2026 AI Skills Series

DAY 2

AI Content Writing

Efficiency Meets Creativity: Write Blogs, Scripts & Emails in Minutes

Student eBook & Reference Guide

90-Minute Virtual Classroom | Complete with Workbook & Assignments

How to Use This eBook

Welcome to Day 2 of the 2026 AI Skills Series. Yesterday, you learned how to speak to AI using the CO-STAR framework. Today, you put those skills to work on real content — blogs, emails, scripts, and social media posts. This eBook is your complete reference guide for the session.

📖 LEARN	✍️ PRACTISE	🎯 APPLY
Read before & during class	Complete workbook drills	Complete assignment after class

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Chapter 1: The Big Picture — Why AI Writing Changes Everything

1.1 The Content Bottleneck Problem

Ask any professional, entrepreneur, or business owner about their biggest frustration, and you will often hear the same answer: writing takes too long. A single blog post can take 3–5 hours to research, draft, and polish. Responding to a backlog of emails can consume an entire morning. Preparing a report, script, or proposal often gets pushed to 'later' — indefinitely.

In 2026, AI writing tools have fundamentally changed this equation. With the right workflow, professionals are producing:

- A full 500-word blog post in under 15 minutes
- Five email drafts in the time it used to take to write one
- A complete week of social media content in a single afternoon
- A first-draft business proposal in 30 minutes instead of 3 hours

> 💡 **The Critical Distinction**
> AI does not replace your thinking. It replaces your typing. You still provide the ideas, the context, the expertise, and the judgment. AI handles the drafting, the formatting, the restructuring, and the polishing. The result is a powerful collaboration — not a shortcut to careless work.

1.2 The 'Ghost-Writing' Mindset

Think of AI as your ghost-writer — a professional who writes on your behalf but in your voice. Every great communicator, from CEOs to politicians to bestselling authors, has used ghost-writers. AI makes this capability available to everyone.

The key to using AI as a ghost-writer is what we call the Human-in-the-Loop approach. You remain the author. AI handles the heavy lifting of drafting. But your expertise, your stories, your decisions about what to include or exclude — those remain entirely human. The final product is yours.

1.3 What You Will Produce in This Session

By the end of Day 2, you will have personally produced — using AI as your assistant:

- A professionally written email transformed from messy rough notes
- A set of repurposed LinkedIn posts derived from a longer piece of content
- A polished, tightened version of your own writing
- A first draft of a blog post, report section, or script using your preferred style
- A complete content piece for your Day 2 assignment — something you actually need

Chapter 2: Your Writing Tools for Day 2

2.1 Primary Tool: Gemini or ChatGPT

As we established in Day 1, any good AI chat interface works excellently for writing tasks. For today's drills, you can use either Google Gemini (gemini.google.com) or ChatGPT (chatgpt.com). Both offer the prompting capabilities you need.

2.2 Specialist AI Writing Tools (For Your Reference)

Beyond Gemini and ChatGPT, there are dedicated AI writing platforms designed specifically for content creation. These tools offer pre-built templates for specific writing tasks, which can be very useful once you are comfortable with the basics.

Tool	Best For	Key Feature
Jasper AI	Long-form blog posts, marketing copy	Over 50 templates; Brand Voice feature to match your writing style
Copy.ai	Short-form copy, social media, emails	Workflow automation; multi-step content pipelines
Writesonic	Blogs, ads, landing pages	Fact-checked articles; SEO optimisation built in
Notion AI	Notes, docs, team collaboration	Writes directly inside your workspace
Claude (Anthropic)	Complex writing, nuanced tone matching	Excellent at long documents and maintaining consistency

> ⭐ **Recommendation for Beginners**
> Stick with Gemini or ChatGPT for Day 2. Once you have mastered the workflow covered in this session, you can explore Jasper or Copy.ai with a free trial — their templates will make even more sense once you understand the underlying prompting principles.

Chapter 3: The Human-in-the-Loop Workflow

3.1 Why You Must Never Copy-Paste the First Output

This is the single most important rule in AI content writing. The first draft from an AI is a starting point — not a finished product. It may be:

- Factually plausible but imprecise — always verify any statistics or facts
- Generic in tone — it does not yet sound like you
- Structured for a general audience — not your specific reader
- Missing key points that only you know from lived experience
- Over-written or padded with clichés and filler phrases

The Human-in-the-Loop workflow solves this. It turns you into the director and editor, with AI handling the drafting work.

3.2 The Three-Step Workflow

Step	Stage Name	What You Do
1	**The Brain Dump**	Give the AI your raw, unpolished material — rough notes, bullet points, a voice-to-text transcript, or even messy half-formed thoughts. This gives AI your actual content to work with, not just a generic topic.
2	**The Transformation**	Instruct the AI to organise and rewrite your material into a specific, professional format: a blog post, a professional email, a script, a proposal, a summary. You specify the format, length, and audience.
3	**The Voice Check**	Review the output and ask the AI to adjust the tone, style, or vocabulary to match your voice. Add personal examples, anecdotes, or data that only you can provide. This makes the content authentically yours.

3.3 A Complete Workflow Example

Scenario: Writing a Professional Project Update Email

Step 1 — The Brain Dump

STEP 1 PROMPT: Give AI Your Raw Notes

> *Transform the following rough notes into a polished, professional email to my manager and project team.Raw notes: Project launch delayed by 2 weeks. New date is March 28. Reason is the vendor didn't deliver the API on time — not our team's fault. Testing will still be thorough. Team has worked hard. Budget unchanged. Need to set up a call this Friday to discuss.*

Step 2 — The Transformation

The AI converts your rough notes into a structured, professional email with a subject line, greeting, body, and call to action. Review it and note what's good and what needs adjustment.

Step 3 — The Voice Check

STEP 3 PROMPT: Adjust the Voice

Good. Now rewrite this email in a warmer, more direct tone. Remove any overly formal corporate language. Make it sound like it was written by a confident, approachable project manager — not a legal team.

Chapter 4: The Style Injection Technique

4.1 Why AI Writing Can Sound 'Robotic'

One of the most common frustrations with AI-generated content is that it can sound generic, impersonal, or overly formal. You can often spot AI writing by certain tell-tale phrases:

- "In the rapidly evolving landscape of..."
- "Delve into the intricacies of..."
- "It is worth noting that..."
- "Leveraging synergies to optimise outcomes..."
- "This comprehensive guide will explore..."

These phrases appear because the AI defaults to patterns it has seen repeatedly in its training data. They are grammatically correct but completely devoid of personality. The Style Injection Technique solves this permanently.

4.2 Method 1: Provide a Writing Sample

The most powerful way to give AI your personal writing style is to show it an example of your own writing. The AI will analyse your tone, sentence length, vocabulary, and structure — then replicate it.

STYLE INJECTION PROMPT: Method 1 — Sample Injection

I am going to give you a paragraph I wrote. Read it carefully and study:- My sentence length (short or long?)- My vocabulary level (simple or technical?)- My tone (formal or conversational?)- Any distinctive phrases or patterns I useHere is my writing sample:[Paste your own paragraph here]Now, using that exact same style, write a 300-word blog post about [Your Topic].

4.3 Method 2: Describe Your Voice

If you don't have a writing sample to share, you can describe your preferred voice in detail. Be specific — vague descriptions produce vague results.

STYLE DESCRIPTION PROMPT: Method 2 — Voice Description

Write a LinkedIn post about remote work productivity using the following voice:- Short punchy sentences. Maximum 12 words per sentence.- Conversational and direct. Like talking to a colleague, not a conference room.- First-person perspective. Use 'I' freely.- No jargon, no corporate buzzwords.- One idea per paragraph. White space matters.- End with a question to drive engagement.

4.4 The 'Anti-AI-ism' Command

After generating any content, run this quality check prompt to remove clichéd AI language:

QUALITY CHECK PROMPT: Remove AI-isms

Review the text above and remove all AI clichés. Specifically:- No phrases like 'In the rapidly evolving landscape', 'Delve into', 'It is worth noting'- No excessive hedging ('It could be argued that...')- No corporate buzzwords ('leverage', 'synergise', 'paradigm shift')- No unnecessary padding or filler sentencesRewrite any flagged sentences in plain, direct language.

4.5 Matching Tone to Platform

The same message needs a different voice depending on where it will appear. Always specify the platform in your prompt, as each has its own unwritten conventions:

Platform	Voice Guidance
LinkedIn	Professional but personable. Thought-leadership tone. First-person. Short paragraphs. Hook in line 1.
Twitter / X	Punchy, opinionated. Under 280 characters. Contrarian takes work well. End with a hook.
Company Email	Clear, direct, action-oriented. Specify who needs to do what by when. Minimal fluff.
Blog Post	Informative, authoritative. Use subheadings and examples. Conversational when possible.
WhatsApp / Informal	Casual, warm, brief. No formal salutations. Use natural language.
Business Proposal	Confident, precise, data-backed. Benefit-focused. Professional but not stiff.

Chapter 5: Practice Drills — Three Core Writing Tasks

5.1 Drill 1: The Email Makeover — Notes to Professionalism

One of the highest-value uses of AI writing is transforming rough, informal notes into polished professional communications. This saves significant time and ensures you never send a disorganised, unclear email again.

DRILL 1 PROMPT: Notes to Professional Email

Transform these rough notes into a polite, professional email to my manager:Notes: I'm sick. Can't come in today. Will check emails at 4pm. Report is almost done – just needs formatting. Will send by end of day tomorrow. Sorry for the inconvenience.

After you get the output, practice these iterations:

- "Make this 30% shorter while keeping all the key information."
- "Change the tone to be less apologetic and more confident and matter-of-fact."
- "Add a subject line that is professional and specific."

5.2 Drill 2: Content Repurposing — The Ultimate Time Saver

Content repurposing is the act of taking one piece of content and transforming it into multiple different formats for different platforms. This is one of the highest-ROI uses of AI writing. One 2,000-word blog post can become:

- 5 LinkedIn posts
- 10 Twitter/X threads
- 3 email newsletters
- A 5-minute video script
- An Instagram carousel concept

DRILL 2 PROMPT: Content Repurposing

Here is a 5-minute YouTube transcript:[Paste your transcript here]Turn this into 3 punchy LinkedIn posts for professional readers. Requirements:- Each post must stand alone – no context needed from the others- Open each post with a bold, provocative first sentence- Use bullet points for the main points of each post- End each post with a question to spark conversation- Keep each post under 200 words

5.3 Drill 3: The Polisher — Tightening Your Own Writing

This is a transformative technique: you write a rough first draft (or paste something you already wrote), then use AI to refine it without losing your voice.

DRILL 3 PROMPT: The Polisher

I wrote this text:[Paste your own text here]Please rewrite it with these improvements:1. Remove all filler words and sentences that add no value2. Make every sentence more precise and direct3. Replace any passive voice with active voice4. Tighten the overall length by 30%5. Preserve my tone and key message entirelyDo NOT add new ideas — only improve what is there.

📌 **The Polisher Rule**

When using the Polisher technique, always paste in YOUR original writing rather than AI-generated text. This ensures the refined output retains your genuine voice and expertise. The AI acts as your editor, not your author.

Chapter 6: Writing Different Content Types with AI

6.1 Blog Posts

Blog posts are one of the most common AI writing tasks. Use this structure for best results:

1. Write a detailed outline first: 'Create a detailed outline for a 600-word blog post about [topic] targeting [audience].'
2. Generate the full post from the outline: 'Now write the full post from this outline. Use a conversational tone. Include one real-world example in each section.'
3. Add your personal stories and data — things only you know
4. Run the Anti-AI-ism check to remove generic phrases
5. Polish: 'Edit this for flow, remove any repetition, and sharpen the opening sentence.'

6.2 Professional Emails

Use the Brain Dump → Transform → Voice Check workflow from Chapter 3. Additional email-specific prompts:

- "Write a firm but polite follow-up email. I sent a proposal 2 weeks ago and have not received a response."
- "Write an email declining a meeting request professionally without burning the relationship."
- "Write a client onboarding welcome email that is warm, professional, and sets clear expectations."

6.3 Video and Podcast Scripts

SCRIPT PROMPT: YouTube/Video Script Template

Write a 3-minute YouTube script about [topic] for [audience].Structure:- Hook (15 seconds): A surprising fact or bold statement to grab attention- Problem (30 seconds): Why this topic matters to the viewer- Solution (90 seconds): The 3 key takeaways, clearly explained- CTA (15 seconds): What to do nextTone: Conversational, energetic, like a knowledgeable friend.

6.4 Social Media Content

SOCIAL MEDIA PROMPT: LinkedIn Content Batch

Create a 5-post LinkedIn content calendar for the week of [dates].My professional focus: [Your field]My target audience: [Who you want to reach]Content mix: 2 educational posts, 1 personal story, 1 opinion/hot take, 1 tipTone: [Your preferred tone]Each post: 150–200 words, ends with an engagement question.

Chapter 7: Advanced Pro Tips for AI Content Writing

7.1 Always Ask for 5 Variations

Professional copywriters know that the first idea is rarely the best idea. Always ask AI for multiple options before choosing. This applies to:

- Email subject lines: 'Give me 5 different subject line options for this email, ranging from formal to intriguing.'
- Blog post titles: 'Write 5 different headlines for this article. Vary the style: one question, one list, one bold statement, one how-to, one curiosity gap.'
- Opening paragraphs: 'Write 3 different opening paragraphs for this piece. One should start with a story, one with a stat, one with a question.'

7.2 The 'Enemy' Technique for Persuasive Writing

Persuasive writing is more effective when it names what the reader is fighting against. Ask AI to help you identify the 'enemy' in your content — the problem, fear, or misconception your reader faces.

PERSUASION PROMPT: The Enemy Technique

I am writing a sales email for [product/service] targeting [audience].Rewrite this email using the 'Enemy' technique:- Clearly name the problem or pain that the reader faces- Show that the reader is not at fault – the situation is the enemy- Position my product as the solution that defeats the enemyKeep it under 200 words. Make it empathetic and compelling.

7.3 The Formatting Command

Raw text blocks are hard to read and easy to ignore. Always specify visual formatting:

- "Use bold headers for each section."
- "Keep paragraphs to 2-3 sentences maximum."
- "Add a numbered summary at the end."
- "Use bullet points for all lists — no dense paragraphs."
- "Leave white space between sections for readability."

7.4 The 'Explain It Back' Verification Prompt

After AI writes something for you on a complex topic, verify it understands the content with this check:

VERIFICATION PROMPT: Fact-Check Your Output

Before I use this content, summarise the 3 main claims you made in this piece. Are any of these statements that I should independently verify before publishing?

7.5 Reprompting vs Starting Fresh

When to REPROMPT (continue the conversation)	When to START FRESH (new chat)
The output is close but needs refinement	The output is completely wrong or off-track
You want to adjust tone, length, or style	You are switching to a completely different topic
You want to add, remove, or reorganise sections	The previous context is confusing the AI
You want to iterate toward a specific goal	You want a completely fresh, unbiased take

Chapter 8: Quality Control — How to Review and Humanise AI Writing

8.1 The Five-Point Review Checklist

Before you use or publish any AI-assisted content, run through this checklist:

✅	Accuracy: Are all facts, figures, and claims correct? Verify anything you cannot confirm from personal knowledge.
✅	Voice: Does this sound like you? Read it aloud. If you would not say it this way, rewrite those parts.
✅	Value: Does this genuinely help or inform the reader? Remove any fluff that adds words but not value.
✅	Clichés: Have you removed all AI-isms (delve, leverage, rapidly evolving landscape)? Use the Anti-AI-ism prompt.
✅	Personal Touch: Have you added at least one personal story, specific example, or unique insight that only you could provide?

8.2 The 'Make It More Human' Prompt

HUMANISING PROMPT: Add Authenticity

Review the content above and make it feel more human by:1. Adding one short, relatable personal anecdote or real-world scenario2. Replacing any overly formal transitions with natural conversation3. Including one moment of honest acknowledgement (e.g., a challenge, a mistake, or something you are still learning)4. Ending with a genuine, specific call to action – not a generic oneDo not change the structure or key message.

8.3 Dealing with Hallucinations

AI can sometimes 'hallucinate' — producing information that sounds plausible but is factually incorrect. This is a known limitation. To protect yourself:

- Never publish specific statistics without verifying them independently.
- Do not trust AI for very recent events or data (its training has a cutoff date).
- For any claims about specific people, products, or organisations, verify with a Google search.
- Tell the AI: 'If you are unsure about any fact in this piece, flag it with [VERIFY] so I can check it.'

Chapter 9: Workbook — In-Session Exercises

Complete these exercises during the live classroom session. The exercises are designed to be done directly in your AI tool.

Exercise 1: The Email Makeover

Use the following rough notes. Go through all 3 steps of the Human-in-the-Loop workflow in your AI tool and record your experience below.

YOUR STARTING MATERIAL: **Raw Notes for Email**

Rough notes: Meeting tomorrow is cancelled. Rescheduling to next Thursday 3pm. Link will be sent later. Agenda is same. Sorry for the short notice.

1	**After Step 1 (Brain Dump), what was the most significant improvement in the email?** Your answer: _____
2	**What iteration instruction did you use in Step 3 (Voice Check) and what changed?** Your answer: _____
3	**How long did the full 3-step process take you? Compare this to how long it would normally take you to write a similar email.** Your answer: _____

Exercise 2: Identify the AI-isms

Read the following AI-generated paragraph. Underline or circle every phrase that sounds like an AI cliché. Then write your improved version below.

"In the rapidly evolving landscape of modern business, it is imperative to leverage cutting-edge solutions to optimise your synergistic outcomes. Delving into the intricacies of digital transformation, one must consider the pivotal role of innovative paradigm shifts that fundamentally reshape how organisations navigate their operational frameworks. It is worth noting that proactive engagement with these transformative touchpoints can yield robust, scalable results."

A

List the AI-isms you found (aim for at least 6):

Your answer: _____

Your rewritten version (in plain, direct language):

Exercise 3: Style Injection Challenge

Find a piece of YOUR OWN writing — a text message, a work email, or a WhatsApp message. This is your style sample. Then complete the exercise below.

A

Paste your style sample (or summarise its key characteristics — sentence length, tone, vocabulary):

Your answer: _____

B

What topic did you ask AI to write about using your style?

Your answer: _____

C

Did the output successfully capture your voice? What adjustment did you make?

Your answer: _____



Chapter 10: Day 2 Assignment

> ✍️ **Your Content Production Challenge**
>
> *Complete before Day 3. Estimated time: 25–35 minutes.*

The Task

Find a real piece of content you have been procrastinating on — a long article, a work email backlog, a blog draft, a project proposal, or a report. Use the Human-in-the-Loop workflow from Chapter 3 to produce a polished, publication-ready piece.

Step-by-Step Instructions

6. Identify your content piece — something real and overdue that you genuinely need.
    - Examples: A long email response, a LinkedIn post you have been avoiding writing, a project update, a blog article, a training script, a client proposal summary.
7. Apply the CO-STAR method from Day 1 to write your initial prompt (at least 4 elements).
8. Run the Human-in-the-Loop workflow: Brain Dump → Transformation → Voice Check.
9. Apply the Style Injection technique to adjust the output to your voice.
10. Run the Anti-AI-ism check: "Make this 20% more conversational and less formal."
11. Add at least one personal example, story, or insight that only YOU could contribute.
12. Final review: Run your Five-Point Quality Checklist from Chapter 8.

What to Submit

- Your CO-STAR prompt (labelled)
- The AI's first output (before any editing)
- Your final polished version (after your Human-in-the-Loop process)
- A short reflection: What was the difference between the first and final output? What did YOU add?

Reflection Questions

1	**What surprised you most about the quality of AI-generated content when given good instructions?** Your answer: _____

2

What elements of your writing style did AI struggle to replicate naturally?

Your answer: _____

3

Name one specific task at work or in your business where this AI writing workflow would save you the most time.

Your answer: _____

Chapter 11: References & Further Learning

11.1 Core References

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- Nielsen, J. (2023). AI Writing Assistants: User Research Findings. Nielsen Norman Group. Available at: nngroup.com
- HubSpot. (2024). The State of AI in Marketing Report. Available at: hubspot.com/state-of-marketing
- OpenAI. (2024). System Card: GPT-4o. Available at: openai.com/index/gpt-4o-system-card

11.2 AI Writing Tools to Explore

- Jasper AI — jasper.ai (enterprise content creation)
- Copy.ai — copy.ai (short-form content and workflows)
- Writesonic — writesonic.com (blogs and landing pages)
- Hemingway Editor — hemingwayapp.com (readability checker — works well alongside AI)
- Grammarly — grammarly.com (grammar, clarity, and tone checks)

11.3 African Business Writing Resources

- BusinessDay Nigeria Writing Guides: businessday.ng
- African Business Magazine Style Guide: african.business
- AISEA (AI in Sub-Saharan Education & Access): aiseaafrica.org

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End of Day 2 eBook

See you at Day 3 — where we put AI to work on data, research, and decision-making!

2026 AI Learning Roadmap | Created for beginners, designed for results.