SmartBrief Creation Guide

What is a SmartBrief?

A **SmartBrief** is an AI-powered content template that defines structure, style, context, and provides real examples for the AI to learn from. SmartBriefs ensure consistency across all your content while allowing the AI to adapt to different topics.

A SmartBrief Defines:

- 📐 **Structure:** Heading hierarchy and required sections
- 🎨 **Style:** Tone, voice, and formatting preferences
- 📝 **Context:** What information should be included
- 📚 **Examples:** Real-world articles the AI learns from

Two-Tab System

Tab 1: Content Template

The **scaffold** - Define structure and sections using the TipTap editor. Use headings, lists, and placeholders to show the AI what your content should look like.

Tab 2: AI Configuration

The **intelligence** - Teach the AI about your content type using detailed instructions and example URLs that it analyzes to learn your patterns.

Tab 1: Content Template (The Scaffold)

This is where you define the exact structure the AI should follow when generating content.

Example Game Preview Template:

```
## [Game Title]: [Team A] vs [Team B]

[Opening paragraph establishing why this game matters]

## Team Analysis

### [Home Team Name]
- Current Record: [X-Y]
- Last 5 Games: [performance summary]
- Key Players: [names and stats]

### [Away Team Name]
- Current Record: [X-Y]
- Last 5 Games: [performance summary]
- Key Players: [names and stats]

## Betting Analysis
| Market | Line | Analysis |
|--------|------|----------|
| Spread | [X.X] | [reasoning] |
| Total | [XX.X] | [reasoning] |

## Prediction
[Final prediction with confidence level]
```

> 💡 **Pro Tip: Use Descriptive Placeholders**
>
> Instead of "[content here]", write "[Analyze offensive rating, pace of play, and recent lineup changes. Compare to league average.]" - This tells the AI exactly what to write about.

Tab 2: AI Configuration (The Intelligence)

This is where you teach the AI about your content type. It has two parts:

AI Configuration Instructions

A detailed prompt explaining what kind of content this brief represents, what tone to use, what information to include/avoid, and any special requirements.

> **What to Include:**
>
> - **Content Type:**
>   *"This is a game preview article for NBA betting analysis"*
>
> - **Tone & Voice:**
>   *"Professional but accessible. Conversational without being casual. Data-driven analysis."*
>
> - **Target Audience:**
>   *"NBA fans who bet recreationally. Mix of hardcore fans and casual bettors."*
>
> - **Required Information:**
>   *"Current records, recent form, injury reports, betting lines, ATS records, prediction with reasoning"*
>
> - **What to Avoid:**
>   *"Generic analysis, outdated stats, vague predictions, content filler"*
>
> - **Length Guidelines:**
>   *"Total: 1200-1500 words. Introduction: 150-200 words. Each team: 300-400 words."*

Example URLs for Analysis

Provide 1-3 URLs to articles that perfectly represent your desired format. The AI analyzes these to learn your patterns.

How to Choose Examples:

- ✓ Use your best published work

- ✓ Choose recent articles (current style)

- ✓ Ensure all examples follow similar structure

- ✓ Pick articles you're proud of

- ✓ Make sure URLs are publicly accessible

- ✗ Don't use drafts or unfinished work

- ✗ Avoid paywalled content

- ✗ Don't mix different content types

📍 **Click "Analyze Example URLs"**

After adding URLs, click the button to trigger AI analysis. The AI will extract patterns from your examples and store them with the brief. This analysis guides content generation.

Step-by-Step Creation

Step 1: Name Your SmartBrief

Use descriptive names: "NBA Game Preview", "NFL Player Profile", "Weekly Odds Roundup"

Step 2: Build Structure (Tab 1)

Create your content scaffold with headings, sections, and descriptive placeholders

- Use ## for H2 headings, ### for H3
- Add tables if needed
- Use [brackets] for placeholder guidance
- Be specific about what goes in each section

Step 3: Write AI Instructions (Tab 2)

Detailed instructions about content type, tone, audience, requirements, and guidelines

- Describe the content type and purpose
- Specify tone and voice
- List required information
- Explain what to avoid
- Set length guidelines

Step 4: Add Example URLs (Tab 2)

Paste 1-3 URLs to published articles (one per line), then click "Analyze Example URLs"

Step 5: Configure Settings

Set share settings (Shared/Private), add categories, then click Save

Step 6: Test It

Create a project using your new SmartBrief and generate content to see how it performs

Writing Effective AI Instructions

Complete Example:

```
CONTENT TYPE: NBA Game Preview for betting analysis

TONE: Professional sports analysis with betting insights.
Engaging, confident voice that balances entertainment with
data-driven analysis.

TARGET AUDIENCE: Sports bettors - mix of hardcore NBA fans
and casual bettors looking for an edge.

REQUIRED INFORMATION:
✓ Both teams' last 5-10 games form
✓ Key player stats and injury status
✓ Current betting lines (spread, total, moneyline)
✓ ATS records and trends
✓ Specific betting recommendations with reasoning

STRUCTURE REQUIREMENTS:
- Compelling intro establishing game stakes (150-200 words)
- Equal length team sections (300-400 words each)
- Betting analysis with table (400-500 words)
- Clear prediction with confidence level
- 2-3 "Best Bets" with specific reasoning

AVOID:
✗ Generic analysis
✗ Outdated statistics
✗ Predictions without data backing
✗ Filler content

LENGTH: 1200-1500 words total
```

Using Example URLs

Example URLs are powerful because the AI learns from actual execution, not just instructions.

What AI Learns

- Structure patterns
- Tone indicators
- Information density
- Heading hierarchy
- SEO patterns
- Typical length

How to Format

- One URL per line
- 1-3 URLs recommended
- Full URLs required
- Publicly accessible only

After Analysis

- Review analysis results
- Verify patterns match intent
- Replace URLs if needed
- Re-analyze after changes

SmartBrief Templates

Game Preview

Structure: Introduction → Team Analysis → Matchups → Betting Insights → Prediction
Tone: Professional analysis with betting focus
Length: 1200-1500 words

Player Profile

Structure: Stats → Career Highlights → Current Season → Fantasy Value
Tone: Informative and engaging
Length: 800-1000 words

Injury Report Analysis

Structure: Injury Details → Team Impact → Betting Implications
Tone: Factual with strategic insights
Length: 600-800 words

Best Practices

✓ DO:

- Be specific in instructions
- Use 2-3 example URLs
- Keep structure consistent
- Update regularly
- Test and refine

✗ DON'T:

- Make templates too rigid
- Use outdated examples
- Provide conflicting examples
- Forget AI Configuration tab
- Create one brief for everything

Troubleshooting

AI isn't following structure

✓ Check if headings are clear and hierarchical

✓ Make sure example URLs follow same structure

✓ Add more specific guidance in AI Instructions

Content is too generic

✓ Add more detail to AI Instructions

✓ Provide more specific examples

✓ Use detailed placeholders with requirements

Tone doesn't match

✓ Be more explicit in tone description

✓ Verify example URLs reflect desired tone

✓ Train Writer Model separately for voice control

Example URL analysis failed

✓ Verify URL is publicly accessible

✓ Check if content is behind paywall

✓ Try different URLs

✓ Use manual instructions if URL analysis doesn't work