

# Write Smarter With AI

*Clarify your message. Shape your content.  
Keep your voice*



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# *Write Smarter With AI*

## *Use AI Without Losing Your Voice*

If you are an author, aspiring author, memoir writer, coach, consultant, or purpose-driven business owner, you already know that writing is not simply about putting words on a page. Writing asks you to clarify what you believe, organize what you know, and shape your ideas so they can help someone else.

That is meaningful work. It can also be messy work.

You may have notebooks full of ideas, half-written chapters, voice memos, sticky notes, workshop outlines, client stories, personal memories, or a book concept that keeps tapping you on the shoulder saying, “Are we doing this or what?”

This is where AI can become a valuable writing companion. Used wisely, AI can help you move from scattered thoughts to clearer structure. It can help you explore your message, identify your reader, organize chapters, brainstorm titles, create outlines, draft supporting content, and revise material in different styles or tones. It can help you see possibilities when you feel stuck and ask better questions when your thoughts feel tangled.

What AI cannot do is replace your wisdom. Your lived experience, insight, stories, values, humor, compassion, and point of view are what make your writing worth reading. AI can help shape the clay, but you are still the artist. It can suggest, organize, reframe, and polish but the heart of the work must come from you.

This guide is designed to help you use AI with more confidence and intention. You will learn how to think about content types, writing styles, tones, voices, and formats so you can give AI better direction and receive more useful results. Instead of typing a vague request and hoping for magic, you will learn how to guide the process.

That matters. Because when you know how to ask better questions, AI becomes less like a mysterious machine and more like a thoughtful assistant sitting beside you with a very large cup of coffee and an endless supply of index cards.

Use this guide to clarify your message, shape your content, and keep your voice.

Your book still belongs to you. AI is simply here to help you bring it forward with more ease, focus, and momentum.

## *How You Can Use AI*

AI can support authors at every stage of the writing journey, from the first spark of an idea to the materials you need after the book is written. It is not here to replace your insight, your stories, or your voice. Think of it as a creative assistant, organizing partner, brainstorming companion, and occasional kickstart when your ideas have wandered off and are hiding behind the coffee mug.

Used with intention, AI can help you move from scattered thoughts to usable content, from overwhelm to structure, and from “I should write this someday” to “I know my next step.”

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## Book Ideas

Every book begins with an idea, but early ideas are often messy, layered, and still finding their shape. You may know the topic you want to write about, but not yet know the central message, the audience, or the promise of the book.

AI can help you explore questions such as:

- What is this book really about?
- Who needs this message most?
- What problem, question, or longing does this book address?
- What transformation do I want the reader to experience?
- Is this one book, several books, or a course pretending to be a book?

AI can also help you compare possible angles, brainstorm titles, identify themes, and turn a broad idea into a clear book concept.

### Example prompt:

“Act as a thoughtful nonfiction book coach. Help me clarify the core idea for my book. Ask me 10 questions about my message, my ideal reader, why this book matters, and what transformation I want readers to experience.”

## Book Structure and Outline

A strong book needs more than good ideas. It needs a path readers can follow. Chapter structure helps you decide what belongs where, what comes first, and how each section builds on the one before it.

AI can help you create:

- Chapter outlines
- Section headings
- Chapter summaries
- Reader takeaways
- Logical content flow
- Part divisions for longer books
- Reflection questions or exercises for each chapter

This is especially helpful when you have years of knowledge, client experience, personal stories, or teaching material and need to organize it into a reader-friendly structure.

### Example prompt:

“Turn the following book idea into a 10-chapter nonfiction outline. For each chapter, include a chapter title, purpose, key points, possible story or example, and one reflection question for the reader.”

## Drafting Content

AI can help you begin drafting when the blank page feels too blank. It can turn rough notes into paragraphs, expand bullet points into sections, suggest transitions, simplify dense material, and offer alternate ways to express an idea.

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This does not mean asking AI to “write the book for you.” Your book needs your wisdom, your examples, your perspective, and your lived experience. But AI can help you get words moving so you have something to shape.

AI can support drafting by helping you:

- Turn notes into rough draft material
- Rewrite a section in a warmer or clearer tone
- Create smoother transitions
- Simplify complex explanations
- Suggest stronger openings and closings
- Identify where a section feels repetitive or unclear
- Preserve your voice while improving readability

### **Example prompt:**

“Please organize the following rough notes into a clear draft section for a nonfiction chapter. Keep my ideas and meaning intact. Use a warm, encouraging tone, and do not make it sound overly polished or generic.”

### **Reader Resources**

Many nonfiction books are more helpful when they include tools readers can use. AI can help you create companion materials that deepen the reader’s experience and make your book more practical.

Depending on your topic, AI can help develop:

- Reflection questions
- Worksheets
- Checklists
- Journaling prompts
- Self-assessments
- Action steps
- Discussion questions
- Companion guides
- Course or workshop outlines based on the book

These resources can also become website downloads, bonuses, lead magnets, workshop handouts, or course materials. One good book idea can become a small ecosystem of support. Very efficient. Almost suspiciously efficient.

### **Example prompt:**

“Create a one-page worksheet to accompany this chapter. Include 5 reflection questions, 3 action steps, and a short closing encouragement. The worksheet should help readers apply the chapter to their own life or work.”

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### Website and Book Launch Materials

Once your book is written, you still need words to help people find it, understand it, and decide whether it is for them. AI can help you create the supporting content that surrounds your book and author platform.

AI can help draft:

- Author bios
- Book descriptions
- Website page copy
- Blog posts related to the book
- Email announcements
- Reader welcome sequences
- Social media posts
- Speaker one-sheets
- Podcast pitch emails
- Launch checklists
- Book club discussion guides

This is where AI becomes especially useful for authors who would rather write the book than spend three days trying to describe the book in 150 words. The book description may be short, but somehow it can feel like wrestling an octopus in a sentence factory.

#### Example prompt:

“Based on the following book summary, write a warm and compelling book description for my author website. Focus on the reader’s problem, the promise of the book, and why this message matters. Keep the tone thoughtful, encouraging, and professional.”

#### A Helpful Reminder

AI works best when you give it clear direction. The more context you provide, the more useful the result will be. Seed it with who the content is for, what you want the reader to feel or do, what tone you prefer, and what format you need.

Most importantly, review everything with your own judgment. AI can suggest. You decide.

Your voice, your experience, and your message are still the heart of the work. AI simply helps you bring them forward with more clarity, structure, and momentum. This section expands the original guide’s focus on AI content types and formats into a more author-centered framework for [BernadetteDonnelly.com](http://BernadetteDonnelly.com).

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## AI Content Crafting Essentials: Styles, Tones, and Formats

Creating useful content with AI begins with clear direction. A general prompt may give you a general answer, but a well-crafted prompt helps AI understand what you want to create, who the content is for, how it should sound, and how the information should be organized.

This section breaks those directions into key subsections: **Perspective, Style, Tone, Voice, and Format**. Each one gives AI a different kind of instruction. Perspective tells AI where the content is coming from. Style shapes how the content is written. Tone guides the emotional quality of the message. Voice reflects the personality or brand behind the writing. Format tells AI how the final content should be arranged.

You do not need to use every option in every prompt. Rather, choose the directions that matter most for the piece you are creating. Whether you are drafting a book chapter, blog post, email, presentation, sales page, or client resource, these elements can help you guide AI more effectively and receive content that is clearer, more useful, and better aligned with your purpose.

### Perspectives

Perspective determines the point of view from which your content is written. It shapes the relationship between the writer and the reader. For example, first person can feel personal and reflective, second person can feel direct and coaching-oriented, and third person can create distance or objectivity. Choosing the right perspective helps AI understand whether the content should sound like a personal story, a direct conversation, a professional explanation, or an outside observation.

Perspective	Description	Example
<b>First Person</b>	Written from the author's or business owner's point of view using "I" or "we."	"I wrote this guide to help first-time authors organize their ideas before they begin drafting."
<b>Second Person</b>	Speaks directly to the reader using "you."	"You may have a strong book idea, but still feel unsure where to begin."
<b>Third Person</b>	Describes a person, business, or situation from an outside point of view.	"Maria launched her consulting business after 20 years in corporate leadership."
<b>Objective</b>	Presents information in a neutral, fact-focused way.	"A business plan typically includes an offer, audience, pricing model, and marketing strategy."
<b>Subjective</b>	Includes personal perspective, interpretation, or opinion.	"In my experience, the best books begin with a clear reader promise."

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<b>Reflective</b>	Explores meaning, insight, or lessons learned.	“Looking back, the failed launch taught him more about his customer than the successful one.”
<b>Reader-Centered</b>	Frames the content around the reader’s needs, questions, or next step.	“Before choosing a publishing path, consider how much control, support, and responsibility you want.”

### AI Styles

Style describes the way the content is written and organized. It influences whether the piece feels instructional, conversational, analytical, narrative, persuasive, poetic, or technical. For authors and business professionals, style helps match the content to its purpose. A book chapter may need a reflective or storytelling style, while a proposal may need a clear professional style. A blog post may work best as conversational and educational. When you name the style you want, AI can better shape the structure, rhythm, and presentation of the content.

Option	Description	Example
<b>Analytical</b>	Breaks a topic into parts for deeper understanding.	“This chapter compares three pricing models and explains the strengths and risks of each.”
<b>Conversational</b>	Sounds natural, approachable, and human.	“Let’s look at what your About page really needs to say — without turning it into a professional autobiography.”
<b>Descriptive</b>	Uses sensory or vivid detail to create a clear picture.	“The manuscript sat on her desk, marked with sticky notes, coffee rings, and the quiet hope of becoming a book.”
<b>Expository</b>	Explains a concept clearly and directly.	“A lead magnet is a free resource offered in exchange for a reader’s email address.”
<b>How-To / Instructional</b>	Provides step-by-step guidance.	“Step 1: Define your reader. Step 2: Identify their problem. Step 3: shape your chapter around one clear promise.”
<b>Journalistic</b>	Reports information in a neutral, news-like manner.	“The company announced its new service line during a community business event on Tuesday.”
<b>List-Based</b>	Organizes information in numbered or bulleted form.	“7 Ways to Improve Your Author Website Before Launch.”

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Option	Description	Example
<b>Narrative</b>	Tells a story with a beginning, middle, and end.	“She began with one workshop, one borrowed meeting room, and one idea she could not ignore.”
<b>Persuasive</b>	Encourages the reader to believe, decide, or act.	“A clear brand message helps customers understand why your business is the right choice.”
<b>Poetic</b>	Uses lyrical, expressive, or symbolic language.	“A book is a lantern: small enough to hold, strong enough to light the next step.”
<b>Report Writing</b>	Presents findings, summaries, or recommendations in a structured way.	“This report summarizes website traffic, subscriber growth, and recommended next steps for the next quarter.”
<b>Scriptwriting</b>	Creates text intended for spoken delivery or performance.	“Opening scene: The business owner looks at a blank content calendar and sighs, ‘There has to be a better way.’”
<b>Storytelling</b>	Uses story elements to make ideas memorable.	“The speaker opened with the moment she realized her work could help other women restart.”
<b>Technical Writing</b>	Explains complex or procedural information precisely.	“To connect the form to your email platform, copy the API key and paste it into the integration settings.”
<b>Educational</b>	Teaches a concept in a clear, accessible way.	“A nonfiction chapter usually works best when it includes a key idea, supporting examples, and a reader takeaway.”
<b>Thought Leadership</b>	Presents a clear point of view on an industry, trend, or issue.	“Small businesses do not need louder marketing. They need clearer messaging and stronger customer trust.”
<b>Reflective Essay</b>	Explores personal meaning, insight, or experience.	“Writing the book became less about finishing pages and more about understanding what she had come to teach.”
<b>Case-Based</b>	Uses an example, scenario, or client-style situation to explain a point.	“Consider a consultant who has strong referrals but no clear service page. Her first marketing step is not more posting — it is clearer positioning.”

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### Tones

Tone is the emotional quality of the writing. It affects how the reader feels while engaging with your content. A tone can be warm, encouraging, professional, playful, urgent, cautious, reassuring, or inspirational. The right tone helps your message land in the way you intend. For example, a launch email may need energy and enthusiasm, while a memoir reflection may need gentleness and compassion. Tone is one of the easiest ways to keep AI-generated content from sounding flat, stiff, or like it just attended a very serious committee meeting.

Option	Description	Example
<b>Case-Based</b>	Uses an example, scenario, or client-style situation to explain a point.	“Consider a consultant who has strong referrals but no clear service page. Her first marketing step is not more posting — it is clearer positioning.”
<b>Assertive</b>	Confident and direct.	“Your message deserves more than a scattered collection of notes. It needs structure.”
<b>Cautious</b>	Careful, measured, and mindful of risks.	“Before publishing legal, financial, or health-related content, verify your information with a qualified professional.”
<b>Encouraging</b>	Supportive and optimistic.	“You do not need to have the whole book figured out today. You only need the next clear step.”
<b>Neutral</b>	Balanced and unemotional.	“This section outlines three common approaches to organizing nonfiction content.”
<b>Optimistic</b>	Focuses on possibility and positive outcomes.	“With a clearer plan, your scattered ideas can become a useful, meaningful book.”
<b>Positive</b>	Upbeat and affirming.	“Your experience gives you valuable insight that can help readers make better decisions.”
<b>Playful</b>	Lighthearted and fun.	“Your content calendar does not need to look like it was assembled by a caffeinated squirrel.”
<b>Sarcastic</b>	Uses irony or dry humor, usually with caution.	“Because obviously, every author wakes up excited to rewrite their book description for the seventeenth time.”

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Option	Description	Example
<b>Urgent</b>	Creates a sense of immediacy.	“Registration closes Friday, and only a few seats remain.”
<b>Compassionate</b>	Warm, understanding, and emotionally sensitive.	“If your story feels difficult to write, begin gently. Some chapters need courage before they need polish.”
<b>Professional</b>	Polished, respectful, and businesslike.	“Our consulting services help business owners clarify operations, improve systems, and plan sustainable growth.”
<b>Reassuring</b>	Reduces fear or uncertainty.	“You do not have to be tech-savvy to use AI effectively. You only need to learn how to ask better questions.”
<b>Inspirational</b>	Uplifting and purpose-driven.	“Your book may be the bridge between what you have learned and the person who needs that wisdom now.”
<b>Practical</b>	Clear, useful, and action-oriented.	“Start with one page: your reader, their problem, your promise, and the next action you want them to take.”
<b>Warm</b>	Friendly, human, and approachable.	“Think of this guide as a conversation at the kitchen table, with fewer crumbs and better prompts.”

### Voice

Voice is the personality behind the writing. It reflects the author’s or brand’s way of communicating, including word choice, rhythm, point of view, humor, values, and emotional presence. While tone may change depending on the situation, voice should remain recognizable and consistent. For authors, voice is especially important because readers connect not only with your information, but with how you express it. For business professionals, a clear voice builds trust, familiarity, and brand identity across websites, emails, presentations, and client materials.

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Option	Description	Example
<b>Academic</b>	Scholarly and research-oriented.	“This paper examines the relationship between organizational culture and employee engagement.”
<b>Authoritative</b>	Confident and expert-driven.	“A strong offer must clearly define the problem, the result, and the value of the solution.”
<b>Casual</b>	Relaxed and informal.	“Let’s make this simpler than most marketing advice makes it sound.”
<b>Compassionate</b>	Empathetic and emotionally aware.	“Writing about your life can bring up unexpected feelings. Give yourself room to pause.”
<b>Educational</b>	Focused on teaching and explanation.	“The introduction should tell readers what the book is about, why it matters, and what they can expect.”
<b>Empathetic</b>	Acknowledges the reader’s feelings and experience.	“If you feel overwhelmed by publishing choices, you are not alone. Many first-time authors feel the same way.”
<b>Enthusiastic</b>	Energetic and excited.	“This is where your idea starts becoming something real — and that is worth celebrating.”
<b>Formal</b>	Structured, polished, and traditional.	“This proposal outlines the scope, timeline, deliverables, and investment for the project.”
<b>Friendly</b>	Warm and approachable.	“Welcome. I’m glad you’re here, and I hope this guide helps you take the next step with confidence.”
<b>Humorous</b>	Light and entertaining.	“Your first draft does not need to be brilliant. It just needs to stop living rent-free in your head.”
<b>Informal</b>	Relaxed, conversational, and simple.	“Here’s the plain-English version: tell people what you do, who you help, and why it matters.”
<b>Inspirational</b>	Uplifting and vision-focused.	“Your words can become a doorway for someone else’s next chapter.”

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Option	Description	Example
<b>Motivational</b>	Encourages action and momentum.	“Choose one section, set a timer, and begin. Progress loves a starting line.”
<b>Professional</b>	Clear, polished, and appropriate for business use.	“Our services are designed to help business owners improve visibility, streamline operations, and strengthen client relationships.”
<b>Promotional</b>	Highlights value and encourages action.	“Download the free guide and learn how to turn your ideas into content that supports your business.”
<b>Mentor</b>	Wise, supportive, and guidance-oriented.	“Start with the reader. When you know who you are helping, the structure becomes easier to see.”
<b>Editorial</b>	Clear, refined, and publication-ready.	“This chapter would be stronger with a more focused opening and a clearer transition into the main argument.”
<b>Brand Voice</b>	Reflects a business or author’s unique personality and message.	“Our brand voice is warm, practical, encouraging, and lightly humorous — never pushy, cold, or overcomplicated.”

### Formats

Format tells AI how the final content should be arranged. It may be a blog post, book chapter, checklist, worksheet, email sequence, landing page, table, outline, script, or social media post. Format matters because the same idea can be shaped in many different ways. A chapter outline, a webinar script, and a LinkedIn post may all come from the same core message, but each requires a different structure. When you specify the format, AI can give you content that is easier to use, revise, and publish.

Option	Description	Example
<b>Blog Post</b>	Organized web article with title, introduction, sections, and conclusion.	“Write a 900-word blog post for small business owners on how to create a simple referral strategy.”
<b>Book Chapter</b>	Long-form content organized around one central idea.	“Draft a chapter outline about how later-life writers can begin organizing their stories.”

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Option	Description	Example
<b>Email</b>	A message with subject line, greeting, body, and closing.	"Write a warm email inviting subscribers to download my new author guide."
<b>Email Sequence</b>	A series of related emails sent over time.	"Create a 5-email welcome sequence for new subscribers interested in writing a nonfiction book."
<b>Landing Page</b>	A focused page designed to encourage one action.	"Write landing page copy for a free guide called Write Smarter With AI."
<b>Sales Page</b>	A persuasive page designed to sell a product, service, or program.	"Write a sales page for a manuscript review package for first-time nonfiction authors."
<b>Social Media Post</b>	Short content tailored to a specific platform.	"Write three LinkedIn posts about using a book to build business credibility."
<b>Presentation Outline</b>	Slide titles, key points, and speaker flow.	"Create a 20-minute presentation outline on how small business owners can clarify their message."
<b>Worksheet</b>	Fillable or reflective content that helps the reader apply an idea.	"Create a worksheet to help authors identify their ideal reader and book promise."
<b>Checklist</b>	A concise list of actions or items to review.	"Create a checklist for preparing a manuscript before sending it to an editor."
<b>Script</b>	Spoken content for video, podcast, webinar, or presentation.	"Write a 90-second video script introducing my publishing support services."
<b>FAQ</b>	Questions and answers addressing common concerns.	"Create FAQs for business owners considering a website copywriting service."
<b>Table</b>	Information arranged in rows and columns for comparison or clarity.	"Create a table comparing self-publishing, hybrid publishing, and traditional publishing."
<b>Summary</b>	A condensed version of longer content.	"Summarize this chapter in five bullet points and one reader takeaway."

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Option	Description	Example
<b>Outline</b>	A structured plan before drafting.	“Create an outline for a guide that helps authors use AI without losing their voice.”
<b>Template</b>	A reusable structure with placeholders.	“Create a reusable blog post template for small business owners.”
<b>Prompt</b>	A reusable instruction for AI.	“Create five AI prompts authors can use to brainstorm chapter titles.”
<b>Case Study</b>	A story-based example showing problem, solution, and result.	“Write a case study about a consultant who used clearer messaging to attract better clients.”
<b>Bio</b>	A concise professional description of an author, speaker, or business owner.	“Write a 100-word author bio for a nonfiction writer who helps women share their life stories.”
<b>Book Description</b>	Promotional description for a book sales page, website, or back cover.	“Write a compelling description for a practical guide about AI and writing.”
<b>Speaker Introduction</b>	Short introduction used before a talk or presentation.	“Write a warm speaker introduction for a workshop on writing your first nonfiction book.”
<b>Press Release</b>	Formal announcement for media or public distribution.	“Write a press release announcing the launch of a new business book.”
<b>Lead Magnet</b>	Free resource designed to attract subscribers or prospects.	“Create a lead magnet outline for small business owners who need help clarifying their offer.”
<b>Workbook</b>	A longer resource with lessons, questions, exercises, and action steps.	“Create a workbook outline to accompany a nonfiction book about business visibility.”

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The most effective AI prompts often combine several choices from this table. For example, you might ask for a blog post written in second person, with a warm professional tone, a conversational style, and a clear call to action. The more clearly you describe the result you want, the less editing you will need later. AI is not a mind reader — although some days it does a convincing impression.

### *Your Voice Still Leads the Way*

AI can help you clarify ideas, organize your thoughts, shape content, and move through the writing process with more confidence. It can suggest titles, outline chapters, polish paragraphs, create prompts, and help you see possibilities you may not have considered.

But your voice still leads the way.

Your stories, insights, values, experiences, and point of view are what make your writing meaningful. AI can support the process, but it cannot replace the lived wisdom behind your message. It can help you find structure, but you decide what matters. It can offer words, but you choose the truth behind them.

As you use this guide, remember that AI works best when you give it clear direction. Tell it what you are writing, who you are writing for, how you want the content to feel, and what kind of result you need. The more intentional your prompt, the more useful the response.

Whether you are beginning with a single idea, shaping a chapter, building a reader resource, or preparing materials for your author website, AI can become a valuable writing companion. Use it to reduce overwhelm, spark momentum, and strengthen your message.

Most of all, use it in service of the book only you can write.

Your message matters. Your experience matters. Your reader is waiting for the wisdom, encouragement, guidance, or story that only you can bring forward.

So begin where you are.

Ask better questions.

Shape the next page.

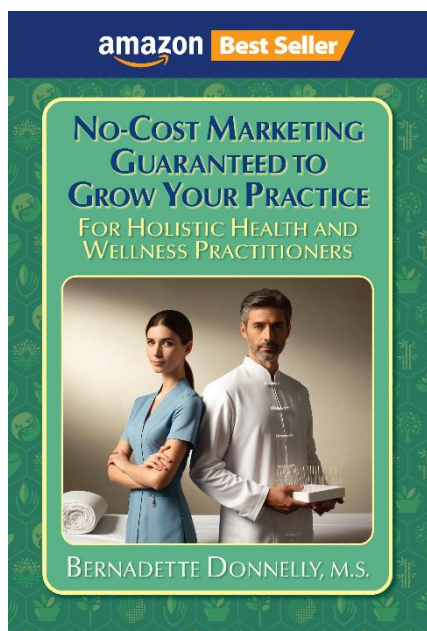
And keep your voice.

## Write Smarter With AI

Bernadette Donnelly believes that every meaningful book begins with courage, along with a few scattered notes, half-formed ideas, and a very opinionated inner critic..

As an author, writing guide, publishing support partner, and business mentor, Bernadette helps aspiring authors and purpose-driven writers clarify their message, organize their ideas, and move toward publication with more confidence and less overwhelm.

Her background includes organizational psychology, project management, change management, coaching, and business development. That combination allows her to bring both creative encouragement and practical structure to the writing process. She helps writers turn ideas into outlines, outlines into chapters, and chapters into books that reflect their wisdom, experience, and purpose.



Bernadette is the author of [No-Cost Marketing Guaranteed to Grow Your Practice](#), a practical guide for health and wellness practitioners who want to grow their businesses through authentic, low-cost marketing strategies. The book reflects her belief that meaningful growth does not have to depend on expensive ads, complicated funnels, or pushy sales tactics. Instead, it can begin with clear messaging, genuine connection, and consistent action.

Today, through [BernadetteDonnelly.com](#), Bernadette supports nonfiction authors, small business owners, wellness practitioners, memoir writers, and legacy writers who are ready to bring their ideas into the world. Her services include book idea development, manuscript organization, writing support, publishing guidance, and practical author resources.

Her goal is simple: to help writers bring forward the book only they can write.

Because your message matters. Your experience matters. And somewhere, a reader may be waiting for the wisdom only you can share.

### Learn more

Visit [BernadetteDonnelly.com](#) for writing support, publishing guidance, author resources, and practical tools to help you bring your book forward.

