



**ABBI**  
AUTHOR BRAND BANK INTELLIGENCE

## ABBI for Enterprise: Solving Problems, Scaling Solutions

ABBI (Author Brand Bank Intelligence), is a full-service marketing agency for high volume organizational content authors, featuring customized corporate integrations.

Human-led AI solutions for content-heavy brands. Amplify Content. Build Influence.

# Redefining Authorship



**Author** (*n.*): Traditionally, a writer of books.

But at ABBI, we expand the definition. An *author* is anyone -individual or organization - who originates, creates, and publishes a high volume of content with a clear voice and purpose.

Thought leaders. Coaches. Founders. Brands. Influencers. If you generate ideas at scale and those ideas shape culture, you're an author.

And if you're overwhelmed trying to manage, curate, or leverage your growing body of work - you're *exactly* who we built ABBI for. Because authoring content is just the beginning. We help you bank it, brand it, and build something bigger.

# ABBI for Enterprise

## Full-Service Marketing Agency

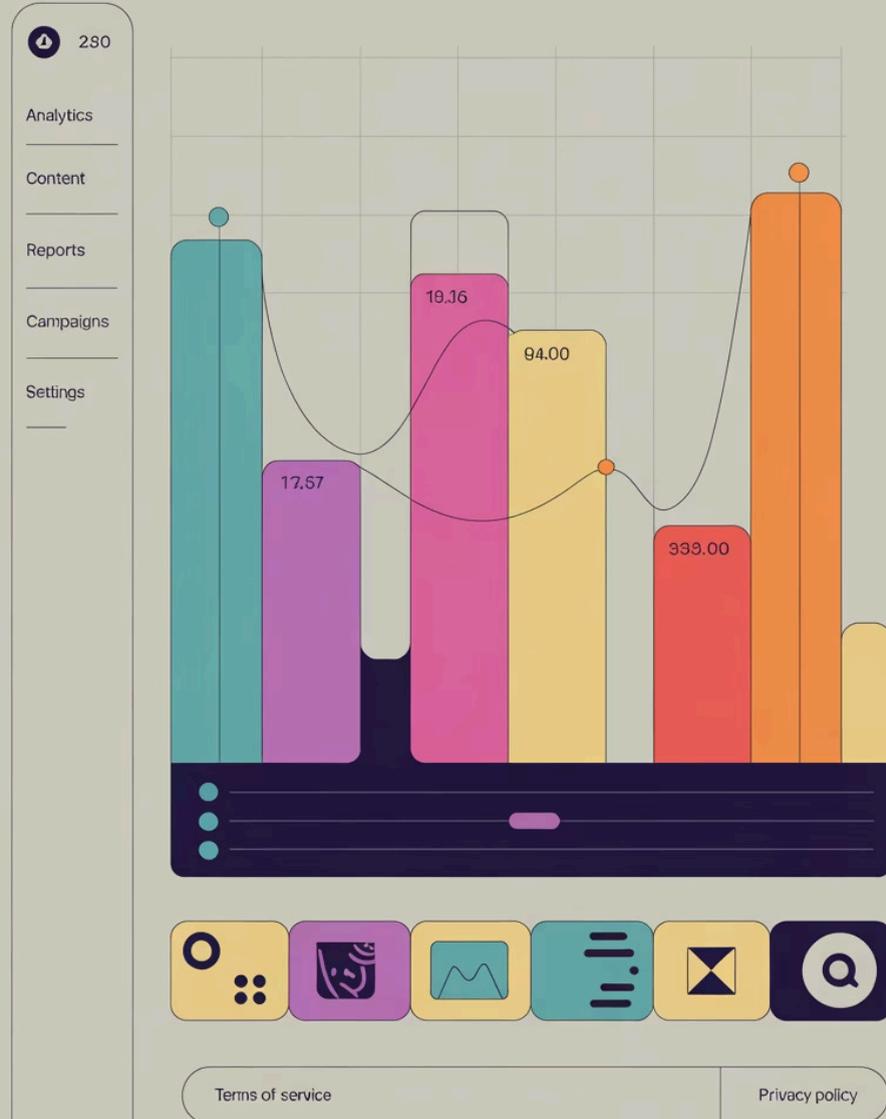
ABBI serves high volume organizational content authors with customized corporate integrations (qualitative *and* quantitative data).

## Human Expert Leadership

Led by experts in storytelling, ghostwriting/publishing, psychology, data & statistical analysis, and brand & marketing strategy.

## Proprietary Technology

Powered by custom-designed ABBI Agents that scale your company's content strategy while maintaining brand integrity.



# Human-First Solutions



ABBI clients receive custom marketing plans, social content, brand strategies, and more, with their own personal ABBI's handling scale.



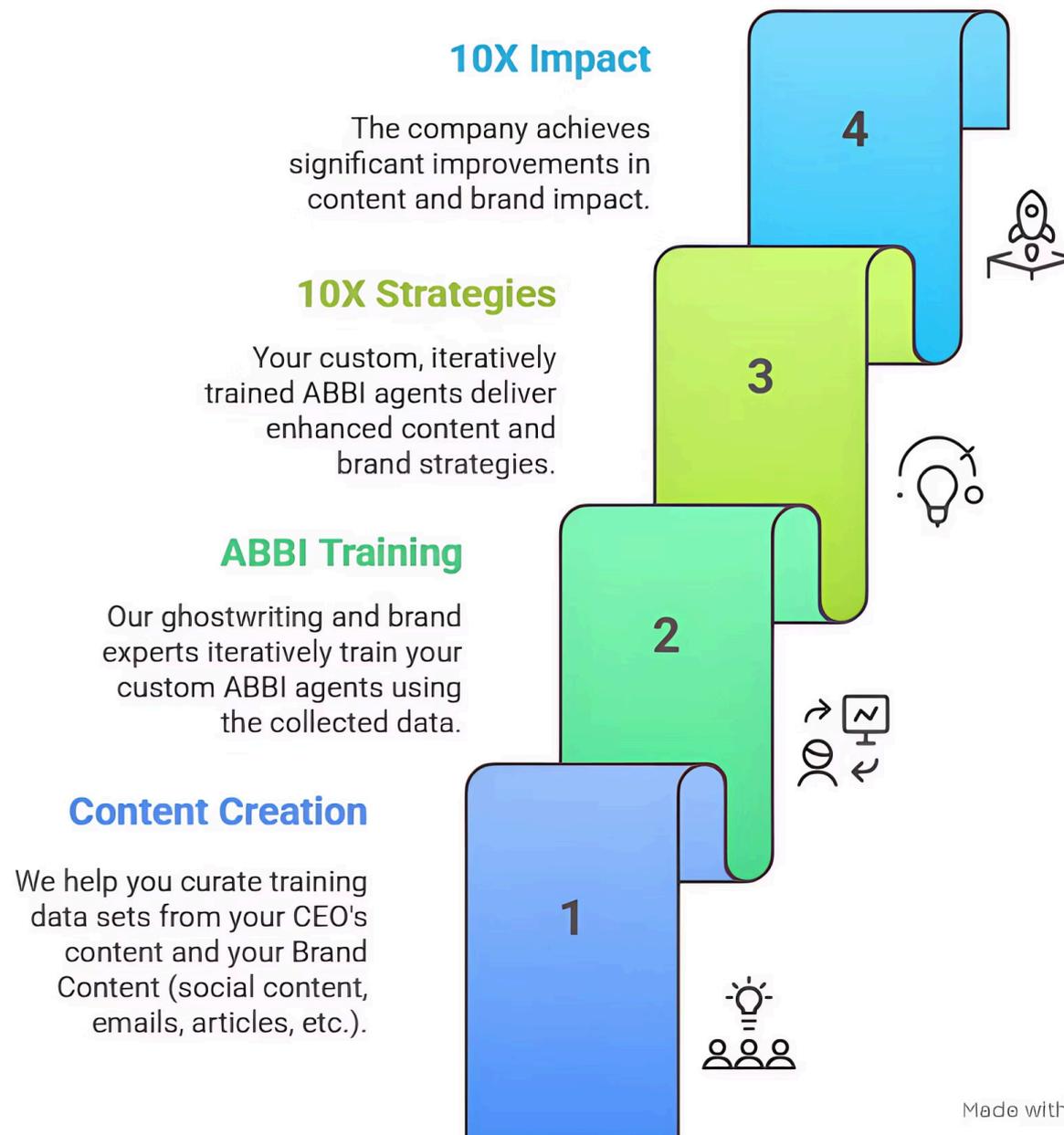
ABBI's human team is always in the driver's seat, constantly iterating, training, and fine-tuning the bots, while preserving the client's brand voice, and goals.



AI supports the strategy and execution, but the brand voice, critical thinking, and creative integrity stay firmly in human hands.

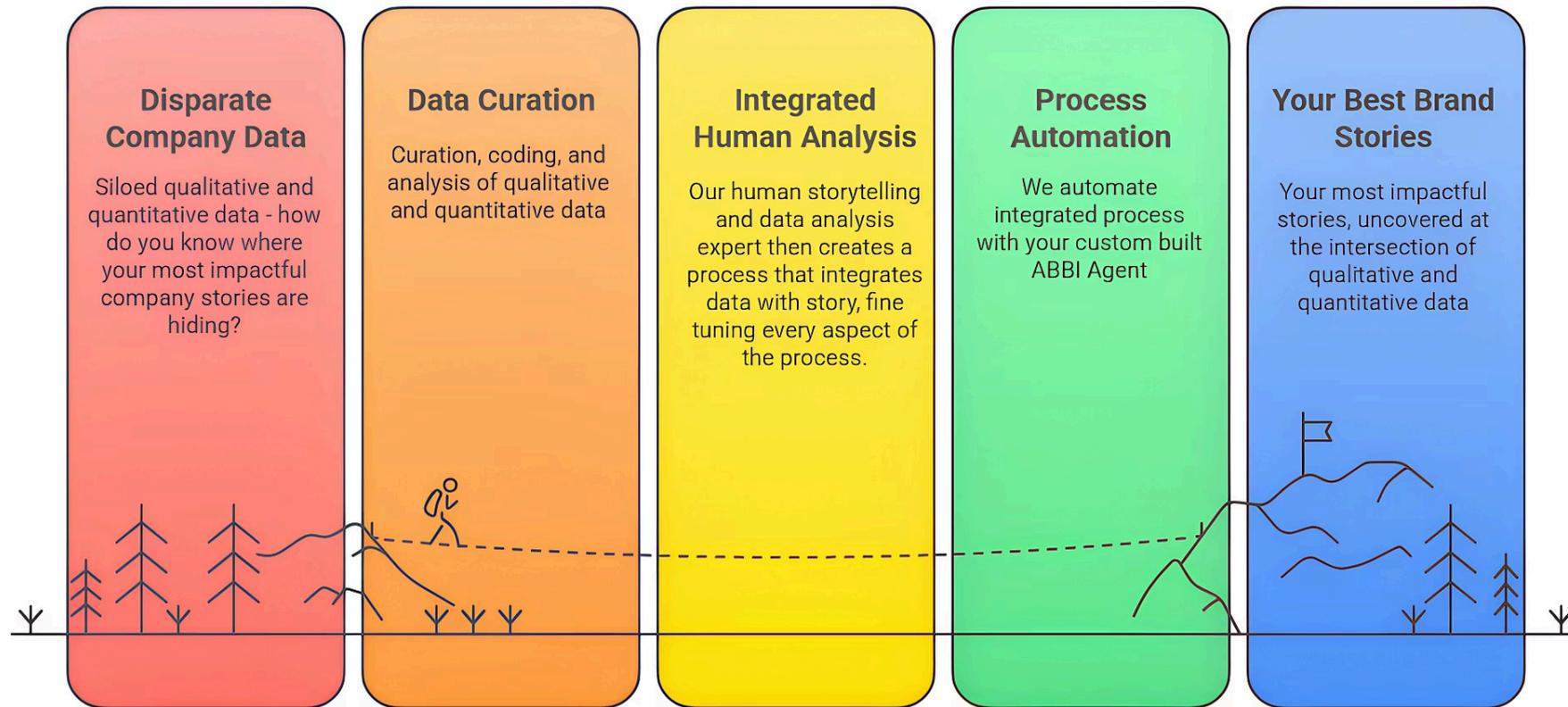
# Solution A: Telling Bigger Stories

## Achieving 10X Impact with ABBI



# Solution B: Telling Data Stories

## Transforming Company Data into Brand Stories

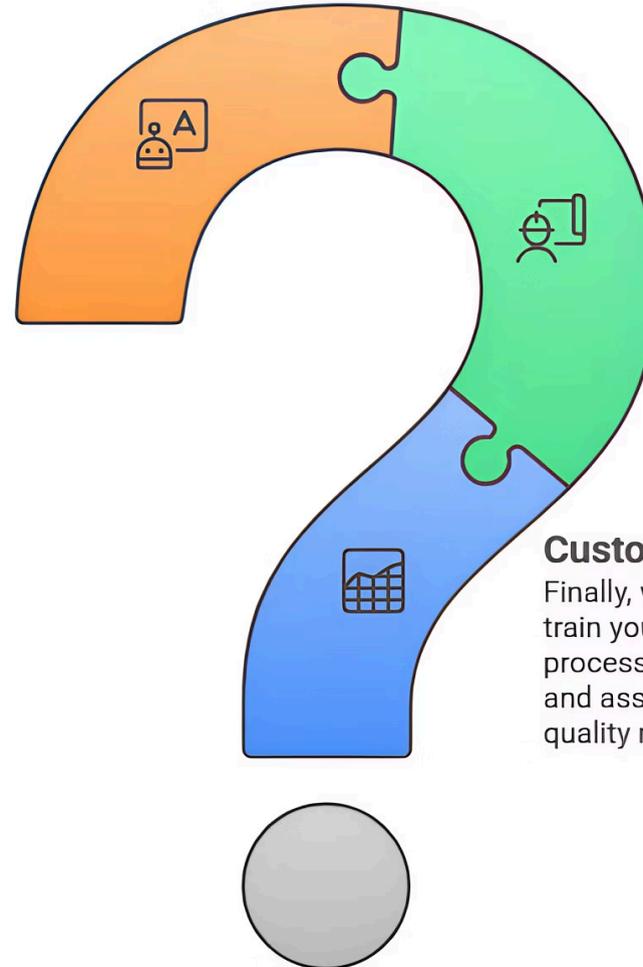


# Your Solution?

## What is your company's most pressing problem or opportunity?

### Gathering Data

We will curate and analyze your company's most relevant training data related to your most pressing problem, opportunity, or scalable solution.



### Human Design

We'll manually design a solution to ensure automation feasibility.

### Custom ABBI Agent

Finally, we will iteratively train your ABBI on the process, closely monitoring and assuring reliable, top quality results!



# Reach Your Organizational Goals Faster

**Question: If AI is so smart why does so much of its output require human rework?**

From hallucinations to rambling, generally useless word salad to quality inconsistencies with questionable results that may or may not benefit your organization. AI is supposed to be an improvement, a method of streamlining results in your organization... right?

We can get you to your organizational brand, content strategy & marketing goals faster than you would on your own, with solely human assistance, and without the quality risks that come with relying solely on AI. Our secret sauce is the human-led, constantly iterative *collaboration* with our ABBI Agents.



## Typical AI Approach

AI-First Company > Bot > You & Your Customers

*No quality assurance.*



## The ABBI Difference

Us > ABBI > Us > You

The real definition of intelligence - knowing the difference.



**Do Any of These Problems Look Familiar?**



# 1. Too Much Content, Drowning in Data, No Overriding Strategy

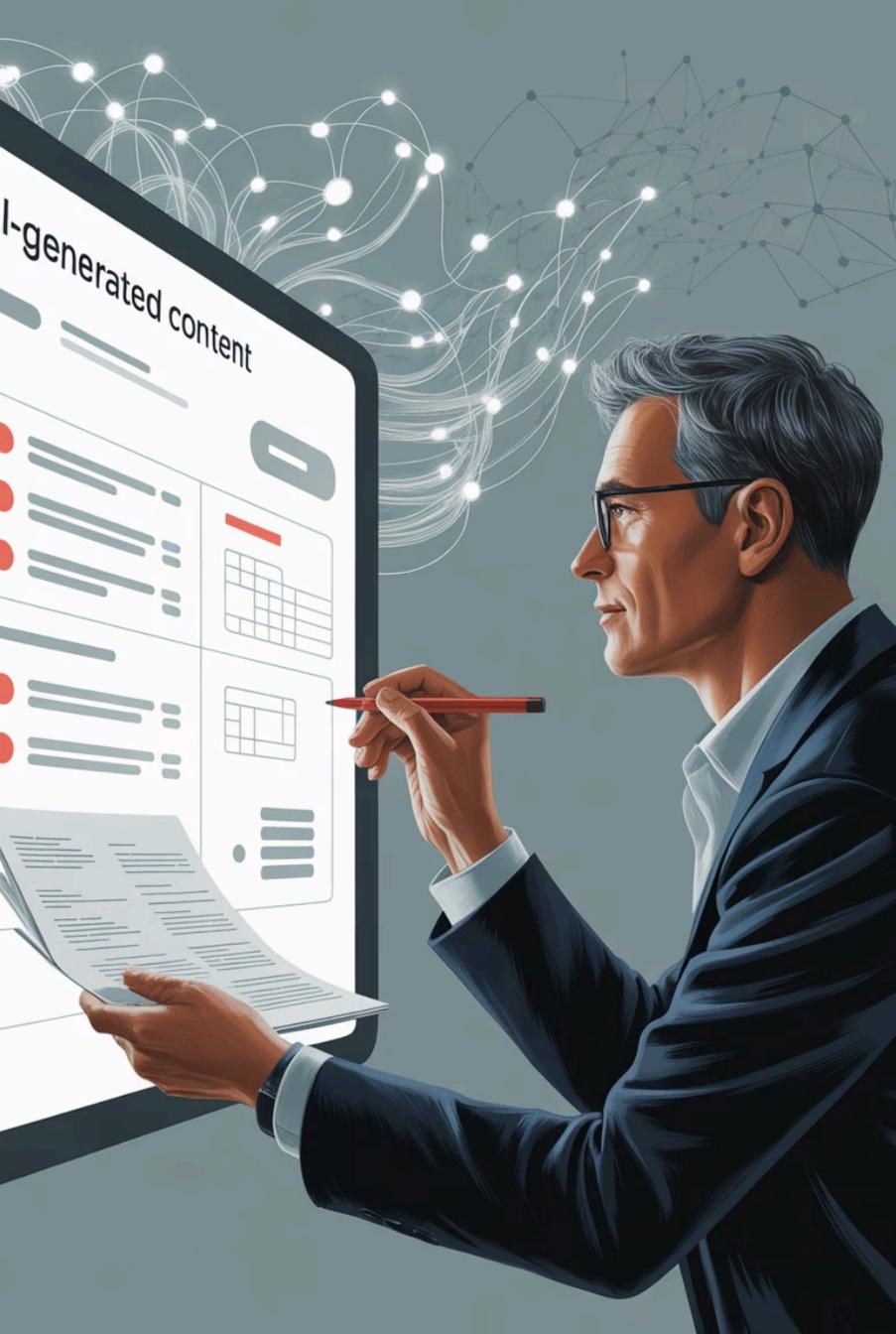
You've been doing what the content strategists have always told you to do - posting consistently on social media, blogging, producing email newsletters, telling whatever stories you can think to tell, and peppering your content with calls to action, all in hopes of attracting and converting customers.

Those are all solid tactics.

But what is your overall strategy to convert all those content tactics into actual marketing ROI? And does your organization realistically have the human power to execute on the robust, consistent, long-term strategy that you'll realistically need to reach your goals?

**With ABBI - it will.**

We (humans) build the system. Then we train ABBI, working side by side, to turn your raw content into measurable marketing impact.



## 2. AI That's All Output, No Oversight

### The Problem

You've undoubtedly tried a variety of AI tools, including Large Language Models and Chat Bots like ChatGPT and Gemini. Speaking in broad strokes, such tools generate content fast, but not necessarily well. And not consistently in your voice, aligned to your brand, or appropriate for confidential data.

### Our Solution

**We reverse-engineered quality assurance and oversight into the process.**

Our approach begins with expert human process design, then uses ABBI to scale only what's proven to work. Nothing goes live without being reviewed by expert storytellers, marketing strategists, and security-aware humans.

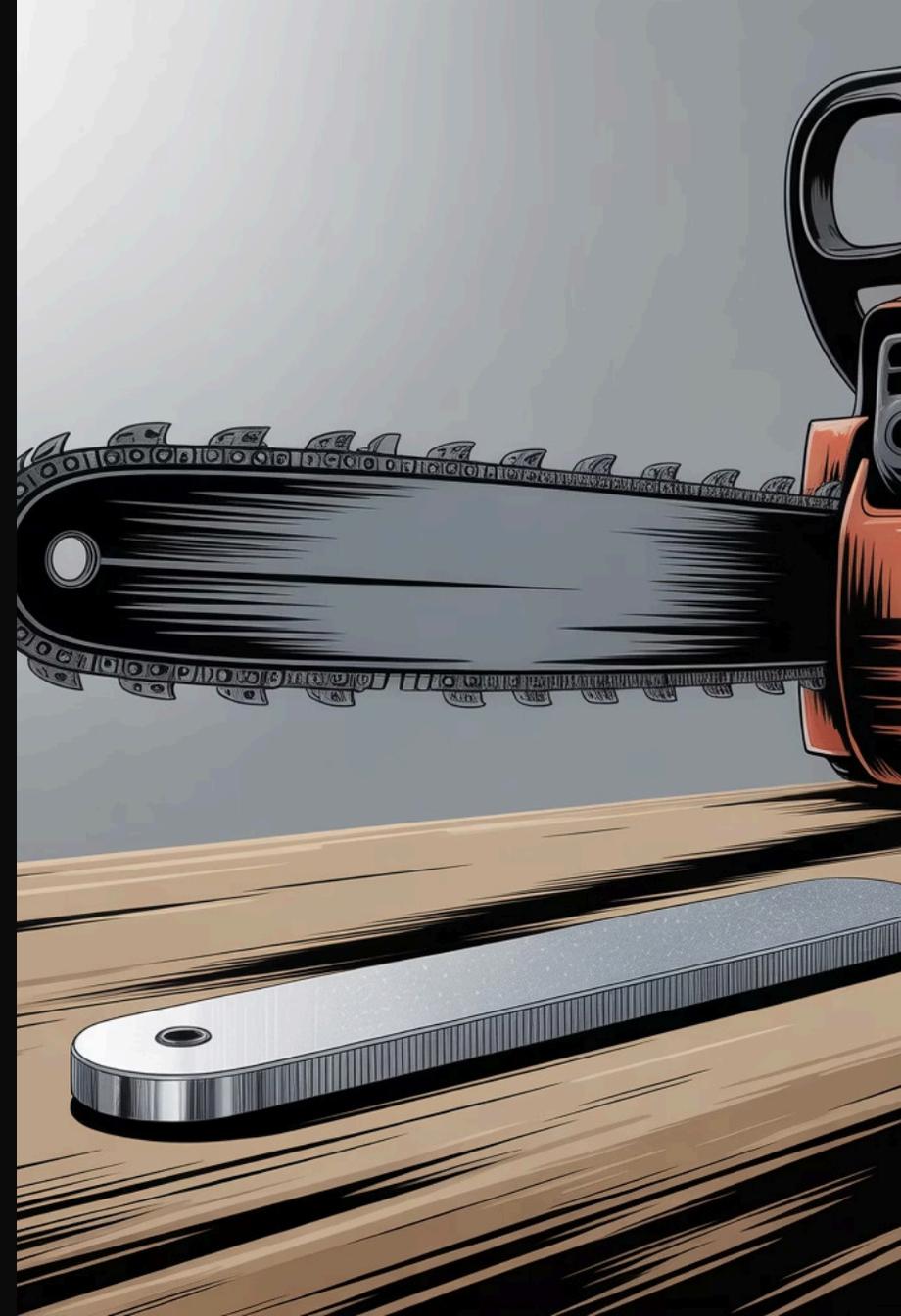
### 3. Brand Dilution via Automation

Most LLMs aren't trained on your tone, your clients, your values, or your regulatory obligations. They treat content output like an assembly line based on a generic operations manual, designed to adequately satisfy the widest swath of users possible.

When it comes to tasks, most public LLMs use a chainsaw to perform a manicure.

#### **③ We Treat AI Like an Asset, Not a Gamble**

ABBI is fine-tuned to understand your brand DNA. Every organizational brand story she helps tell is vetted, sharpened, and elevated, never diluted. ABBI is designed to be a nail file and with iterative training over time, an increasingly precise one.



# Meet the Team: Vetted Experts, Leading the Way

## Heidi Howell

Strategic marketing executive with over two decades of experience leading award-winning branding, communications, and technology-driven campaigns for global organizations.

- Beat Coca-Cola in a national marketing campaign on a fraction of the budget
- Led social media initiative that increased engagement by 500%
- Forbes Communications Council member and contributor
- Recipient of Outstanding Marketing Leadership Award





## Christine Whitmarsh

Behaviorally-driven storyteller and data strategist with over 20 years of experience helping individuals and companies translate complex information into compelling, actionable narratives.

- Infusing science into art, holds a Master of Science in Quantitative Psychology and Bachelor of Science in Nursing
- Bestselling celebrity ghostwriter for business and entertainment personalities
- Host of *Your Daily Writing Habit* podcast (nearly 1,600 episodes)
- Author/ghostwriter of over two dozen books

# Meet ABBI

## Chief Intelligence Officer

ABBI is a proprietary AI intelligence system designed at the intersection of strategy, storytelling, and scale. As ABBI LLC's Chief Intelligence Officer, she operates as a hybrid of brand strategist, ghostwriter, analyst, and amplification engine, built not to replace human creativity, but to help it thrive.

Trained iteratively by publishing, branding, and marketing veterans, ABBI has been custom-built to understand each client's voice, story, and strategic goals.

Unlike public large language models, ABBI was never built to guess. She was designed to listen.

She's a strategist who never sleeps, a ghostwriter who never burns out, and a bot who knows her place: at the service of human creativity.



# Your Content's Future, Elevated.

We've shown how ABBI empowers enterprise teams to overcome common content challenges. It's time to unlock your organization's full potential!

## Scalable & Strategic

Transform disjointed efforts into a unified, high-ROI content strategy designed for growth.

## Human-Centered AI

Ensure your brand voice, values, and data privacy are at the core of every piece of content.

## Precision & Impact

Leverage an AI trained for your specific needs, delivering measurable marketing results.



Ready to elevate your  
content strategy?



Contact us today for a free  
consultation:

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