

## Problem:

Manual content creation consuming "hours and hours" through endless cycles of writing → editing → feedback → rewriting, while struggling to maintain authentic voice across different platforms and formats.

## Goal:

Efficiently create authentic content across multiple platforms while successfully getting articles published in media organizations - all without losing his unique voice and communication style.

## Solution:

Brand voice consistency that learns from his existing content to create authentic-sounding material, combined with rapid ideation and multi-format content generation (LinkedIn, social media, blog posts, press releases) that maintains his unique communication style across all platforms.



**"Saved over 70% of content creation time. Finally, an AI that writes the way I actually talk."**

Mike Irving, CEO at Advanced Business Abilities