



**"30 days later, I'm speaking as an industry expert.
The knowledge was always in my head – now it's
everywhere."**

Ethan Bonar, CEO at CFO Family

Problem:

Had deep expertise as an outsourced back office for complex families but couldn't figure out how to create consistent content. Tried ChatGPT and Gemini but didn't know the right questions to ask and was skeptical about AI functionality.

Goal:

Establish thought leadership and industry credibility for CFO Family's outsourced back office services.

Solution:

Within 30 days of posting with Pressmaster.ai, got invited as an expert panelist on a web conference. The system captured his brand voice and expertise, turning his knowledge into consistent posts that positioned him as a thought leader in his industry.