

LORNA WRITES



# AI-ASSISTED CONTENT WRITING SERVICES

*A flexible approach to mixing AI efficiency and human creativity for content that fits your needs.*







AI content tools are *fast, affordable and improving* all the time. But, without the right input or oversight, they can miss the mark.

With my *new tiered content writing services*, you gain control over the balance of AI efficiency and human expertise to get content that works for your goals, audience, and budget.

# FLEXIBLE CONTENT OPTIONS TAILORED TO YOUR GOALS

*Choose from four service levels to find the right balance of speed, budget and personalisation.*

## Bespoke : Fully Human-Written

*High-impact, high-attention content crafted from scratch, strategic, research-led and fully tailored.*

### **INCLUDES:**

- Strategy-led briefing session (or detailed brief input)
- Fully human-driven research, writing and editing
- Expertly tailored tone of voice and brand alignment
- SEO woven into content strategy and copy from scratch
- Formatting bespoke to your requirements
- Word count as per scope
- Turnaround time based on complexity

### **Best for:**

High-value, strategic or creative content, e.g. thought leadership, core website pages, creative or innovative copy, brand storytelling development

*Edits: 2 rounds of client amends included*

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## Enhanced : AI + In-Depth Human Edit

*AI-generated content enhanced with premium-level editorial care for more targeted impact, accuracy and engagement.*

### **INCLUDES:**

- AI-generated first draft using advanced prompting techniques, including SEO keywords
- In-depth human editing for improved tone, flow, and narrative
- Stronger alignment to brand voice or messaging
- Thorough human SEO refinement, optimising tone, structure & headings
- Comprehensive fact-checking for accurate claims
- Delivery formatted for your needs (blog-ready, email-ready, etc.)
- Up to 1,200 words per piece
- 5-7 business day turnaround per item

### **Best for:**

Conversion-focused requirements, e.g. high-visibility blog posts, persuasive landing pages and brand-led email campaigns

*Edits: Up to 2 rounds of client amends included*





## Refined : AI + Light Human Edit

*A polished, professional finish with light human input to improve readability and tone*

### **INCLUDES:**

- AI-generated first draft using advanced prompting techniques, including up to 2 SEO keywords
- Human editing for improved tone, flow and readability (not a full rework)
- Basic fact-checking (e.g. dates, names, general accuracy)
- Light human SEO check for placement and flow
- Delivery as Google Doc or Word file, with optional H1/H2 tags if required
- Up to 800–1000 words per piece
- 2–4 business day turnaround per item

### **Best for:**

Client-facing but not high-stakes content production, e.g. mainstream SEO-driven blog posts, regular newsletters, social media captions

Edits: 1 round of client amends included

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## Basic : AI-Only

*Fast, affordable, and efficient, ideal for high-volume or low-priority content.*

### **INCLUDES:**

- Fully AI-generated content using advanced prompting techniques, including SEO keywords
- Light structure and grammar check only
- Up to 500 - 800 words per piece
- Delivery as Google Doc or Word file
- 1–3 business day turnaround per item

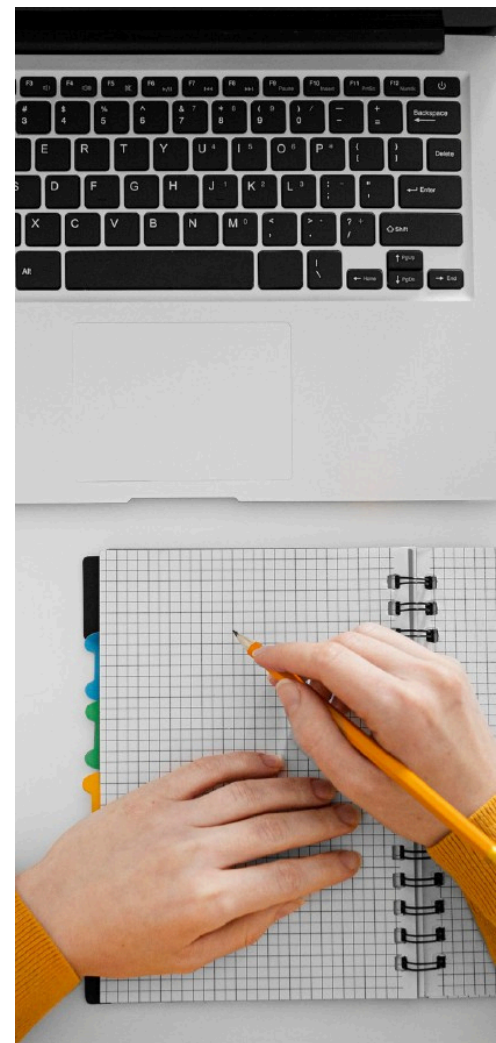
### **Best for:**

High-volume, low-stakes requirements, e.g. product descriptions, internal documents, placeholder copy, transactional communications

Edits: Not included (can be added at extra cost)

### **A note on SEO:**

SEO keyword(s) can be included in the AI prompt at every level if provided. The level of human review and optimisation increases with each tier.





# SERVICE ADD-ONS (AVAILABLE AT ANY TIER)

Make your content go further with these optional service boosts

## Prompt Library Creation

A custom set of AI prompts, tailored to your brand and content needs, ideal if you want to create content in-house but don't know where to start



## Originality Check and Amend (Basic Tier Only)

An online originality check, used to scan for phrases that closely match existing content, ideal if you're using AI-only copy for public-facing channels and want added reassurance



## Content Calendar Planning

Your next month (or quarter) of content ideas, themes, and formats, planned, aligned with your goals and optimised for consistency and clarity



## Social Snippets to Promote Content

Short, punchy copy you can use to share your content across social media platforms, written to engage, spark clicks, and suit your tone of voice



## Social Media Management

Full social media management of your channel, including scheduling posts, writing captions and monitoring engagement, ideal if you want your channels to stay active, on-brand and engaging without the day-to-day effort



## Extra Revision Rounds

Need more input to fine-tune to your requirement? Add extra rounds of feedback and edits beyond what's included in your package.



## CMS/WordPress Upload

Save time by having your content formatted and uploaded directly to your CMS or WordPress site, ready to go live with minimal input from your team



# CONSULTATIVE SERVICES

**Behind the content: structure, strategy and support when you need it.**

*If you're looking for a content partner, not just a supplier, these services add structure, organisation and extra thinking power to your process.*





## Content Strategy & Planning

Need help deciding what to talk about and when? I can support you with a tailored content strategy that aligns with your goals, audience and tone of voice.

Integrating evergreen and trending blog topics for your sector, campaign-led themes and fresh ideas, I'll bring clarity and consistency to your content pipeline.

Available as a one-off add-on or a monthly planning support package

### **INCLUDES:**

- Monthly or quarterly content calendar
- Blog and social content ideas with suggested angles or titles
- Basic keyword/theme research (based on client goals)
- Advice on content mix: blogs, social, email, case studies
- Seasonal or campaign alignment where needed



**ADD TO A WRITING PACKAGE OR BOOK AS A STAND-ALONE SESSION**

## Content Project Management

If you're spinning too many content plates, I can help keep things moving efficiently.

With my strong project management experience and a sharp editorial eye, I'll coordinate your content production, from idea to delivery, so deadlines are met and quality never slips.

Best suited for agencies or clients managing multiple content pieces or writers

### **INCLUDES:**

- Content planning and scheduling
- Writer or stakeholder coordination
- Feedback collation and round management
- Quality assurance for tone, clarity and consistency
- Status updates and progress tracking



**ADD TO A WRITING PACKAGE OR BOOK AS A STAND-ALONE SESSION**

## Smart content needs smart thinking and the right human touch.

Whether you're looking for quick-turnaround content powered by AI or a more strategic partner to guide the bigger picture, I offer flexible support that combines efficiency with creativity and editorial care.

From AI-assisted content refined by expert human editing to fully bespoke writing and hands-on content planning, I'll help you deliver content that's aligned with your goals and delivers results for your business.

If you're ready to strike the right balance between speed, quality and strategy, drop me a message at the email address below and let's set up a time to chat.

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[www.lornawrites.com](http://www.lornawrites.com)

