



^ **Human-Led.
AI-Assisted.**

HOW WE USE AI AT EVERY LITTLE WORD
(WITHOUT LOSING WHAT MAKES OUR CONTENT GREAT)



A MESSAGE FROM KRISTEN SWEENEY, OWNER & CEO

EVERYLITTLEWORD.CO

When we published our original white paper on ChatGPT vs. human content writers, we weren't sure what to expect. We were skeptical of AI tools and what they could actually do for a business like Every Little Word—one built on nuance, insight, and human connection.

Turns out, we weren't alone. The content struck a chord.

It helped readers articulate their own questions and concerns. It gave a voice to something many people in marketing were feeling: curiosity, caution, and more than a slight existential unease.

That white paper is still worth reading. [You can find it here.](#)

But it's no longer the whole story. Since then, our perspective has evolved. Our AI policy has matured.

We still believe humans create the best written content. That will probably never change.

However, we now have a better understanding of how AI tools can support our team and enhance our processes. In this updated white paper, we'll walk you through exactly how we used AI to support the production of a recent article for our own blog: what worked, what didn't, and what anyone reading this can learn from our experiences.

Kristen

[Connect with me on LinkedIn](#)



In this white paper, we:

- Explain how our thinking about generative AI has shifted
- Walk through a real content project, start to finish, with notes on where AI helped (and where it didn't)
- Offer honest reflections on AI's strengths, limitations, and some of the best use cases for content creators
- Share our updated policy and values

NOTE

While ChatGPT isn't the only large language model (LLM) tool available, it's the one that we've found to be most useful up to this point.

We'll use the term ChatGPT throughout this white paper, but feel free to mentally replace it with Claude, Gemini, or any other LLM.



Our first white paper explored a straightforward question: *Could ChatGPT write a thought leadership article as well as a human?*

Spoiler alert: It couldn't.

And that's still true. ChatGPT hasn't magically become a better storyteller, strategist, or critical thinker. It still struggles with nuance, fumbles with voice, and lacks the insights that can only come from a true expert.

But we've learned something important:

ChatGPT doesn't have to fully replace human-written content to play a valuable role in the content creation process.



HOW OUR THINKING ABOUT CHATGPT HAS EVOLVED

Used wisely, ChatGPT can be a great support system—a tool that helps reduce friction, speeds up low-level tasks, and gives us a jumpstart when we need one.

We don't use ChatGPT to replace the experts we interview or our editorial team members who work hard at getting experts' great ideas out into the world. But we do use it to:

- **Draft interview questions**
- **Clean up transcripts**
- **Brainstorm alternate headlines**
- **Explore possible structures or outlines**
- **Gut-check ideas and assumptions**

If we're being honest, the output ChatGPT provides in almost every one of these use cases is rarely, if ever, what we consider "final" by our (admittedly very high) standards. We use our human expertise to review and refine every piece of output. But the lift ChatGPT provides is still valuable.



We didn't want to write a white paper about what it would theoretically look like to use AI when creating a piece of written content. We wanted to show what using it *actually* looks like.

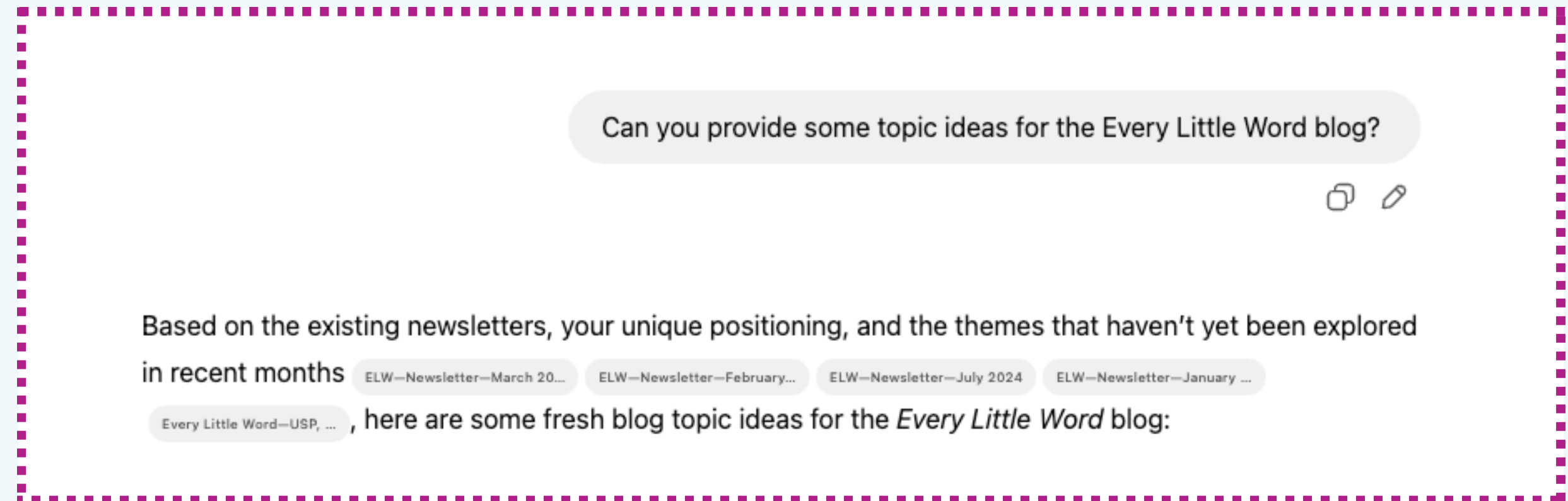
So, we documented the step-by-step process of producing a new article for the Every Little Word blog.

Here's how it unfolded.



STEP ONE: CHOOSING THE TOPIC

We began by opening our Every Little Word project in ChatGPT, which contains a history of our previous articles, LinkedIn posts, and up-to-date strategy documentation, and prompting it to generate fresh headline ideas.



A DID YOU KNOW?

You can create *Projects* in ChatGPT to make it even more useful.

Projects allow you to group chats, files, and tasks around a specific topic, so instead of starting from scratch every time, you can build on what you've already done.

That means you can:

- Keep your notes, research, and drafts in one place
- Reference past conversations or documents without re-uploading
- Collaborate with ChatGPT over time as your project evolves

Why it matters:

ChatGPT becomes more useful as it gathers more context. By keeping everything together in a Project, you can get more relevant, consistent, and tailored support.

Fun fact: We used ChatGPT to write this callout!

STEP ONE: CHOOSING THE TOPIC

ChatGPT generated a decent batch of responses, but we needed to refine them further.

We talked it through as a team and agreed to come up with an article idea that would tie into a topic Kristen planned to write about [on her Substack](#): expert-led content.

We prompted ChatGPT to focus the prompts accordingly. It provided nine topics within several categories.

We liked the first one: *What Is Expert-Led Content (and Why Your Business Needs It?)* It was just the kind of top-of-funnel content our blog needed at the moment.

Anything about "expert-led content"?

Absolutely—*expert-led content* is one of your core differentiators, and it's ripe for deeper exploration. Here are several blog topic ideas centered specifically on that theme:

🎯 Positioning & Education

1. What Is Expert-Led Content (and Why Your Business Needs It)?

→ A foundational post that defines the term and makes a strong case for its value—especially for technical, B2B, or high-trust industries like life sciences, higher ed, and consulting.

2. Expert-Led Content vs. Ghostwritten Fluff: Know the Difference

→ Contrast your approach with generic content mills and AI churn. Emphasize credibility, specificity, and voice.

3. Expert-Led Doesn't Mean Hard to Read

→ Dispel the myth that "smart" content has to be dense. Showcase how you turn complex thinking into clear, engaging writing.



STEP TWO: CREATING THE INTERVIEW QUESTIONS

When you write expert-led content like we do, you need to be well-prepared to interview the expert. In this case, our expert was Kristen, the CEO of Every Little Word. (Most executive leaders fall under the category of “expert.”) The best way to prepare is by creating a set of interview questions to guide the conversation.

Our Account Manager prompted ChatGPT to generate a list of interview questions.

ChatGPT delivered a set of 18 questions, which provided a good starting point for further exploration. Our Account Manager wasn't particularly fond of the formatting, and she noticed that some of the questions didn't align with the topic, so she prompted ChatGPT accordingly.

The new list of questions was much better. The Account Manager revised the wording as needed, organized the list into a clean Google Doc, and sent it to Kristen and the Writer for a quick review.

Both team members provided feedback before the scheduled interview, cutting the list of questions by about half to keep the conversation focused.

This critical thinking was necessary to refine the questions so they could facilitate a thorough discussion.



STEP THREE: CONDUCTING THE INTERVIEW

The interview itself was all human, as is the case with any productive conversation.

The Account Manager interviewed Kristen and recorded it using [Grain](#), which provided both a transcript and a (somewhat helpful) AI-generated summary of the discussion.

More on why we love Grain on the next page...

A AI TOOL WE LOVE: GRAIN

Grain is one of those tools we use so regularly that we almost forget how good it is. **But we shouldn't.**

Grain captures conference calls with crystal-clear transcripts, auto-generates summaries, lets you clip key moments, and makes it easy to find specific segments of a long conversation. It's incredibly helpful for asynchronous collaboration—team members don't have to be on a call to get everything they need from it!

Grain is powered by AI, but its magic is in allowing humans to stay focused on conversations with one another. We can be present and know we'll walk away with everything we need.

If you're still relying on memory and manual notes, consider this your sign to look into Grain. We're big fans, and it's one of the AI-powered tools we truly wouldn't want to work without.



STEP FOUR: DEVELOPING THE CONTENT BRIEF

Next, the Account Manager needed to develop a Content Brief for the Writer. She gathered the following resources into a Google Doc and handed it over:

- Background information about the article, including the working title, a paragraph summary, and intended purpose
- Link to the Grain recording
- Transcript and AI summary from the Grain recording
- Kristen's written answers to the interview questions
- Notes taken during the recorded interview, including a suggested outline for the article

NO AI FOR THE CONTENT BRIEF?

You'll notice we didn't use AI to develop the content brief. **That's intentional.**

We've experimented. We've asked AI to summarize interviews, generate paragraph summaries and outlines, and organize resources for us. While it can do those things, the results often fall short.

The nuance isn't there, the context gets flattened, and we still have to double-check everything. Plus, the amount of information we were generating was actually adding more time during the drafting process!

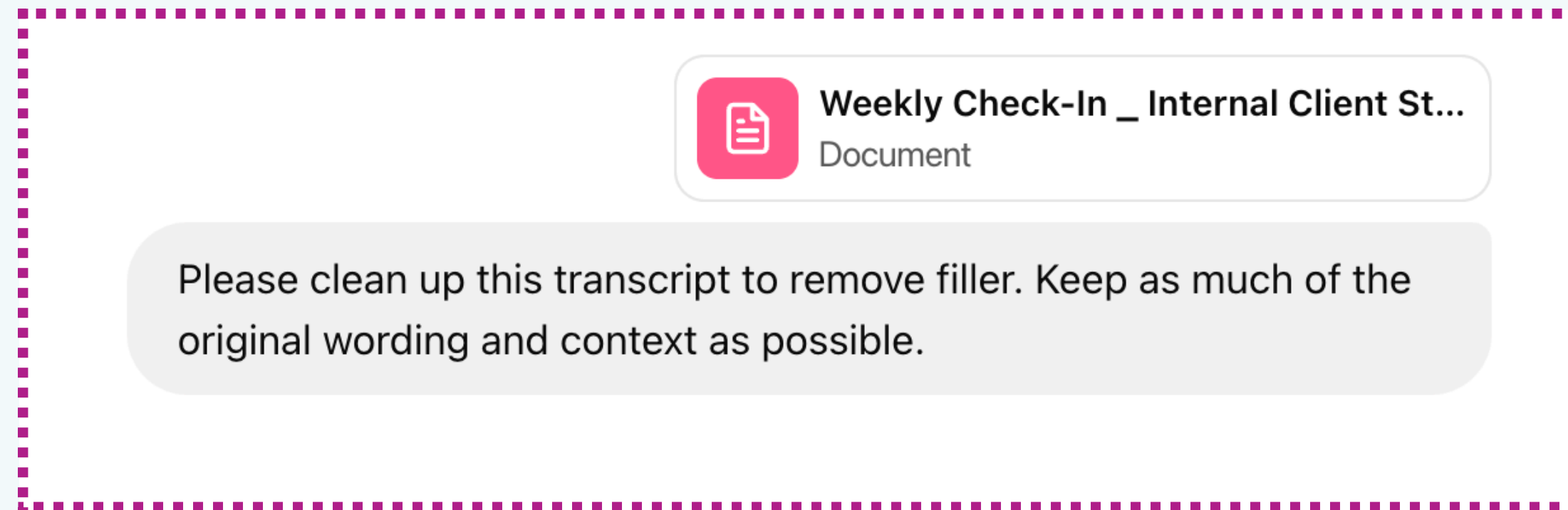
In practice, it's rarely faster than just doing it ourselves, especially once you factor in the time spent fact-checking or rewriting AI-generated content.

At this stage, we rely on human expertise to decide what's relevant, what's strategic, and what will help the writer deliver a great piece. We provide everything they need—and we cut out extra information that doesn't support an efficient editorial process.



STEP FIVE: WRITING THE ARTICLE

The Writer began by reviewing the information in the Content Brief, then downloaded the Grain transcript and prompted ChatGPT to clean it up.



She then prompted ChatGPT to provide a recommended outline for the article using the resources in the Content Brief. While the outline ChatGPT created was fine, it didn't quite capture the nuances from the interview. The outline in the Content Brief (i.e., by an actual human) did. The Writer ultimately opted to use the outline from the Content Brief.

STEP FIVE: WRITING THE ARTICLE

The Writer began drafting the article. She used [Perplexity.ai](#), an AI-powered search engine, several times when attempting to find appropriate statistics to include.

For instance, to back up the idea that "sophisticated buyers want sophisticated content but often don't find it."

Most of the results failed to convey the necessary information from credible sources.

So, she resorted to manual search, digging through Google results the old-fashioned way until she found what she needed.

The statement "Sophisticated buyers want sophisticated content but often don't find it" is validated by several industry statistics:

- **Buyers are demanding richer, more sophisticated content:** According to the 2020 Content Preferences Study, B2B buyers are increasingly relying on content to inform their purchase decisions, with 67% saying they depend on content more than the previous year. However, these buyers are not just looking for more content—they expect *richer content experiences* from the brands they engage with ¹. This includes a preference for in-depth formats like white papers (60%), research reports (54%), and case studies (54%), as well as engaging formats like video (65%) and webinars (54%) ¹.
- **Content sophistication lags behind buyer expectations:** Only 9% of B2B marketers describe their content marketing maturity as "sophisticated," meaning they can accurately measure impact and scale their efforts across the organization ². This indicates a significant gap between the level of content sophistication buyers seek and what most marketers are able to deliver.
- **Buyers consume multiple pieces of content before engaging:** Nearly half (47%) of B2B buyers consume three to five pieces of content before speaking with a salesperson, and a notable portion (16%) consume more than seven pieces ^{1 2}. This underscores the need for a robust library of high-quality, in-depth content to meet their research needs.
- **Quality and depth are critical:** White papers are considered the most valuable content type for B2B buyers, with 76% finding them useful during decision-making ³. However, only a minority of marketers are prioritizing the creation of this kind of sophisticated, research-backed content ^{2 3}.

STEP FIVE: WRITING THE ARTICLE

The Writer wanted to use the part of the interview that covered B2B buyers' preferences to hook the reader. She prompted ChatGPT to help her synthesize the content into an intro.

Here's what ChatGPT provided →

She prompted ChatGPT several more times to refine the introduction, using the "voice-to-text" feature to talk through some of her thoughts. (Helpful tip: Leveraging "voice to text" can be much faster and easier than writing out a prompt!) Eventually, the introduction was close to what she wanted, but she still had to conduct an in-depth edit to get it 100% there.

She turned to ChatGPT to assist with writing a few other minor parts of the article, like the sentence or two of copy needed to frame a particular section. When the draft was nearly finalized, she ran it through [Grammarly](#)—an app that assesses writing for correctness, clarity, engagement, and delivery—and further refined the content.

What Is Expert-Led Content (and Why Does Your Business Need It?)

B2B buyers aren't just evaluating your product or service. They're assessing your credibility. Can you be trusted? Do you understand their world? Are you bringing them real insight—or recycled talking points?

Expert-led content helps you meet that bar.

It gives your audience a reason to trust and remember you. That's critical in industries where relationships matter, reputations are built over time, and purchasing decisions aren't made lightly.

Research backs this thinking up. According to LinkedIn and Edelman's B2B Thought Leadership Impact Report, 89% of decision-makers say that high-quality thought leadership enhances their perception of an organization. Expert-led content builds that perception—while reinforcing the specific value you bring to the table.

A AI TOOL WE LOVE: GRAMMARLY

We've been using Grammarly as a high-powered spell check tool as far back as we can remember. Thanks to its ever-evolving AI capabilities, Grammarly can also highlight phrasing that seems "off" and offer suggestions to improve clarity and flow. In some cases, we might revise entire sentences with the click of a button based on Grammarly's AI-powered rewrites.

But let's be clear: We never take Grammarly's words as gospel. It's not uncommon for us to override its suggestions entirely, deferring instead to our human-led conclusions about adjustments a sentence may or may not require.

Grammarly is useful, and if you're not using it already, it's worth incorporating into your writing process. But it's not a substitute for a strong editor. Like many AI tools, it helps us see things we might have missed. **But the final say always belongs to a human.**

STEP FIVE: WRITING THE ARTICLE

The article already had a working title—*What Is Expert-Led Content (and Why Your Business Needs It?)*—but the Writer wanted to provide a few other options. She prompted ChatGPT to assist with this task.

Here's what ChatGPT provided →

She liked one of the directions, so she further prompted ChatGPT to provide additional titles based on that concept and that incorporated the phrase “expert-led content.”

Here's what ChatGPT provided →

Above is an article for Every Little Word, a boutique content and communications agency. The working title is: *What Is Expert-Led Content (and Why Does Your Business Need It?)*

Please provide 5 additional title options that read like engaging byline titles.

Here are five engaging, byline-style title options that align with the tone and audience of your article:

1. Why Expert-Led Content Is the Sharpest Tool in Your B2B Marketing Toolkit
2. From Expertise to Impact: The Case for Expert-Led Content
3. Tired of Generic Content? Start with the Experts
4. How to Cut Through the Noise with Content That Actually Says Something
5. Your Subject Matter Experts Are Your Best Marketers—Here's Why

Absolutely—here are several more title options that use the phrase “Expert-Led Content” and follow a similar sharp, engaging structure:

1. How Expert-Led Content Cuts Through the Noise
2. Expert-Led Content: The Antidote to Generic Marketing
3. Want Your Content to Say Something That Matters? Make It Expert-Led
4. Expert-Led Content Isn't a Trend—It's a Strategy
5. Why Expert-Led Content Wins in a World Full of Noise
6. Break Through the B2B Content Fog with an Expert-Led Approach
7. Expert-Led Content Is What Thought Leadership Wishes It Were



STEP FIVE: WRITING THE ARTICLE

Some titles were clearly better than others. The Writer refined a couple of them herself and landed on the following:

- **Expert-Led Content: The Antidote to Generic B2B Content**
- **How to Cut Through the Noise with Expert-Led Content**

The article was ready to proceed to the next stage of our standard internal workflow: Editing and QA. *(Each piece of content we write at Every Little Word goes through a three-step process, Writing→Editing→QA, to ensure the highest level of quality. Yes, even LinkedIn posts.)*

As is typical for us, these tasks were completed entirely without the support of AI. The goal? To assess the article for clarity of language and accuracy of ideas, two areas where ChatGPT can often struggle.

[Click here to read the published article.](#)

A DID YOU KNOW?

AI tools like ChatGPT can generate content that appears confident but still contains factual errors.

These errors are called “hallucinations,” and they’re especially common when the tool tries to fill in gaps with plausible-sounding (but incorrect) information.

That’s why every piece of content still needs a human expert to verify accuracy. AI has its place, but only people can ensure the final result is accurate, trustworthy, and worth publishing.

Fun fact: We used ChatGPT to write this callout. At least it’s aware of its shortcomings!

AI WAS MOST HELPFUL WHEN WE NEEDED TO:

- Reduce friction at the start of a task (e.g., writing interview questions, coming up with article titles)
- Clean up long transcripts
- Explore alternate phrasings or approaches
- Get out of our own heads when we were stuck

AI DIDN'T SUCCEED WHEN WE NEEDED:

- Strategic framing
- Voice, nuance, or rhythm
- Hierarchy and flow
- Original thinking



We're glad to have AI tools in our toolbox! We're embracing them where they provide value throughout our editorial process and in other areas of our organization.

(Tip: ChatGPT is great for creating initial drafts of SOPs—such a time-saver!)

Still, we have no illusions about what enables us to achieve our consistently high standards of content output...*and it's not AI.*

While we can't speak for other content or communications agencies, we're convinced that our strongest work is human-led.

The biggest difference between now and a few years ago is that sometimes, it's AI-assisted.



We know from experience that subject matter experts are incredibly busy, so we're intentional about making the most of their valuable time. Often, that means taking up as little of it as possible.

By combining AI tools with human-led editorial judgment, we were able to create this article with minimal input or oversight from Kristen, our subject matter expert.

A significant part of what we do at Every Little Word is helping clients get more value out of their content. We're always thinking about smart, strategic ways to repurpose a single asset—such as this article—across multiple channels and formats. AI can speed up and support that process in a few key ways:

- ✓ **Generating LinkedIn post topics**
Prompting ChatGPT to identify 3-5 hooks from the blog post for writing unique, high-value LinkedIn posts.
- ✓ **Creating a newsletter blurb**
Summarizing the blog post for an engaging intro in the ELW newsletter that links to the full article.
- ✓ **Drafting meta descriptions and SEO snippets**
Using AI to quickly generate on-brand, character-limit-friendly copy for web and search optimization.
- ✓ **Brainstorming follow-up content**
Using the blog as a jumping-off point to prompt ideas for future content assets.



Like most things at our company, we think about AI through the lens of our core values...



HUNGRY TO LEARN

AI is evolving fast, and so are we. We stay curious and engaged, continuously exploring how AI tools can enhance our service offerings, improve internal efficiencies, and support even higher-quality content.

BE RESOURCEFUL

We use AI to work smarter, not to cut corners. When incorporated appropriately, AI tools increase our efficiency and reduce friction in our workflows.

EXTREME ACCOUNTABILITY

Our work is ultimately our responsibility. That means human oversight isn't optional—it's essential. We never submit anything that hasn't been vetted, refined, and approved by a human.

DETAILS MATTER

AI can assist, but it can't guarantee precision. We commit to reviewing every detail and holding all outputs to our high standards for accuracy, clarity, and quality.

PERSONAL/PROFESSIONAL ALIGNMENT

We're thoughtful about how we use AI to make our jobs more manageable, our processes smoother, and our lives a little easier. We'll continue evaluating these tools to make sure they serve us—not the other way around.



NOT ANTI-AI, JUST PRO-HUMAN

We're not here to debate whether AI tools are inherently good or bad. We're here to say...

If you care about producing written content that's original, thoughtful, and truly representative of your brand, you still need people.

People like writers, editors, strategists, account managers, and subject matter experts—humans with taste, judgment, and experience.

AI may be able to help achieve certain outcomes more efficiently. However, when it comes to producing high-quality content, nothing can replace the human touch.

If you're looking for a partner who knows how to use AI wisely but never loses sight of the humanness that makes content great, we're here.

[BOOK A DISCOVERY CALL](#)

