

AI Presentation Guide: Individual Leader Sites

How to Frame AI on Individual Leader Platforms (e.g., alanhirsch.com)

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Purpose: Specific guidance for presenting AI capabilities on individual leader sites

Core Principle

Individual leader sites are about the LEADER, not the network.

AI presentation should emphasize personal voice, individual authority, and tools that serve the leader's specific calling—not network effects or platform infrastructure.

Key Messaging Framework

Primary Message

"AI that understands YOUR voice, YOUR theology, and YOUR movement focus. Tools that amplify your authentic expertise so you can create more content, reach more people, and advance your calling—while maintaining complete ownership of your platform, audience, and revenue."

Three Core Pillars

1. **Voice Preservation**
 2. **Personal Amplification**
 3. **Your Content, Your Community**
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Pillar 1: Voice Preservation

What to Emphasize

AI Trained on Your Specific Voice:

- "AI trained on YOUR specific voice, theology, and movement focus"
- "Understands your unique perspective and maintains your authentic voice"
- "Preserves your theological depth and practical wisdom"

Authentic Expertise, Not Generic Content:

- "Amplifies your authentic expertise, not generic AI-generated content"
- "Maintains your voice while enabling efficiency"
- "Tools that enhance your creativity, not replace your insight"

Theological Depth Preserved:

- "AI understands your theological framework and maintains depth"
- "Preserves nuance and complexity in your thinking"
- "Respects your movemental DNA and principles"

What NOT to Say

- ✗ "AI that writes for you" (implies replacement)
- ✗ "Automated content generation" (sounds generic)
- ✗ "AI-powered writing" (doesn't emphasize voice preservation)

What TO Say

- ☑ "AI that understands your voice and amplifies your expertise"
 - ☑ "Voice-preserving content tools"
 - ☑ "AI trained on your theology and movement focus"
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Pillar 2: Personal Amplification

What to Emphasize

Content Creation Efficiency:

- "AI tools that help you create more content without losing your voice"
- "Repurpose your sermons, talks, and teaching into multiple formats"
- "Turn one piece of content into many—while maintaining your voice"

Reach and Discovery:

- "SEO optimization that helps your expertise get discovered"
- "Content that reaches more people while staying true to your voice"
- "Amplification tools that serve your movemental calling"

Time Savings:

- "Save 4+ hours per week on content creation"
- "Focus on your calling while AI handles the mechanics"
- "Efficiency that enables more impact"

What NOT to Say

- ✗ "AI that creates content for you" (implies replacement)
- ✗ "Automated publishing" (sounds impersonal)
- ✗ "AI-generated articles" (doesn't emphasize amplification)

What TO Say

- ☑ "AI tools that amplify your content creation"
 - ☑ "Repurpose your teaching into multiple formats"
 - ☑ "Amplification tools that serve your calling"
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Pillar 3: Your Content, Your Community

What to Emphasize

Complete Ownership:

- "Your platform, your audience, your revenue (90% retention)"
- "AI assists your content creation, but you own everything"
- "Complete control over your content and community"

Tools That Serve Your Calling:

- "Tools that serve your movemental calling, not platform extraction"
- "AI that amplifies your mission, not someone else's agenda"
- "Infrastructure that serves your movement, not the platform"

Your Voice, Your Authority:

- "You maintain complete control over your voice and message"
- "AI enhances your authority, doesn't replace it"
- "Tools that strengthen your credibility, not dilute it"

What NOT to Say

- ✗ "Platform features" (sounds like you're renting)
- ✗ "Network benefits" (that's Movemental.ai's story)
- ✗ "Shared infrastructure" (doesn't emphasize ownership)

What TO Say

- ✅ "Your platform, your content, your community"
- ✅ "Complete ownership and control"
- ✅ "Tools that serve your calling"

Specific AI Features to Highlight

1. Voice-Preserving Content Tools

How to Present:

- "AI writing assistant trained on your voice and theology"
- "Maintains your authentic voice while enabling efficiency"
- "Preserves your theological depth and practical wisdom"

What It Does:

- Drafts content in your voice
- Suggests edits that maintain your style
- Repurposes content across formats while preserving voice

What It Doesn't Do:

- Generate generic content
- Replace your insight or discernment
- Dilute your theological depth

2. Content Repurposing

How to Present:

- "Turn your sermons into articles, articles into social posts"
- "Repurpose your teaching into multiple formats"
- "Maximize the value of your existing content"

What It Does:

- Converts sermons to articles
- Adapts articles for social media
- Creates multiple formats from one piece of content

What It Doesn't Do:

- Create new content from scratch
- Replace your original teaching
- Generate content without your input

3. SEO Optimization

How to Present:

- "SEO optimization that helps your expertise get discovered"
- "Content that ranks in search while staying true to your voice"
- "Amplification tools that serve your movemental calling"

What It Does:

- Optimizes content for search discovery
- Suggests keywords that align with your voice
- Improves visibility without compromising authenticity

What It Doesn't Do:

- Generate keyword-stuffed content
- Compromise your voice for SEO
- Create generic content for search

4. Individual Analytics

How to Present:

- "Insights into your audience and content performance"
- "Data that helps you understand your impact"
- "Analytics that serve your movemental calling"

What It Does:

- Tracks audience growth and engagement
- Identifies top-performing content
- Provides insights for content strategy

What It Doesn't Do:

- Compare you to other leaders (unless you want that)
 - Focus on platform metrics over your mission
 - Extract value from your audience
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What NOT to Emphasize

Network Effects

- **Why:** This is Movemental.ai's story, not individual leader sites
- **Exception:** Only mention if directly relevant to the leader's value proposition

Other Leaders' Content

- **Why:** Individual sites are about the leader, not the network
- **Exception:** Only if highlighting collaboration or cross-pollination the leader initiated

Platform Infrastructure

- **Why:** Focus on what it enables for the leader, not how it's built
- **Exception:** Technical details only if the leader values transparency

Generic AI Capabilities

- **Why:** Emphasize voice preservation and movemental DNA, not generic features
 - **Exception:** Only mention generic capabilities if they serve the leader's specific needs
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Tone and Voice Guidelines

Personal and Empowering

- Use "you" and "your" language
- Emphasize ownership and control
- Focus on the leader's mission and calling

Authentic and Trustworthy

- Be honest about what AI does and doesn't do
- Emphasize voice preservation and authenticity
- Avoid overpromising or overselling

Mission-Focused

- Connect AI tools to movemental calling
- Emphasize Kingdom advancement, not platform extraction
- Focus on impact and transformation

Example Tone:

"These AI tools understand your voice, your theology, and your movement focus. They amplify your authentic expertise so you can create more content, reach more people, and advance your calling—while maintaining complete ownership of your platform, audience, and revenue."

Common Pitfalls to Avoid

1. Making It Sound Generic

- "AI-powered content creation"
- "AI trained on your voice and theology"

2. Implying Replacement

- "AI that writes for you"
- "AI that amplifies your writing"

3. Emphasizing Platform Over Leader

- "Platform features that help you"
- "Tools that serve your calling"

4. Focusing on Network Over Individual

- "Network effects amplify your voice"
- "Your voice amplified through your platform"

5. Making It Sound Impersonal

- "Automated content generation"
 - "Voice-preserving content tools"
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Messaging Checklist

Before publishing AI-related content on an individual leader site, verify:

- Emphasizes the leader's personal voice and authority
- Focuses on tools that serve their specific calling
- Emphasizes ownership and control
- Avoids network/platform-level messaging
- Maintains authentic, trustworthy tone
- Connects AI to movemental mission
- Preserves theological depth and nuance
- Emphasizes amplification, not replacement

Example Copy Blocks

Hero Section

"AI that understands YOUR voice, YOUR theology, and YOUR movement focus. Tools that amplify your authentic expertise so you can create more content, reach more people, and advance your calling—while maintaining complete ownership of your platform, audience, and revenue."

Feature Description

"Voice-Preserving Content Tools: AI trained on your specific voice, theology, and movement focus. These tools amplify your authentic expertise while maintaining your theological depth and practical wisdom. Create more content without losing your voice."

Benefits Section

"Save 4+ hours per week on content creation while maintaining your authentic voice. Repurpose your sermons into articles, articles into social posts. SEO optimization that helps your expertise get discovered. All while maintaining complete ownership of your platform, audience, and revenue."

Next: See [03_platform-presentation.md](#) for guidance on presenting AI on Movemental.ai