

Authentic AI Writing Workbook

Practical Tools & Templates for Human-First AI Enhancement

Your complete toolkit for authentic, AI-enhanced business writing

MODULE 2: Brain Dump Templates

Email Brain Dump Template

Set timer for 5 minutes. Write continuously without editing.

- **Main message:** What's the key point I need to communicate?
- **Audience context:** What do I know about the recipient?
- **Desired action:** What do I want them to do after reading this?
- **Background/context:** What relevant information do they need?
- **Relationship:** How formal/casual should my tone be?
- **Timing:** Is there urgency or deadline context?
- **Additional thoughts:** Any other relevant points?

Report/Proposal Brain Dump Template

Set timer for 5 minutes. Capture everything you know.

- **Problem/challenge:** What am I solving?
- **My recommendation:** What's my expert opinion?
- **Supporting evidence:** What backs up my recommendation?
- **My experience:** What relevant situations have I handled?
- **Next steps:** What should happen after this?
- **Stakeholders:** Who's involved and what do they care about?
- **Constraints:** What limitations should I acknowledge?
- **Random thoughts:** Any other ideas that come to mind?

Content/Marketing Brain Dump Template

Set timer for 5 minutes. Get your authentic perspective out.

- **Core message:** What's the main thing I want to communicate?
- **Target audience:** Who exactly am I talking to?
- **My unique angle:** What makes my perspective different?

- **Real examples:** What stories/cases can I share?
 - **Brand personality:** How do I naturally communicate?
 - **Value proposition:** What's in it for the reader?
 - **Call to action:** What do I want them to do?
 - **Authentic voice:** How would I explain this to a colleague?
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MODULE 3: Research Enhancement Prompts

Email Context Research Prompt

I'm writing to [recipient/company] about [topic]. I already know [your existing knowledge about them/situation].

Help me research:

- Recent company news or developments
- Industry context that might affect them
- Background that would help me tailor my approach

Focus on information that would help me write a more relevant, timely email. Provide credible sources I can verify.

Content Background Research Prompt

I'm creating content about [topic] based on my experience: [your brain dump/observations].

Help me find:

- Recent studies, statistics, or data
- Current trends in this area
- Expert perspectives that support or challenge my thinking

I want to enhance my authentic perspective with credible backing, not replace my expertise.

Market/Competitor Research Prompt

Based on my observations about [your market/industry]: [your insights], help me research:

- Competitor strategies and positioning
- Market trends and developments
- Industry analysis and reports

Focus on information that helps me understand the landscape better while building on what I already know.

MODULE 4: Structure Templates

Email Structure Template

Use after completing brain dump and any needed research.

Opening: Brief context and clear purpose

- "Following up on [specific conversation/meeting]..."
- "I wanted to update you on [specific topic]..."
- "Quick question about [specific issue]..."

Main Message: Your key point stated clearly

- Lead with the most important information
- Be direct and specific

Supporting Details: Relevant background (keep brief)

- Only include what the reader needs
- Use bullet points for multiple items

Next Steps: Specific action required

- "Could you please [specific request] by [date]?"
- "I'll follow up on [date] unless I hear from you sooner"
- "Let me know if you need any additional information"

Closing: Professional and appropriate to relationship

Report/Proposal Structure Template

Executive Summary

- Key recommendation upfront
- Main benefits/outcomes
- Required action/decision

Problem Definition

- Current situation
- Challenges identified
- Impact if unaddressed

Recommended Solution

- Your expert recommendation
- Why this approach
- Expected outcomes

Supporting Evidence

- Data, case studies, examples
- Risk assessment
- Implementation considerations

Next Steps

- Clear action plan
- Timeline and responsibilities
- Success measures

Content/Marketing Structure Template

Hook Opening

- Attention-grabbing statement
- Relevant question or scenario
- Surprising insight or statistic

Value Proposition

- What's in it for the reader
- Clear benefit statement
- Why this matters now

Main Content

- Your key insights
- Supporting examples/stories
- Practical applications

Social Proof

- Case studies or testimonials
- Results you've achieved
- Client experiences

Clear Call to Action

- Specific next step

- How to get started
 - Contact information
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MODULE 5: Headline & Subject Line Templates

Email Subject Line Prompts

Based on my email content: [brief summary], suggest 5-7 subject line options that:

- Clearly indicate the value/purpose
- Match my [professional/friendly/direct] tone
- Avoid generic phrases like "checking in" or "following up"
- Sound like they came from a real person who paid attention to our relationship

Keep my authentic voice and make the benefit of opening clear.

Report Title Prompts

For my report about [topic] with key recommendation [your main point], suggest titles that:

- Clearly indicate the main finding/benefit
- Appeal to busy executives
- Avoid vague corporate language
- Reflect the practical value

Target audience: [describe decision-makers]

Marketing Headline Prompts

Based on my content about [topic] for [target audience], create headlines that:

- Reflect my brand personality: [describe your style]
- Focus on genuine value, not clickbait
- Stand out from generic AI content
- Sound authentically like my business

Core message: [your main point]

Unique angle: [what makes your approach different]

MODULE 6: Storytelling Enhancement Prompts

Case Study Development Prompt

Help me structure this client success story:

Background: [real situation/challenge]

My approach: [what you actually did]

Results: [genuine outcomes achieved]

Please suggest:

- Clear story structure (problem/solution/result)
- Missing details that would help readers understand
- Ways to highlight the key lessons learned

Keep it truthful and focused on the value delivered.

Example & Analogy Prompt

I need to explain [complex concept] to [audience type].

My understanding: [your brain dump of the concept]

Audience background: [what they already know]

Help me find:

- Relatable analogies for this audience
- Clear, memorable ways to explain this
- Examples that connect to their world

Focus on making my expertise accessible without oversimplifying.

Social Proof Integration Prompt

Based on these real client results: [genuine feedback/outcomes], help me:

- Organise this evidence effectively
- Present testimonials with helpful context
- Show the range of success we've achieved
- Maintain credibility and authenticity

Focus on building trust through genuine social proof.

MODULE 7: Ethics & Security Checklists

Security Protocol Checklist

Before using AI tools, check:

- No confidential client information included
- No proprietary business strategies or data
- No personal information of staff/clients
- No financial or sensitive commercial data
- Tool's data retention policy understood
- Appropriate tool selected for sensitivity level
- GDPR compliance considered if applicable

Ethics Decision Framework

Ask yourself:

- Does this maintain my authentic voice?
- Am I being honest about my process?
- Does this serve my audience well?
- Am I protecting sensitive information appropriately?
- Am I comfortable defending this approach?
- Does this align with my professional values?
- Would I be happy if my clients knew this process?

Transparency Guidelines

Consider disclosure when:

- AI assistance was significant to the final product
- Your process adds value your audience should know about
- Professional context requires transparency
- You're setting an example for ethical AI use

Disclosure options:

- "Developed with AI assistance to enhance clarity and structure"
- "Research enhanced using AI tools, conclusions are my own"
- "Created using AI to organise my expertise and experience"

MODULE 8: Complete Workflow Quick Reference

Daily AI Writing Process

1. **Brain Dump** (5 minutes)
 - Set timer, write continuously
 - Capture all thoughts without editing
 - Include context, audience, goals
2. **Choose Workflow**
 - Email: Structure for clear communication
 - Report: Build logical arguments
 - Content: Engage and connect with audience
3. **Research Enhancement** (if needed)
 - Build on existing knowledge
 - Fill specific gaps
 - Verify important facts
4. **AI-Assisted Structure**
 - Use appropriate prompts
 - Maintain your voice and logic
 - Focus on clarity and flow
5. **Final Review**
 - Does this sound like me?
 - Is sensitive information protected?
 - Does this serve my audience well?

Troubleshooting Guide

If output sounds generic:

- Add more specific context from your experience
- Include industry or audience details
- Emphasise your unique perspective

If you've lost your voice:

- Return to your original brain dump
- Start the process over
- Don't try to fix generic content

If information seems questionable:

- Verify important facts with original sources
- Cross-check statistics and claims
- When in doubt, note the limitation

If prompts aren't working:

- Use our templates as starting points
- Add more context about your audience
- Be more specific about desired outcomes

Your Personal Prompt Library Template

Copy and customise these for your regular use:

My Standard Email Prompt:

Help me structure this email based on my brain dump: [paste your 5-minute brain dump here].

My audience: [describe recipient and relationship]

Desired tone: [professional/friendly/direct/persuasive]

Main goal: [what you want to achieve]

Please suggest:

- Clear, logical structure
- Appropriate opening and closing
- Ways to improve clarity while keeping my natural voice

Focus on making my message clear and actionable.

My Content Creation Prompt:

Based on my expertise: [paste your brain dump and key insights], help me create [blog post/report/marketing copy] for [target audience].

My unique perspective: [what makes your approach different]

Key message: [main point you want to communicate]

Brand voice: [describe your communication style]

Please suggest:

- Engaging structure and flow
- Ways to highlight my expertise
- Clear calls to action

Keep my authentic voice and focus on genuine value for readers.

My Research Enhancement Prompt:

I'm working on [topic/project] and already know: [your existing knowledge and observations].

Help me research:

- [specific gaps you want to fill]
- Recent developments in [your industry/area]
- Supporting evidence for [your key points]






Focus on credible sources that build on my expertise rather than replace it. I want to enhance my understanding, not start from scratch.

Quick Reference Cards






The Human-First Method

1. Brain dump first (always)
2. Research to enhance (never replace)
3. Structure with AI help
4. Maintain your authentic voice
5. Protect sensitive information

Red Flags to Avoid

-  Generic AI templates and clichés
-  Skipping the brain dump step
-  Sharing confidential information
-  Losing your authentic voice
-  Not verifying important facts

Success Indicators

-  Content sounds like you wrote it
-  Colleagues recognise your style
-  Readers engage and respond positively
-  You can confidently defend your process
-  You're saving time while improving quality

Remember: You're the expert. AI just helps you communicate your expertise more effectively.