

## Humanizing Content in an AI Driven World



The introduction of AI tools such as ChatGPT and Gemini in the modern workplace has caused massive amounts of AI generated content online and in the corporate world. With so much content out there, how do you get your message through in a way that seems authentic? Content produced by AI often feels too perfect, polished – and just a little bit soulless.

For financial professionals and business leaders, technical accuracy alone is no longer enough. Your audience is also looking for human connection, real insight and a voice they can trust. In a world saturated with machine-generated text, the ability to humanize your writing isn't just a 'nice to have' - it's a serious competitive advantage that helps your message resonate and inspire action amongst your target audience.

A [2024 study](#) found that readers trusted news less when they knew AI was involved. Finding a way to humanize content matters and if readers aren't engaged, they will tune you out before giving you a chance to tell your story.

***Here are 6 ways to humanize AI content:***

### **Use Personal Experience**

AI doesn't use personal experiences – but you can. Your stories and professional knowledge are what make you memorable. Adding a personal touch such as sharing a client story will help build authority and make the text seem more relatable. The story doesn't have to be epic to make an impact. Don't be afraid to share real successes and

failures. This approach transforms generic advice into a narrative that engages readers and demonstrates your first-hand experience.

### **Don't Forget to Fact Check**

AI can sometimes make inaccurate or false statements so take a closer look at what your AI model generates. It can sound as if an expert is talking, but the insight and nuance isn't there that someone with real expertise on the topic would demonstrate. AI can help you organize your points, but be ready to provide your own analysis and apply critical thinking skills.

### **Use a Conversational Tone**

Ditch the jargon and use plain language. Try writing the way you speak. AI generated content can sometimes sound robotic, so opt for clear language instead. To generate a response, content should be engaging and inspirational. Writing should sound like a sincere conversation – not a corporate briefing. As the study suggested, people will tune out if they suspect content is AI generated. Humanizing your writing shows there's a real person behind the words and this will go a long way in establishing trust.

### **Be Specific – Ask AI to Help**

When asking an AI model to help, be specific about the tone you'd like to use. For example, you might say "Write this as if you were a reporter for a major city newspaper." You can also give AI context about your audience and brand voice to use in the answer.

You can be even more specific and clarify to AI: "Before you give me your answer, think about the best way to humanize the content. Avoid vacuous statements, use varied sentence structure, etc."

### **Vary Sentence Length**

Standard AI output doesn't use simple sentences. Often responses are repetitive and formulaic. To get your message across, it's best to use both short and long sentences. Good writing incorporates both and keeps things interesting. The key is to sound like a human, not a computer program. People will be engaged if the rhythm is natural and has a flow to it. Read your work out loud to check for predictable patterns.

### **Watch Out for Overused Words**

AI writing tools have a tendency to use certain generic and formulaic words that aren't commonly used in spoken human language. AI models are trained on massive data sets of existing content and sometimes the rhythm and choice of words can seem monotonous and predictable.

Be sure to incorporate rich, descriptive words to make your writing sound more human.

For example, instead of “utilize” try writing “use.” If you see a word that doesn’t quite fit, ask AI for alternative options or check a thesaurus.

The ultimate goal of good business writing is to inspire people with your content in a way that compels them to take action. If writing is lifeless or suspected to be AI-generated, people will tune out. When you choose to humanize your writing, you’re choosing to speak *to* people – not *at* them.

As technology advances, blending human insight with AI efficiency will create content that doesn’t just inform but engages, builds trust and strengthens your brand in a digital era defined by technology and information overload.