

AI won't know you. You need your  
**Storytold.**

# How you can spot AI generated text on LinkedIn

**Your Authentic Visual Storytelling options for 2025 and beyond**

**Delight your clients, and get your story told.**

# Artificial Intelligence is everywhere....

You can't avoid it. It's a tool, a  
revolution of human technology...  
But it's NOT human. It's just not.

AI cannot replace the raw,  
authentic emotion of your real  
stories and brand messages..

**AI posts feel the same.**  
**AI posts look the same.**  
**AI posts ARE the same. Soulless.**

That lack of human touch is  
easy to identify when you  
know what to look for...

## AI Clue 1:

**"A Thing In The  
First Line Of Every  
LinkedIn Post..."**

**Capitalising the first letter of every word.**

Humans usually only capitalise the first word of a sentence or proper nouns (other than for title case). AI capitalises every word in a sentence because they're **trying to mimic a headline or title case, even when it doesn't fit.**

## AI Clue 2:

**“Because here’s  
the truth:....” Is SO  
overused by AI!**

### **AI LOVES buzzwords and sentences**

AI relies on buzzwords and sentences to sound polished or human, however these often become repetitive and vague. Everyone has a unique tones of voice and stories that stand out and have more of an impact on readers.

## AI Clue 3:

✨✨ Unicorns

✨✨ Dragons

✨✨ Pegasus

### **Three emojis used in a bullet point list.**

AI uses emojis for bullet points to feel more 'unique' and 'personalised'. It looks engaging, but often feels forced, overused or disconnected from the content of the writing. AI rarely considers tone, nuance, or emotional resonance when adding emojis.

## AI Clue 4:

**“Unicorns have stories—sparkling, connective stories..**

### **Using the em dash (this dash –)**

Oh gosh, the em dash.... The poor, poor little em dash... A beautiful piece of punctuation that was created to indicate a range, connection, or contrast in writing. Now, it's overused and a signifier someone used AI.

## AI Clue 5:

**“To tell a great story, make it engaging”**

### **General advice or lists that are too broad**

These lists or advice are generalised, with hardly any backup data or anything actually that helpful. These might seem helpful at first, but rarely make an impact. They feel flat and forgettable rather than life changing,

## AI Clue 6:

**“97% of unicorns  
prefer stories over  
spreadsheets”**

### **Faking statistics without real data**

These are often ‘too good to be true’ and are easily disproven with a Google search.

Factual statistics are always backed up with evidence, a reference, a secondary source or a link to the original research. Always check your facts!

**So now you know  
these, you have  
a choice....**

## **Option 1: Keep using AI to write for you**

Keep writing with AI, ruin your reputation and damage your audience's trust that what they see is actually YOU

**It's fast....** but costs you MASSIVE trust.

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**It's easy...** but people hate you for it

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**Everyone's doing it...** So you don't stand out and be lost in a sea of AI posts.

## **Option 2: Get your story told.**

Start telling authentic, engaging stories, and captivating the hearts and minds of your potential clients.

Yes, this is a LOT more work and  
yes, this is f\*cking difficult to do...

**But** it doesn't have to be.

**It doesn't take a unicorn  
to write authentically...**

**You just need to get  
your Story told...**

**Partner with us to get your**  
**Storytold.**

We'll turn your LinkedIn into your  
passive sales engine (but only  
if you stop using AI).

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We'll write your posts.

We'll grow your audience.

We'll gain you more clients.