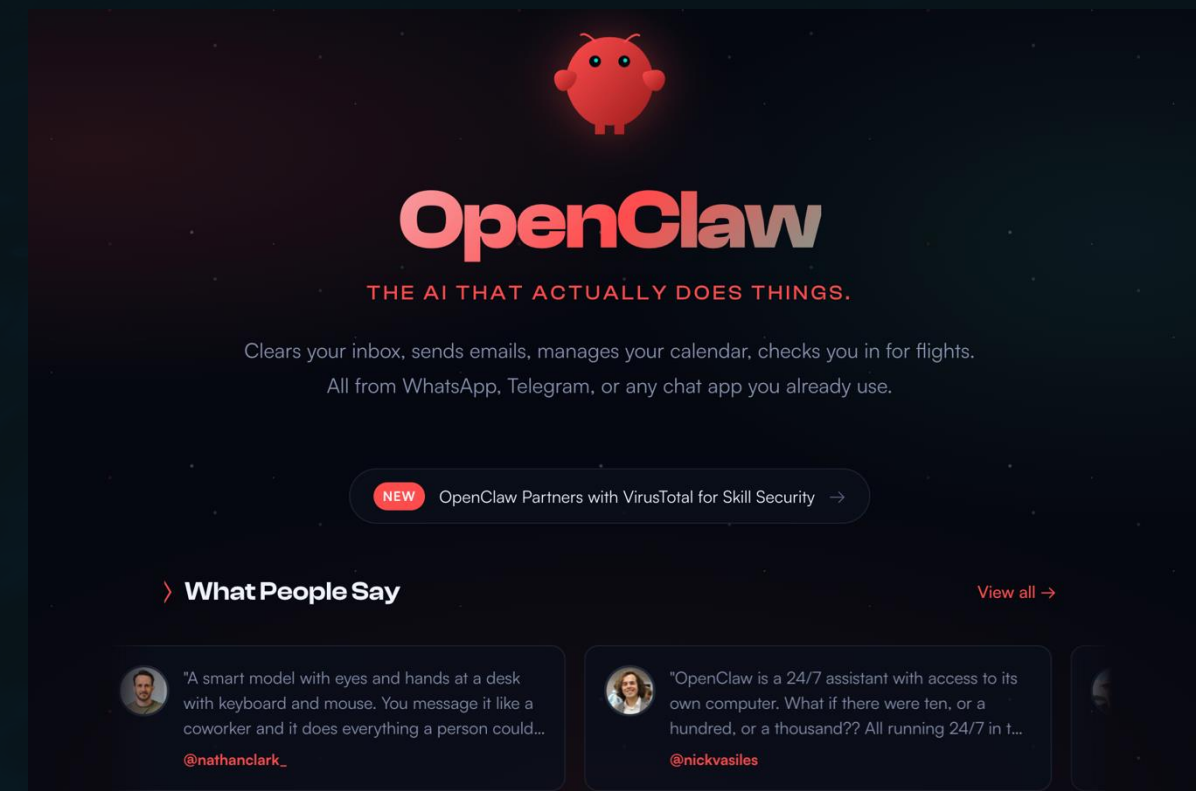
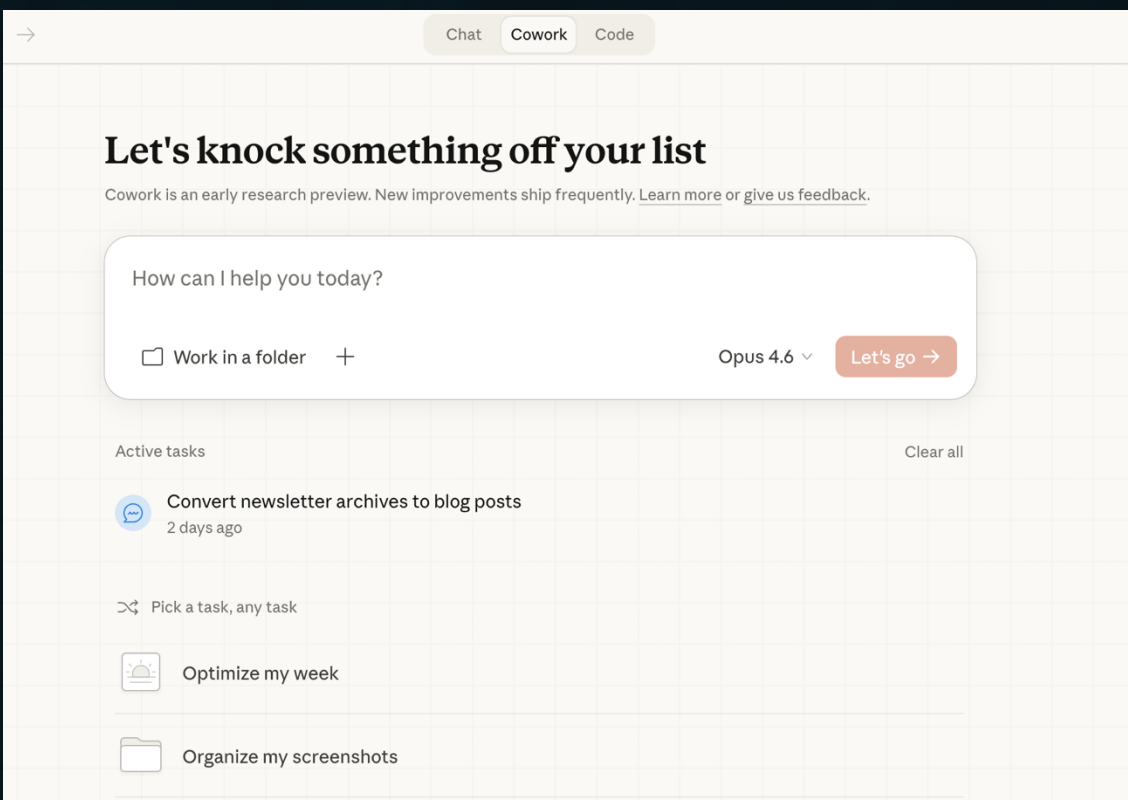


WNY AI Meetup

Tactical AI Workflows

ClawdBot, MoltBook, OpenClaw And CoWork



Content Strategy & Brand Voice

Personas and Audience Intelligence Lab

The Interactive Persona Use Cases



Message Testing

"Here's a headline. What other questions would [Persona] react?"



Gap Analysis

"What information is missing in this content?"



Objection Handling

"What concerns would [Persona] have about this offer?"



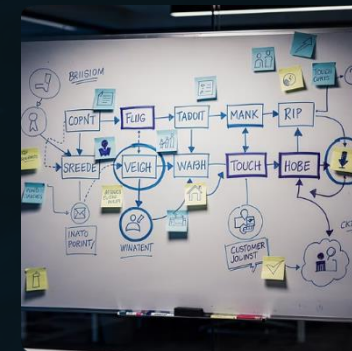
Team Alignment

Everyone talks to the same persona, gets consistent understanding.



Role-Playing

Talk with your persona in real-time to simulate a conversation.



Journey Mapping

"Walk me through [Persona]'s decision process for this purchase."

Channel Optimizer GPTs

The Quality Dimensions

1. HUMAN READABILITY

Does it sound like a person wrote it? Would someone actually read this? Is it engaging, not just informative?

2. BRAND VOICE ALIGNMENT

Does it sound like [client]? Consistent tone across pieces? Appropriate for the audience?

3. STRATEGIC ALIGNMENT

Does it serve the stated objective? Does it target the right persona? Does it fit the content strategy?

4. FACTUAL ACCURACY

Are all claims verifiable? Sources cited where needed? No hallucinated statistics or quotes?

5. SEO/DISCOVERABILITY

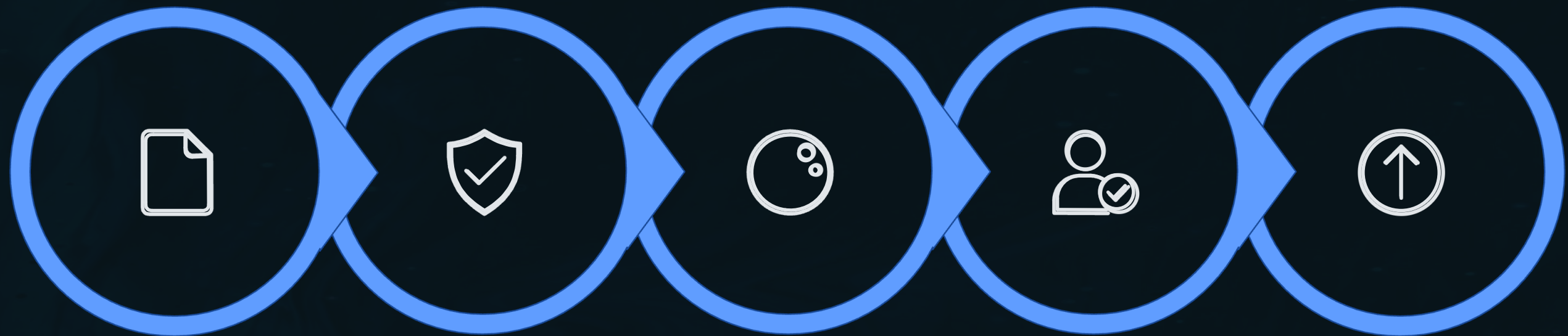
Keywords naturally integrated? Structure optimized for search? Meta elements complete?

6. TECHNICAL QUALITY

Grammar and spelling correct? Formatting consistent? Links functional? Channel best practices?

Full workflow for long-form content

Research -> Examples -> Instructions -> Test/Refine/Iterate -> Publish -> Share -> Document



Content
Created

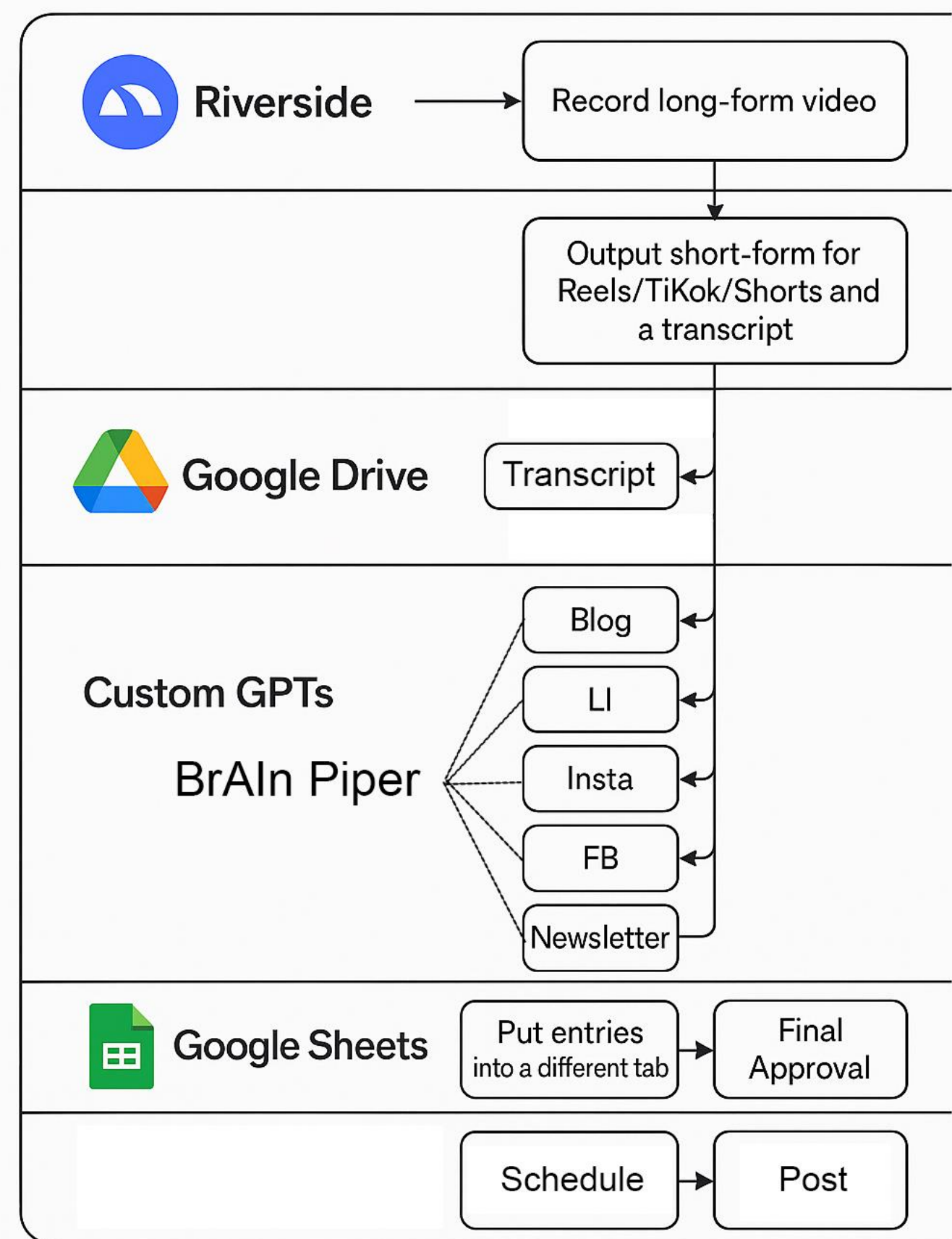
Quality Gate

Brand Voice

Persona
Input

Human Review,
Ownership
Publish

Scaling by automating



Real world use case

<https://www.linkedin.com/feed/update/urn:li:activity:7427336024755904512/>

The Future