

# Cut the hype! Reveal a better AI story.

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As AI grows increasingly powerful, people are feeling both optimistic and anxious about its potential. That means AI marketing needs to help customers reconcile their conflicting feelings.



## 4 messaging methods to get there

### Affirm

Acknowledge the conflicting emotions your audience is experiencing.

### Harmonize

Show how seemingly opposite ideas can work together to achieve a shared, higher goal.

### Prioritize

Clarify what messages your audience should focus on to reduce friction and lighten their cognitive load.

### Nurture

Offer small, manageable steps to build understanding and confidence gradually.



Time to make your AI story better

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Article Group specializes in helping marketers tell empathetic narratives that connect with customers and drive action.

[Let's talk about your AI story](#)