AI Workshop for Content Creators

Open Enrollment Now Available – Spring & Summer 2025

Unlock Efficiency, Creativity & ROI with Real-World AI Workflows

Join a 7-week live, hands-on workshop designed for content professionals ready to use AI to drive measurable business value. Learn directly from practitioners, see ROI from real-world use cases, and connect with a peer community tackling similar challenges.

📝 Schedule & Times

Courses run every Tuesday:

- **Dates:** July 15, 22, 29 · August 5, 12, 19, 26
- **Time Zones:**
    - 10–11:30 AM PT
    - 12–1:30 PM CT
    - 1–2:30 PM ET
    - 9–10:30 AM AKT
    - 8–9:30 AM HT

💳 Pricing

Spring or Summer Workshop (per individual): $1,749.00
Group rates and team discounts available on request.

📈 What You'll Gain

- **Cut writing time by 30%** using tailored AI workflows
- **Boost content ROI by 2–3x** with data-backed prioritization
- **Eliminate repetitive tasks** and reclaim creative energy

- **Build AI-driven strategies** aligned with your brand voice
- **Walk away with a personalized AI toolkit & certificate**

🧠 Week-by-Week Breakdown

Week 1: Adopting the AI Mindset

Goal: Free yourself from repetitive work and spark strategic thinking

- Learn AI basics without jargon
- Spot high-impact time savers
- Navigate ethical use, IP, and data considerations
- Identify tasks to automate immediately
- Live Poll + Q&A: What's blocking your AI adoption?

Week 2: Mapping Your Audience Journey

Goal: Increase engagement with deeply personalized content

- Craft personas and simulate their journeys using AI tools
- Create messaging frameworks that align to intent
- Interactive group mapping exercise with feedback loop

Week 3: Personalization at Scale

Goal: Automate voice, tone & format for every channel

- Train a Custom GPT to match your brand voice
- Automate style and segmentation
- Reduce repetitive writing by 10% instantly
- Live use-case demo and peer critique

Week 4: Accelerating Value Delivery

Goal: Increase your content ROI by 30% with intelligent workflows

- Audit existing processes for friction
- Use AI to spot bottlenecks and fix them
- Track ROI across content types with real-time dashboards
- Case Study: How a team saved 25 hours/week using this method

Week 5: Deep Content Insights

Goal: Uncover blind spots and scale into new areas

- Find hidden content gaps with GPT and other LLMs
- Automate research, outline creation, and first drafts
- Group sprint: build outlines for untapped topics
- Prepare your project proposal for Week 7

Week 6: Data-Driven Prioritization

Goal: Prioritize high-performing content backed by real signals

- Use AI to mine customer pain points from interviews & reviews
- Align content to business goals and strategic outcomes
- Track progress using AI-enhanced metrics
- Peer share: real-world prioritization wins and misses

Week 7: Evolving with AI

Goal: Finalize your toolkit and launch with confidence

- Present your custom project and receive guided feedback
- Get a roadmap to evolve with AI's changing landscape
- Operationalize your workflow
- Celebrate with a virtual showcase and certificate ceremony

👫 Community & Networking

- **Guided Networking Rooms:** Meet peers in your field & industry
- **Weekly Office Hours with Bill:** Real-time feedback & coaching
- **Private Threads & Resource Shares:** Extend learning between sessions
- **Peer Pods:** Optional accountability groups for hands-on collaboration

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🧾 ROI Snapshots

"We increased content output by 40%, and slashed review time by half."
– Head of Marketing, SaaS company (Spring '24 cohort)

"This workshop gave us a repeatable process that saves $3,000/month in external content spend."
– Director of Content Strategy, Agency

"The breakout sessions and templates alone were worth the cost."
– Startup Founder, Health Tech

✅ FAQs

- **Do I receive a certificate?**
  Yes, digital certificate provided upon completion.
- **Are meetings virtual or in-person?**
  All sessions are conducted live via Zoom.
- **What tools do I need?**
  ChatGPT Plus is recommended. Access to any foundational LLM like Claude, Gemini, or Copilot is useful.
- **Are there makeup dates?**
  No official makeups, but reasonable accommodations will be considered.
- **Are there exercises or take-home work?**
  Yes, with a strong emphasis on applying lessons directly to your workflow.
- **Can I ask questions or get feedback?**
  Absolutely! Use the "Contact the Host" link or join weekly office hours.
- **I can't make this one—will there be others?**
  Yes! Follow Bill's future sessions at https://lu.ma/BillTalksAI
- **How do I stay updated?**
  Subscribe to the newsletter: https://BillTalksAI.com

🔥 Why This Workshop Stands Out

Bill brings hands-on, no-fluff training that's fun, highly actionable, and focused on **what actually works**. He skips the hype and helps you build real, repeatable systems that drive value today— backed by results, not buzzwords.