**About us**We are an AI e-learning company based in the Netherlands, focused on helping B2B clients adopt AI responsibly and effectively. Our learning framework is built on the *pyramid of success*, which includes:

* Legal compliance – via our *AI Legal Guide*
* Skills & knowledge – through our *Master AI Module*
* Mindset & culture – with the *AI Mindchanger* program

We also offer AI-related services and act as a bridge between companies and AI tool developers. We are now looking to build and test an internal AI-agent powered content workflow as a pilot for us internally.

If this collaboration is successful, we are open to introducing you to further commercial projects with our clients. Therefor it is important for us to communicate clearly and proactively.

**Documents to deliver from us:**

To train and steer the AI agents effectively, we will provide a range of internal resources and documentation, including:

* Company information (mission, vision, target audience)
* Custom GPTs
* Tone of voice guidelines
* Platform-specific writing structures and outlines
* Brand book for visual consistency (colors, fonts, style)
* Publishing schedules per platform

These assets will ensure that the AI-generated content aligns with our brand identity and communication strategy.

**1. Choose content pillars (3x per week)**

Each content cycle starts by selecting a topic from one of four defined content pillars:

* News / current events
* Business cases
* Smarter working with AI in practice (tips & tricks)
* Mindset and culture

Three times per week, three pillars are selected as the basis for content creation.

**2. Research phase**

The AI agent gathers input from a wide range of sources, including:

* **Perplexity AI**  
  For sourcing up-to-date Dutch research papers and articles.
* **LinkedIn**  
  Content related to business accounts as:
  + Generative AI, OpenAI, Anthropic, Google DeepMind, AI at Meta, Microsoft, IBM Watsonx, Dutch AI Coalition, Deeplearning.AI
* **Newsletters**
  + Igor Pogany
  + Heather Murray
* **Modern Mindset researcher**  
  Articles and insights about leadership, productivity, mindset, and the future of work.
* **YouTube channels (needs to read scripts)**
  + The AI Advantage, Skill Leap AI, Future Pedia, Jeff Su, TheAIGRID, IBMTechnology
* **Top voices / thought leaders from LinkedIn:**
  + Jarno Duursma, Alex Young, Alex Bans, Kevin Weil, Sam Altman, Olaf Lemmers, Pete Huang, Zain Kahn, Alexander Klöpping, Ruben Hassid, Cassie Kozyrkov, Andrew Ng, Fei-Fei Li, Allie K. Miller, Yann LeCun, Reid Hoffman, Helen Yu, Ronald van Loon, Hanma Aslam Kahn

**3. Select the most relevant topic**

The AI agent analyzes all collected information and selects the most relevant, valuable, and timely topic within the chosen content pillar.

**4. Text generation per platform (via Claude)**

The AI agent (Claude) generates tailored content for each channel, using:

* Research insights
* Provided **platform-specific structure and tone guidelines**
* **Best AI writing practices**, which will be supplied in a dedicated briefing

The result includes unique versions of the content for:

* **Newsletter** (informative, structured with intro-core-CTA)
* **X (Twitter)** (short, impactful, max 280 characters)
* **LinkedIn** (professional storytelling with hook and conclusion)
* **Instagram** (lighter tone, visually supported, focused on engagement)
* **Blog** (in-depth, SEO-friendly, long-form)

**5. Generate visuals per platform**

A custom GPT Image Generator creates platform-specific visuals based on:

* The generated text
* The brand book (style, color, typography)
* Predefined dimensions:
  + Instagram: square (1:1)
  + LinkedIn: horizontal (e.g. 1200x627)
  + Newsletter/blog: wide format
  + X (Twitter): no image needed

All dimensions and brand rules will be provided in a knowledge file.

**6. Final check (manual)**

The copy and visuals are placed in a review dashboard for manual approval:

* Text is reviewed for tone, content, and clarity
* Visuals are checked for brand alignment and quality
* Manual edits can be made if needed

**7. After approval: automatic publishing via N8N**

Once approved, N8N automatically schedules and posts the content to:

* Newsletter
* X (Twitter)
* LinkedIn
* Instagram
* Blog (WordPress)

Publishing happens at pre-set times, provided in advance by your team.