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Issue # 175

SEPTEMBER 2026

**Making Web Money
Exclusive Interview with
NEIL STAFFORD**

**MWM Marketing
CLINIC**

**Your Content Has a Secret Life:
The Invisible AI Signals Marketers
Need to Know About**

MWM Success Guide

**Case Study: The Billion-
Dollar Brand That Threw Out
the Marketing Rulebook**

MWM Business HELP

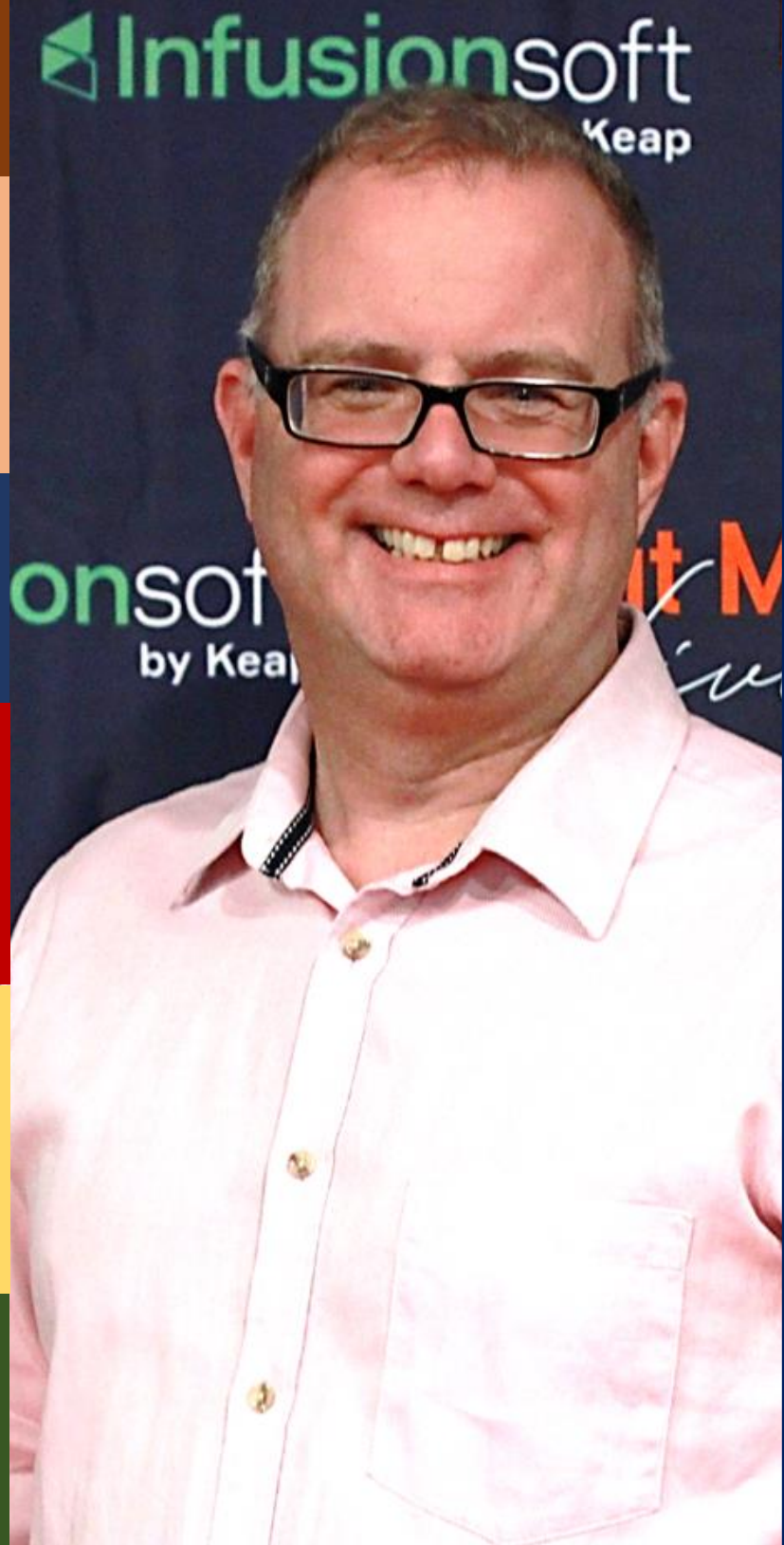
**Zero Followers, Zero Email
List, Zero Problem: How to
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2026**

MWM Ask the Expert

**The New SEO Trick Isn't More
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Advertise in Making Web Money
Contact: Admin@makingwebmoney.com for Details

MWM editors letter



Welcome to the **SEPTEMBER 2026 Issue** of our monthly “**Making Web Money**” Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. **This month we have MORE great articles and personal success insights, interviews, plus some ONLINE opportunities for you.**

- **MWM Series on Business Help** - Zero Followers, Zero Email List, Zero Problem: How to Build a Profitable Audience in 2026
- **MWM Interview** – NEIL STAFFORD
- The Functional Strength Guide
- The Secret Searches ChatGPT Makes Before It Answers You - and How to Get Your Business Into Them
- Sell the Result, Not the Hours: How to Productize Your Service
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- **MWM Ask the Expert** - The New SEO Trick Isn't More Keywords It's Making Your Business Impossible to Misunderstand
- Dynamic Digital Software Store - Want A FREE Website?

I hope you enjoy this month's magazine. Thanks for reading.

– Check out our 174 Great Back Issues of Making Web Money!

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Keep your valuable feedback coming. I try to reply to every email, I appreciate your input as it helps to make **MWM** the Best magazine possible.

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Marketing Magazine

Editor Harry Crowder

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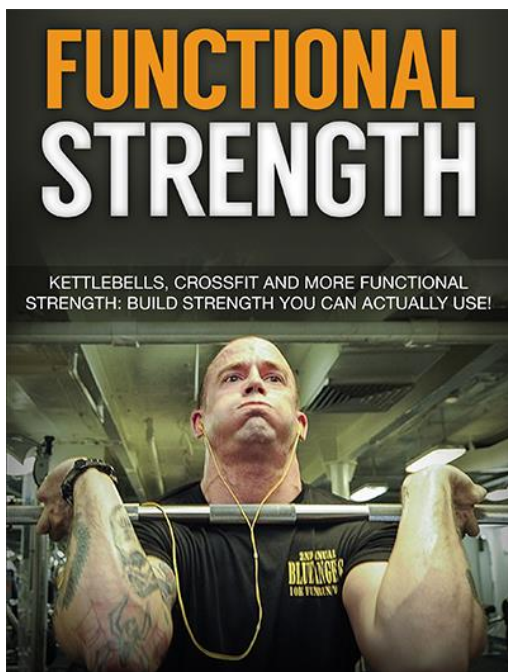
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Tell us what you like and don't like about Making Web Money Digital Marketing magazine. What worked for you or what you think sucks, then we can make Making Web Money an even better online magazine.

So, send me an email with your feedback and let me know.

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QUOTABLE..

“Productivity isn’t about being a workhorse, keeping busy or burning the midnight oil. It’s more about priorities, planning, and fiercely protecting your time.”

– Margarita Tartakovsky

RESOURCES AND NEWS

LinkedIn Is Changing Its Feed — And Comments May Be About to Matter More

LinkedIn has updated its feed display in an effort to generate more meaningful replies and conversations around posts. The platform is putting increased emphasis on relevance, including how pertinent an interaction is to an individual user, rather than treating all engagement as equally valuable. That's an important distinction for marketers because it reinforces something we've been seeing across social platforms: Raw engagement numbers don't necessarily tell the whole story anymore.

For marketers, I'd take this as another reason to stop ending every LinkedIn post with generic engagement bait such as "Agree?" or "Thoughts?" A smaller discussion involving the right people talking about the actual subject could potentially be more valuable than dozens of meaningless reactions. Try ending posts with questions that invite expertise, disagreement, experiences or examples: "What's the one part of this you've found doesn't work?" is much harder to answer with a thumbs-up than "Do you agree?" In other words, don't optimize for comments. Optimize for conversations worth reading.

<https://www.socialmediatoday.com/news/linkedin-updates-feed-display-to-drive-more-post-replies-and-comments/827394/> isn't designed to maximize



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On This Page You Can Get One All Set Up And Ready To Go **Within 30 Minutes** - Even If You Have Never Put Up An Affiliate Funnel Ever Before...

I Made It So Easy For You. Here's What You WON'T Have To Do...

- ✗ You won't have to research and create a valuable free offer including videos and a monetized report
- ✗ You won't have to make a squeeze page
- ✗ You won't have to make a monetized delivery page for your freebie
- ✗ You won't have to write a welcome email or a follow up email sequence
- ✗ Or even make the legal pages*

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"What's this all about, Barry?"



Glad you asked!

All the time I see people struggling to build profitable lists and get any traction making money from affiliate offers.

Sometimes, marketers who have been around for a while can forget how overwhelming it can be for people when they first get started.

They forget the challenges they had... Figuring out how to make a high value offer that would attract leads to join their list, getting a squeeze page made, delivering the free offer on a monetized page and marketing to these new leads in the best possible way.

People are not born with these skills. It is a learning curve that can be steep, long and frustrating.

When I started I remember grappling with HTML code, trying to figure out what would be an attractive lead magnet, how I was going to make it and how I was going to deliver it.

I was lucky. I got a break. And that break cut down my learning time and helped me build a list and get some affiliate commission money coming my way.

Now, I am happy and proud to offer a similar break to newer marketers who are themselves struggling like I did when I first started.

Here's What I Am Giving You Today

A Valuable Freebie to Attract Leads

This consists of a professionally written report that pre-sells a Clickbank product branded with your affiliate link PLUS a series of 3 short videos of the report content.

A Beautifully Designed Squeeze Page

Completely mobile responsive and offering the videos PLUS the report as an extra free bonus

A Monetized Delivery Page

Again, fully mobile responsive this page has download buttons pre-configured with the link to your branded version of the report as well as the three videos and an advert for the Clickbank product hard coded with your affiliate link.

A Done For You Follow Up Email Sequence

This consists of a welcome email PLUS 5 professionally written follow-up emails selling the Clickbank product all pre-populated with your name and affiliate link.

Legal pages*

Your personalized privacy policy and earnings disclaimer pages are ready to go and automatically linked from your squeeze page

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Creating More Content Isn't an Advantage Anymore — Trust Is

Content marketing pioneer Joe Pulizzi argues that AI has effectively destroyed one of the old advantages of content marketing: The ability to win simply by producing lots of useful content consistently.

AI can now produce more content in an afternoon than many marketing departments once produced in a month. When content becomes practically unlimited, producing more of it stops being particularly impressive. What's scarce instead?

Trust, distinctiveness and genuine relationships.

<https://www.marketinginstitute.com/blog/trust-as-content-strategy-maicon-2026>



ChatGPT May Decide Who Makes the Shortlist Before It Even Searches

An analysis of ChatGPT's search behavior found that ChatGPT can include brand names in the search queries it generates before retrieving outside sources. Even more striking, the analysis found that brands included in those generated queries had dramatically better odds of appearing in the final answer—about 33 times better, according to the research. In other words, by the time ChatGPT goes searching the web, it may already have some idea of which brands belong in the conversation.

That's a major clue for marketers trying to figure out GEO. Simply publishing pages designed to get cited may not be enough. You also want your brand to become strongly associated with the problem, product category or niche before the AI searches. That means brand mentions, third-party coverage, reviews, comparisons, authoritative content and consistent positioning could become increasingly important. The goal isn't merely "get ChatGPT to find my webpage." It's get ChatGPT to think of my brand when someone asks the question. That's a much bigger and more interesting marketing challenge.

<https://www.searchenginejournal.com/chatgpt-already-knows-whos-in-the-running-before-it-searches/>



Case Study: The Billion-Dollar Brand That Threw Out the Marketing Rulebook

Liquid Death doesn't use a traditional brand book, ad agency or creative brief. Maybe there's something marketers can learn from that.

Most marketing advice tells you to protect your brand consistency, establish guidelines, speak in one voice, use the right colors and stick to the chosen strategy.

Then there's Liquid DEATH.

The canned-water company has grown into a billion-dollar brand while rejecting several fixtures of traditional marketing, including traditional brand books, ad agencies and creative briefs. As its Chief Media & Digital Commerce Officer explained in an interview with Think with Google, the company's creative philosophy puts enormous emphasis on doing the unexpected and producing ideas capable of earning attention.

Liquid Death's marketing has included everything from bizarre celebrity collaborations to intentionally outrageous products and stunts. The common denominator isn't randomness...

It's surprise.

And that's something smaller marketers can steal without trying to imitate Liquid Death's extreme personality.

Has Your Brand Become Too Predictable?

Brand consistency is useful. But there's a point where consistency becomes predictability.

If customers can practically guess your next email, Instagram post or promotion before you create it, being "on brand" may actually be making you easier to ignore.

Try this exercise once a month:

Brainstorm 10 ideas that would make your customers say, "Wait...they did WHAT?"

Don't judge them yet. Don't worry about budget. In fact, make several deliberately ridiculous.

A bakery might hold a contest for the ugliest birthday cake. A bookkeeping firm might create an annual award for the world's strangest legitimate business expense. A pet store could let dogs "review" new products.

Then look through your ten ideas and find the one that's surprising but still unmistakably you.

That's the sweet spot.

The Killer Question

Before approving your next campaign, don't ask only:

"Is this on brand?"

Also ask:

"Would anybody tell another person about this?"

Your competitors can copy your posting frequency, keywords, discounts and funnel.

It's much harder to copy an idea people can't stop talking about.

Sometimes the safest thing you can do with your marketing is take a creative risk.





WARNING: STOP BUYING MORE PLR CONTENT

“You Don't Need More PLR Articles, Reports, And Ebooks That Are Going To Take Up Hard Drive Space On Your Computer... Instead You Do Need To Take What You Already Have And Turn It Into Spendable Cash!”

LET ME SHOW YOU HOW YOU CAN TURN YOUR EXISTING PLR CONTENT INTO CASH MONEY IN DOZENS OF DIFFERENT WAYS!

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Each and every month you'll get a new lesson showing you a different way to **profit with the PLR products you already have**. Each month will be a different lesson (*sometimes delivered as a step-by-step PDF and sometimes delivered as video tutorial lessons, and even sometimes a mixture of both*) that you can download, view, and then implement to **start making money with PLR content**.

This **12 month coaching program** can help you feel good about every PLR purchase you've made (*even those "junky" ones because I will show you how to polish them 'til they shine!*). The **PLR Profits Coaching Club** can justify every penny you've spent. It can make those purchases worth something to you because you can put that content to work making money for you.

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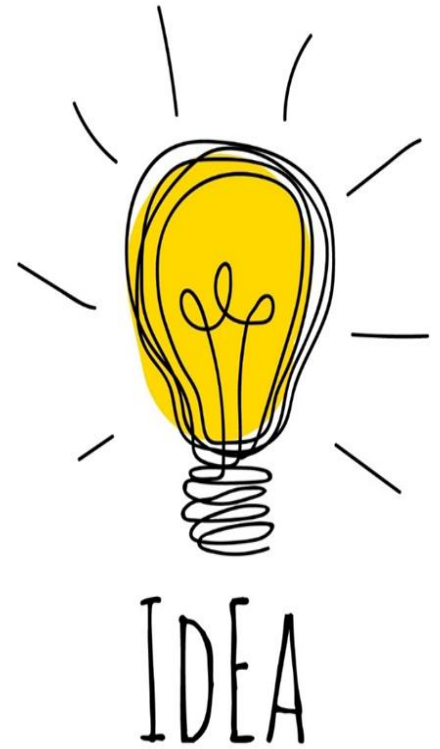
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Forget Evergreen - Your Brand Is the New SEO Strategy

Why generic "evergreen" content is losing ground to recognizable experts and trusted voices.

For years, marketers were told to create evergreen content that would rank on Google for years. But according to a new Search Engine Journal analysis, the AI era is changing that formula. As AI search engines increasingly summarize information instead of simply listing links, trust is shifting away from anonymous websites and toward recognizable individuals with proven expertise.

People—and AI systems—are more likely to trust content connected to a real expert than another generic "Ultimate Guide" written to rank in search results. The future belongs to brands that become the source, not just another source of information



<https://www.searchenginejournal.com/evergreen-is-over-the-individual-is-the-only-strategy-left/581532/>

Google Images Just Became a Discovery Platform

The biggest redesign in years could change how marketers get found online. Google is giving Image Search its biggest makeover in years—and it's about much more than finding pictures. To celebrate the platform's 25th anniversary, Google is rolling out a redesigned homepage featuring a personalized stream of images tailored to each user's interests, along with built-in AI image generation inside AI Overviews. Instead of simply searching for existing images, users can now ask Google to create entirely new visuals from text prompts, while the new homepage encourages browsing and inspiration in a way that feels surprisingly similar to Pinterest.

For marketers, this signals another shift from search to discovery. Success will depend less on whether someone types the perfect keyword and more on whether your images, products, and visual content are compelling enough to appear in personalized feeds and AI-powered experiences. If your business relies on photos, infographics, product images, or visual branding, now is the time to invest in original, high-quality visuals with descriptive metadata. In the AI era, the brands that win won't just answer questions—they'll inspire clicks before people even know what they're looking for.



<https://www.mediapost.com/publications/article/416522/google-redesigns-image-search-adds-built-in-ai.html>

The New SEO Trick Isn't More Keywords - It's Making Your Business Impossible to Misunderstand



If Google and AI can't quickly figure out exactly who you are, what you do and who you help, you've got a problem.

For years, SEO advice revolved around keywords. Find the phrase people search for, put it in the right places and convince Google your page deserves to rank. That's still useful, but AI search adds another challenge: Machines need to understand what your business actually is.

HubSpot recently highlighted the growing importance of entities—the people, companies, products, services and subjects that search and AI systems recognize—and the relationships between them. Structured data such as schema markup can explicitly provide some of this context. But there's an even simpler lesson here that every marketer can use, technical or not:

Make your business impossible to misunderstand.

Try the 10-Second Test

Open your homepage and pretend you've never seen it before. Give yourself ten seconds, then answer:

What does this company sell? Who is it for? What problem does it solve? Why should I trust it?

If the answers aren't obvious, start there.

Replace clever-but-vague headlines like "Helping You Reach Your Potential" with language that actually identifies what you do and whom you serve.

Then check your About page, product descriptions, author bios and articles. They should reinforce the same basic story rather than describing your business five different ways.

The Killer Tip: Build a Fact Box for Your Business

Create a one-page internal document containing the facts you want humans and machines to understand about you:

We are: [type of business]

We help: [specific audience]

We provide: [products/services]

We specialize in: [topics/problems]

Our expertise comes from: [credentials/experience/proof]

Use those facts consistently across your website, social profiles, author bios, press materials and directory listings.

Then, if appropriate, add structured data that reinforces those relationships for search engines.

The objective isn't repeating the same keywords everywhere. It's creating consistent signals about who you are.

Think of it this way: every page on your website is introducing your business to Google, ChatGPT and potential customers.

Make sure they're all introducing the same business.

Because in AI search, clarity isn't merely good copywriting anymore.

It's discoverability.

The Marketing Words That Have Lost All Meaning

If everyone uses the same "power words," they stop being powerful.

Here's a fun exercise.

Visit the websites of ten different companies in the same industry.

I bet you'll find words like **innovative**, **premium**, **customer-focused**, **passionate**, **authentic**, **game-changing**, or **crafted with care** on almost every one.

None of them are bad words.

They're just... tired.

The problem isn't that they're untrue. The problem is they've become placeholders. Instead of telling customers something meaningful, they simply announce, "We're a business, and we used the same marketing playbook as everyone else."

The same thing has happened with phrases like **"Made with love," "Built with ❤️,"** and **"Customer obsessed."** Once they felt personal. Now they feel automatic.

Here's a simple rule I've found incredibly useful:

The more often a marketing phrase is repeated, the less persuasive it becomes.

Customers don't trust words because they're emotional.

They trust words because they're believable.

Instead of saying your coffee is "crafted with care," tell people it's roasted within 48 hours of shipping.

Instead of saying your support team "cares," tell customers they'll hear back from a real person within two hours.

Instead of saying you're "passionate about quality," explain the one thing you refuse to compromise on—even if it costs you money.

Notice the difference?

One sounds like advertising...

...the other sounds like evidence...

...and that's where trust comes from.

The strongest brands rarely tell you they're authentic. They show you. They tell stories. They explain why they make certain decisions. They share details that competitors wouldn't think to mention.

Specifics are memorable while clichés are invisible.

So, here's a challenge: Pick one page on your website today and circle every word or phrase that could appear on your competitor's site without anyone noticing.

Then replace each one with something only you could honestly say.

Because the goal isn't to sound like a great marketer.

It's to sound like a business that's actually worth listening to.



The **Most Expensive** Domain In The World Did This...
& It **INSTANTLY** Increased Their Traffic By **1173%**

With This **Point & Click Simple** Wordpress Theme
YOU Can Do The Same!

Tapping Into The **Most Buzzing Trend**
On The Internet And Sucking *Free Traffic*
From *Pinterest & Facebook* On
COMPLETE AUTOPILOT!



Covert PinPress 2.0 Is The
Easiest Theme
You Have EVER Used!

The Secret Searches ChatGPT Makes Before It Answers You - and How to Get Your Business Into Them

One question can trigger multiple searches behind the scenes. Understanding those searches could give you a whole new way to get discovered.

When someone asks ChatGPT a question, the words they type aren't necessarily the only words that matter. AI systems can break a question into additional searches—often called query fanouts—to gather the information needed to construct an answer.

Research highlighted by Neil Patel examined 5 million AI query fanouts and found something marketers should pay attention to: ChatGPT frequently added words such as "best," "reviews" and the current year, even when the original user hadn't used them. The research also found a sharp increase in fanouts specifically mentioning Reddit.

That's a potentially important clue for getting your business into AI answers.

Think Like ChatGPT's Research Assistant

Suppose someone asks:

"What email marketing software should I use for my small business?"

ChatGPT might need information surrounding:

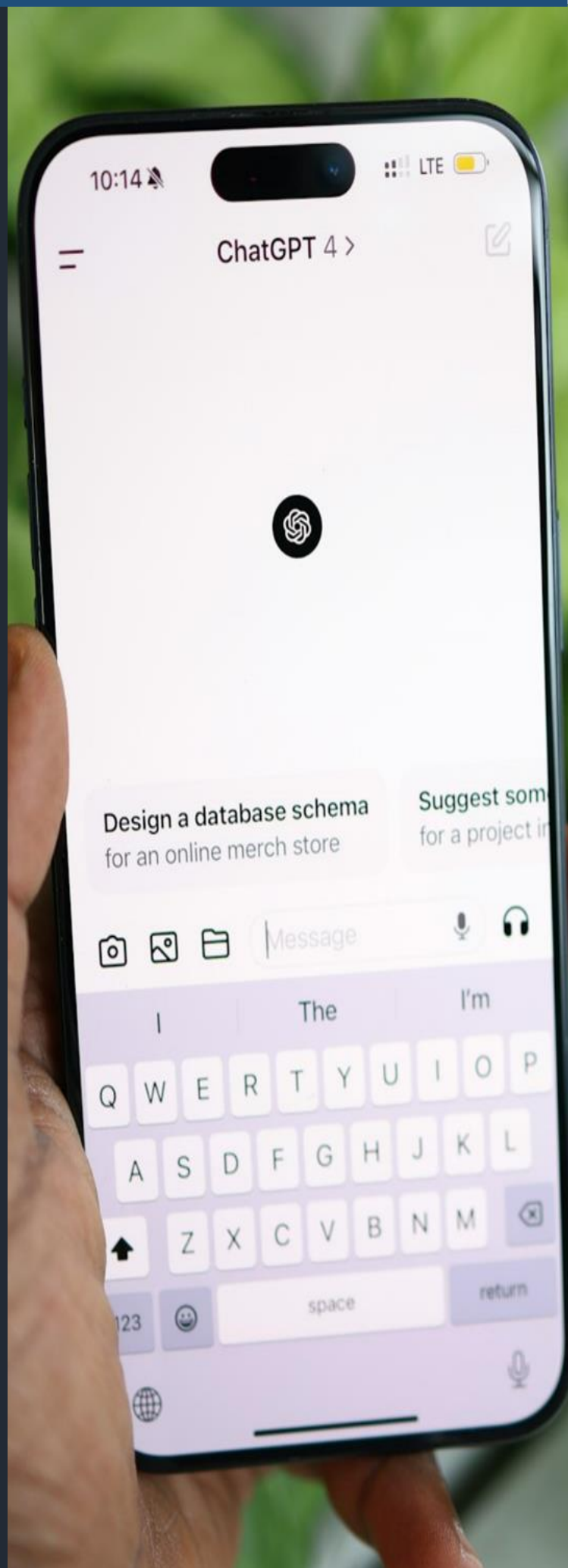
- Best email marketing software for small businesses
- Email marketing software reviews
- Product A vs. Product B
- Email marketing software pricing
- Best email marketing software 2026
- User experiences with email marketing software

Instead of trying to rank for one giant phrase, build the information ecosystem AI might need to answer the question.

Try the Fanout Exercise

Choose five questions you'd love prospective customers to ask ChatGPT.

For each one, brainstorm 10 follow-up searches an intelligent researcher might make before answering it. How many of those questions do you actually answer?



ChatGPT



Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests

Look especially for:

- **BEST:** Which options deserve consideration?
- **COMPARE:** How do the leading choices differ?
- **PROOF:** What evidence supports the claims?
- **REVIEWS:** What do actual customers say?
- **PRICE:** What does each option cost?
- **CURRENT:** Is the information still accurate in 2026?
- **PROBLEMS:** What complaints or drawbacks keep appearing?

Now search your website.

The Killer Trick: Don't Put All the Answers on Your Own Website

Here's where this gets really interesting.

If AI is consulting reviews, discussions, comparisons and other outside sources, publishing another page saying "We're the best!" won't necessarily solve your problem.

You want your business appearing in places AI may encounter while researching you: reputable industry sites, genuine customer reviews, relevant directories, interviews, comparisons and useful public discussions.

That's a major shift in thinking.

Traditional SEO often asks:

"How do I rank my page for this search?"

AI visibility adds another question:

"How do I make my business keep showing up while AI researches the answer?"

The winner may not be the company with one perfectly optimized page.

It may be the company AI keeps bumping into everywhere it looks.

<https://neilpatel.com/blog/chatgpt-query-source-preferences/>

A hand holding a red pen is writing on a notepad. The notepad has a diagram with boxes and arrows. The background is a blurred image of a desk with a keyboard and a pen.

Sell the Result, Not the Hours: How to Productize Your Service

Take something you already do for clients, give it a fixed result and price, and you may have a much easier business to sell.

If you're a freelancer or consultant, you're probably familiar with the routine: someone asks what you charge, you schedule a call, figure out what they need, write a proposal, negotiate the scope and finally start working.

There's another way: **Productize the service.**

A productized service takes work you normally customize and turns it into a clearly defined package with a specific deliverable, price and turnaround time.

Instead of "I do copywriting for \$75 an hour," you might sell:

The \$495 Landing Page Makeover — Complete rewrite of one landing page, delivered within five business days.

A graphic designer could offer a \$299 YouTube Thumbnail Pack containing ten thumbnails. An SEO consultant might sell a \$750 SEO Quick-Fix Audit identifying the 20 highest-priority problems. A virtual assistant could offer a \$399 Inbox Rescue that organizes an overloaded inbox and creates a simple management system.

The possibilities are enormous.

How to Build Yours

Start by looking at work you've already done repeatedly. **What problem do clients keep paying you to solve?**

Then remove as many variables as possible. Define exactly what the customer receives, what isn't included, how long it takes and what it costs.

Next, give the package a name that emphasizes the result, not your labor. "Five Hours of Marketing Consulting" sounds like work. "The 30-Day Lead Generation Plan" sounds like something a customer wants.

Finally, create a simple sales page where someone can understand the entire offer without scheduling a discovery call.

The Killer Tip: Productize the First Step

You don't have to productize your entire business.

If your main service costs \$5,000, create a \$300–\$500 productized entry service: an audit, assessment, teardown, strategy session or diagnostic.

Now a stranger can try working with you without making a huge commitment. If you uncover a larger problem while completing the package, that customer becomes a natural prospect for your premium service.

And here's the beautiful part: the more often you deliver the same package, the faster and better you become at producing it.

Zero Followers, Zero Email List, Zero Problem: How to Build a Profitable Audience in 2026

No followers. No email list. No famous friends. Here's how to build your first real audience when everyone else is fighting for attention, too.

Building an audience used to sound deceptively simple: Pick a subject, start publishing useful content and keep going until people discover you. That advice isn't completely wrong. It's just missing something rather important: distribution.

In 2026, there's more content than any human could possibly consume, and AI has made creating even more of it almost effortless. You can publish the greatest article, video or LinkedIn post you've ever created and still hear crickets. So if you're starting with zero followers, your job isn't merely to create content. You need to create something recognizable, deliberately put it in front of the right people, learn what gets a reaction and turn those occasional viewers into an audience you can reach again.

Here's how.

Step 1: Don't Pick a Topic. Pick a Promise.

"Marketing" isn't an audience strategy. Neither is fitness, investing, cooking, travel or entrepreneurship. They're categories.

Instead, finish this sentence: People should follow me because I consistently help them _____.

For example:

- Find unusual ways to earn an extra \$1,000 online.
- Make inexpensive meals that don't taste inexpensive.
- Find overlooked weekend trips within three hours of Chicago.
- Get more customers from LinkedIn without posting every day.

Now someone immediately understands why following you might improve their life.

The Killer Tip: Make the Promise Repeatable

Before committing to an idea, write 50 possible content headlines. If you struggle after eight, your concept may be too narrow. If the 50 ideas wander all over the place, it's probably too broad.

You're looking for the sweet spot where the subject is narrow enough to attract the same person repeatedly but broad enough to sustain hundreds of pieces of content.

Step 2: Choose One Primary Platform

One of the fastest ways to fail is trying to become a YouTuber, TikToker, podcaster, blogger, Instagram creator, LinkedIn expert and newsletter publisher simultaneously. Pick one primary discovery platform for your first 90 days.

Choose based on where your prospective audience already gathers and which medium you can realistically sustain. If you're good on camera, video may be natural. If you love explaining things in writing, use text. If conversation brings out your best ideas, consider audio or interview-based content. Don't choose the format gurus say is hottest. **Choose the one you'll still be producing six months from now.**

Step 3: Create a Recognizable Content Franchise

Random content creates random audiences. Instead, develop two or three recurring series people can recognize.

A marketing creator might publish:

The \$100 Marketing Fix — One inexpensive improvement a small business can make immediately.

Why This Worked — A breakdown of one successful campaign.

Steal This Idea — One clever tactic readers can adapt for their own business.

Notice what's happening. You no longer have to invent an entirely new concept every Tuesday. You simply need another episode. That's how newspapers, television programs and magazines have worked forever: familiar format, fresh information.

Step 4: Make 20 Pieces Before Judging Anything

Your first content will probably underperform. Good. You need the practice. Don't spend six hours mourning a post that received 37 views. Produce the next one.

For your first 20 pieces, concentrate on improving one thing at a time: headline, opening hook, pacing, usefulness, examples, thumbnail, storytelling or call to action. You're collecting information about what your audience responds to.

And don't automatically delete failures. Six months from now, revisit promising ideas that performed poorly and try them again with a better hook or format. Sometimes the idea wasn't bad. The packaging was.

Step 5: Borrow Your First Audience

Here's the problem nobody likes talking about: you have 14 followers. Even brilliant content shown to 14 people doesn't give an algorithm much evidence that it deserves wider distribution.

So, borrow somebody else's audience. Interview people your target audience already follows. Contribute useful guest content. Appear on small podcasts. Participate intelligently in niche communities. Collaborate with newsletters. Create something that gives another creator a reason to mention you.

Create a tiny lead magnet closely connected to your content promise: checklist, cheat sheet, template, resource list, calculator, swipe file or five-day email mini-course.

If you teach freelancers how to find clients, don't offer *"My 72-Page Guide to Freelancing."* Offer *"17 Places to Find Clients Nobody Checks."* Specific beats comprehensive. Then mention it naturally when your content solves a related problem.

Step 10: Turn One Great Piece Into Ten

Once you've established a consistent rhythm on your primary platform, start repurposing—but don't simply copy and paste.

Suppose you create a 20-minute YouTube video called 7 Ways Freelancers Can Find Clients Without Upwork. That might become seven short videos, an email, a checklist, a LinkedIn post, a blog article and several standalone tips. One original idea becomes an entire content ecosystem.

The Killer Tip: Repurpose Angles, Not Words

This is where most repurposing becomes boring. Don't ask "How can I repost this?" Ask "What other interesting ideas are hiding inside this?"

A statistic becomes one post. A mistake becomes another. An example becomes a case study. A controversial statement becomes a discussion question. One step becomes a tutorial. You're not repeating yourself. Mining your own best thinking.

Step 11: Watch for Your "Unfair Winners"

After 30–50 pieces, patterns should begin appearing. Maybe interviews consistently outperform tutorials. Perhaps posts about pricing generate twice the comments. Maybe your "three mistakes" format gets shared constantly.

These are clues. When something performs unusually well, don't immediately move on because you've "already covered that." Milk it. Create the sequel. Go deeper. Turn it into a series. Approach the same subject from the beginner, intermediate and advanced perspectives. Answer objections from the comments.

Most creators constantly chase new ideas. Smart audience builders identify proven audience demand and keep serving it.

Step 12: Measure Followers Per 1,000 Views

Raw follower count can fool you. Instead, watch how effectively attention converts into audience.

Suppose Post A receives 100,000 views and generates 100 followers. Post B receives 10,000 views and generates 300. Which is better? For an audience-building business, quite possibly Post B.

Track metrics such as followers per 1,000 views, email subscribers per 1,000 visitors, shares and saves, returning viewers/readers, replies and meaningful comments, and clicks to your owned platform.

Step 13: Create a "Minimum Viable Community"

Don't think of your first 100 followers as a disappointingly small audience. Think of them as your research department.

Talk to them. Reply to comments. Ask what they're struggling with. Send questions to email subscribers.

Notice which subjects generate unusually detailed responses. Here's an especially useful question: **"What's one thing you're trying to figure out right now?"**

Twenty responses could give you your next 20 pieces of content—and potentially your first product. Your earliest followers are also disproportionately valuable because they're often the people who will tell others about you. Treat them accordingly.

Step 14: Don't Monetize Based on Follower Count

You don't necessarily need 100,000 followers to make money. A creator with 2,000 highly specific followers could have a better business than someone entertaining 200,000 people who have no intention of buying anything.

Instead, look for **commercial signals**: *"Do you offer this as a service?" "Can you help me with mine?" "Do you have a template?" "Could you teach this?" "Where can I buy that?"*

Those questions are telling you what the audience wants next. Before creating a giant course, test something small: consulting session, workshop, template bundle, paid report, affiliate recommendation, membership or tiny digital product. Let the audience pull products out of you instead of guessing what they might buy.

The 90-Day Audience-From-Zero Plan

For the **first 30 days**, choose your promise, primary platform and two or three repeatable content formats. Publish consistently and deliberately improve with every piece. Begin leaving genuinely valuable comments wherever your target audience already gathers.

During **Days 31–60**, identify your strongest-performing topics, collaborate with several one-rung-up creators and launch a simple lead magnet. Start moving followers onto your email list.

During **Days 61–90**, double down on your unfair winners, repurpose your strongest content onto one additional platform, survey your growing audience and watch carefully for commercial signals.

Don't add five new platforms because you're impatient. Don't change niches because one post flopped. Don't confuse virality with audience building. And don't fall into the trap of believing that publishing automatically creates distribution.

The real system is:

Create → Distribute → Listen → Improve → Capture → Repeat

That's how you build an audience in 2026: not by shouting louder into an increasingly crowded internet, but by becoming consistently useful to the same identifiable group of people until they start looking for you on purpose.

And that's the point where you've stopped merely accumulating followers. **You've built an audience.**

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Dear Online or Offline Business Owner,

I am about to disclose an important piece of information that will en



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- **51%** of U.S. consumers plan to do most of their online shopping at Amazon.com
- eCommerce salaries in the UK have increased by over **14,000** euros in **2015**, and by the end of 2016, grew by more than **3,000** euros.

Get Your copy of your “eCommerce Made Easy” Training Guide. Be ready to apply these really “easy-to-follow” strategies right away before your competitors do!

- The average amount spent by each consumer is expected to rise from **\$1,207** per annum to **\$1,738** per person.

With over 85% of searches for products and services happening online, the growing relevance of eCommerce can't be taken for granted

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- Know how to **quickly and cost effectively** create the type of digital product you want

How to create a potential hot-selling eBook

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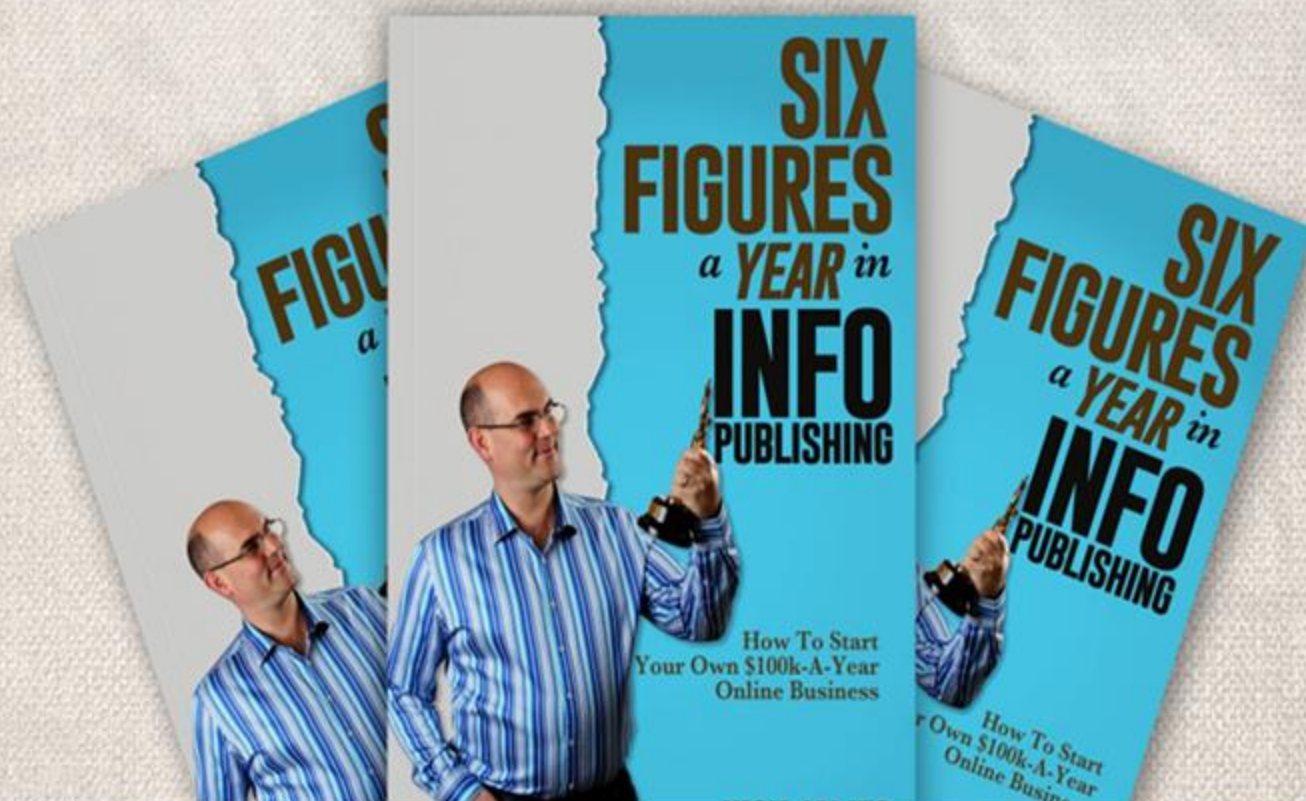
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The 30 Questions That Tell You Whether AI Knows Your Business Exists

Forget complicated AI visibility dashboards for a minute. This simple test will tell you whether your business is even in the conversation.

Here's a marketing exercise worth doing this week: Write down 30 questions you'd love potential customers to ask ChatGPT, Gemini or another AI assistant—and have your business appear in the answer.

Don't use your business or product name. Think like someone who has never heard of you. A bookkeeping service might use, "What's the best bookkeeping service for a one-person ecommerce business?" A software company might try, "What are good alternatives to [major competitor] for small businesses?" A consultant might ask, "Who specializes in helping dentists get more local customers?"

Build Your 30-Question Test

Divide your questions into three groups:

10 "Best" Questions: What's the best...? Who are the top...? What companies specialize in...?

10 Problem Questions: How do I...? Who can help me...? What's the easiest way to...?

10 Comparison Questions: What's a good alternative to...? Which is better for...? What should I use if...?

Now run the questions through the AI assistants your customers are most likely to use.

Create a simple spreadsheet and record whether you're mentioned, which competitors appear, which sources are cited and how your business is described.

Don't panic if you score 2 out of 30. You've just discovered something useful.

The Killer Trick: Study Who AI Trusts

For every question where a competitor appears and you don't, ask: Why them?

Look at the sources behind the answer. Is the competitor appearing in industry articles, directories, reviews, comparison pages or authoritative websites? Do they publish original research? Do they have clearer product pages? Are other people talking about them?

This turns your test into a marketing roadmap.

And don't obsess over getting your name into all 30 answers. Identify the five questions closest to a buying decision and attack those first. Create better pages answering those questions, strengthen your proof, earn relevant third-party mentions and make it unmistakably clear what your company does and whom it serves.

Then rerun the same 30 questions every month.

Traditional SEO taught us to ask: "Where do I rank?"

AI search adds a new question: **"When my ideal customer asks for help, does AI even know I'm one of the choices?"**

That's a question every marketer should know the answer to.



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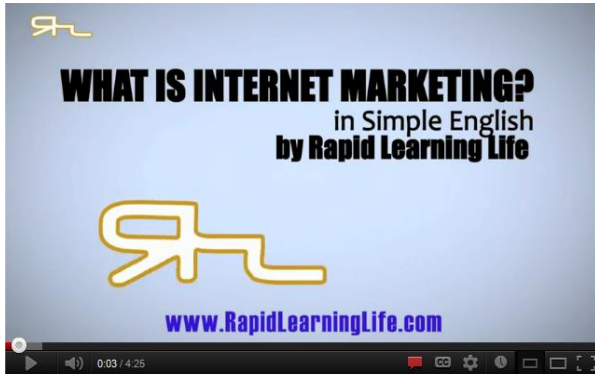
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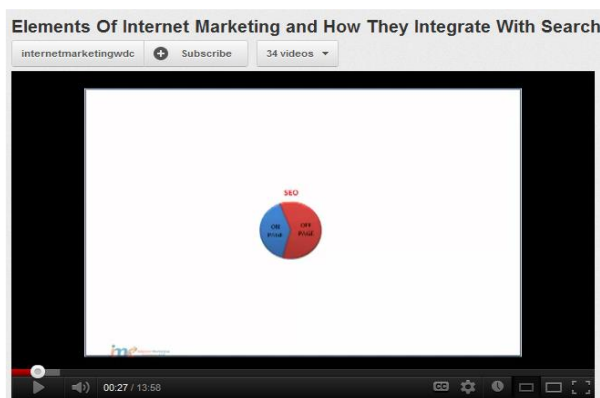
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Neil Stafford Interview



Editor:

Today's guest is Neil Stafford, an entrepreneur, business mentor, and expert in building successful membership businesses. Neil has spent years helping entrepreneurs turn their knowledge and expertise into recurring revenue.

So today we're going to find out how to create a membership that people actually want to join, how to keep those members engaged and how to increase their value over the long term. Neil, it is great to have you with us.

Neil Stafford:

Yeah, thank you very much.

Editor:

Well, before we dive in, maybe you could start by giving us the quick version of your background and how membership businesses became such a big part of what you do.

Neil Stafford:

Yeah, it's one of those things when you've been in the business so long, you feel like a dinosaur, but I made my first sale online way back in 1998. It was for an oil painting, that's a story for another day, but that really said, "Yep, there's a possibility here."

I lost my first membership site in 2003, and that was one aimed at people who coaching on junior soccer teams. Previous to that, I did printed, published subscription newsletters in 1990s, and I always joke and say, "Yes, I'm that old." One was about travelling in the Caribbean, one was about mountain biking.

So, I've had subscription and recurring revenue businesses in my blood for a number of years. Then over time, the internet came along, we moved it online, and that grew into what I would know as an info publishing business or an education business. We've done many different niches, many different markets.

We've helped people grow and start their own online businesses, but today primarily focused on people who have membership sites and helping them grow it.

Editor:

Well, starting with the basics, what would you say actually makes a great membership business?



Neil Stafford:

Yeah, it's interesting because what people have signed up for or what people sign up for and have a monthly charge for has changed over the years as technology has changed, as our access to information has changed. So a prime example was way back when we did the Caribbean Adventure Journal. That was a newsletter, printed newsletter.

My wife and I, or girlfriend and fiance back then, we would travel to the Caribbean twice a year, and all I did was take photographs, made notes, and had an old camcorder that we'd take photographs. And then we'd talk about our time in the Caribbean, what we did, and we called it the Caribbean Adventure Journal, so it's off the beaten track.

So, people buying that we found were dreamers and doers, and there's nothing wrong with either one of them. So, there's people who would live through our eyes and our visits and love to hear about the different places in the Caribbean we went to, loved to see the pictures.

Now remember, this was a printed newsletter, single color, or black and white as people call it. So, we'd put photographs in there, but they were single color.

Now, as an upsell, we'd sell some photographs and we'd sell some of the video as well, which is an interesting one. That worked very well with the mountain biking newsletter that we did.

I would go and ride with different clubs around the UK. I'd take videos. And again, it makes me smile because today it's so much easier.

You GoPros on your helmets. We had cameras strapped on the bike and that would be filming it. And then we would film different riders of the club and I would get filmed as well and we'd sell those VHS cassette tapes back in the day. But with the information in them, people would buy it for dreaming because they'd want to do it or because they were going to do it.

So, people who were going to the Caribbean would use our newsletter as a guide to go and find a place to go to or write Word of Neil and Caribbean, I'd like to go and do that. Same with the mountain biking. It was a lot of people who would like to see how other people ride, how I ride.

So, the information was dreamers and doers. And over time now, can you imagine selling a VHS cassette now, you just couldn't imagine it because you can go on YouTube. Why would somebody buy it now?



That's what's changed over the time. So, a reason to join a membership today or a subscription today when we have Google, all the AIs that are available, all the large language models which you can type in and get things back from it instantly, and it's pretty good. Yes, sometimes it can hallucinate, but it's pretty darn good what you can get back.

So, the reason people would buy today is for insight. The AI can't give you insight of a person, if that makes sense. I'm happy. I'll point to people and say, "Listen, you could type anything about membership sites into AI, into Google and get some good information back. What you won't get is insight. What you won't get is my expertise. What you won't get is the community or the area that I've created."

So having a membership site today isn't about filling it with a million and one articles or a million one videos or downloads galore, which worked in the past. It's about getting people a result that they're looking for with your insight, with your guidance, with your help and support. And I always say people will join membership sites for a number of reasons. And the first one is they'll join for the content or the outcome that you are promising them.

They'll stick around for community. You've got a community in there. Now that doesn't have to be a Facebook group. We've worked with people with Slack channels, with Telegram channels. The community is a one-way community developed around an email list. So the owner of the membership communicates and creates a community with the words he uses in his email list. It could be meeting online like Zoom once a week, twice a week, once a month, that creates a community. So people will stick around for community.

Now we found that they will go deeper with you. You'll get better connections or start to make better connections with what I call commerce. So, they join for content, stick around a bit for community, go deeper with you for content, and that's other products and services that they buy from you. So, it's not content in the membership, it's commerce that you sell to them.

And yes, you can sell to people in a membership. They're paying you to be in a membership to get a result, but if they want other stuff from you, extra stuff from you to go deeper with you, then you can sell your other products and services.

And then they'll go further with coaching, help and support. So that's another C. So you've got join for content, stick around for community, go deeper with commerce and go further with coaching, help and support.

Now, some people say, "I'm not really a coach, but I want to do a membership site." Well, don't call it coaching, call it help and support. I call it coaching because it sits in with the four Cs that we've done so far. So, I call it coaching, help and support. But the secret sauce to any membership, any subscription programme is they are four great pillars, but I will die on my soul...



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Note from the editor:

This is a bridged version of the full interview which is available to listen to separately.

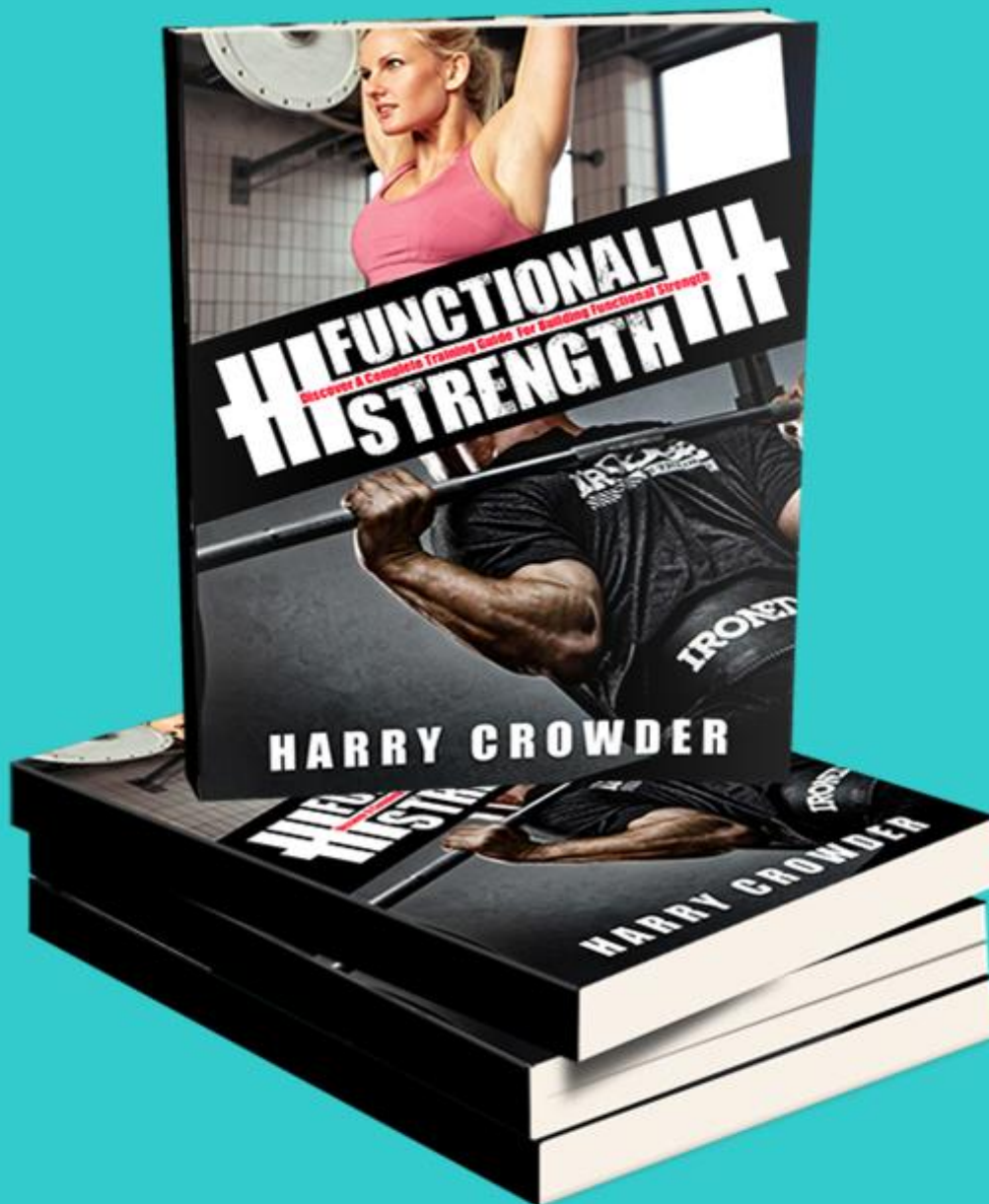
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From Readers to Revenue: How to Build a Specialty Newsletter That Pays Off

Pick a narrow topic, become indispensable, and turn a small audience into a surprisingly valuable business.

You do not need 100,000 subscribers to build a profitable newsletter.

In fact, chasing a giant audience may be exactly the wrong strategy.

Some of the most interesting newsletter opportunities are hiding in small, specific groups of people who share the same profession, obsession, problem, or goal. Instead of writing about "marketing," you might cover email marketing for dentists. Instead of "travel," you might cover cheap weekend flights from Portland. Instead of "small business," you might track grants and funding opportunities for independent retailers.

That's a specialty newsletter: one clearly defined promise for one clearly defined group of people.

And there's a wonderful business advantage to being specific.

When the right person discovers your newsletter, you want them thinking:

"Wait. This is exactly for people like me."

That's when subscribing becomes an easy decision.

Step 1: Choose a Painfully Specific Audience

"Entrepreneurs" is an audience.

"People starting their first Etsy jewelry shop" is a specialty audience.

The second is often much easier to serve — and monetize — because its members share similar questions, problems, products, tools, and ambitions.

Other possibilities might include:

- Independent bookstore owners
- Airbnb hosts in coastal towns
- Freelance medical writers
- Parents homeschooling teenagers
- Wedding photographers
- Owners of independent pet stores
- Newsletter operators looking for sponsors
- People buying and restoring vintage campers

Here's a useful test:

Could you easily name 25 things these people regularly buy, worry about, search for, or want to accomplish?



If you can, you may have the beginnings of a business.

And don't automatically reject a niche because it seems "too small." A smaller audience can actually be an advantage when its members spend money.

A newsletter read by 2,000 commercial landscapers could potentially be more valuable than one read by 20,000 people interested in gardening. One audience buys flowers and pruning shears. The other may buy trucks, equipment, software, insurance, training, and thousands of dollars' worth of supplies.

Think purchasing power and commercial value, not just audience size.

Step 2: Find a Recurring Need

This is where an interesting newsletter becomes a useful newsletter.

You want a problem that comes back again and again.

Ask yourself:

What does this audience repeatedly need to find, understand, compare, avoid, or decide?

That might lead to a newsletter promising:

- The five industry developments that actually matter this week
- Fresh leads, grants, jobs, tenders, or sponsorship opportunities
- New products and tools worth knowing about
- Tested tactics for solving one expensive problem
- Regulatory changes explained in plain English
- Competitor campaigns worth studying
- Prices, deals, or opportunities that are difficult to track
- Curated resources that save readers hours of research

The strongest newsletters often perform one of three jobs:

They make readers money, save readers money, or save readers time.

Do one of those consistently and monetization gets considerably easier.

Step 3: Validate the Idea Before You Spend Months Building It

Before designing logos, buying five domain names, and debating whether your newsletter's accent color should be "Ocean Mist" or "Slightly More Entrepreneurial Ocean Mist," find out whether people actually want what you're planning.

Create a simple description:

Every Friday, I find and summarize the best sponsorship opportunities for independent podcasters, including who is buying, what they're looking for, and how to pitch them.





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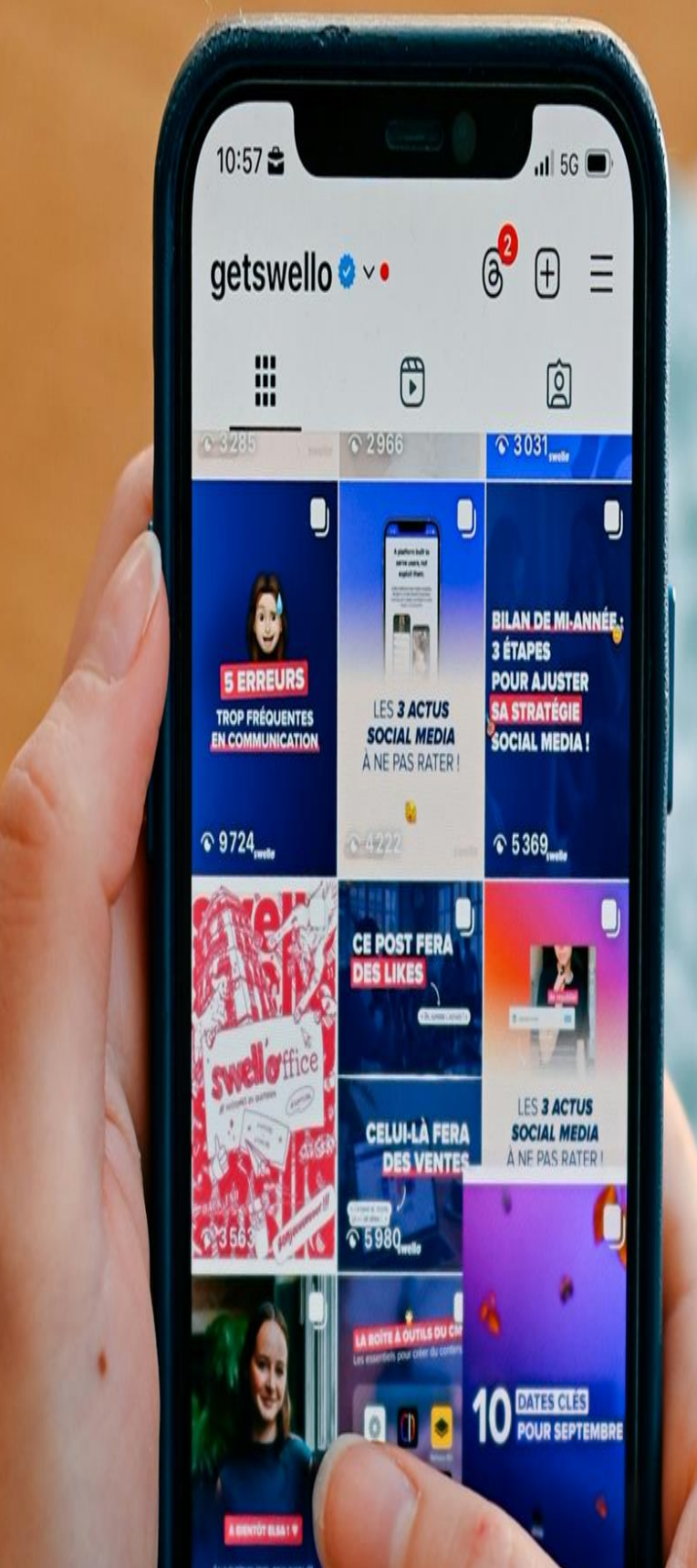
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Create a simple description:

Every Friday, I find and summarize the best sponsorship opportunities for independent podcasters, including who is buying, what they're looking



Then show that promise to people in the target audience.

Ask:

- Would you subscribe?
- What would make this more useful?
- What information do you currently struggle to find?
- What would make you forward this to somebody else?

Even better, create a simple signup page and see whether strangers actually subscribe.

Compliments are nice but email addresses are evidence.

Step 4: Create a Repeatable Format

Readers like knowing what they're going to receive, and you will appreciate not having to reinvent your newsletter every Tuesday morning.

Your format might look like this:

- The Big Story: One important development explained simply.
- Three Useful Finds: Tools, examples, resources, or opportunities.

- One Action Step: Something readers can do immediately.
- Quick Win: A short tactic, shortcut, template, or idea.
- Worth Watching: One trend that could become important.

You don't need all of these. Three or four dependable sections may be plenty.

The secret is creating something readers can mentally recognize. Eventually they should have a favorite section.

That's a very good sign.

Step 5: Publish Before It Feels Perfect

Write three sample issues.

Create a simple signup page.

Start publishing.

That's enough.

You do not need elaborate branding, seven automations, seventeen sections, a \$2,000 website, or a logo featuring a thoughtful owl wearing glasses.

Your first version will probably change anyway.

Publishing teaches you things planning cannot.

You'll discover which stories readers click, which subjects get replies, which sections take forever to produce, and which supposedly brilliant ideas nobody seems to care about.

Your first ten issues are partly a product and partly market research.

Treat them that way.

Step 6: Find Your First 100 Readers

Don't begin by asking, "How do I get newsletter subscribers?"

Ask:

"Where are these exact people already gathering?"

Look for:

- Reddit communities
- Facebook groups
- LinkedIn groups and conversations
- Trade associations
- Industry forums

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MWM wants You to Know

How to Build a Business Around Someone Else's Audience (Instead of Spending Years Building Your Own)

The fastest path to making money online isn't attracting millions of visitors. It's finding the people who are already gathered together.

One of the biggest mistakes aspiring online entrepreneurs make is believing they need a huge audience before they can make money.

So they spend months—or even years—trying to grow a YouTube channel, build an email list, master Instagram, or crack the latest social media algorithm.

What if you skipped that entire process?

Instead of building an audience from scratch, build a business **around an audience that already exists**.

Every day, millions of people gather in Facebook groups, Reddit communities, Discord servers, newsletters, YouTube channels, LinkedIn groups, and niche forums to talk about the things they care about most. They're asking questions, sharing frustrations, recommending products, and looking for solutions.

That means they've already done the hardest part for you.

They've told you exactly what they want.

Step 1: Find Passionate Communities

Start by making a list of topics you're interested in and then search for communities centered around those topics.

Look for:

- Facebook Groups with thousands of active members
- Reddit communities (subreddits)
- Discord servers
- Popular YouTube channels
- Industry newsletters
- Specialized forums
- LinkedIn groups

Don't worry about how many members they have. Activity is far more important than size.

A group with 3,000 engaged members is often far more valuable than one with 300,000 people who never participate.

Step 2: Become a Student

Here's where most people get it wrong: They join a community and immediately start trying to sell something.

Don't.

Spend a week or two simply observing by reading the posts, watching the conversations, paying attention to the questions people ask repeatedly and noticing which posts generate hundreds of comments.



Look for complaints, confusion and unmet needs.

You're doing market research that companies often spend thousands of dollars to obtain, only you get it for free.

Step 3: Look for Patterns

After a while, you'll start noticing the same conversations happening over and over.

Maybe photographers keep asking which editing software is best.

Perhaps Etsy sellers constantly wonder how to increase sales.

Dog owners might repeatedly ask how to stop destructive chewing.

Those repeated questions are opportunities.

When hundreds of people ask the same question, there's probably money hiding behind it.

Step 4: Build What They're Already Asking For

Now create something that solves one specific problem and remember that it doesn't have to be complicated.

You could create:

- An ebook
- A video course
- A spreadsheet
- A Notion template
- A prompt library
- A checklist
- A swipe file
- A directory
- A members-only newsletter
- A printable planner
- A toolkit

You don't need to invent the next Facebook.

Simple products solve simple problems every single day.

Step 5: Make Your First Version Small

Many entrepreneurs spend six months building the "perfect" course. Don't.

Create the smallest product that genuinely helps people.

If you're helping real estate agents organize leads, maybe it's just a CRM template.

If you're serving teachers, perhaps it's a collection of classroom printables.

If you're targeting newsletter writers, maybe it's 100 subject lines that consistently increase open rates.

Start small and improve later.

Step 6: Become Part of the Community

Here's the secret that separates successful entrepreneurs from spammers.

Be genuinely helpful by answering questions, sharing useful resources, celebrating other people's wins and offering thoughtful advice.



Become someone people recognize.

When community members already know and trust you, your products feel like natural recommendations—not advertisements.

Trust always sells better than traffic.

Step 7: Listen More Than You Sell

One of the greatest advantages of building around an existing audience is that your customers keep telling you what to create next.

After selling your first product, ask buyers questions.

What else are they struggling with?

What takes too much time?

What do they wish existed?

Your next product should come directly from those answers.

Instead of guessing what people might buy, you'll be building products customers are already requesting.

Step 8: Expand Carefully

Once you've earned the trust of one community, look for similar audiences.

For example, if your productivity templates become popular with freelance writers, they may also appeal to consultants, designers, virtual assistants, and coaches.

One successful product can often serve several closely related communities.

That's how a small side project becomes a real business.

A Real-World Example

One of the best examples of this strategy is Stacked Marketer.

Instead of trying to appeal to everyone interested in business, it focused on marketers who wanted curated industry news. By serving a clearly defined audience exceptionally well, it grew into one of the most respected marketing newsletters, generating substantial revenue through sponsorships, memberships, and partnerships.

It didn't invent a new audience.

It served an existing one better than anyone else.

The Big Takeaway

Too many entrepreneurs start with an idea and then go looking for customers.

Flip that process around.

Start with the customers.

Find the communities where they already gather. Listen to what they're talking about. Pay attention to the problems they haven't solved. Then create something that makes their lives easier.

When you build around an audience that's already engaged, you eliminate much of the guesswork that causes new businesses to fail.

The internet doesn't need another generic product.

It needs better solutions for the conversations that are already happening.

And those conversations are taking place right now—you just have to join them.





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You generate an AI image. You edit it, crop it, add your own work, rename it and perhaps convert it to another format. Or you use AI to help create an article, audio clip or video and then substantially transform the result.

You see the finished content.

But you may not see everything that's traveling with it.

AI companies are developing and deploying provenance technologies - including metadata, content credentials, digital signatures and invisible watermarking - designed to provide clues about where content originated and whether AI was involved.

There's a strong argument for this. As synthetic images, voices, text and video become increasingly convincing, knowing where something came from can provide valuable transparency.

But things get considerably more complicated once humans start editing AI output.

Should you be able to control what's invisibly embedded in content you own? What happens when AI created 10% and a human created the other 90%? And does calling something "AI-generated" tell us anything meaningful when AI might have done everything—or merely corrected three typos?

Those aren't abstract questions anymore.

Let's look at this strange new layer of digital content from three angles: what's hiding inside your files, do you control it, and is, "AI-generated" even relevant anymore?

Your AI Content May Be Carrying a Secret Passport

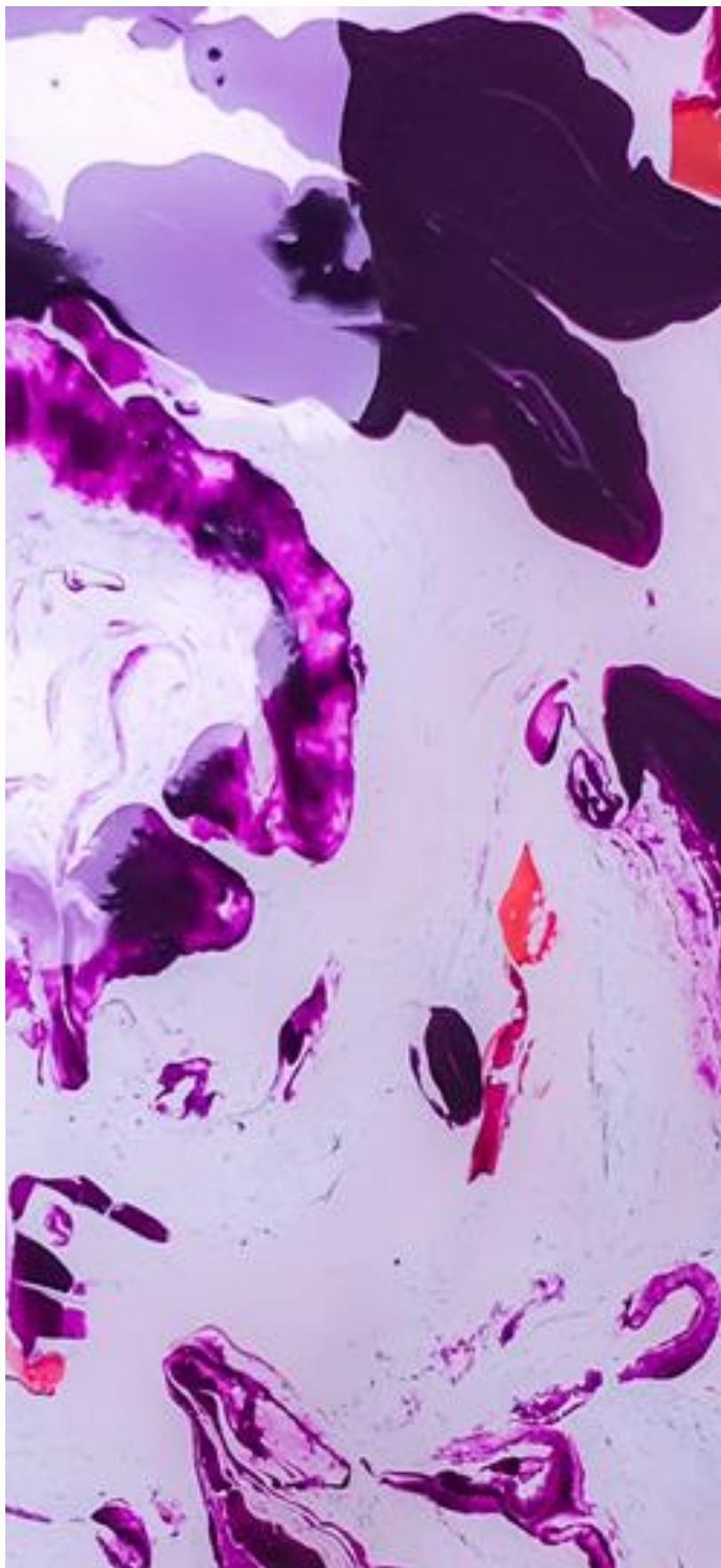
Images, audio, video—and eventually more text—can carry invisible clues about where they came from. Marketers should know what's traveling with their content.

When you download an AI-generated image, audio clip or other asset, what you see isn't necessarily everything you get.

A growing number of AI companies and technology organizations are developing provenance systems designed to provide information about where digital content originated and, in some cases, what happened to it afterward. These can include metadata, cryptographically signed credentials and invisible watermarking technologies.

Think of it as a digital passport for content.

Your Content Has a Secret Life: The Invisible AI Signals Marketers Need to Know About



The broader industry is also adopting standards such as C2PA, which can attach signed information about an asset's origin and editing history.

Why bother?

Because we're entering a world where a realistic photograph, voice recording or video might never have happened. Provenance could help platforms, businesses and consumers distinguish authentic material from synthetic or manipulated media.

That's the good part.

But marketers should understand what this means for everyday content creation, too.

Your File Is More Than What You Can See

A JPEG, PDF, audio file or document can contain information invisible when you simply open it. Depending on the format and tools involved, that might include ordinary metadata such as software information, timestamps and editing details, or newer provenance credentials.

And not every type of provenance works the same way. Some information lives in file metadata. Some uses cryptographic credentials. Some watermarking is embedded into the content itself.

That distinction matters because editing, resizing, screenshotting, converting or reposting a file may affect different signals differently.

So add a new question to your publishing checklist:

What's traveling with this file?

You don't need to become a digital-forensics expert.

But if AI is becoming part of your marketing production process, understanding the invisible layer of your content may soon become as normal as checking image rights or proofreading your copy.

Because increasingly, your content doesn't just contain a message.

It may contain a history.

You Wrote It. You Edited It. You Own It. But Do You Control What's Hidden Inside It?

AI provenance can help us understand where digital content came from. But it also raises a surprisingly tricky question: Who gets to control the invisible information attached to your work?

Let's say you ask AI to create an image.

Then you crop it, add your own photography, change the background, replace several elements, add typography and spend another two hours turning it into an advertisement.

At that point, who created the finished image?

That's complicated enough. But here's an even more interesting question:

Conduct the experiment yourself. Interview the customer. Collect original data. Tell the story only you experienced. Develop an opinion. Test the advice before publishing it.

Then use AI wherever it genuinely makes you faster or better.

The goal doesn't need to be 100% human or 100% AI.

It should be **100% worth consuming**.

That's why I suspect the phrase "AI-generated content" will eventually become inadequate. The future is likely to contain a huge spectrum—from one-click machine output to deeply original human work that happened to use AI along the way.

And when everybody has access to essentially the same AI tools, the competitive advantage won't simply be knowing how to use them. It will be having something worth contributing before you turn the AI on.

Metadata vs. Watermark vs. Content Credential: They're Not the Same Thing

It's easy to lump all of these technologies together, but they do different jobs.

Metadata: Information stored with a digital file, such as creation details, software information, descriptions or other file data.

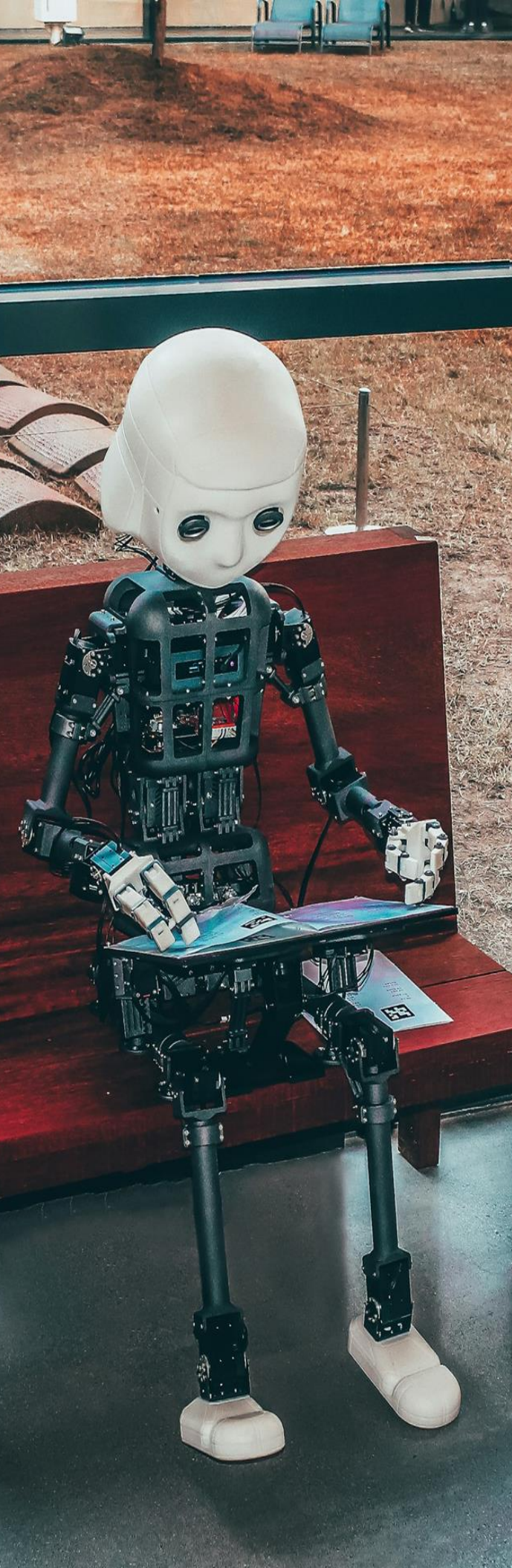
Content credential: Cryptographically signed provenance information that can record details about an asset's origin and editing history.

Watermark: A signal deliberately incorporated into content that may be visible or invisible and, depending on the technology, may be designed to survive some editing or transformation.

AI detector: Software that analyzes content and infers whether it may have been AI-generated. The important distinction: A detector makes an assessment. A provenance system provides evidence or signals about origin or history. Those are very different things. **"The 10% Problem"**

AI generates an image. You replace the background, add your own photography, change the colors, redraw portions and add original typography.

At what point does it stop being an "AI-generated image"? 90% AI / 10% human? Easy enough. 50% / 50%? Hmm. 10% AI / 90% human? Now the label starts feeling inadequate. There is no universal percentage at which authorship magically changes. That's why simply labeled items as "AI-generated" can conceal more than it explains.



That's why the usual question—

"Can we tell whether AI was involved?"

—may eventually give way to a much more interesting one:

"If I created the finished work, how much control should I have over the invisible information that travels with it?"

And that leads directly to the next question in this series:

When we say something is "AI-generated," what do we actually mean?

Stop Asking "Was AI Used?" Ask "What Did the Human Contribute?"

The label "AI-generated" is becoming increasingly useless because it can describe completely different kinds of creative work.

Imagine two marketers.

Marketer A types:

"Write me a 1,000-word article about email marketing."

AI produces it. She copies it, pastes it into WordPress and hits Publish.

Marketer B spends three days researching a subject, interviews two experts, develops an original argument and writes the article. Then she asks AI to suggest five alternative headlines and proofread the finished draft.

Both marketers used AI.

Did they create equivalent AI content?

Obviously not.

And that's the problem with our increasingly binary conversation about AI-generated versus human-generated work.

We Need a Better Question

AI can participate at almost every point in creation: brainstorming, research, outlining, transcription, drafting, image generation, editing, fact-checking, formatting, translation and proofreading.

The mere presence of AI tells you remarkably little about how much human thinking went into the finished product.

So instead of asking only "Was AI used?", ask:

- Where was AI used?
- What did it contribute?
- What did the human contribute?
- Who made the important creative decisions?
- Was the finished work independently checked?

Those questions tell you considerably more.

Here's the Bigger Opportunity for Marketers

As AI-generated material becomes plentiful, human contribution itself can become part of your positioning.



Who gets to decide what invisible information travels with it?

There are good reasons for AI provenance. We're entering an era of remarkably convincing AI-generated images, cloned voices and synthetic video. Being able to trace where digital content came from could help distinguish genuine material from something that was generated or manipulated.

That's valuable.

But there's another side to the argument that marketers and creators should be thinking about:

If it's your finished content, how much control should you have over what's hidden inside it?

Transparency and Control Can Collide

Businesses have dealt with invisible file information for years. Photos and documents can contain metadata about things such as the software used to create them, when they were created and, in some cases, where they were created.

There can be perfectly legitimate reasons to remove some of that information before publishing a file, including privacy, security and simply cleaning up unnecessary data.

AI provenance adds a new wrinkle.

Suppose AI created 10% of an image and you created or substantially changed the other 90%.

Should the finished image forever be identified simply as AI-generated?

What if AI supplied the original image, but after hours of editing almost nothing from that version remains?

Or what if you want to preserve useful information about where an asset originated while removing unrelated metadata you don't want publicly attached?

Suddenly, a seemingly simple idea—"Let's identify AI content"—isn't quite so simple.

And there may not always be one correct answer.

Marketers Need to Decide Their Own Rules

This is why businesses using generative AI should start thinking about their policies before a problem forces them to.

When will you disclose that AI was used? What provenance information will you preserve? What ordinary metadata will you remove for privacy? How will you handle AI-assisted work created by employees or freelancers? Will you keep original files so you have your own record of how important content was created?

And here's perhaps the most important distinction:

Provenance isn't necessarily proof of authorship.

Knowing that AI was involved somewhere along the way doesn't tell you who came up with the idea, conducted the research, made the important creative decisions, spent hours editing the result or ultimately created the finished work.

Meta Just Gave Advertisers Something They've Been Asking For: A Better Way to Exclude the Wrong People

Meta has added dedicated exclusion audiences to Ads Manager, giving advertisers a cleaner way to prevent ads from reaching people they don't want to target.

Advertisers can create exclusion lists independently and then apply them across multiple ad sets, rather than repeatedly rebuilding exclusions inside individual campaigns.

It's a fairly small-looking update, but for marketers running multiple campaigns, it could make audience management considerably easier.

<https://www.socialmediatoday.com/news/meta-adds-dedicated-ad-exclusion-audiences/827520/>



LinkedIn Is Changing Its Feed — And Comments May Be About to Matter More

LinkedIn has updated its feed display in an effort to generate more meaningful replies and conversations around posts. The platform is putting increased emphasis on relevance, including how pertinent an interaction is to an individual user, rather than treating all engagement as equally valuable. That's an important distinction for marketers because it reinforces something we've been seeing across social platforms: Raw engagement numbers don't necessarily tell the whole story anymore.

For marketers, I'd take this as another reason to stop ending every LinkedIn post with generic engagement bait such as *"Agree?"* or *"Thoughts?"* A smaller discussion involving the right people talking about the actual subject could potentially be more valuable than dozens of meaningless reactions. Try ending posts with questions that invite expertise, disagreement, experiences or examples: *"What's the one part of this you've found doesn't work?"* is much harder to answer with a thumbs-up than *"Do you agree?"* In other words, don't optimize for comments. Optimize for conversations worth reading.

<https://www.socialmediatoday.com/news/linkedin-updates-feed-display-to-drive-more-post-replies-and-comments/827394/>





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