



Mixing It Up: Finding Your Unique AI Workflow

WITH RYAN
ROBINSON

ABOUT RYAN

Ryan is a blogger, podcaster, and (recovering) side project addict. He's the co-founder of RightBlogger and Head of Content at Close.com.



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Blogger Breakthrough Summit Podcast Transcript

[00:00:00.00] - Liz Stapleton

Welcome back to the Blogger Breakthrough Summit podcast, where we share snippets from our annual virtual summit to help you take your blogging game to the next level. I'm your host, Liz Stapleton, and today we're diving into the wonderful world of AI in content creation with Ryan Robinson. Now, before you picture a robot taking over your keyboard, we're going to break it down into something a bit more digestible and hopefully fun.

[00:00:20.08] - Liz Stapleton

Let's get to it.

[00:00:28.10] - Ryan Robinson

I don't recommend diving straight into the deep end of the pool and generating 10 articles in 10 minutes and hitting publish on all of them. I would say start small, use things like idea generators, keyword research tools, optimizers, just get a feel for how these things could be used in your process. When you're evaluating specific elements of your content creation process that you would consider outsourcing to an AI assistant, think about the things that don't bring energy. For me, coming up with topic ideas, that's usually pretty fun. I like that. Maybe I'll take an edible and do that. But something like outlining blog posts, I don't really love that, to be honest. I will lean on AI at times when I'm feeling like, Oh, this topic, I don't have something that's bursting from within on how to approach this. So then I'll outsource something like that.

[00:01:28.02] - Liz Stapleton

Okay, I like that. Any final words in terms of using AI to create not just content, but great content that people like, that Google like, that will move you towards your goals?

[00:01:45.04] - Ryan Robinson

Yeah, I highly recommend experimenting with them. Use ChatGPT. If this is really new to you, use ChatGPT. It's free. It's really interesting and insightful. Just play around and experiment with it. Ask it. We weird questions. See how specific you can get with these kinds of tools. And I think you'll pretty quickly get a feel for how it can be used uniquely for you because it's going to be different for us all.

[00:02:14.05] - Liz Stapleton

All right, thanks for tuning in to this episode of the Blogger Breakthrough Summit podcast. If you enjoyed this episode, please be sure to hit that subscribe button and share it with your fellow bloggers. Until next time, happy blogging, and may your content be ever engaging. See you next week, where you'll learn how to craft the perfect pitch to work with brands.