



Does this sound like AI?

A quality checklist for brand-led content in
the age of automation

WORD  HAUS



Foreword

At Word.Haus we obviously don't subscribe to the idea that all AI content is bad. We wouldn't sell the Brain-Trained Brain™ if we were AI deniers.

But a lot of AI produced content is like nails down a chalkboard. We cringe at the sight of it.

You have seen it: the emails that start with "In today's fast-paced world..." The captions that sound like they were written in a rush. The blogs that say nothing new, in 800 words or more.

We all know AI-generated content has its quirks. One of the most obvious is the overuse of em dashes. But simply swapping them for commas is not enough to disguise the scent of a bot. There are plenty of other tells, and once you know what they are, you can spot AI from a mile away. And so will your AI-savvy customers and clients.

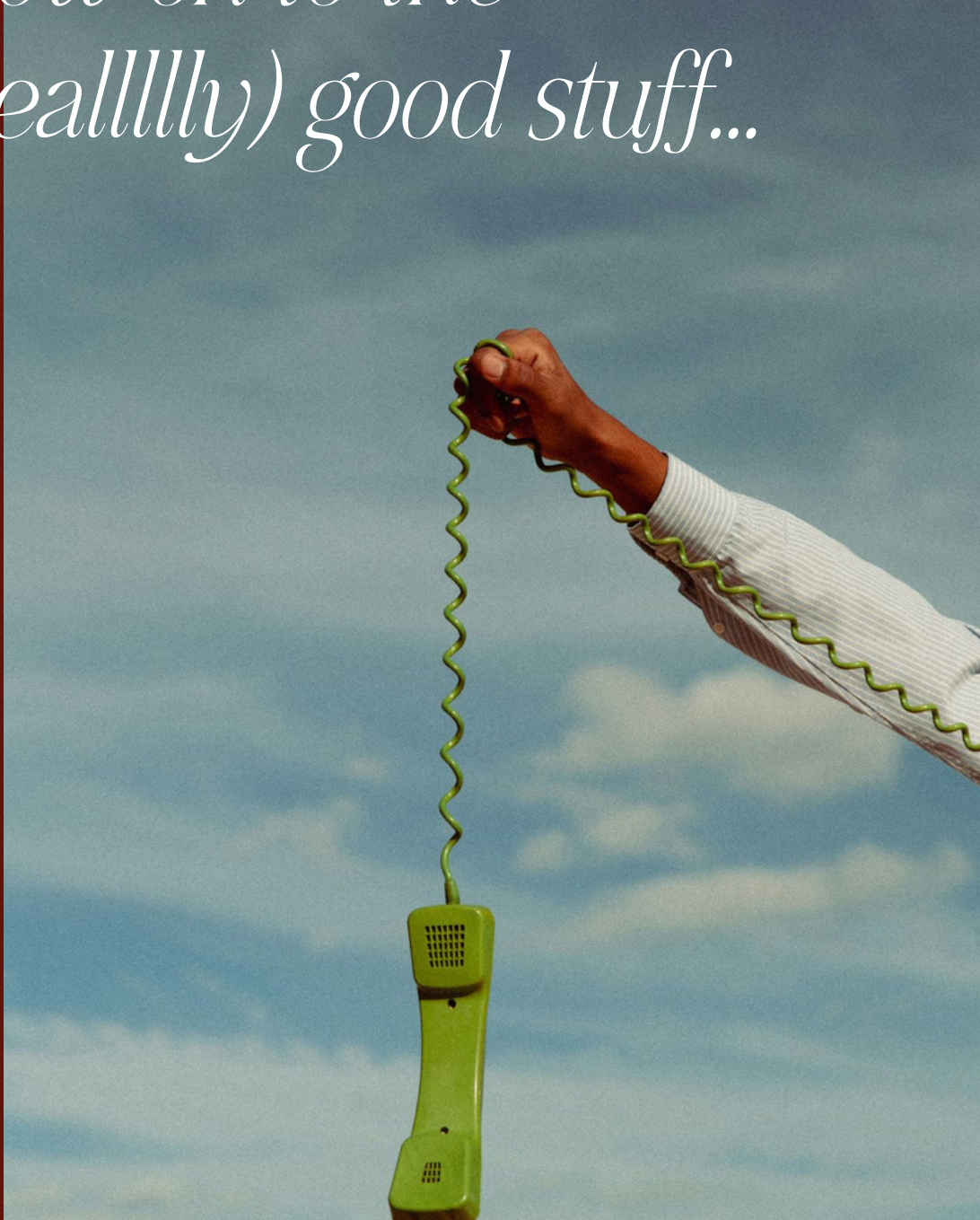
For example, short sentences. Back to back. A little like this. One after the other. For emphasis.

And a question-answer? AI loves them.

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*Now on to the
(reallllly) good stuff...*



5 Signs Your Content Sounds Like Generic AI

1. Vague generalisations

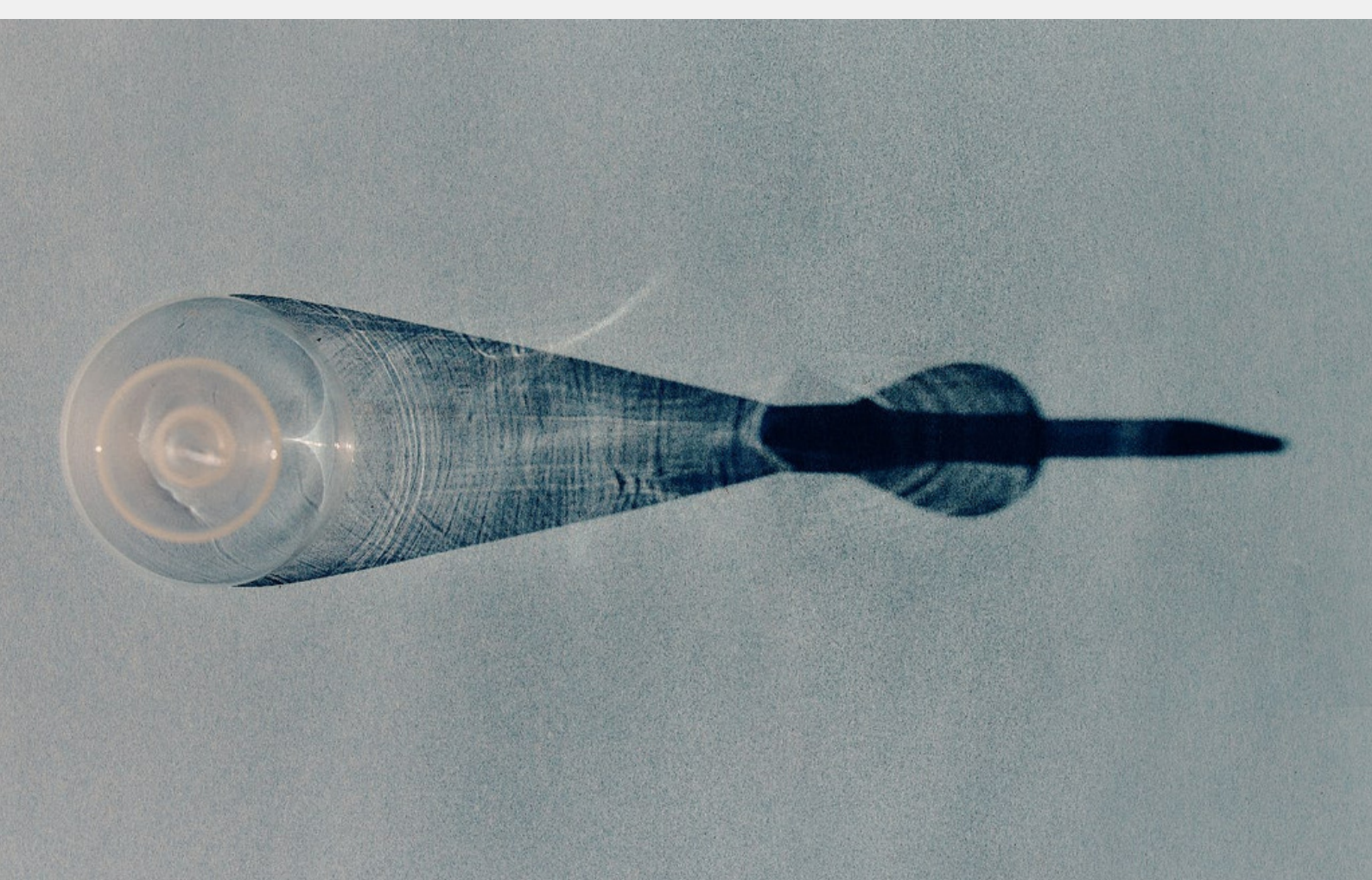
If your copy could be describing any service, it is describing none.

Generic phrases like “We help you achieve success” do not land. In fact, they don’t even come close to sticking the landing. Show what success looks like, feels like, costs and delivers. To do this, you need to train your AI with your brand’s unique strategy (aligned customer personas, positioning, products and more).

2. Empty adjectives

“Cutting-edge.” “Innovative.” “Game-changing.” These words are overworked and underpaid.

Instead, use language with specificity and soul. What is actually different about what you offer? Make sure your AI knows your brand, your customers and your voice before you let it do any of the heavy lifting.



3. Predictable structure

Generic AI often follows the same tired patterns:

Hook → List of 3 → Generic CTA ("Learn more today!")

Achieve [desirable outcome] without [common pain].

Do X. Save Y. Get Z.

Shake things up by changing the rhythm of how you speak to your audience. To do this well, you need to have considered how your audience thinks.

4. No brand personality

If someone stripped your logo off the page, would anyone still know it was you?

Voice is more than tone. It is perspective, rhythm, values and taste. Does your AI know what these are? Do you even know what these are?

5. Buzzwords over meaning

AI often strings together jargon that sounds clever but says very little. If you read the output back and think "meh, sounds good enough" it's highly unlikely that it is. In fact, it's probably far from it.

Before & After (with Word.Haus)

Let's take a closer look.

✗ *Generic AI Version (About Page)*

"At Word.Haus, we are passionate about helping businesses reach their goals through expert copywriting and strategic insights. Our team of professionals works hard to deliver results that matter."

✓ *Brand-Led Rewrite*

"Word.Haus helps creatives and service-based businesses blend artistry with strategy, building brands people trust and careers that truly fit."

✗ *Generic AI Version (Instagram Caption)*

"Are you ready to level up your brand messaging? Don't wait, get in touch with us today and let's start your journey"

✓ *Brand-Led Rewrite*

Most content sounds like it was written by a bot, because it was.

We start with human-led creative strategy to train a GPT that's built from your brand's soul. The Brand-Trained Brain™ is your creative collaborator, strategist, and content writer in one.

The Human Test

Ask yourself:

- Could only my brand have written this?
- Would my most aligned customer/client feel seen, not sold to?
- Does it sound like someone speaking with me, not at me?
- Is the voice consistent with who we are?
- Does it show our taste, our perspective, our point?

If the answer is no, it might be time to revisit your content foundations. Or train your tools properly.



The Brand-Trained Brain™



[Learn more about the Brand-Trained Brain™ →](#)

Your voice is an asset.

Use it wisely.
Guard it carefully.
Train it intentionally.

We accept, and even embrace, that AI is here to stay. The Brand-Trained Brain™ is how we preserve your voice in an AI world.

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www.wordhaus.xyz