



**ABBI**  
AUTHOR BRAND BANK INTELLIGENCE

## Human-led strategy that transcends AI model revisions

Why do thought leaders and enterprise teams who "can do it themselves with an LLM" still hire us?

Because writing in your voice and thinking like you think, is table stakes now. Protecting the voice, proving impact, and keeping quality stable over time requires a human system of expertise, knowledge, and experience, wrapped *around* the bot.

Fact Check: 72% of CX leaders expect their chatbot outputs to embody their company's brand voice and values. What message are *your* outputs sending to your audience?

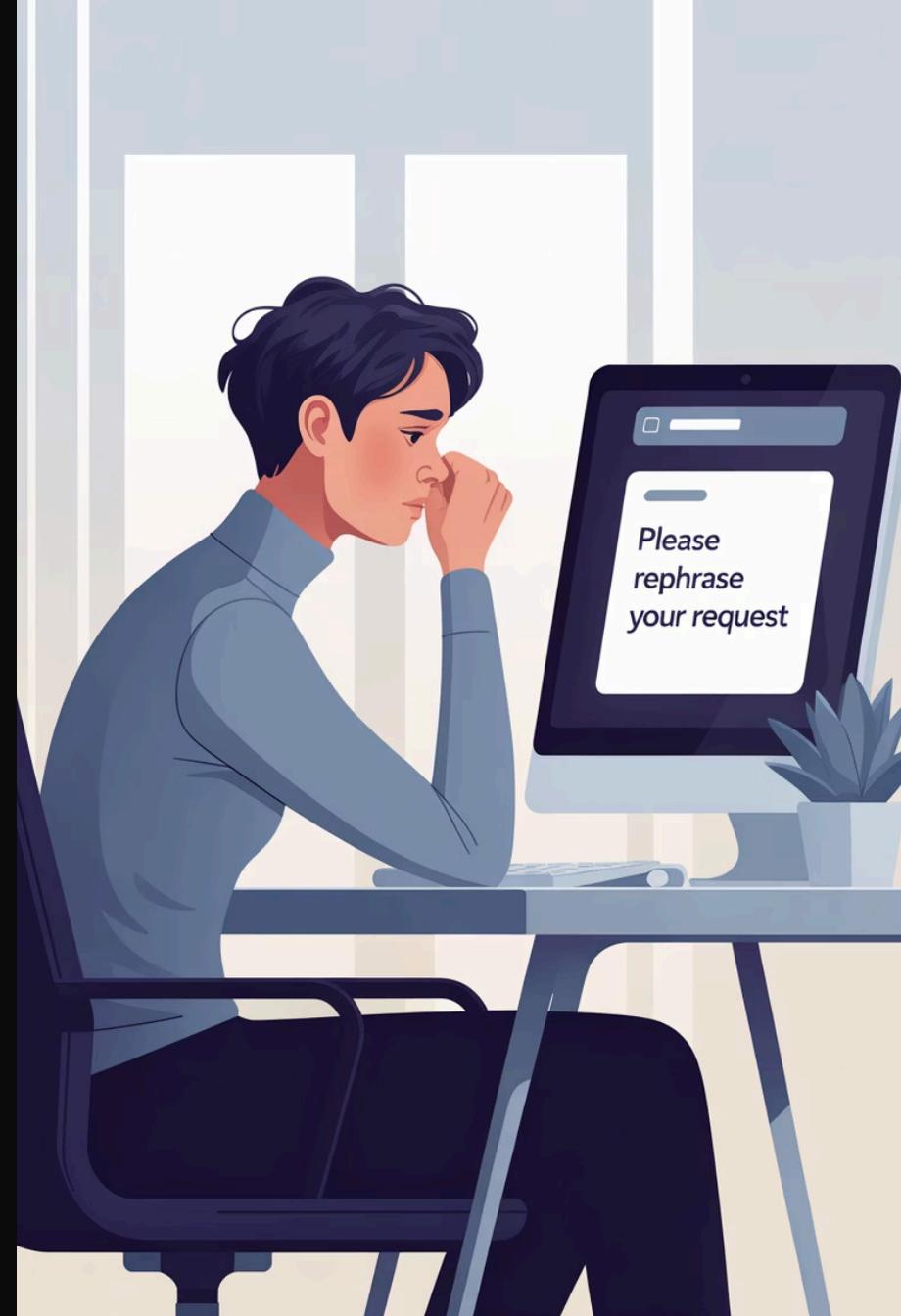
## Who this is for

### **Enterprise Leaders**

Enterprise leaders who already use LLMs and want brand-safe scale without drift, rework, or content creation chaos.

### **Authors & Thought Leaders**

Authors and thought leaders who can make a model "sound like them," but need a repeatable, reliable way to publish more, stay on message, strategize better, and grow audience trust.





## The Difference Between Us and Do It Yourself AI

LLMs can mimic style. They do not manage strategy, continuity, governance, or measurement by themselves. We provide the human loop that makes AI dependable: **monthly analysis, iterative training, and quality assurance tied to real outcomes.**

# Where "DIY" breaks in practice

## 1. Continuity

Models update. Memory and behavior can change overnight. If you rely on raw model memory, your workflows and tonal consistency can break. A human-led feedback loop preserves continuity and trust.

## 2. Signal vs. noise

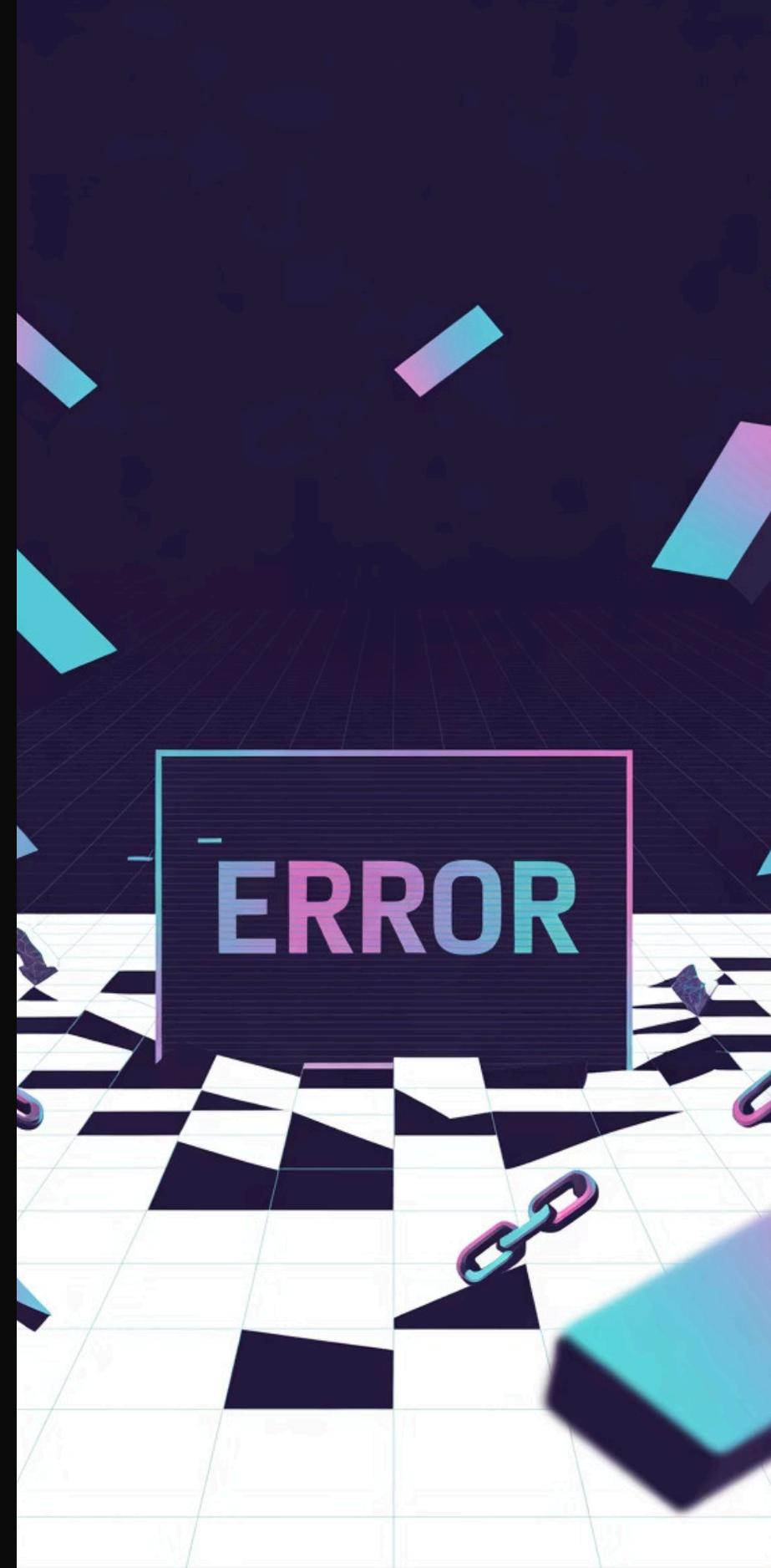
Prompts produce content. They do not decide which stories, datasets, or stakeholder messages matter this month. That requires human analysis and judgment.

## 3. Governance and drift

Voice drift and factual drift compound with scale. Ongoing training, human review, and data-informed adjustments prevent the slow slide toward "generic."

## 4. Proof of impact

Style, voice and strategy match is a far cry from fast, "good enough" LLM outputs. Tying narrative choices to measurable outcomes demands marketing operations and measurement literacy.



What we do differently (human-  
led, ABBI-powered)



1

## Human strategy

We start with listening, brand banking, and clear goals. Then we set the editorial and distribution plan before a single prompt runs.

2

## ABBI for scale

We train your ABBI on your materials and voice so you get speed without losing identity. Outputs are then edited and approved by humans.

3

## Monthly Signal Intelligence

We analyze both numbers and words — surveys, CRM exports, support logs, feedback — to find patterns worth communicating, then we frame the story and ship it.

4

## Ongoing QA and retraining

We maintain and iteratively train your ABBI. We do not "set and forget." As your message or market shifts, we update training and guardrails.



## For enterprise teams



### **Aligned, on-brand outputs**

Aligned, on-brand outputs across channels without constant rewrites and Slack firefighting.



### **Content operations that scale**

Content operations that scale instead of a pile of prompts. We map workflow to growth levers and internal adoption.



### **Faster, consistent visibility**

Faster, consistent visibility with voice-safe speed on social, email, web, and sales collateral. (Not to be confused with fast, unaligned, generic LLM outputs.)

## For authors and thought leaders

### **More publishing with less drift**

More publishing with less drift weekly content, launch windows, and outreach handled by a unified team plus your trained ABBI.

### **One team, one message**

One team, one message across newsletters, blogs, podcasts, media pitches, and launches.

### **Human-first voice protection**

Human-first voice protection so your personality does not flatten at scale.

# Human Experts at the Helm

## Christine

MS in Quantitative Psychology; psychometric instrument design; two decades guiding authors from concept to publication; expert in research-driven storytelling.

## Heidi

Revenue growth, cost-per-lead reductions, earned media, global team build-outs, chatbot programs that improved qualified traffic.





## When "DIY with an LLM" *is* enough

If you only need occasional posts or one-off experiments, a general LLM is fine. When you need **scale, stability, and accountability**, you need a human-led, expert communication, content, and strategy system.

# Contact Us

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