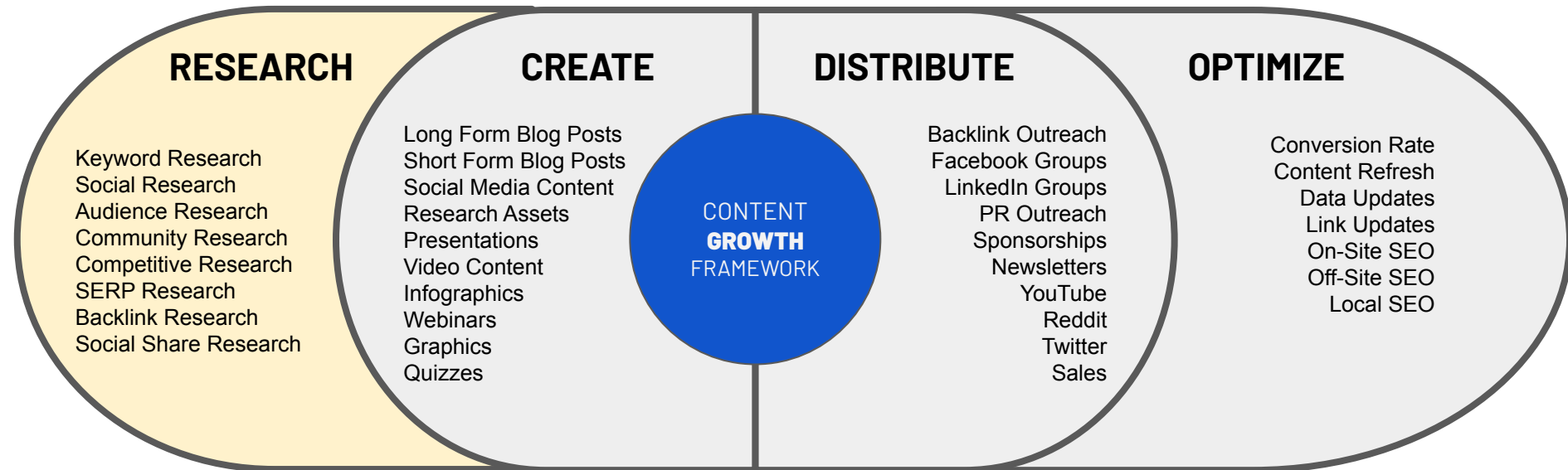
EMBRACE THE CONTENT GROWTH FRAMEWORK

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**



You Can Analyze Moz Reports With ChatGPT4 + Link Reader Plugin

MOZ Search Moz Pro Moz Local Free SEO Tools Resources

Home > Moz Pro > Campaigns > Custom Reports What's New? Help

Full Competitive Analysis Report

Choose Template > Report Details > Add Modules > Design Report > Preview & Download > Schedule & Share

Choose Report Template

Build your own report from scratch or choose from one of our templates below.

Overview Report

- Campaign Overview Report
- Link Analysis Report
- Rankings Analysis Report
- Ranking Opportunities Report
- Full Site Audit Report
- Quick Site Audit Report

Full Competitive Analysis Report

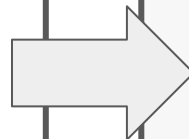
This report gives a full view of how your site compares to competitors you are tracking in your campaign. Dig deep into your competitive performance by taking a look at all aspects of your campaign and where you and your competitors stand.

This report includes:

- Search Visibility
- Featured Snippet Comparison
- In-Depth Link Profile Comparison
- Domain Authority Comparison
- In-Depth Tracked Keyword Comparison

Preview Report

Cancel Create Report



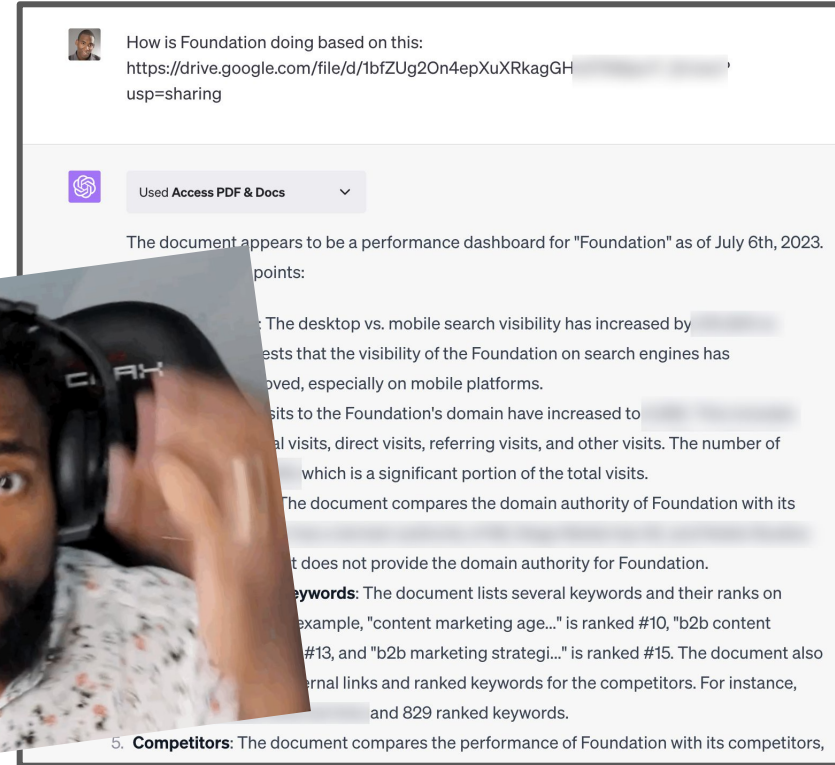
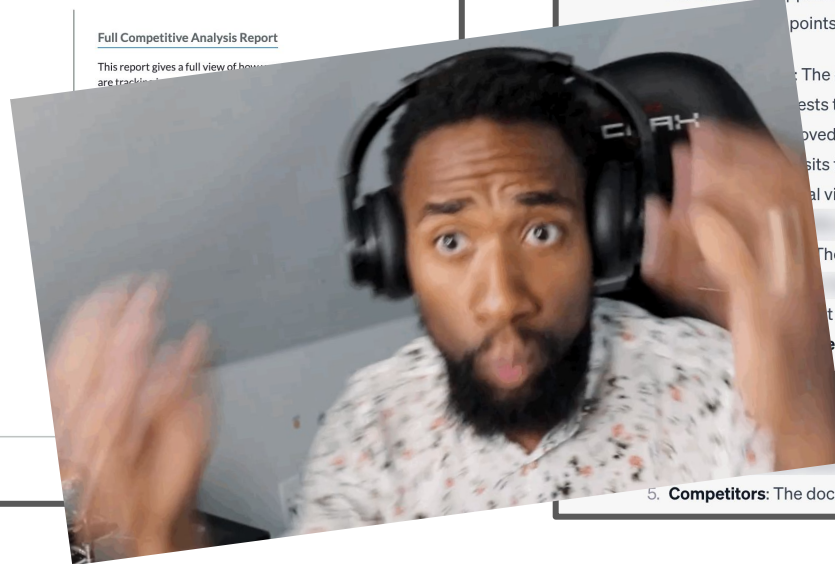
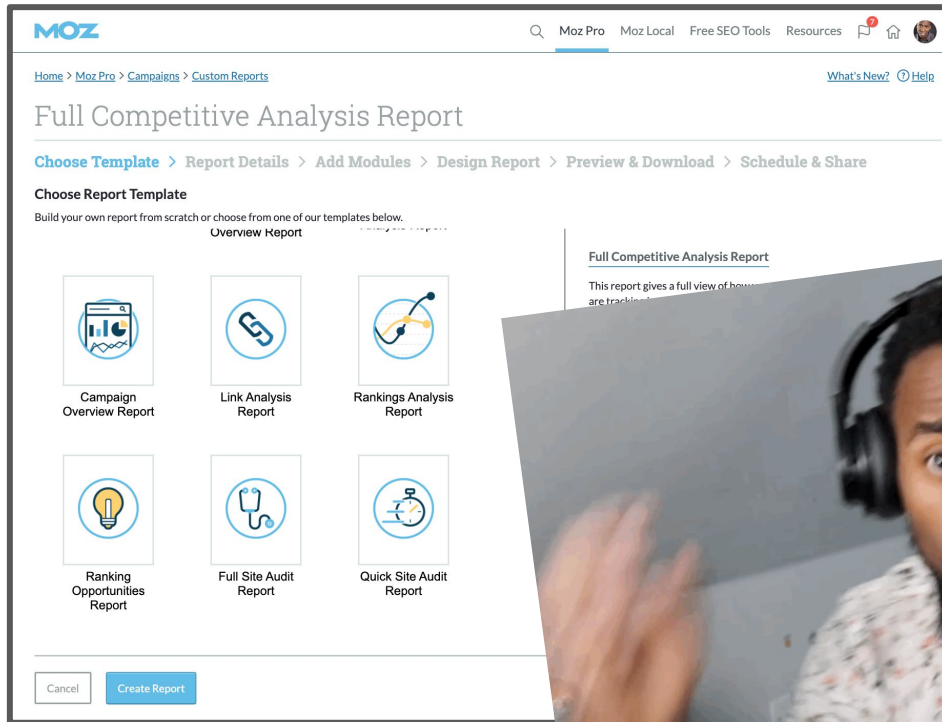
How is Foundation doing based on this:
<https://drive.google.com/file/d/1bfZUg2On4epXuXRkagGHusp=sharing>

Used Access PDF & Docs

The document appears to be a performance dashboard for "Foundation" as of July 6th, 2023. Here are the key points:

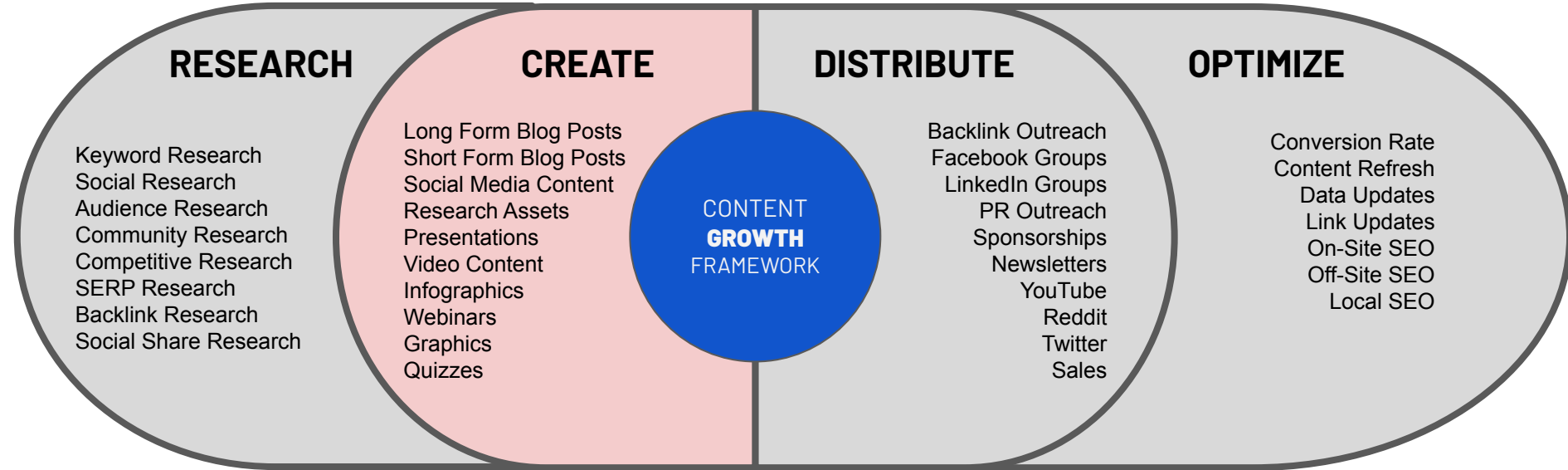
- Search Visibility:** The desktop vs. mobile search visibility has increased by [redacted]. This suggests that the visibility of the Foundation on search engines has significantly improved, especially on mobile platforms.
- Visits:** The total visits to the Foundation's domain have increased to [redacted] 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.
- 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.
- 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.
- Competitors:** The document compares the performance of Foundation with its competitors,

You Can Analyze Moz Reports With ChatGPT4 + Link Reader Plugin



EMBRACE THE CONTENT GROWTH FRAMEWORK

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



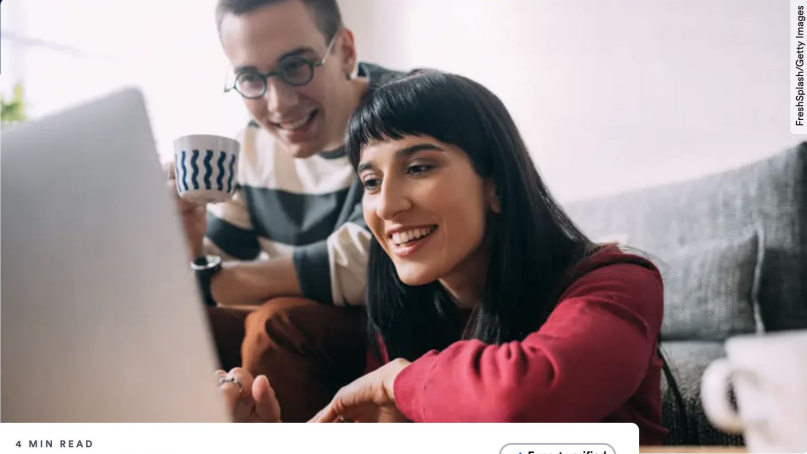
Reverse Engineering The Content Assets That Rank

Bankrate

MortgagesBankingCredit cardsLoansInvestingHome equityReal estate


AUTO LOANS


What credit score is needed to buy a car?


FreshSplash/Getty Images

4 MIN READ
Published August 30, 2022

✓ Expert verified

 Written by Bankrate

 Edited by Rhys Subitch

 Reviewed by Mark Kantrowitz

The Bankrate promise

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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.

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.

Reads Like A Human Blog Post

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

Multimedia Content

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

Internal Linking Throughout

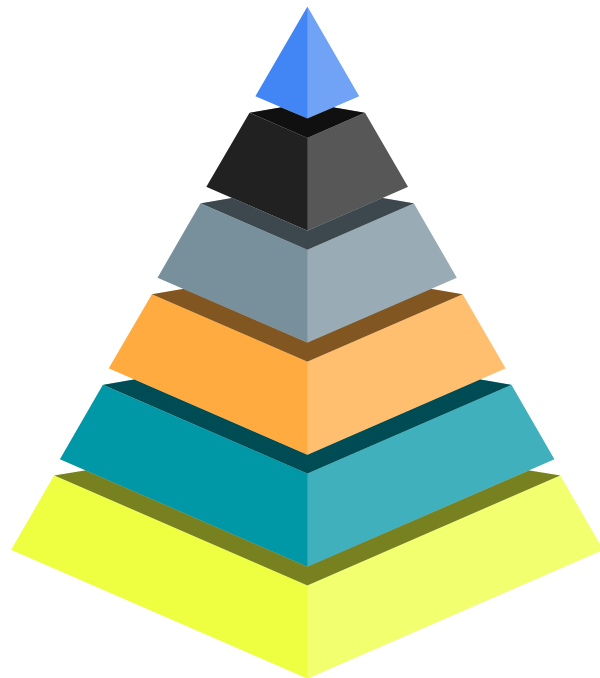
Link to other assets that have been written by human authors on your own site and/or other trusted sources.

EEAT Authorship Practices

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

Elements Of Disclosure

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



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

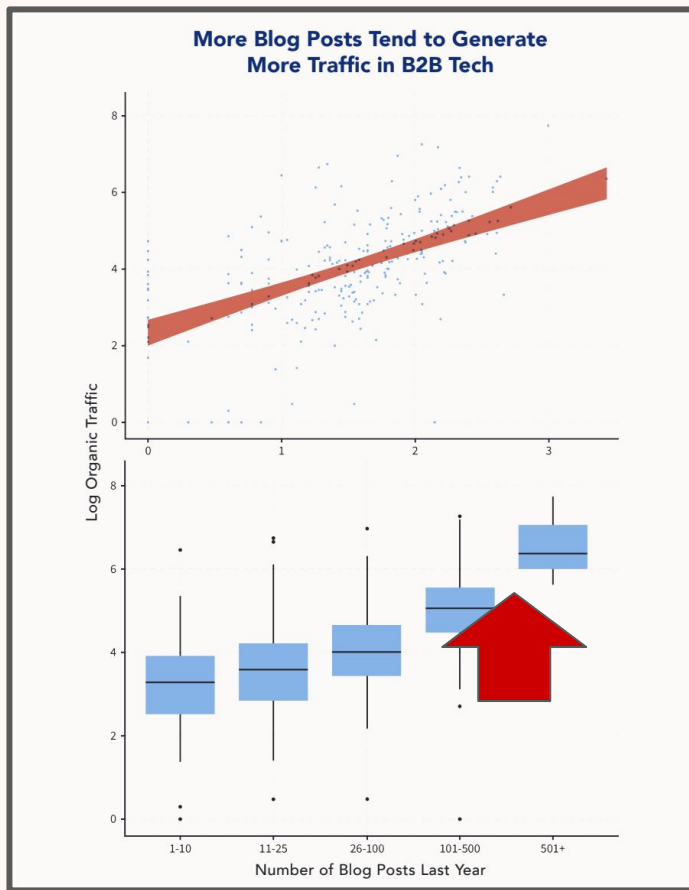


\$7.50

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
- 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



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

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.



Yes

It's perfect my friend. Thank you.





Using **Make A Sheet...**




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

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

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 t...	
	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 Final Writing Process Can Be Done At Scale

The screenshot displays a content management system interface. On the left, a draft article titled "The 7 Most Stylish Ways to Wear White Sneakers This Season, According to Fashion Experts" is shown. The article text is highlighted in light blue. On the right, a "Version history" panel lists two versions of the document, both dated "July 27, 10:33 PM" and authored by "Ross Simmonds". The top version is marked as the "Current version". A large grey arrow points from the "3 MINUTES!" text to the current version entry in the version history panel.

Today, 10:33 PM

100%

Total: 1 edit

Version history

All versions

TODAY

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

July 27, 10:30 PM
● Ross Simmonds

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.

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

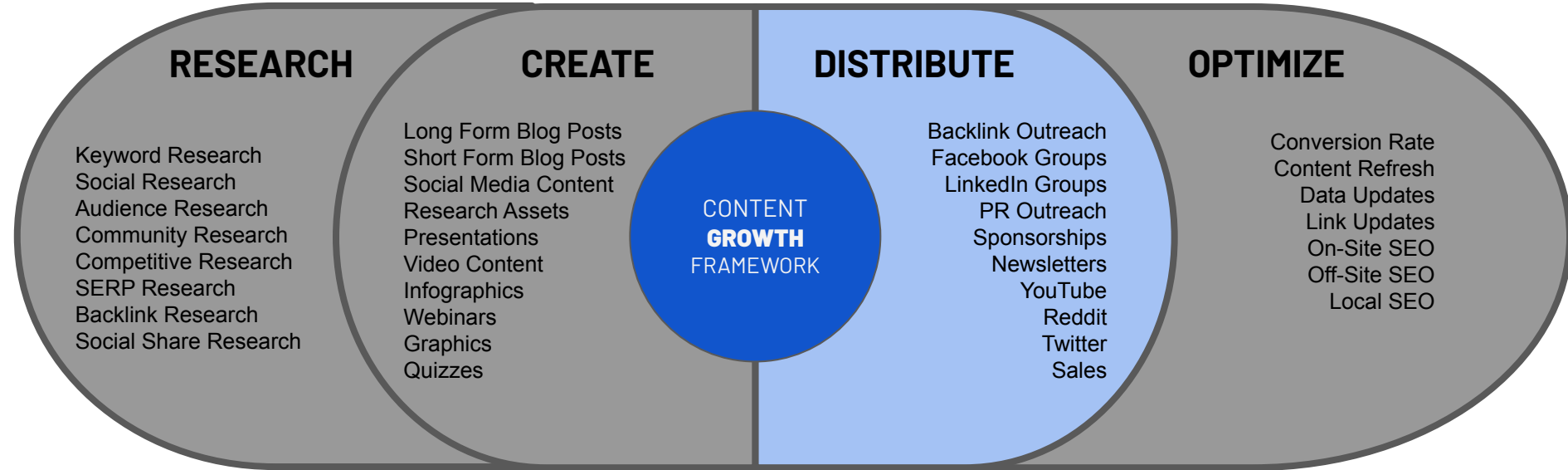


The Final Writing Process Can Be Done At Scale



EMBRACE THE CONTENT GROWTH FRAMEWORK

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



How To Use AI To Repurpose Content

summarize.tech

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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.

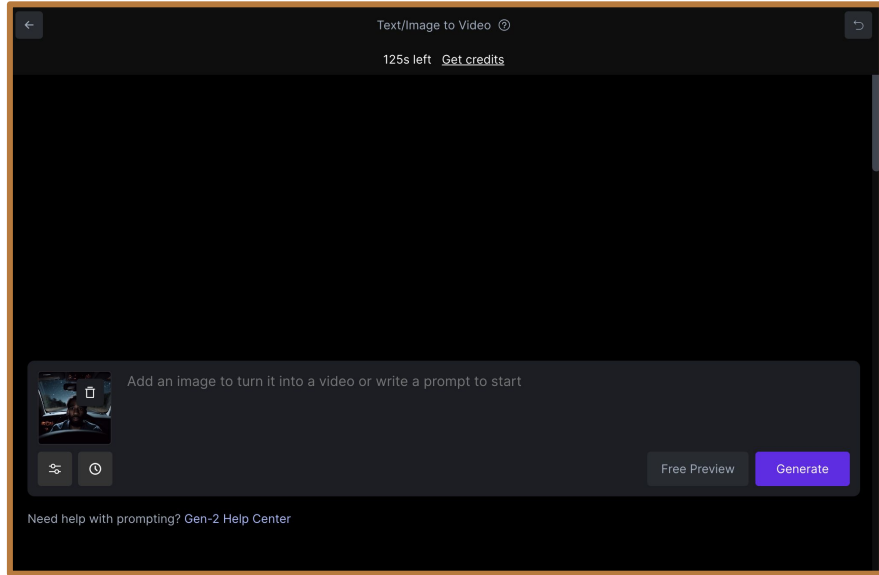
Listen to the entire interview here:

[LINK]

The Power of Ownership:

- 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.

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.

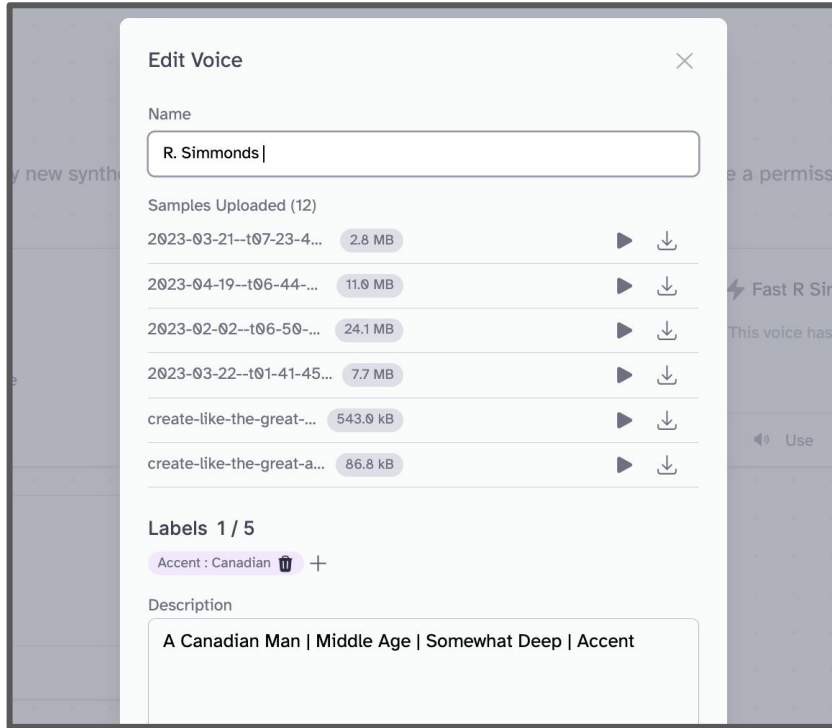
ChatGPT for writing the script + description + title.
ElevenLabs for generating the voiceover.
Canva for creating the video.
MidJourney for creating the thumbnail.

It's not going too bad so far!

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



ElevenLabs



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

D-ID

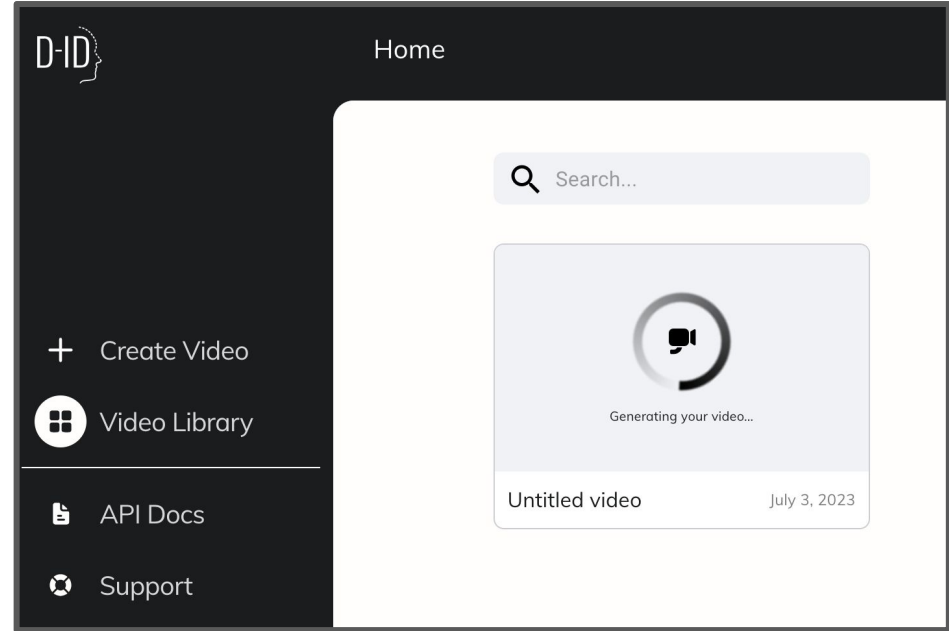


Image created from
Instagram Reels videos

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](#)

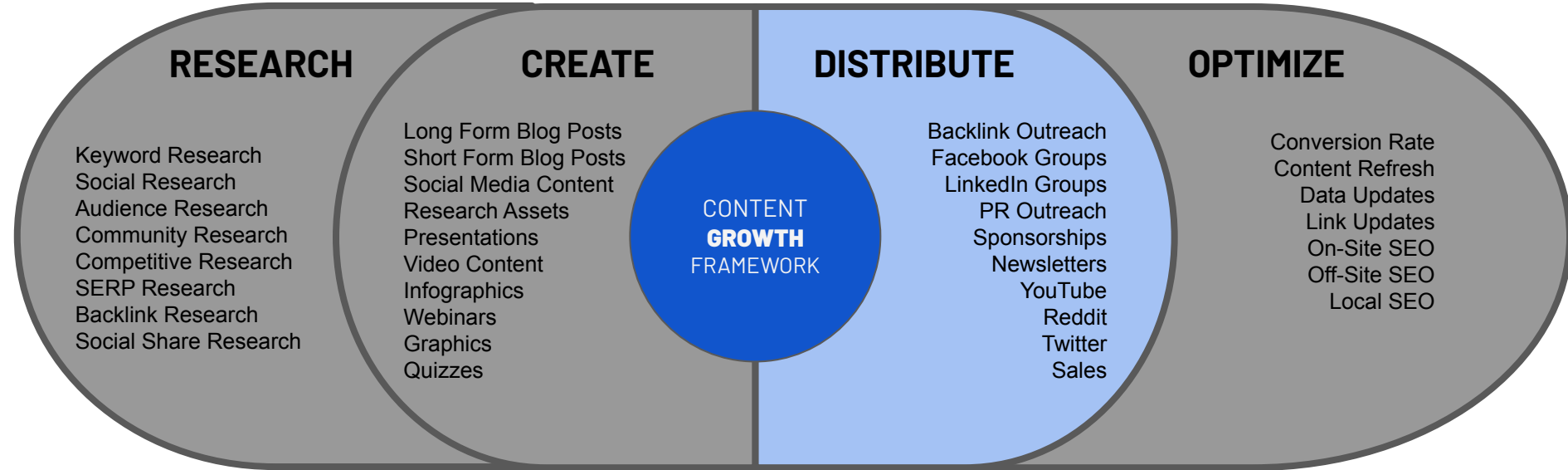


WHAT WILL BE NEXT?

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

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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

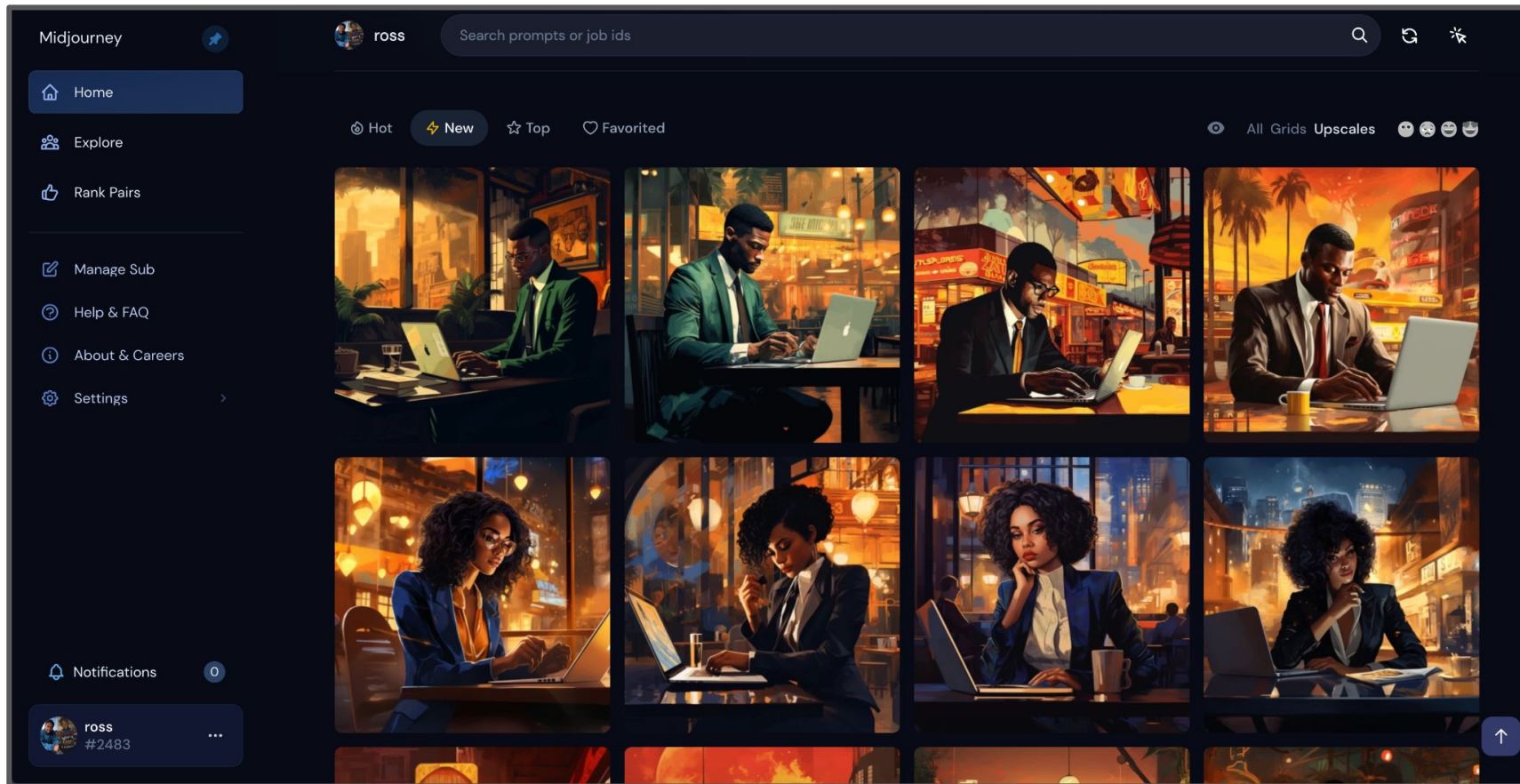
Regenerate response

sumers.



	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.
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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 Can Create Hundreds Of Images In Minutes



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

“

Top marketers use storytelling to bridge the gap between logic and emotion.

@FoundationIncCo

“

Exceptional marketers don't sell products, they sell solutions.

@FoundationIncCo

“

The best marketers see customers as partners, not just consumers.

@FoundationIncCo

The Results:

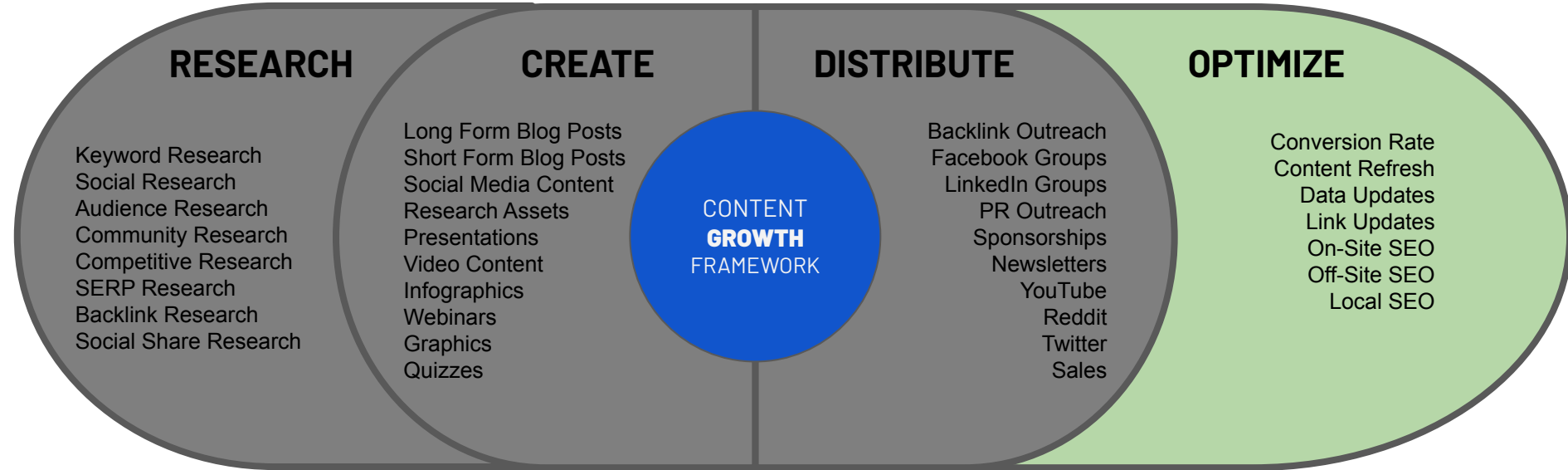
The Time Investment:

18,240 Impressions + 30 New Followers

20 minutes

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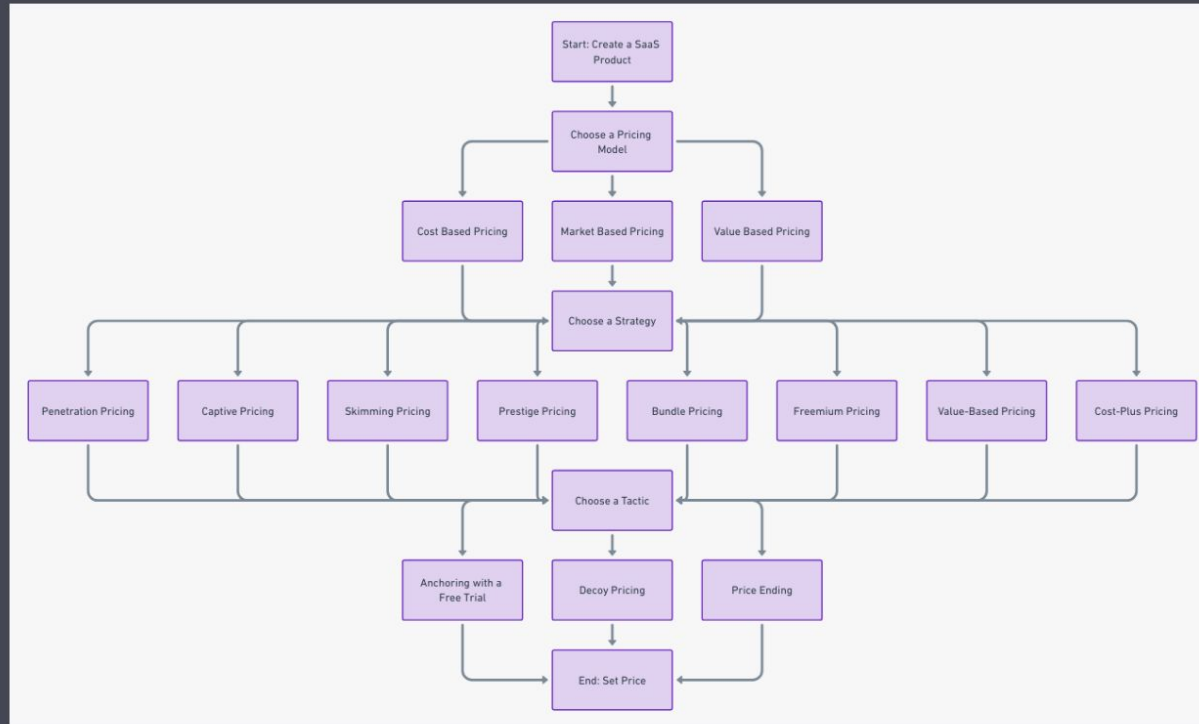
Read this blog post and make a recommendation of a visual that we should create to better visualize the way that SaaS companies should develop their pricepoint and then design that visual with a graphic: <https://foundationinc.co/ultimate-guide-saas-pricing>



Using **Link Reader...** ✨

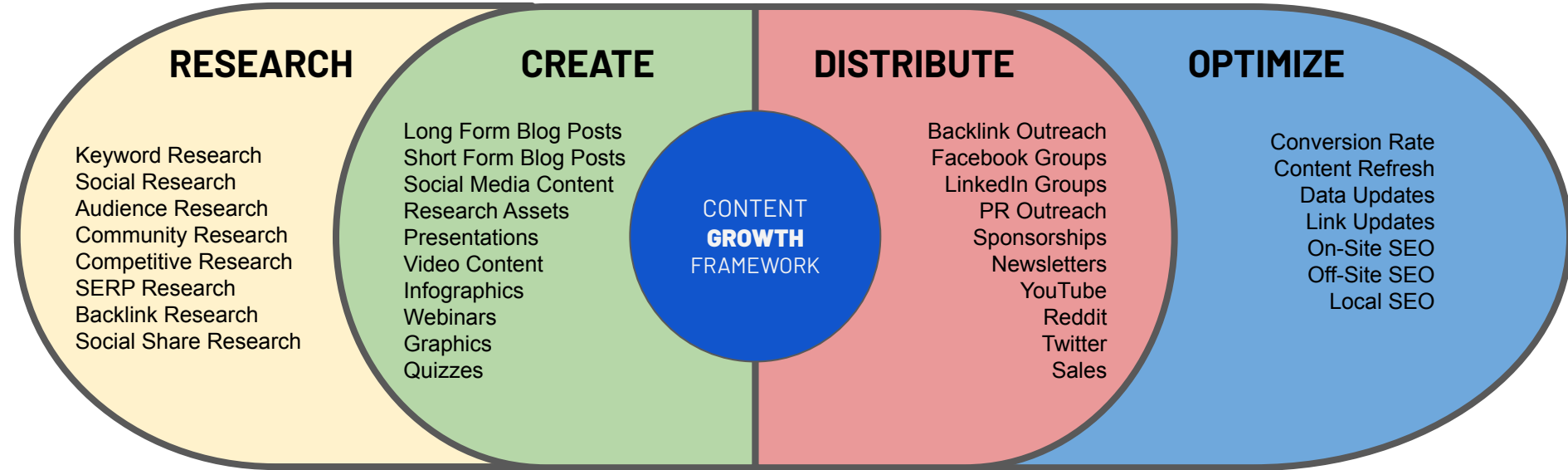


Here is the flowchart that visualizes the process of developing a price point for SaaS companies:



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**"WITH GREAT POWER COMES GREAT
RESPONSIBILITY"
- Uncle Ben**

**RESEARCH.
CREATE.
DISTRIBUTE.
OPTIMIZE.**

