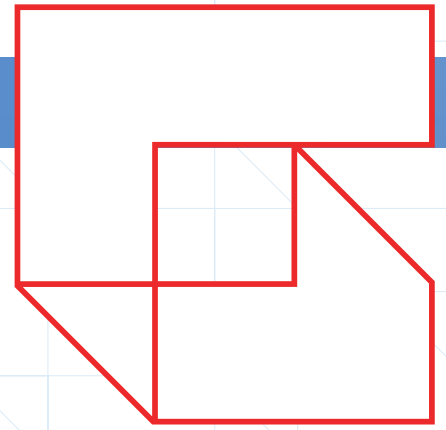


QUICK START GUIDE

AI Best Practices for MSPs:

How to Use a Custom LLM Writing Engine



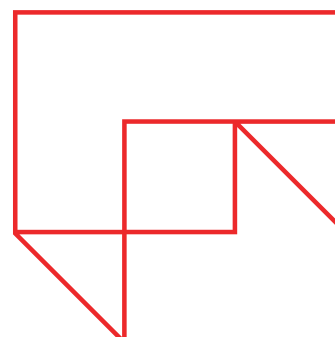
Global Technology Industry Association



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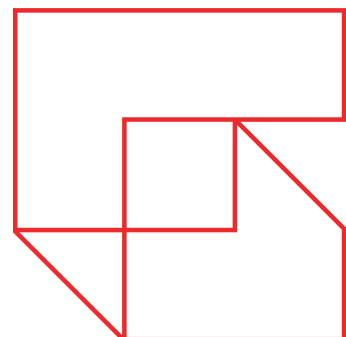


A Step-by-Step Guide to Create Corporate-Approved Content and Messaging

When it comes to creating content, messaging or marketing materials, AI-powered tools can save MSPs a lot of time and money. They may not be perfect, and you should not rely on them 100% of the time or publish content without a manual review, but AI large language model (LLM) writing tools can provide a lot of value to your business.

The first thing MSPs need to do is choose an AI writing tool. Research several vendors, read reviews and talk to peers that have leveraged LLMs to help you identify the tool that makes the most sense for your organization.

This Quick Start Guide assumes that you have already chosen a writing tool such as OpenAI's ChatGPT or Microsoft CoPilot and are ready to get started.



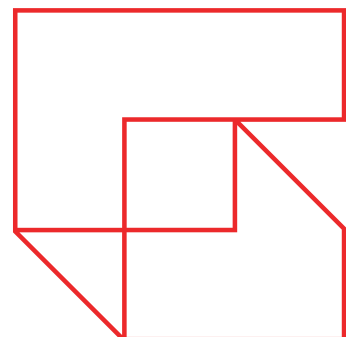
Step 1: Open Your Custom GPT Writing Assistant

Begin by launching the custom AI-powered writing assistant. This specialized tool is designed to create content that aligns with your chosen voice and writing style. If you need help, there are many instructional videos online or you can contact someone with experience. West McDonald, member of the GTIA AI Advisory Council, founder of GoWest.ai, and author of this Quick Start Guide can also be reached at at west@gowest.ai for assistance.

Step 2: Use a Deliberate Prompt

Provide a clear and detailed prompt. Include the topic, any relevant documents the assistant was trained on and SEO keywords or phrases if applicable. Tailor the prompt to the target audience to ensure the content resonates effectively.

- **Example Prompt:** “Write a blog about reaching beyond \$10M in annual revenue for small businesses. Start with an anecdote or insight based on relevant documents. SEO keyword: ‘Business Growth Strategies’; longtail phrase: ‘How to scale beyond a lifestyle business’.”



Step 3: Continue in an AI Editing Tool

Once the draft is generated in the writing assistant, you can copy the content into a different tool with an AI-powered copy-editing function, such as ChatGPT Canvas or Grammarly. Paste the blog into the editing window and highlight sections that need changes, one at a time. Directly provide instructions for edits within this bubble, continuing through the document until satisfied with the edits.

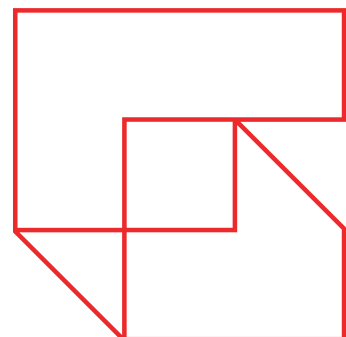
- **Avoid Clichés:** Remove phrases like “In today’s fast-paced world,” “cutting-edge” or “disruptive.” These expressions lack originality and authenticity.
- **Avoid Formality:** Stay away from overly formal words like “delve.”
- **Remove Hyphens:** Highlight the entire blog and ask the assistant to “Remove all hyphens and update grammar as needed, breaking compound sentences into simpler ones where appropriate.”

Step 4: Apply Final Polish

Apply a final review of the entire document.

Step 5: Publish

Once you’re satisfied, copy the final version of the blog and paste it into your blog platform. Remember to format the content appropriately and add relevant images or links to enhance engagement.



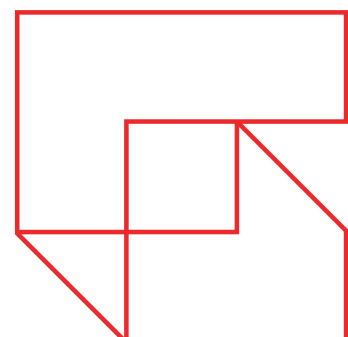
Customize and Train Your Writing Tool

Creating a Set of Instructions

To get the best results from your AI writing tool, create a set of instructions that define the desired voice, tone and style based on your company's culture, values and target audience. Document these characteristics clearly so that they can be consistently applied in your content generation.

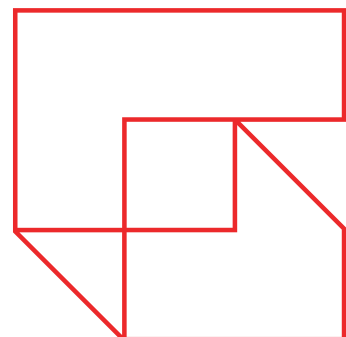
Key Steps to Define Voice and Style

1. **Identify Your Brand's Personality:** Determine if your brand voice is formal, casual, humorous, authoritative, etc. Consider your company's culture and values.
2. **Document Tone Guidelines:** Specify how you want the content to make the audience feel — for example, inspired, informed, entertained or supported.
3. **Use Past Content as Examples:** Reference successful pieces of past content to illustrate the desired tone and style.
4. **Create Consistent Instructions:** Write clear instructions that can be reused to maintain consistency across different pieces of content.



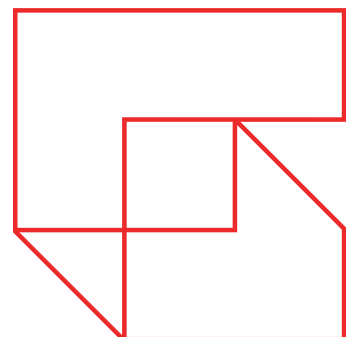
Example Set of Instructions:

- **Voice:** The voice should be friendly, approachable and professional.
- **Tone:** The tone should be empowering and supportive, encouraging readers to take actionable steps.
- **Style:** Use short, impactful sentences and a conversational style. Avoid jargon and overly formal language.
- **Examples:** Use relatable anecdotes where applicable and include specific examples to illustrate key points.



Key Guidelines to Follow

- **Avoid Hyphens to Connect Ideas:** Instead of using hyphens to link ideas, use full stops (periods), commas or other appropriate punctuation to create clearer, more readable sentences.
- **Refer to Knowledge Documents:** Always check relevant documents to align with the chosen voice and style, drawing from real-world anecdotes and examples where possible.
- **Avoid AI-Sounding Language:** Avoid overly formal or academic phrases like “In conclusion” or “Furthermore.” Use natural, conversational language.
- **Provide Clear, Actionable Steps:** Offer readers specific, practical actions. *Examples:*
 - “Document your process and train your team on it.”
 - “Manage finances to improve valuation.”
- **Keep the Style Relatable and Transparent:** Be open with successes and failures, using relatable language and examples.
- **Structure Content for Engagement:** Use bullet points, lists and subheadings to keep readers engaged. End with a call-to-action (CTA).
- **Avoid Industry Clichés:** Steer clear of common phrases like “game-changer” or “paradigm shift.” Avoid “delve,” which is too formal.
- **Formatting and Style:** Keep sentences short, impactful and avoid unnecessary filler. Lists and bullet points make content easy to read. End with a strong CTA.



Acknowledgements

Special thanks to West McDonald, GTIA AI Advisory Council member and founder and partner of GoWest.ai, an AI-focused services firm, for creating this Quick Start Guide to share with GTIA members.