

Start with the Basics: Clean Up AI-isms

First thing we do when we get the draft back?

We scan for all the stuff that just *sounds* like a robot wrote it.


You know what I mean:

- Repetitive phrases
- Over-the-top excitement
- Super generic wording
- Weird transitions that feel like filler

Just tone those bits down. Make it sound like *you'd* say it in a convo.
Even small edits make a big difference here.

Write the Intro *Yourself*

This part's non-negotiable for me:

 Always write your own introduction.

It doesn't have to be long or dramatic - just a few sentences on:

- Why you made this post
- Who it's for
- What they'll get out of it

Even if the real reason is "I needed a post for this keyword," you can still wrap that in something more relatable. Make it feel like you're writing for an actual person.

And especially for older audiences (who *do* read intros), this builds trust from the first line (so they stay longer).

Add Your Voice (Like, *Actually* Use Your Voice)

That's a method I *love* - and it's probably the fastest and most natural way to make your article sound 100% human:

 Just talk it out.

Here's how I do it:

1. I open the draft article (the one Grok just gave me) on my laptop or a second screen.
2. Then I grab my phone, open ChatGPT (or Grok), and turn on voice input.
3. And then? I just start talking.
4. Then I tell ChatGPT/Grok:
"Hey, can you write that out in super natural English - like a chill 35-year-old native American would say it? Keep it real and conversational."

Just straight-up *me* reacting to the listicle items, like chatting about what I see.

What Do I Talk About?

Anything that comes to mind.

Like:

- What I like or don't like about the image
- A personal memory or story it reminds me of
- Something funny, weird, or nostalgic
- Something my mom used to say about it
- Literally any reaction I'd have if I saw it for the first time today

Example Vibe

Let's say the pin is about a cozy kitchen setup.

I might just say:

"Okay so this one totally reminds me of my grandma's house - she had that exact same mug rack and the little spice jars. Every time I see this style, I immediately think of cinnamon toast on Sunday mornings. That's why I had to include it!"

How to Organize It

To keep things clear, I usually say:

"Alright, this is for image 1... now image 2..."

That way, the AI knows to break your thoughts into sections - and you'll know which description belongs to which embed when you copy it back into your article.

Do You Need to Do This for Every Pin?

Nope.

If you've got 30 items in your listicle, doing *all* of them would take looong.

But just doing the first 5–10 is *more than enough* to make the whole article feel way more real.

Plus, you'll notice: when you speak naturally, your descriptions are often longer than Grok's default ones - which means more text, more personality, and often... better RPMs. 🙌

Bonus Tip: Add a Personal FAQ Section at the End

I love doing this.

Not for SEO (although hey, it helps), but because it's where you can answer the *real* questions your readers might have after reading the article.

Ask yourself:

- What would someone still be wondering at the end?
- What would I Google if I were new to this?

Write 2–4 quick Q&As in your own voice. I always like to write these myself. It gives the whole post that extra “I actually care” vibe.

Two Human-Editing Styles (Pick What Works for You)

There are two ways I usually approach human editing, depending on time + energy:

1. The Light Touch:

- Just fix the intro, tone down obvious AI lines, and maybe rewrite a few sections.
- Quick, clean, and still a big improvement.

2. The Deep Dive (Totally Worth It):

- Take the article, go through the first 5–10 list items, and record your thoughts out loud.
 - Literally speak your reactions, opinions, or stories into ChatGPT or Grok.
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Why It Matters (And Why It Pays Off)

We’ve tested this. Multiple times. Across different sites.

Every time we added more personal edits, longer intros, and human-made descriptions, we saw:

- ✓ Longer time on page
- ✓ Higher engagement
- ✓ Higher RPMs - like 20–30% higher in some cases

So it's definitely worth going the extra mile and putting in a little more effort than your competitors.