

THE

AI Femme Edit

BY THE AI EXECUTIVE EDIT

04



MODULE 04 • CREATING WITH AI

Idea to Finished Piece

Making posts, images and presentations
with AI, in your own voice

Free guide

About 70 minutes

Start after Module 03

With Heather

You don't need to be “creative” for this.

Plenty of us have ideas but freeze at the blank page, or know what a post or slide should say but not how to make it look good.

AI is useful here because it gives you something to react to. It's much easier to fix a draft than to start one.

But the best results still come from you: your taste, your stories, your voice. In this module, AI does the heavy lifting and you make the decisions.

How to use this guide

About 70 minutes: six short lessons (about 50 minutes) plus a 20-minute exercise.

You'll need: your AI tool, your prompt bank, and **one real thing you want to make this week:** a post, an image, a short presentation.

IMAGE PROMPT BUILDER

A card to screenshot and keep, for describing images clearly.

Keep your real project in mind as you read. Every lesson moves it forward.

Your learning path

10 modules, from first steps to strategy · 01–05 free

- ✓ AI Foundations DONE
- ✓ Prompting DONE
- ✓ Everyday AI DONE
- 04** **Creating with AI** YOU ARE HERE
- 05 AI for Business & Income
- 06 AI at Work
- 07 Automation
- 08 AI Workflows
- 09 Agentic AI
- 10 Advanced AI Strategy

LEARNING OBJECTIVES

By the end of this module, you'll be able to:

- 1 Use a simple five-step loop to go from idea to finished piece
- 2 Write posts, captions and newsletters that still sound like you
- 3 Describe an image clearly enough to get something you'd use
- 4 Outline a presentation and turn it into slides quickly
- 5 Turn one piece of content into several
- 6 Keep your work original, honest and your own

01

Who does what

AI can give you ten ideas in a few seconds. It doesn't know your audience, your story, or what “good” looks like to you. So split the work:

AI

- Ideas
- Options
- First drafts
- Formatting
- Variations

YOU

- Choosing
- Cutting
- Your stories and details
- Checking facts
- The final say

The create loop

1 **IDEAS** · AI suggests, you choose
Ask for 10 angles. Pick one.



2 **OUTLINE** · AI drafts, you reorder
Get the structure right first.



3 **DRAFT** · AI writes
The first version, from your outline.



4 **YOUR EDIT** · You lead
Add your stories. Cut the generic. Fix what's wrong.



5 **POLISH** · AI tidies, you approve
Spelling, flow, length.

↻ Loop back to step 4 as many times as you need.

CHECK YOURSELF

You're using the create loop for a newsletter.

Which step should you never skip?

Decide first. The answer is upside down.

Answer: Step 4, your edit. It's what makes the piece yours, and it catches anything that's wrong.

02

Start with ideas, not a draft

Asking for a finished post straight away gets you the average post. Ask for options first.

COPY THIS PROMPT

"I'm [who you are] and I post for [audience]. Give me 10 different angles for a post about [topic]: some practical, some personal, one that goes against common advice. One line each."

Pick the one that sounds most like something you'd say.

Outline, then draft

STEP 1 • OUTLINE

“Turn this angle into a 3–point outline for a [platform] post: [angle]. One line per point.”

Reorder or swap the points until they're what you'd say. Then:

STEP 2 • DRAFT

“Write a [LinkedIn / Instagram / newsletter] post from this outline: [outline]. Here's a real example from my life: [story]. Here's a post I wrote before so you can match my style: [paste]. Under [150] words.”

No past post? Skip that line and add: “Write it plainly, like I'm talking to a friend. Short sentences. No buzzwords.”

Your edit checklist

Before anything goes out, check:

- ☐ Does it sound like me? Would I say this out loud?
- ☐ Is every fact true?
- ☐ Is it specific, or could anyone have written it?
- ☐ Can I cut a fifth of it? (Usually, yes.)
- ☐ Have I removed phrases that sound like AI, like “let's dive in” or “game-changer”?

Then polish: “Tidy spelling, grammar and flow. Keep my words and my voice. Don't add anything new. Show me what you changed.”

TRY THIS • 5 MIN

Paste your last post or email into AI and ask: “What in this sounds generic? Suggest more specific alternatives.” Keep only the ones that are true for you.

03

Where to make images

ChatGPT, Google Gemini and Microsoft Copilot can make images from a description, and so can Canva. Not every chat tool can (Claude, at the time of writing, doesn't make images), so check yours first. Free plans have limits.

GOOD USES

Social graphics, blog headers, backgrounds, mood boards, illustrations for a talk.

NOT GOOD USES

Fake photos of your real product, event or team. Anything pretending to be real.

KEEP THIS

Image prompt builder

Screenshot this page.

SUBJECT

What's in it? [a woman working at a kitchen table with a laptop]

SETTING

Where, and when? [morning light, plants, a cup of tea]

STYLE

What should it look like? [photo / watercolour / flat illustration]

MOOD & COLOURS

How should it feel? [calm, warm, soft pinks and creams]

SHAPE (ASPECT RATIO)

What's it for? [square / tall for a Story / wide for a slide]

Put it together

EXAMPLE IMAGE PROMPT

“A flat illustration of a woman working at a kitchen table with a laptop, morning light and plants, calm and warm, soft pinks and creams, square format, no text.”

Notice “**no text**” at the end. AI image tools still get words wrong sometimes, especially small or long text, so it's usually better to add any text yourself afterwards in Canva.

Fixing images

Images rarely come out perfect first time. Follow up just like you would with text.

COPY THESE FOLLOW-UPS

“Same image, but warmer colours.”

“Make the background simpler.”

“Remove the text.”

“Give me three variations.”

Many tools make a new image rather than editing yours. If you like one, say “Keep everything the same except...”

WATCH OUT FOR

Garbled words, odd hands or objects, and anything that looks like a real brand's logo.

04

Outline first, slides second

The fastest way to a presentation is to get the story right before you think about design.

COPY THIS PROMPT

“I’m presenting to [who] about [topic] for [10] minutes. The one thing I want them to remember is [message]. Give me a 6–slide outline: a title and 3 bullet points per slide, plus one line of speaker notes for each.”

From outline to slides

- 1 **Fix the outline first.** Reorder, cut, and add your own examples and numbers.
- 2 **One message per slide.** If a slide needs two headings, it's two slides.
- 3 **Paste it into Canva or PowerPoint.** Canva's AI and PowerPoint's Copilot can turn an outline into designed slides. Copilot needs a paid Microsoft 365 plan (Personal or Family is enough), and Canva's AI features have usage limits. Or build the slides by hand from your outline.
- 4 **Check every number, name and date** before you present.

At work, use your approved tools, and don't paste confidential figures into a free tool.

05

Repurpose it

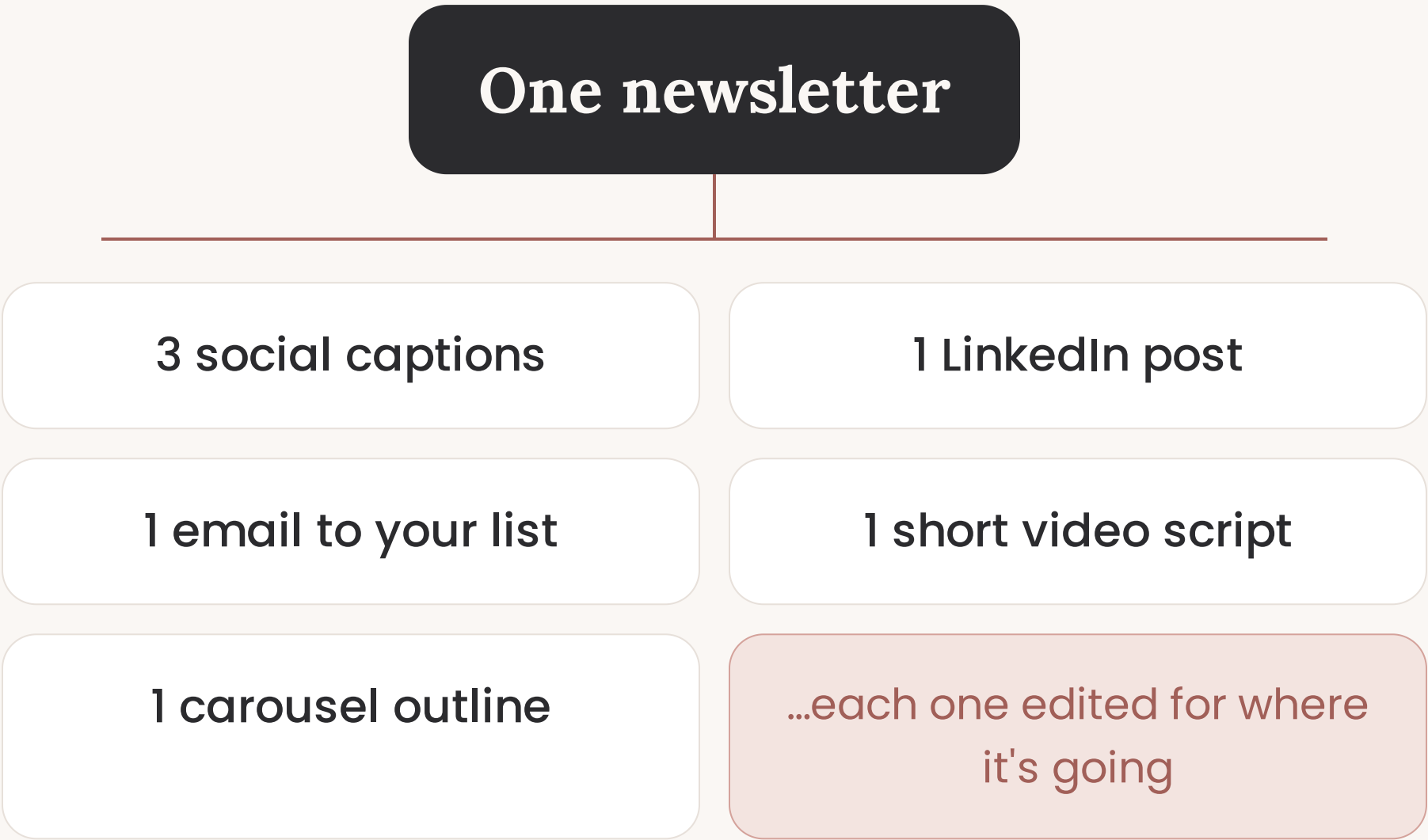
Made something good? Get more from it.

COPY THIS PROMPT

“Here's a [blog post / talk / newsletter] I wrote: [paste]. Turn it into: 3 Instagram captions, 1 LinkedIn post, 1 short email to my list, a 30-second video script and 1 carousel outline. Keep my voice. Each one should work on its own.”

Then edit each one. Different places have different audiences.

One piece, many uses



06

Four honest-creator rules

- 1 **Don't copy.** Don't ask AI to imitate a named living artist's style, a specific brand, or a real person's face or voice.
- 2 **Don't fake it.** Don't pass off AI images as real photos of your product, your premises or an event.
- 3 **Check facts.** A confident-sounding claim in your post is still your claim.
- 4 **Follow the rules where you post.** Some platforms and employers ask you to label AI-generated content. Check what applies to you.

Worth knowing

The rules on who owns AI-generated work are still developing, and they vary by country.

For anything you want to protect, like a logo, a brand name or a product design, don't rely on AI output alone. Get proper advice.

How people use it

Illustrative examples

Jen · candle maker

Uses the create loop for product descriptions: 10 angles, picks one, adds the real story behind each scent, then edits.

Sam · primary teacher

Makes illustrated worksheets. AI makes the images with no text, and she adds the words herself in Canva.

How people use it

Illustrative examples, continued

Hannah · HR manager

Outlines a 10-minute talk on a new policy in her company's approved tool, then builds the slides with the company template.

Rosie · hobby baker

Turns one bake-day blog post into a week of captions, each edited to sound like her.

Your creating prompt library

Fill in the [brackets].

01 · ANGLES

"I post for [audience]. Give me 10 different angles for a post about [topic], one line each."

02 · DRAFT

"Write a [platform] post using this angle: [angle]. My points: [bullets]. My story: [story]. Match this style: [paste]. Under [150] words."

03 · DE-GENERIC

"What in this sounds generic or like AI? Suggest more specific alternatives: [paste]"

04 · IMAGE

"A [style] of [subject], [setting], [mood], [colours], [square / tall / wide], no text."

Your creating prompt library

Save the ones you use to your prompt bank.

05 · SLIDES

“Presenting to [who] about [topic] for [10] minutes. Key message: [message]. 6-slide outline: a title and 3 bullets per slide, plus speaker notes.”

06 · REPURPOSE

“Turn this into 3 captions, 1 LinkedIn post, 1 email, a 30-second video script and 1 carousel outline. Keep my voice: [paste]”

07 · HEADLINES

“Give me 10 headline options for this. Mix clear, curious and practical: [paste]”

08 · FEEDBACK

“Act as [my ideal reader]. What's unclear, boring or missing in this? [paste]”

09 · POLISH

“Tidy spelling, grammar and flow. Keep my words and my voice. Don't add anything new. Show me what you changed: [paste]”

Make one real thing

Something you'll actually use, not a practice piece.

- 1 Choose one real thing you need this week: a post, an image, a short presentation.
- 2 Run the create loop: ideas, outline, draft, **your edit**, polish.
- 3 Keep the AI draft and your final version side by side.
- 4 List what you changed, and why.
- 5 Publish it, send it or use it.

Write it down

What I made

Changes I made to the AI draft

The part only I could add

Prompt I'm saving to my bank

You're done when the piece is finished and used, and you can name three changes you made.

TRY THIS • 10 MIN A DAY

The 5-day creating challenge



DAY 1

Get 10 post angles on a topic you know well. Pick one.



DAY 2

Draft that post with your own story in it, then edit.



DAY 3

Make one image using the image prompt builder.



DAY 4

Outline a 5-minute talk on something you know.



DAY 5

Repurpose one piece into three.

Share what you made with **@theaiexecutiveedit**
#TheAIFemmeEdit

Key takeaways

- 1 AI drafts, you direct. You make the decisions.
- 2 Use the loop: ideas, outline, draft, your edit, polish.
- 3 Ask for options first. The first idea is the average one.
- 4 Your stories and details are what make it yours.
- 5 Describe images by subject, setting, style, mood and shape.
- 6 Add text to images yourself.
- 7 Don't copy, don't fake, check facts, and follow the rules where you post.

Quick knowledge check

1. What's the best first step when you need a social post?

- A) Ask AI for 10 different angles, then pick one
- B) Ask for a finished post
- C) Ask for a finished post, then edit it

2. Your AI image has garbled words on a sign. What's the best fix?

- A) Blur the sign
- B) Keep regenerating until it's perfect
- C) Ask for the image with no text, then add the words yourself

3. Which is an honest use of an AI image?

- A) A “photo” of your new shop that doesn't exist yet, posted as if it's real
- B) An illustration for a blog header
- C) A picture in a named artist's style to sell as prints

Quick knowledge check

4. Your image prompt says “a woman at a desk”. What's missing?

- A) Style, mood and shape
- B) Nothing
- C) The artist's name

5. You've written a newsletter you're proud of. What's a quick win?

- A) Repurpose it into captions, an email and a short video script
- B) Post the same newsletter text on every platform
- C) Ask AI to write a new one from scratch

Answers on the next page.

Answers

- A** **Q1.** Options first. The first idea is the average one.
- C** **Q2.** AI still gets words wrong in images. Ask for no text and add the words yourself.
- B** **Q3.** It's clearly an illustration, it isn't pretending to be real, and it doesn't copy anyone.
- A** **Q4.** Add style, mood and shape. Never a named artist.
- A** **Q5.** One good piece can become several, each edited for where it's going.

4 or 5 right? You're ready for Module 05.

Fewer? Q1: Lesson 2 · Q2 and Q4: Lesson 3 · Q3: Lesson 6 · Q5: Lesson 5

Words you'll hear

Generative image

A picture made by AI from a description.

Image prompt

The description you give AI to make an image.

Aspect ratio

The shape of an image: square, tall or wide.

Outline

The skeleton of a piece: sections and key points, before the full text.

Repurpose

Turning one piece of content into others.

AI label

A note saying content was made or edited with AI. Some platforms add or require one.

NEXT STEPS

You've made something real with AI, and kept it yours.

NEXT · MODULE 05 · AI FOR BUSINESS & INCOME

The business side of an idea

Research, plan and run a side project, small business or service with AI. How to test an idea before you spend money on it.

[Get Module 05 free at theaiexecutiveedit.com](https://theaiexecutiveedit.com)

Follow **@theaiexecutiveedit** for a practical AI lesson every week.

WANT TO GO FURTHER?

The Full Edit, with creator templates, content planners and step-by-step workflows, is available now at theaiexecutiveedit.com. Already have it? Open your Module 04 Creator Kit next.

See you in Module 05.

Heather · The AI Executive Edit

