

Understanding the AI Writer Tool

The **AI Writer** is one of the most essential tools available in the AI Business Tool suite, and as a reseller, it's important you understand how it works so you can confidently explain and support it for your clients.

This guide will walk you through the tool's core functionality, how templates are created, and what kinds of outputs your clients can expect—so you're ready to answer questions, demo the tool, or assist with setup.

What is the AI Writer?

The **AI Writer** allows users to generate a wide range of written content using AI. It's commonly used by businesses, marketers, agencies, and content creators for:

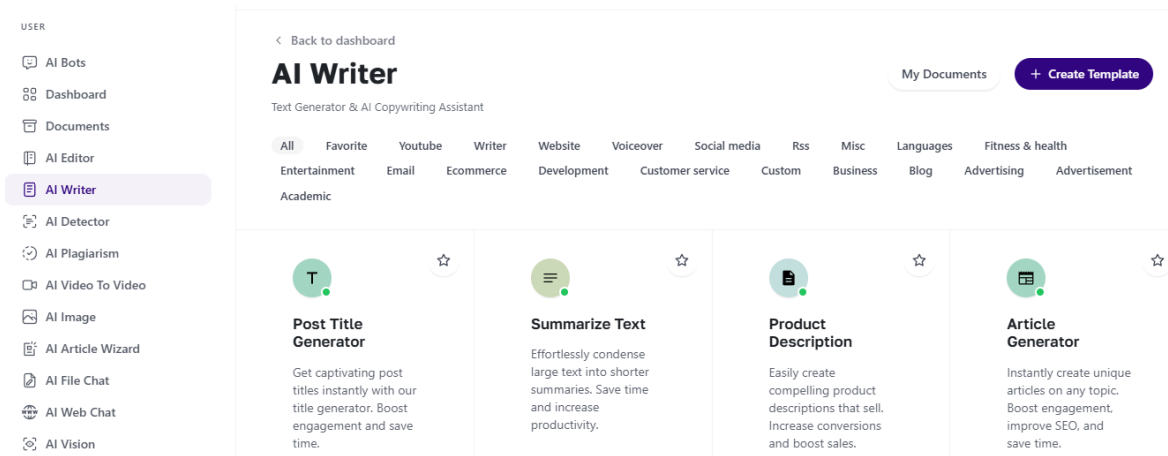
- Blog posts and articles
- Product descriptions
- Email marketing content
- Ad copy
- Social media captions

It speeds up content creation, supports multiple tones and formats, and saves users time.

Where to Find It

Once your client logs in to their AI dashboard (after activating the AI Business Tool), they'll find **AI Writer** in the left-hand sidebar. Clicking it brings them to a dashboard where they can:

- Browse **prebuilt templates** by category (like blog, social, ecom, etc.)
- Use shortcuts for common content tasks
- **Create their own custom template** tailored to their brand or use case



Understanding Template Creation (For Custom Use)

If your client wants to create a **custom writing flow**, here's what they'll need to do—and what you should understand in case they ask:

Step 1: Template Details

They'll enter:

- **Template Title** – The name of the content generator
- **Template Description** – What the template is used for
- **Icon (SVG)** – Visual branding; pulled from sites like [Tabler Icons](#)
- **Template Color** – Color code for visual grouping

Step 2: Input Groups

Here, clients define what info they'll input before generating content.

Each input includes:

- **Input Type** – Text field, dropdown, etc.
- **Input Name** – What the field is called (e.g., “Product Name”)
- **Input Description** – A short instruction or hint

This helps structure the content prompts dynamically.

2 Input Groups +

Select Input Type ⓘ
Input Field ▼

Input Name ⓘ

Input Description ⓘ

Step 3: Prompt Setup

The “Prompt” is what powers the AI’s response. Clients will:

- Use their input fields inside the prompt using placeholders like `{{Product Name}}`
- Write a full prompt like:
mathematica

- Click **Save** to finalize the template

3 Prompt

Created Inputs ⓘ

Custom Prompt

Save

Note for Resellers: The better the prompt, the better the result. Encourage clients to be specific with tone, audience, and purpose.

Types of Content Clients Can Generate

Once a template is saved, clients can generate:

- Full blog posts or outlines
- Marketing emails
- Short ads and taglines
- SEO meta descriptions
- Product pages
- Captions for social media

Key Benefits to Highlight to Clients

- Saves time on repetitive writing tasks
- Maintains consistent tone and style with custom templates
- Works for multiple industries (retail, coaching, SaaS, etc.)
- Scales content production without hiring writers

Pro Tips (You Can Share With Clients)

- Use prompts like:

"Write a 300-word article in a friendly tone about {{Topic}}."
- Encourage them to start with existing templates and modify them
- Help them define a **Brand Voice** template for consistency

Common Questions Clients May Ask You

Question	Answer
Can I use my own writing format?	Yes, use the “Create Template” option.
Can I control the tone of writing?	Yes, include tone instructions in the prompt.
Where do I get the icon SVG?	From sites like Tabler Icons.
Can I reuse templates?	Yes, templates are saved and can be reused or edited.
What if the AI writes something off-brand?	Adjust the prompt or create a clearer custom template.

Support Tips for Resellers

- If a client has trouble generating content, check if their **prompt is too vague**.
- If they can't save a template, ensure **all required fields are filled**.
- If something breaks, advise them to **refresh the page or relogin**.

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