



Your All-in-One Content Workflow

Introduction

How many pieces of content have you scrolled past today? Ten? Fifty? A hundred? Chances are, more than you can even remember. Content is everywhere, and the overload is real. Every article, every post, every email chips away at your brain's processing power. You simply can't absorb it all.

What do you actually remember? It's the good stuff: the most interesting, shocking, or visually appealing. But here's the thing: In a world drowning in content, "good" is no longer good enough. Expectations have skyrocketed thanks to AI and digital tools. Now, even beginners are expected to produce content that looks professional and stands out.

And even if writing and content creation aren't a core part of your job, these skills matter a lot in today's world of work. Clients expect perfectly polished presentations, and your resumes and cover letters better be top-notch if you want hiring managers to give them a second glance.

So how do you keep up? How do you make your words crisp, your visuals sharp, and your work undeniably professional without spending hours upon hours planning and executing?

Enter Quillbot. All you need is an AI prompt and a few minutes to get a polished, structured draft ready to go. No juggling tools, no endless copying and pasting, no generic templates that fall apart the moment you tweak them. Everything you need—writing, designing, drafting, refining—happens in one place. And when one tool sees the whole picture of what you want to create, your work becomes less generic, more focused, and more "you."

What Quillbot can do

Ideation

→ AI Chat

Brainstorm ideas, structure information, prepare an outline

Design

→ Projects

Create, update, and manage visual content like presentations, social media posts, or emails

→ Image Generator

Generate images with AI

→ Background Remover

Remove or replace backgrounds in images

→ Color Palette Generator

Extract a color palette from an image

→ Color Wheel

Choose colors for your design with the help of color theory

Writing

→ AI Chat

Create rough drafts of sections of text

→ Paraphraser

Change the tone or style of a text

→ Grammar Checker

Fix any spelling, grammar, and clarity errors

→ Humanizer

Make text sound more human

→ AI Detector

Check if a text sounds like it was generated by AI

→ Translate

Translate text into other languages



Table of Contents

The Quillbot Content Creation Guide: Turn Ideas Into Opportunity

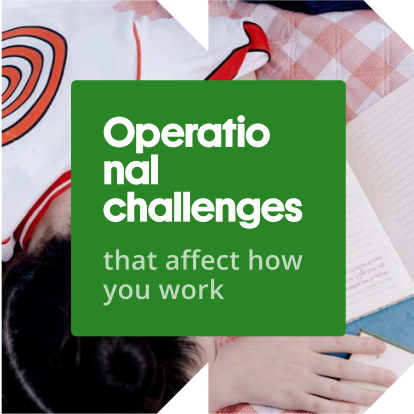
Introduction	01
Table of contents	03
Today's content and writing challenges	04
What strong content and good professional writing looks like	10
Creating professional content and documents with Quillbot	15
Quillbot: One place for everything	39
Expert tips for using Quillbot	56
Avoiding common content mistakes	63
What's next	65

Today's content challenges

Modern content creation poses unique challenges for specific types of creators, but some challenges apply to everyone. Likewise, professional writing (like resumes, cover letters, proposals, executive summaries, etc.) demands clarity, structure, and precision, often with higher stakes and less margin for error.

Universal challenges

If you've created content or a professional document—no matter what type—you've probably experienced some of these common challenges, especially when working with traditional writing and content creation tools:



Operational challenges

that affect how you work

- ▶ Navigating too many content tools and tabs at once.
- ▶ Your project's context being siloed across different writing and design platforms.
- ▶ AI content tools not allowing you to edit their output.
- ▶ Overcomplicating simple deliverables because you're not sure how to get started.
- ▶ Losing time on manual revisions.
- ▶ Difficulty repurposing content across formats.



Emotional challenges

that affect how you feel

- ▶ Feeling confused about what "professional" content actually looks like.
- ▶ Fear of sharing your work publicly.
- ▶ Anxiety about grammar and clarity of writing or about visual design.
- ▶ Stress from last-minute edits before submission or sending.
- ▶ "Addiction" to edits due to the feeling that your content is never good enough.



Results-oriented challenges

that affect the quality of your work

- ▶ Weak formatting and layout.
- ▶ Lack of visual hierarchy in designs
- ▶ Inconsistent tone across documents.
- ▶ Low-quality media that comes across as unprofessional.
- ▶ Templates that look and feel generic (because they are).



Challenges for business builders & content creators

If you're a business builder or social media content creator, it can be difficult to overcome challenges when working on your own. When there's no team to support you, you can easily feel lost and waste time making decisions (and then still feeling anxious about them).

Lack of brand identity

Brand identity helps your audience recognize and trust your work. Even just a few consistent colors, fonts, and imagery styles can help create a consistent and professional feel for your content.

Working from templates in design tools or using AI-powered tools might be faster than creating content from scratch. But, unfortunately, it also usually leads to output that could belong to anyone. And such generic content leads to inconsistent visual and verbal identity, which undermines your branding and reputation.

Unprofessional or sloppy content

Business builders and content creators need their content to look and feel professional, but (especially when using AI) content can often end up looking cheap, tacky, or overtly AI-generated.

Such content may be effective in terms of communicating the information it was designed to share, but it doesn't necessarily instill trust in your skills. Inconsistent headings, unaligned margins, and poor-quality images give your content a shoddy feel and lead your audience to infer you'd do an equally messy job if working for them.

Keeping up with content volume

"Universal" content no longer cuts it; every new client pitch, services scope, or partnership request needs unique, fresh materials that look authentically designed for that sole purpose.

This means creating and managing a huge volume of content. AI can help here, as it can generate individual drafts in moments. But the hard part is what comes next: editing, refining, personalizing, and crafting content you feel confident sharing—and, more importantly, doing this efficiently without wasting hours formatting and rewriting.

No clear content system or workflow

Large companies usually have defined content processes, protocols, and tools. For example, a content writer may receive a brief, draft the article, send it to their editor for feedback, make changes, get approval, and then schedule it for publishing.

Most business builders or content creators don't have a system like this in place. This can lead to doubt, anxiety, and getting hung up on details as you create content. Having a content workflow you follow every time helps reduce your mental load and makes it easier to make decisions.



Challenges for early-stage founders

Early-stage founders may have others on board their projects, but they don't have the same type of teams a large company does. This means a small group of people often have to juggle many tasks, including those they're not trained to do.

Multitasking burden

In early-stage startups, employees are often expected to operate as generalists. One person may be expected to handle marketing, customer support, and operations, as well as to contribute to product development.

This constant context switching reduces efficiency and increases the likelihood of errors. It also limits the depth of work that can be achieved in any one area. As a result, decisions must be made quickly, and execution is often reactive rather than strategic.

Budget constraints

When your company is just getting off the ground, you don't have stacks to spend on content creation tools. That said, working with free tools may lead to content that looks unattractive or unprofessional.

Relying on free or low-cost tools can introduce trade-offs in functionality, quality, and scalability. And teams may spend disproportionate amounts of time working around tool limitations, which increases operational friction. In a context where both time and money are constrained, this creates a persistent resource allocation problem.

Lack of specialized expertise

Without dedicated specialists, founders and early team members are often responsible for producing content without having had formal training in writing, design, or marketing strategy.

This can lead to inconsistent messaging, weak positioning, and content that fails to meet professional standards, especially when outsourcing everything to AI as your "expert."

Over time, these gaps impact brand perception and result in the company failing to connect with its target audiences.

Time and prioritization challenges

Content creation competes with critical business activities such as product development, fundraising, and sales. As a result, it is frequently deprioritized or handled in fragmented intervals.

This leads to irregular publishing schedules, rushed outputs, and limited opportunity for optimization or performance analysis. Over time, inconsistent content efforts can reduce visibility and weaken overall marketing effectiveness. And if you secure funding but no one knows about you, what's the point?



Challenges for job seekers

They say looking for a job is a full-time job itself. And people looking for a job (whether because they've just graduated, were laid off, aren't happy with their current position, or want to switch careers) would probably agree.

Tailoring each resume and cover letter

When applying for a job nowadays, it's crucial to tailor your resume and cover letter to that specific position. And if you're applying to multiple jobs, this means a lot of resume editing.

It's tempting to think tweaking your resume will only take a few minutes, but that's very rarely the case. When you're juggling various versions and edits, finding the right words for each change can be quite mentally taxing. This challenge is especially pertinent to career changers, who are already taxed by full-time jobs.

Getting past ATS screenings

Applicant tracking systems (ATSs) are AI-powered human resources applications that often run a preliminary screening on candidates before any resumes land in someone's inbox. Usually, they do this by scanning the resume to see if it matches keywords included in the job description.

For example, a marketing role may include keywords like "B2B campaign experience," "analytics," "KPIs," "strategic planning," and "lead generation."

If an ATS scans your resume and sees that it matches most of the keywords, your application will likely end up in human hands. If you match just a few, it will probably be discarded.

Not being able to easily edit AI output

AI tools seem to be a great resource for job seekers: They let you quickly draft or adapt your resumes and cover letters. The downside? AI tools very rarely let you easily edit their output.

For example, you tell generative AI: *"I'll copy and paste my resume and a job listing here, and I want you to adapt my resume to this specific job."* At first glance, this seems like a great way to speed up your resume-writing process.

Until you realize you can't edit that output, and you now need to open another tool and build the document yourself. Switching between tools wastes time, and it's easy to make a mistake when copying and pasting various sections of text.

Generic, passive AI-generated text

Another challenge of using AI for resumes and cover letters is the quality of the text it generates. Job application writing should be dynamic, active, and results-focused; for example, you want to use clear action verbs ("spearheaded") instead of generic, passive structures ("was responsible for").

Unfortunately, AI tends to write in a generic way, using the same words for everyone. Have you ever noticed how many times AI uses words like "ensure" or "utilize?"

Recruiters—who read these documents for a living—often pick up on this language. And you don't want to be the person whose resume gets archived because you very clearly relied on AI.



Emerging modern pressures

Regardless of your role, if you've created content—like blog posts, videos, or web copy — or written a resume, cover letter, etc., in the last few years, you've probably at least tried doing so with AI. Maybe out of curiosity. Maybe out of necessity. Or maybe because everyone else is doing it?

AI tools have made both content creation and professional writing faster and more accessible, but they've also introduced a new layer of complexity. Some emerging modern pressures shaped by AI and today's digital landscape are:

AI overwhelm

There's a tool for everything, and, somehow, that's the problem. Write here, design there, create an image here, and edit somewhere else. Add in prompt engineering, feature updates, and usage limits, and suddenly "saving time" starts to feel like managing a small tech stack, especially if you haven't set up a consistent workflow. This frustration can quickly lead to AI burnout.

Output refinement gap

AI can get you to 70% of your goal in seconds, but what about that remaining 30%? Most people still struggle with this part: knowing when something is "good enough," when it needs editing, or when it's completely off-track.

Growing expectations

Because content *can* be created quickly, it's now expected to be created quickly. Deadlines shrink, output increases, and "take your time" feels like an ancient myth. And what's worse, at the same time, one idea is no longer just one piece of content. It's a post, a carousel, a presentation, maybe even a video. You're now expected to translate the same idea across different formats, whether you signed up for that challenge or not.

Perfection pressure

We know social media comparison affects us in many ways, but have you ever thought about how it affects the content you create? You're no longer just creating your best content. You're creating alongside the best of others who seem effortlessly polished—perfect formatting, clean visuals, sharp messaging, and a sublimely organized feed. Even if you know such content is highly curated, it still resets your baseline.

Pressure to look established

There's a lot less room to look like a beginner these days. As expectations have skyrocketed, so has criticism. No clear voice? No cohesive presence? No portfolio carefully developed over years? You're not a beginner; you're falling behind.



The five core underlying problems

All of these challenges tend to point back to the same root issues. Different people experience them differently, but the underlying patterns are consistent. These are the core problems shaping modern content creation (and the ones Quillbot is designed to help solve).



Lack of system

Most people don't have a clear, repeatable process for creating content. They start from scratch every time, jump between steps, and rely on trial and error. This leads to frustration, makes simple tasks feel harder than they need to be, and results in inconsistent content.



Lack of design literacy

You don't need to be a designer, but you should understand the basic principles of structure, hierarchy, and readability. Otherwise, content becomes cluttered, unbalanced, or difficult to engage with, even if the ideas within are strong. Some people are naturally good at this, but if you're not, reading up on or watching a few videos about design basics can really help.



Lack of writing confidence

Every doubt that passes through your mind—every time you second-guess your words, tone, or clarity—slows you down. And if you've doubted yourself throughout the writing process, chances are you'll either overedit or avoid editing altogether. This lack of confidence shows in your final copy via vague phrasing, repetitive structures, or overly cautious writing.



Lack of workflow integration

Plenty of tools exist, but they don't always work together smoothly. Writing, editing, and formatting often happen in separate spaces, creating extra prompting, much copying and pasting, and a lot of back and forth, resulting in a fragmented process that interrupts your focus and wastes your time. Further, not having an integrated workflow means no tool has a full view of your project, which increases the risk of mistakes and unfinished ideas.



Too much friction between idea and final output

The gap between having an idea and turning it into something polished is still something of a chasm. Formatting issues, rewriting, tool-switching, and decision fatigue all slow the process down. What should be a smooth process instead feels like stop-start progress. If only you could have one tool that accompanies your project from idea to picture-perfect, professional final draft... oh wait, that's what Quillbot (and this guide) is for!



What strong content and good professional writing look like

By now, it's clear that there are plenty of content challenges out there getting between you and great content. But what does strong, professional content even look and sound like?

Understanding the challenges you face can help you better see the path towards good content, but if you don't know where you're heading, it's easy to get lost. This section includes examples of professional-looking content (all created with Quillbot) to help guide you toward that endpoint.

Qualities of professional content

High-quality content has some common traits :

It's error-free.

There are no spelling, grammar, clarity, or visual errors that impede your message or distract your audience.

It's clear and to the point.

People easily understand your message and goal, and the audience's journey is concise, offering only relevant information.

The length is appropriate to the task.

Speaking of relevant information, how much you need to include depends on what type of content you're creating. Presentations and cover letters should be succinct, while reports or blog posts will be longer.

The tone is appropriate for the context.

How you present your ideas is as important as the ideas themselves. A resume objective should sound, well, objective. But a portfolio or creative presentation may be more casual or quirky.

There is a visual and/or informational hierarchy.

While stream of consciousness can be great for literature, it very rarely enhances a resume, slide deck, or article. Headings, sections, and design cues make your information easier to consume.

Visuals enhance the message.

Apart from just visual hierarchy, each and every visual in professional content and documents is strategic. Images, graphics, charts, and even colors and fonts all help communicate the message more clearly, not conceal it.



To achieve these qualities in your content, both your writing and design should be strategic and aligned. Ask yourself:

- ▶ **Who is your target audience?**
- ▶ **What is your core message?**
- ▶ **What is the best tone for communicating with them?**
- ▶ **Does your writing convey your message?**
- ▶ **How does your design reinforce it?**

Note

Another important thing to keep in mind is accessibility in your design. Accessibility means creating content that the widest range of people (including those with visual, auditory, cognitive, or motor impairments) can effectively consume.

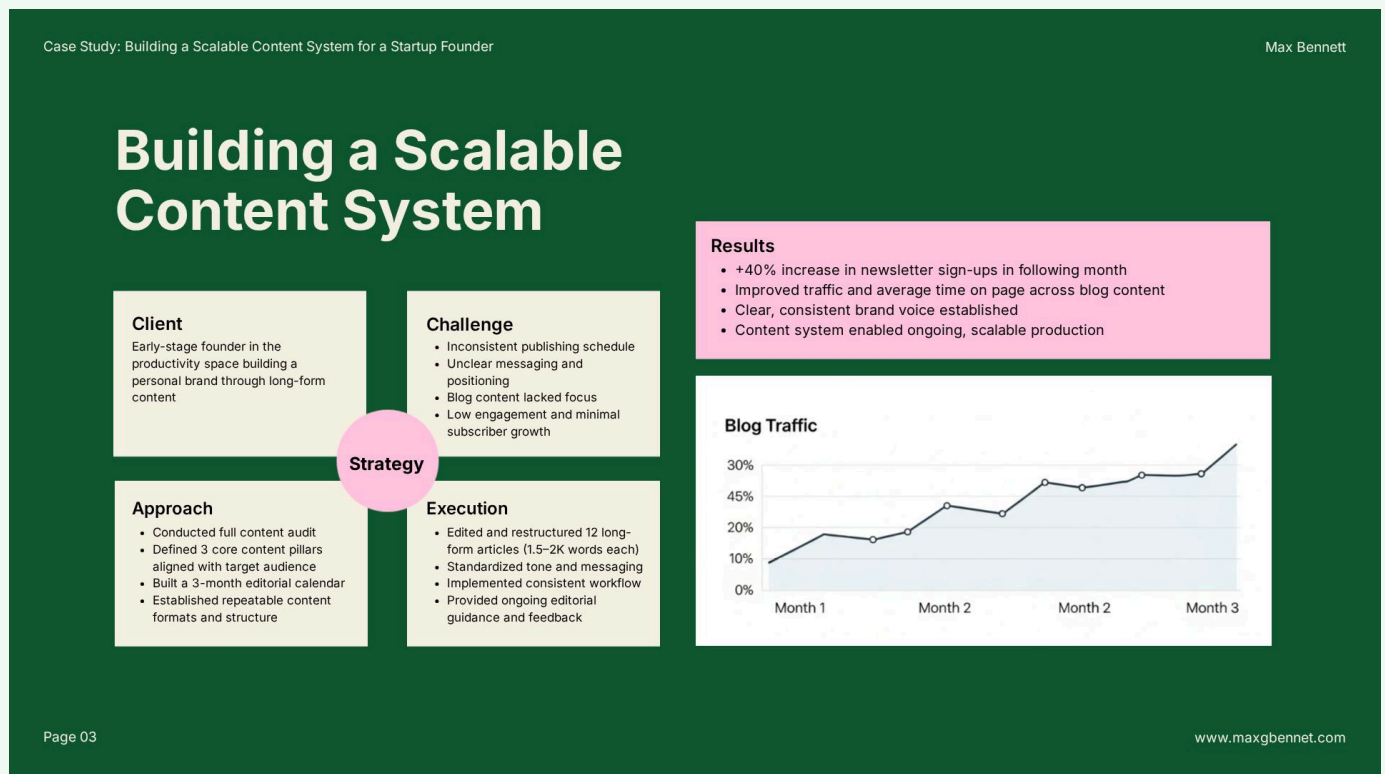
Some examples of accessibility in design are:

- | | |
|---|---|
| Choosing font faces and sizes that are readable | Using colors and contrasts that are easy to distinguish |
| Including meta information for visuals | Selecting file formats that are legible to screen readers |



Business builder example

Business builders need to put their best foot forward when on the hunt for work. Case studies can help hook new clients, as they summarize your strategy, execution, and results in one package. **Max, a fictional freelance content manager**, used Quillbot to create a slide deck of case studies they can use to demonstrate their value to potential clients.



What makes Max's case study great? A few things:

- ▶ They've clearly outlined the key aspects of a case study: the client, challenge, approach, execution, and, most importantly, the results.
- ▶ Max maintains confidentiality, which their client asked for. No logo or identifying information appears on the slide.
- ▶ Elements are organized and spaced evenly.
- ▶ Max uses three colors and one font to limit visual distractions.



Early-stage founder example

Content for early-stage startups needs to have clear branding to help companies gain recognition and present a clear value proposition to help attract leads. **RelocateReady, an imaginary early-stage startup**, helps people move to Spain and Portugal without being overwhelmed. They use Quillbot to create social media “city guides” to promote their services.



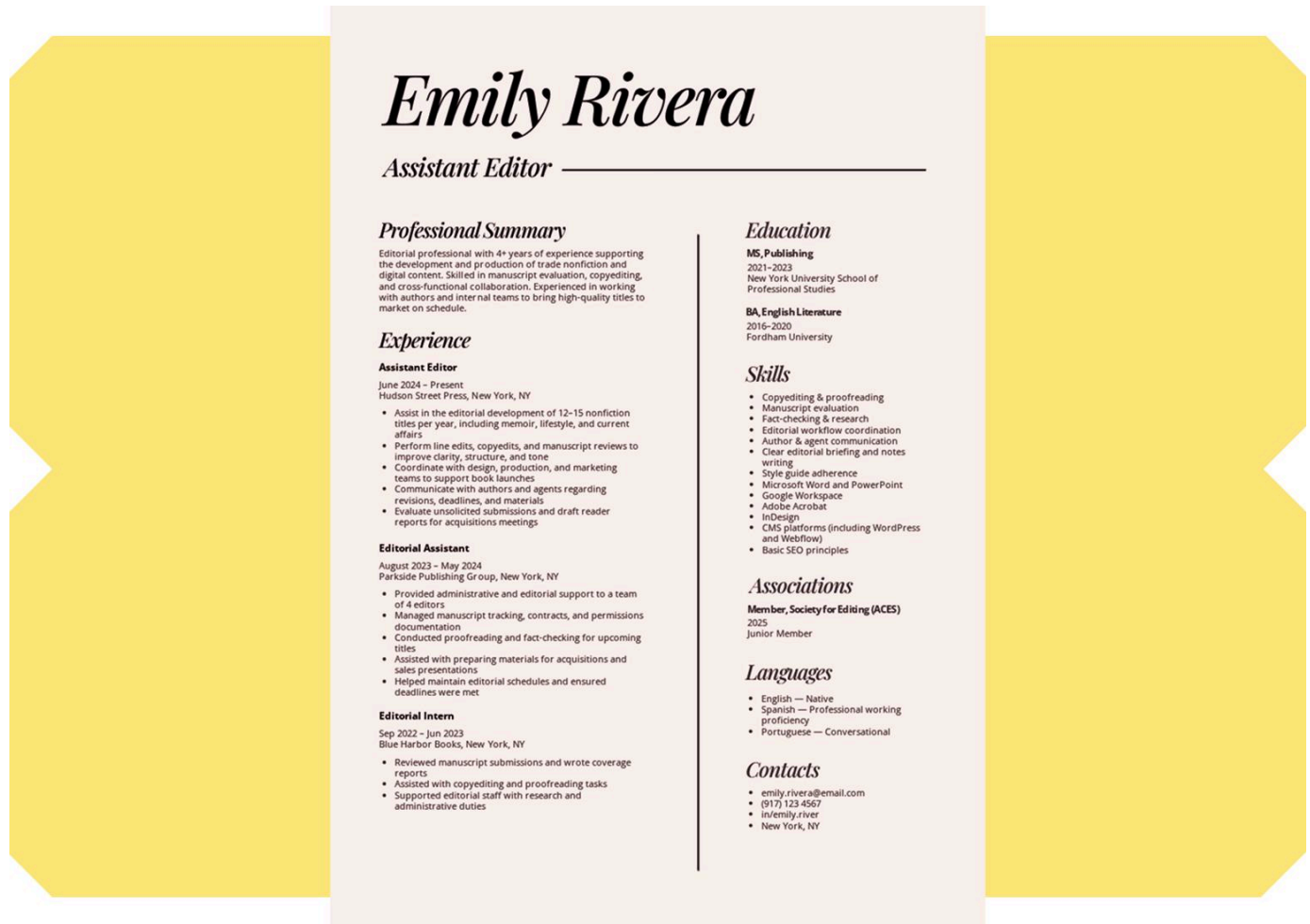
This is the first slide in RelocateReady's Instagram carousel city guide about Lisbon. Why is this content professional? A few reasons:

- ▶ The design is limited to two font faces and one font color.
- ▶ The main font (Averia Serif Libre) is not common; it conveys professionalism and reliability without feeling trite.
- ▶ The post includes the brand name and Instagram handle discretely.
- ▶ The city guide is clearly labeled so there's no doubt about the purpose of the content.
- ▶ The visual focuses on a small, more intimate moment instead of an overused, generic, and potentially cold cityscape, in line with RelocateReady's branding.



Job seeker example

Resumes, CVs, and cover letters all have to be tailored to the role you're applying for, especially now that AI-powered ATSs often do a first scan to select candidates. This resume made with Quillbot is a fictional example. **Emily, who works in the publishing industry**, is now applying for assistant editor roles at a larger, more competitive publisher.



What makes Emily's resume look and feel professional? Well:

- ▶ She uses a clean, minimal template appropriate for the publishing industry.
- ▶ The document sticks to two fonts (one for headers and one for body text).
- ▶ Her resume has clear margins, aligned sections, and enough space between sections, so it doesn't feel overloaded.
- ▶ She doesn't include images or logos that could confuse an ATS.
- ▶ Descriptions are clear and concise.
- ▶ The resume includes keywords for the role she's applying for ("copyedits" or "unsolicited manuscripts").



Creating professional content & documents with Quillbot

With Quillbot, you too can create professional-level content and documents—even if you don't think of yourself as a professional writer or designer. All you need to get started is an idea and a text prompt. In the below sections, see examples of what you can create with Quillbot, including the exact prompts used and edits made to achieve the final results.

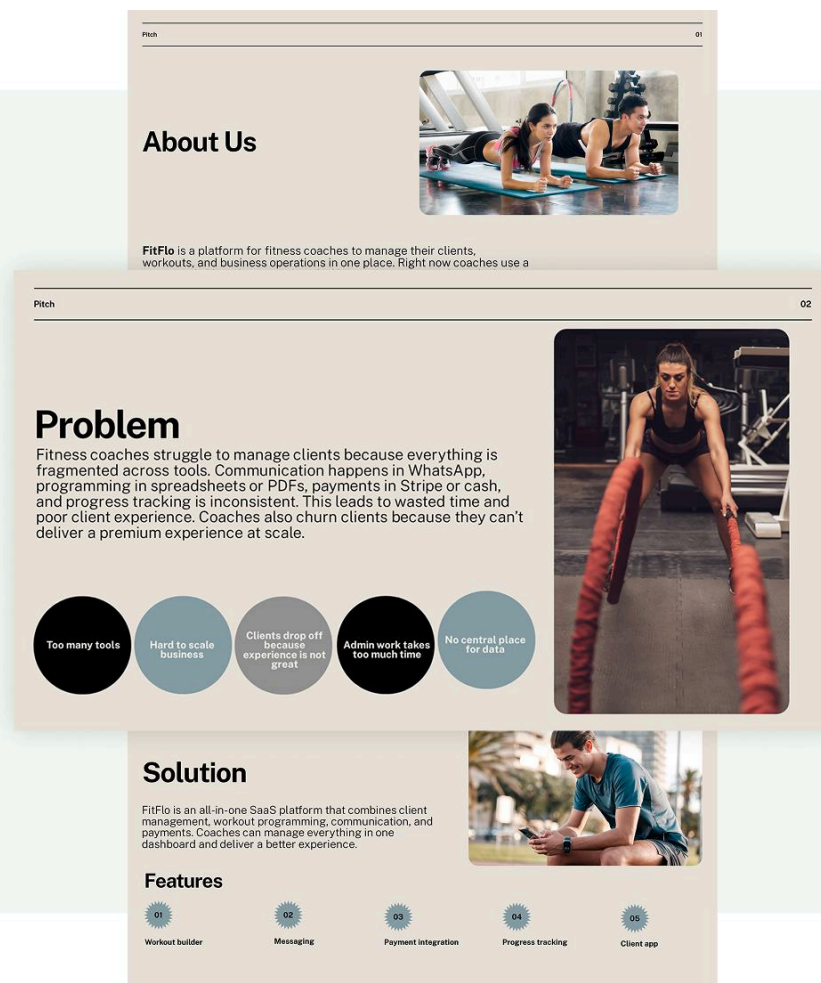
Presentation-ready slides

Slide decks are high-stakes assets. Whether you're pitching investors, partners, or clients, your slides need to communicate clearly, quickly, and visually.

Context

Diego is an early-stage founder building a SaaS platform for independent fitness coaches. He's preparing for a seed-stage investor pitch and needs a slide deck that clearly communicates his product, market opportunity, and traction. He has the details, but no time to design a polished deck from scratch.

Before



Problem

Diego has used AI to create a slide deck due to his lack of time. But the AI doesn't have the full context of his project, so it makes a generic deck that lacks focus, clarity, and branding.

Diego's slide deck is difficult to follow & visually inconsistent due to:

- ▶ Dense paragraphs copied directly from his business plan
- ▶ Unfocused header ("Pitch") and no contact info on slides
- ▶ Slides trying to communicate multiple ideas at once
- ▶ Inconsistent alignment and spacing across slides
- ▶ Pale, neutral colors that do not fit well with the energetic, sporty vibe of FitFlo
- ▶ Low-quality images and graphics that don't connect with FitFlo's branding

This deck feels rushed and makes it harder—not easier—for investors to understand the business. And that makes it harder for FitFlo to secure their support.

Quillbot prompt

Diego decides to try making his investor pitch deck with **Quillbot**. He plugs this prompt into the tool and attaches a document with the slide content he wants to include.

Turn this rough, text-heavy investor pitch content into a clean, professional slide deck. Break content into clear sections (problem, solution, market, product, business model, traction, and ask). Use one idea per slide, concise bullet points, strong headlines, and suggest simple visuals or charts where relevant. Keep the tone sharp and investor-focused. Use warm colors and sans serif fonts that have an energetic, sporty but still professional vibe. I'll paste my raw slide content below.



FitFlo slide co... ✕

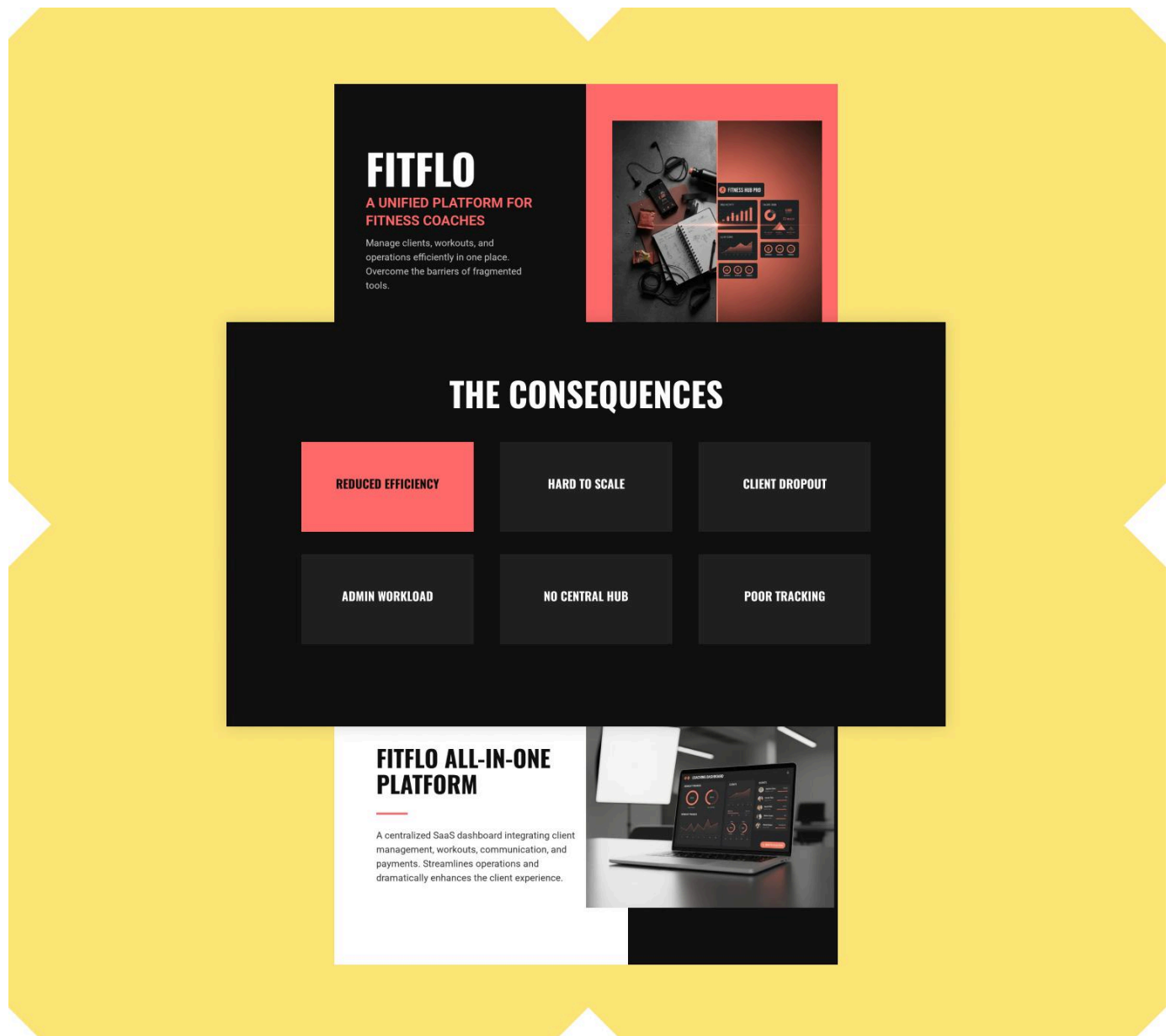


Create presentations →



Quillbot draft

Quillbot generates this presentation draft based on Diego's text prompt. See a selection of the slides below:



These slides need some touch-ups before Diego feels confident using them in his pitch, but Quillbot has provided a logical structure and some AI-generated images Diego can use.

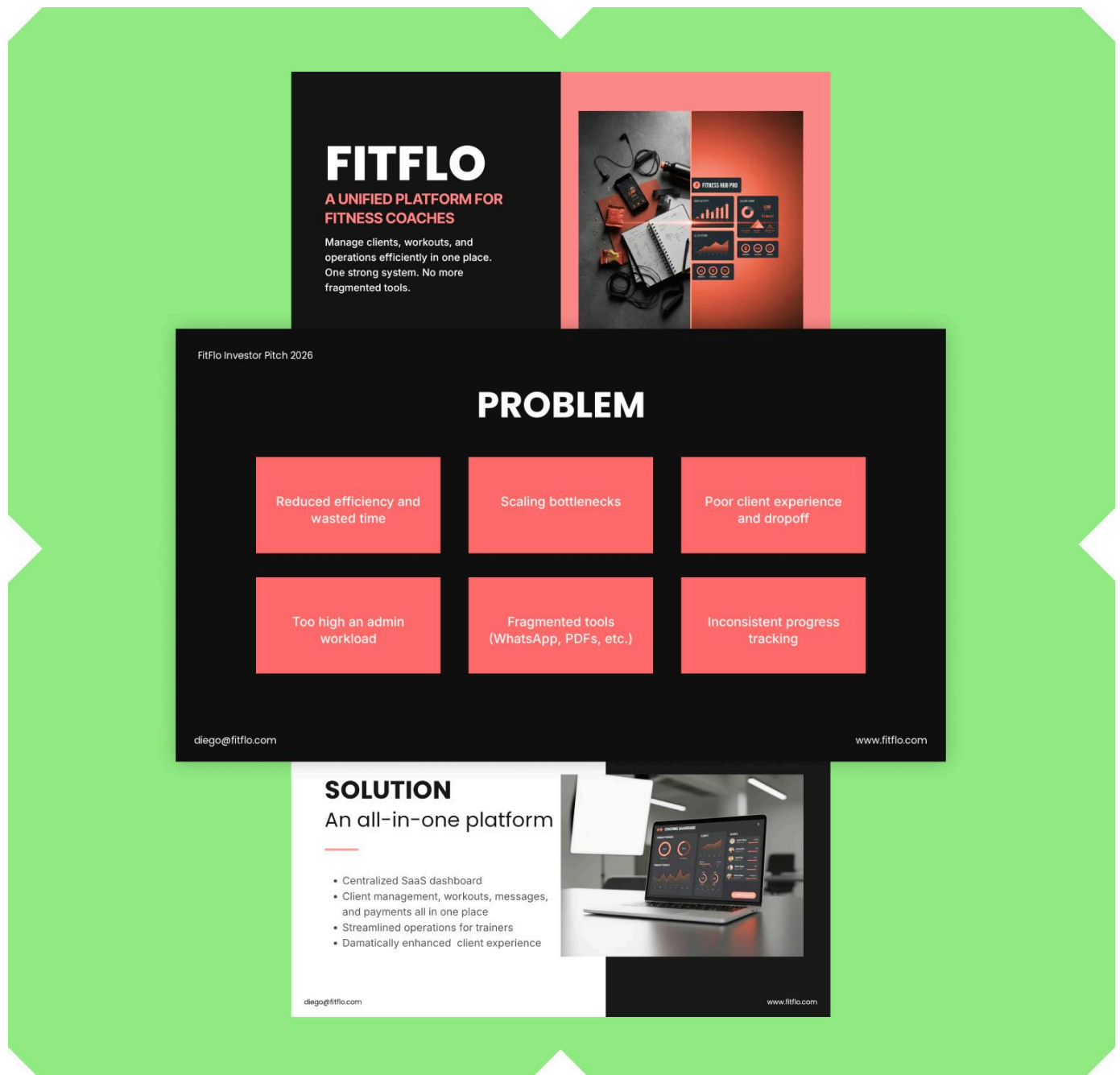


Diego edits the slides as follows:

- ▶ Changes the slides' fonts to better reflect FitFlo
- ▶ Realigns images slightly to keep clear margins on all slides
- ▶ Adds a title ("FitFlo Investor Pitch 2026") and a website and email to all slides so that anyone viewing the slide deck knows what it is and how to contact him
- ▶ Changes the text on the title slide from "Overcome the barriers of fragmented tools" to the punchier "One strong system. No more fragmented tools."
- ▶ Realigns images slightly to keep clear margins on all slides
- ▶ Lightly rewrites the "Problem" slide copy to be less ambiguous (like saying "Inconsistent progress tracking" instead of "Poor tracking")
- ▶ Makes all the "Problem" boxes the same color to give equal weight to all
- ▶ Restructures the "Solution" slide, putting a clearer title and listing FitFlo's features as a bulleted list

It takes Diego about 20 minutes to edit these three slides and choose the fonts and visual hierarchy he'll use throughout the others.

Final slides



He now has slides he feels good about presenting to potential investors. Moreover, the slide deck is organized in such a way that anyone who looks at it will understand FitFlo, regardless of whether or not they were present for Diego's presentation.



Clean and focused resume

It's imperative that resumes be clean and focused. You have seconds to capture your reader's (or their AI's) attention, so every word and design decision should sell your skills.

Context

Samantha is a mid-level project manager in the nonprofit sector looking to pivot into UX design. She needs to highlight transferable skills and the fact that she recently completed a UX bootcamp while also balancing her current full-time job.

Before

Skills

- Project management, scheduling, coordination
- Microsoft Office, Google Suite, basic HTML
- Communication, teamwork, leadership
- Event planning, volunteer management, social media

Hobbies

Yoga, painting, hiking, reading

References

Available upon request

Samantha Reynolds

samantha.reynolds@email.com | (555) 123-4567 | linkedin.com/in/samantha-reynolds

Objective

Looking for a new career opportunity where I can leverage my experience in project management, team coordination, and event planning. Interested in roles in tech, UX, design, or related fields.

Experience

Emerald Mountain Nonprofit Organization — Project Manager *January 2018 – Present / Boulder, CO*

- Managed multiple projects at once, including community outreach programs, volunteer coordination, and event management
- Led weekly meetings, prepared reports for upper management, coordinated budgets and schedules across teams
- Developed content for newsletters and social media channels, created presentations for donors and stakeholders
- Oversaw staff and volunteer onboarding and training programs
- Supervised interns and temporary staff for various programs

Sunny Community Center – Program Coordinator *June 2015 – December 2017 / Denver, CO*

- Scheduled events and programs for youth and adult participants
- Managed communication between departments and external partners
- Maintained documentation for grant reports and funding proposals
- Created spreadsheets, flyers, and admin documents
- Participated in fundraising and public relations campaigns

Education

Mountain State University - Bachelor of Arts in Communications
Graduated: 2015



Problem

Samantha's original CV is cluttered, unappealing, and ultimately doesn't highlight her experience and skills, due to:

- ▶ Long bullet points describing administrative tasks instead of accomplishments
- ▶ Outdated or irrelevant sections, like "references available upon request"
- ▶ Inconsistent formatting, like different bullet styles and mixing em-dashes, en-dashes, and hyphens
- ▶ Low emphasis on transferable skills such as stakeholder management, user research, or project planning
- ▶ Visual clutter due to three different fonts, horizontal lines, uneven spacing, and outdated highlights on the headings
- ▶ No mention of her UX bootcamp, which is the most relevant experience she has

Nothing here—neither text nor design—says “You should hire me as a UX designer.”



Quillbot prompt

Samantha plugs this into Quillbot:

Rewrite my resume to highlight transferable skills from nonprofit project management to UX design. Emphasize achievements, measurable impact, and relevant projects in a clean, modern format suitable for tech hiring managers. Edit out content you don't think is fit for a resume targeting UX design roles. I'll paste my "raw" resume info below and upload the specific job description I want you to tailor the resume to.

Samantha Reynolds
samantha.reynolds@email.com | (555) 123-4567 | linkedin.com/in/samantha-reynolds

Objective

Looking for a new career opportunity where I can leverage my experience in project management, team coordination, and event planning. Interested in roles in tech, UX, design, or related fields.

Experience

River Nonprofit Organization – Project Manager
January 2018 – Present

- Managed multiple projects at once, including community outreach programs and volunteer coordination
- Led weekly meetings and prepared reports for upper management
- Coordinated budgets and schedules across different teams
- Developed content for newsletters and social media
- Oversaw staff and volunteer onboarding and training programs

Sunny Community Center – Program Coordinator
June 2015 – December 2017

- Scheduled events and programs for youth and adult participants
- Managed communication between departments and external partners
- Maintained documentation for grant reports and funding proposals
- Created spreadsheets and other admin documents
- Participated in fundraising and public relations campaigns

Education

State University – Bachelor of Arts in Communications
Graduated: 2015

Skills

Project management, scheduling, coordination
Microsoft Office, Google Suite, basic HTML
Communication, teamwork, leadership
Event planning, volunteer management, social media
Hobbies: Yoga, painting, hiking, reading

References

Available upon request



UX job listing.pdf



Create resume →



Quillbot draft

From Samantha's text prompt, Quillbot generates this draft:

CONTACT

samantha.reynolds@email.com
(555) 123-4567
linkedin.com/in/
samantha-reynolds

CORE SKILLS

Agile Project Management
Cross-Functional Leadership
Stakeholder Communication
Requirements Gathering
Content Strategy
Budget Coordination

TOOLS

Google Workspace
Microsoft Office Suite
Basic HTML/CSS
Project Management Tools

SAMANTHA REYNOLDS
ASPIRING UX DESIGNER

Former Nonprofit Project Manager transitioning into UX Design. Proven track record in leading cross-functional teams, managing complex projects, and driving user-centric community programs. Adept at transforming organizational objectives into measurable, impactful solutions.

EXPERIENCE

Project ManagerJan 2018 – Present
River Nonprofit Organization

- Orchestrated and successfully delivered multiple concurrent community outreach projects.
- Facilitated weekly cross-functional meetings, ensuring alignment on project goals.
- Managed comprehensive budgets and complex scheduling across diverse, multidisciplinary teams.
- Spearheaded content strategy and development for digital newsletters and social media platforms.

Program CoordinatorJun 2015 – Dec 2017
Sunny Community Center

- Designed and executed targeted engagement programs for youth and adult demographics.
- Established and optimized communication workflows between internal departments and key external partners.
- Produced detailed documentation to secure project funding and grant approvals.

EDUCATION

Bachelor of Arts in Communications
State University • 2015

It's not perfect; like all AI output, it requires some manual editing. But it's a much better starting point than what Samantha had a few minutes ago.



Samantha makes the following tweaks to Quillbot's draft:

- ▶ Changes the color of the "Contact" section text to the same lighter gray as used in "Core Skills" and "Tools" for higher contrast and better readability
- ▶ Bolds her name to balance the visual weight between the dark and light sides
- ▶ Swaps the fairly common font Inter for Alan Sans, a slightly more "designed" font
- ▶ Adds more spacing between the work experience blocks
- ▶ Reformats her skills as bulleted lists and changes the text case for lighter visual load
- ▶ Adds a few core skills she realized were missing ("Analytics and KPIs" and "Presentations and reporting," both of which could be useful in a UX role)
- ▶ Mentions tools she's trained on recently (Figma, Miro, and Adobe Illustrator), which are highly relevant to a UX role
- ▶ Adds location tags, because even though the role she's applying for is remote, she wants to show she's in the same time zone as the company
- ▶ Most importantly, adds the UX design courses she recently completed, which aren't traditional education but are highly relevant and critical to include

Samantha spends about thirty minutes making these edits, most of which are small design tweaks.



In just a short session of manual edits, Samantha takes Quillbot's context-focused draft and turns it into an attractive, clean, and focused resume she can use to confidently apply to a UX designer role.

Client-ready proposal

A polished, professional proposal can be the difference between winning a client and losing a lead.

Context

Maria is a business builder brand strategist who helps small lifestyle businesses create cohesive visual identities. She often gets inquiries via email but spends hours rewriting proposals, replying in a simple business letter format. She needs a single client-ready proposal template that is clear, visually appealing, and adaptable for different prospects.

Before

Maria Lopez

Freelance Brand Strategist

maria.lopez@email.com | (555) 987-6543 | Portfolio: mariabrandstudio.com

Proposal for [Client Name]

Hi [Client Name],

Thanks so much for reaching out! I'm excited about the possibility of working with you. I've been a freelance brand strategist for about 5 years and have helped several lifestyle brands with things like logos, social media content, and general branding. I work with small businesses mostly, helping them have a consistent look across all channels.

Services I Can Provide:

- Logo design – I'll create a logo that fits your brand.
- Social media templates – some basic templates for Instagram, Facebook, etc.
- Brand guidelines – a one-page guide with colors, fonts, and logos.
- Anything else you need related to branding – we can talk.

Deliverables:

- A main logo design file
- Color palette with primary and secondary colors
- Typography recommendations
- One-page brand guide

Timeline and Pricing

I usually finish projects like this in about 3–4 weeks, depending on revisions and feedback. My fee for this package is \$1,200. I can split it in two payments if that works better.

Past Work / Examples

I've worked with some other lifestyle brands:

- "Bloom & Co." – did logo and social media templates
- "Sage Home" – created branding for their website and Instagram
- "Morning Brew Fitness" – logo refresh and color palette

I can send images or PDFs if you'd like, I just wanted to outline everything first.

Next Steps

If you'd like to move forward, we can set up a call to discuss your needs and timeline.

Thanks again for considering me!

Best,
Maria



Problem

Maria's original proposal is messy and inconsistent due to:

- ▶ Heavy paragraphs that bury her core offering
- ▶ Generic language that doesn't highlight her expertise or prior results
- ▶ No clear pricing or scope breakdown; clients have to guess what's included
- ▶ No visuals, which makes the proposal feel bland and boring
- ▶ Outdated Word template with uneven spacing and mismatched fonts
- ▶ No personal branding, which does nothing to make her recognizable or memorable

With this proposal template, clients struggle to understand what she's offering, and Maria loses time and potential business.

Quillbot prompt

Maria goes to Quillbot, enters the following prompt, and attaches her personal brand guidelines:

Rewrite my client proposal to be concise, professional, and visually appealing. Break it into clear sections: About Me, Services, Deliverables, Timeline, Pricing, and Case Studies/Examples. Use strong headings and bullet points to make it easy for clients to scan. Emphasize past results and expertise. I'll paste my raw proposal text below and attach my personal brand guidelines.

Raw Proposal Content:

- About Me: Freelance brand strategist with 5 years experience working with lifestyle brands
- Services: Logo design, social media templates, brand guidelines
- Deliverables: Logo, color palette, typography, 3 social media templates, 1-page brand guide
- Timeline: Rough estimate of 3–4 weeks per project
- Pricing: \$1,200 flat fee
- Examples: Past client brands (text description only, no visuals)



Business builde... ✕

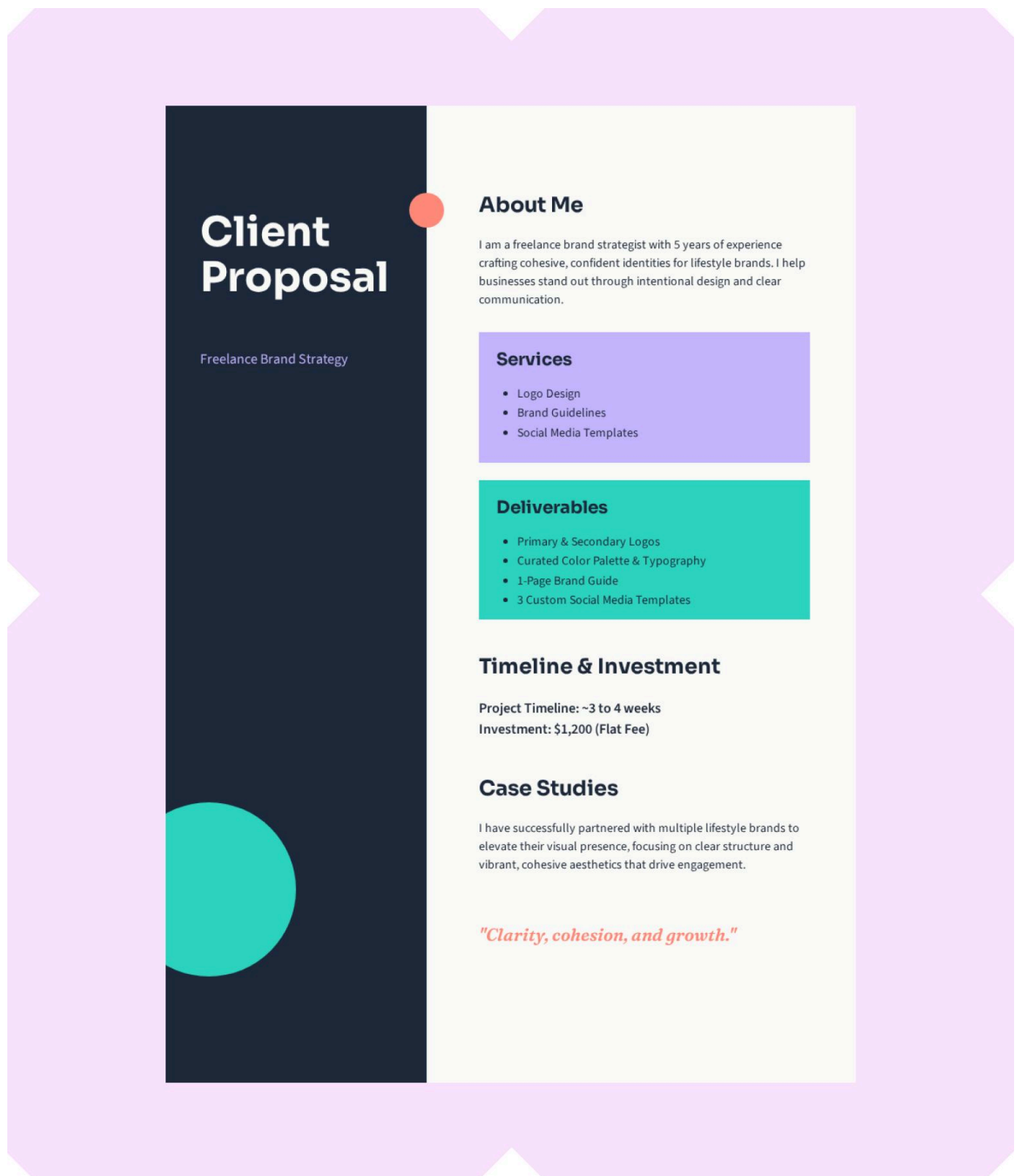


Create design →



Quillbot draft

Based on her prompt and attached guidelines, Quillbot comes up with:



Maria sits down with Quillbot to clean up her client proposal template. She...:

- ▶ Adds the client name under the “Client Proposal” heading
- ▶ Puts her contact information and “About Me” and “Case Studies” sections in the dark blue bar, which keeps all her info and experience in the same place
- ▶ Includes the most relevant results in her case studies and links to pages on her website that include more information, results, and visuals for each
- ▶ Removes the green circle at the bottom, as it adds no value
- ▶ Includes an “Executive Summary” to summarize the client’s situation and the problem her services could fix
- ▶ Rewrites the “Services,” “Deliverables,” and “Timeline & Investment” sections to be more specific and tailored to the client’s needs
- ▶ Formats “Timeline & Investment” as a colored box (similar to the “Services” and “Deliverables” boxes)
- ▶ Removes the quote at the bottom, which she decides doesn’t contribute value
- ▶ Changes the body font from Source Sans to Open Sans, as per her brand guidelines

It takes Maria about 20 minutes to edit these three slides and choose the fonts and visual hierarchy she’ll use throughout the others.



Client Proposal for Solara Studio

Maria Lopez

Freelance Brand Strategist
maria.lopez@email.com
(555) 987-6543
mariabrandstudio.com

About Me

I'm a brand strategist with 5 years of experience helping lifestyle brands create cohesive visual identities. I specialize in designing logos, social media templates, and brand guidelines that elevate brand recognition and client engagement.

Case Studies

Bloom & Co.: Logo and social media templates; improved engagement by 30% through cohesive visual identity

Sage Home: Website branding and Instagram graphics; increased brand consistency across channels

Morning Brew Fitness: Logo refresh and color palette; improved client retention through stronger brand recognition

Executive Summary

Solara Studio is positioned to grow within the wellness space, but its current brand identity does not fully reflect the quality, consistency, and calm, premium experience it offers. This creates a disconnect between the brand and its target audience, particularly on visual platforms like Instagram where first impressions drive engagement.

Services

- **Logo Design:** Unique, brand-aligned logo that reflects Solara Studio's focus on mindful wellness
- **Social Media Templates:** Customizable templates to create a consistent, calming visual presence
- **Brand Guidelines:** One-page guide outlining colors, typography, and logo usage for cohesive branding
- **Additional Branding Support:** Flexible support for future needs such as launch assets or templates

Deliverables

- **Primary logo files** (PNG, SVG, and JPG)
- **Color palette** with primary and secondary colors aligned with your brand positioning
- **Typography** suggestions for digital and print use
- **3 Instagram post templates** (editable)
- **One-page brand guide** with usage instructions

Timeline & Investment

- **Timeline:** Project estimated to take 3–4 weeks and includes 2 rounds of revisions per deliverable.
- **Pricing:** Flat fee of \$1,200 (50% upfront and 50% upon completion)

Maria now has a client proposal ready for Solara Studio and a template she can edit and reuse for other clients. With Quillbot, she can duplicate pages or easily access the document version history, which allows her to save a unique proposal version for each client, go back to a past proposal if necessary, and be confident she won't ever lose her work.



After creating her proposal template, Maria also creates an email template she can use when sending out client proposals. She tells Quillbot:

Create an email template I can use when sending out client proposals. It should be friendly and warm but also professional, as its goal is to obtain work. Mention that the client proposal is included as a PDF and include proposed next steps: schedule a call to finalize your goals, visual direction, and timeline, and upon confirmation, I'll send a formal contract and invoice to get started. A sample proposal is attached.

 Attach files



Create email →

Quillbot creates the following template:

New Message

Recipients

Subject

"Dear [Name],

I hope this message finds you well. I'm reaching out to share the client proposal for your review, which I've attached as a PDF.

The proposal outlines my suggested approach to help achieve your goals with a clear visual direction and timeline. To ensure everything aligns perfectly with your expectations, I would be glad to schedule a call where we can finalize your objectives, discuss the creative direction, and set the project timeline.

Once we have your confirmation, I will promptly send over a formal contract and invoice so we can get started right away.

Please let me know your availability for a call, or feel free to reach out with any questions you might have.

Looking forward to collaborating with you.

Best regards,
Maria Lopez"

Cc Bcc

Sans Serif

Tt

B

I

Send



Maria is now completely ready to seamlessly create attractive, branded client proposals and send them off in professional, friendly emails without having to second-guess herself or reinvent the wheel each time.



Creating professional content & documents with Quillbot

31

Polished executive summary & slide deck

When working with large amounts of information, clarity and conciseness are paramount. Even if you have to prepare a full report, most readers don't actually want to wade through it; they want key insights and actionable takeaways. Unfortunately, turning dense details into an executive summary and a clean slide deck is a common but time-consuming task.

Context

Liam is a solopreneur marketing analyst who has just completed a performance report for an e-commerce client, NorthPeak Outdoors. The client doesn't have time to read the full report and has asked for a short executive summary and a slide deck to present the findings to their internal team. Liam has the insights but needs to quickly turn them into clear, client-ready assets.

Before

NorthPeak Outdoors – Marketing Performance Report (Q2)

Prepared by: Liam Carter
Date: July 2026

Overview

This report presents a detailed analysis of NorthPeak Outdoors' marketing performance during Q2 2026. It includes in-depth evaluation of paid social, paid search, email campaigns, and website analytics. The purpose of this report is to provide comprehensive insights into campaign effectiveness, audience behavior, and overall ROI. By examining multiple KPIs, including traffic, conversions, engagement, and budget allocation, this report aims to highlight areas of success as well as opportunities for optimization.

Traffic to NorthPeak Outdoors' digital properties increased significantly during the quarter. Paid media campaigns contributed to higher visibility, while email marketing campaigns drove incremental engagement with existing customers. Despite these gains in reach, the impact on core performance metrics such as conversions and engagement quality has been mixed, with some channels underperforming relative to investment levels.

Additionally, the report documents qualitative observations including audience segmentation patterns, creative performance, and data integrity across multiple analytics platforms. These observations provide context for quantitative metrics and help identify gaps that may affect overall marketing efficiency. By combining both quantitative and qualitative analysis, this report offers a full-spectrum view of Q2 performance.

Methodology

The data for this report was collected from multiple sources: platform-specific dashboards (Facebook Ads Manager, Instagram Insights, Google Ads, and Mailchimp), website analytics (Google Analytics), and internal tracking sheets maintained by NorthPeak Outdoors. Data was aggregated on a weekly basis for Q2 (April–June 2026) and cross-referenced to ensure consistency and reliability.

Notes
Increased spend
New audience targeting

ularly for branded
ing that audience
search, display, and

from €18 to €21.
the budget
unities.

aigns, testing new
version volume.



Problem

Liam's report is thorough but not presentation-ready:

- ▶ Six pages of dense text with long paragraphs and minimal formatting
- ▶ Key insights buried within sections instead of clearly highlighted
- ▶ No prioritization; everything feels equally important
- ▶ Data-heavy sections with buried interpretation and takeaways
- ▶ No clear narrative flow (problem → insight → recommendation)
- ▶ Not suitable for presenting in a meeting or for quick decision-making

The report has valuable insights, but they're difficult for the client to extract and act on.

Quillbot prompt

Liam has to create two pieces of content: an executive summary and a few slides presenting key results. First, he uses Quillbot to draft the executive summary.

I wrote this report for a client about their marketing performance. I need to draft an executive summary that I can include in an email. The executive summary should be concise and offer key takeaways and actionable insights that have come out of the report. The goal is to make it as easy as possible for the client to consume the important info from the report. My report is attached.



Doc - NorthPeak... ✕



Create document →



Liam then creates a new project in Quillbot to generate a draft of his slides. He writes the following prompt:

I am a freelance marketer and I wrote this report for my client about their recent marketing performance. I want to create a succinct, clean, professional presentation that presents the most important insights from the report. Don't include content from the Overview or Methodology section. Focus on the key results from the Performance sections and Audience Insights. Include one slide at the end with Recommendations. The report is attached.



Doc - NorthPeak... 



Create presentations →

Quillbot draft

Quillbot generates the following executive summary:

Key Trends & Insights

This marketing performance report highlights key trends and actionable insights from the recent campaign activities. Overall, we observed a significant increase in engagement rates, driven primarily by targeted placement, conversion, messaging, and audience.

Growth Opportunities

However, there is room to enhance email marketing effectiveness, as open rates dipped slightly compared to the previous quarter. Focusing on personalized content and subject line testing could boost these metrics. Additionally, allocating more budget to high-performing channels, particularly paid search, is recommended.

Campaign Growth Summary

In summary, the campaign's positive momentum can be strengthened by refining email strategies and shifting resources to channels demonstrating the best returns, setting a solid foundation for continued success in the upcoming periods.



As for slides, it generates a short deck based on Liam's prompt. The first three slides look like this:



With respect to the executive summary, Liam...:

- ▶ Uses Quillbot's built-in Paraphraser to make the summary more concise
- ▶ Changes "recent campaigns" to the more specific "Q2 2026 campaigns"

- ▶ Rewrites this line—"However, there is room to enhance email marketing effectiveness, as open rates dipped slightly compared to the previous quarter"—as it is somewhat vague and doesn't help justify Liam's recommendation to improve email strategies

- ▶ Adds a bit more detail to the final paragraph so the client has his recommendations at the forefront of their mind when they finish reading

As for the slides, Liam:

- ▶ Double-checks that Quillbot extracted all the performance metrics correctly (it did)
- ▶ Changes the highlighted metric on "Paid Social" to conversion rate instead of budget increase
- ▶ Reformats the key insights as bulleted lists instead of paragraphs
- ▶ Makes the body text slightly bigger across all slides
- ▶ Uses red and green to color-code highlighted metrics as low vs. high, decreased vs increased



Final executive summary and slide deck

Key Trends & Insights

This marketing report highlights key trends and insights from recent campaigns. Engagement rates rose, social media increased, and email marketing became more effective.

Needs Improvement

Email marketing needs improvement, as open rates declined slightly from 25% in Q1 to 22% in Q2. Further, the click-through rate (2.5%) is low. Enhancing personalization and testing subject lines could help. Increasing budget for top-performing channels is advised.

Recommendations

Overall, refining email strategies and reallocating resources to high-return channels will strengthen campaign momentum and support future success. Testing new creatives and rotating ads more frequently may also better help capture attention and conversions. Finally, investigating some website UX issues should boost engagement and conversions.

In around 15 minutes, Liam had Quillbot draft a summary based on his report and edited it to be more concise and action-focused. He can now send an executive summary to his client that quickly walks them through the report's key insights and his suggestions for next steps.



Paid Social Performance

- Budget increased by 35%
- CTR slightly dropped from 1.3% to 1.2%
- Conversion rate declined from 2.1% to 1.7%
- Instagram underperformed with new audience targeting and ad fatigue was noted

Recommendations

- Refine audience segmentation
- Test new creatives
- Optimize scheduling

1.7%

Conversion Rate

Paid Search Performance

- Maintained the highest conversion rate (3.4%) with stable click volume
- Saw rising CPA from \$18 to \$21
- Budget allocation is 30%, which is underutilized compared to performance

Opportunities

- Expand non-branded keywords
- Test new ad copy
- Optimize bids to reduce costs & increase conversions

3.4%

Conversion Rate

Email Marketing Performance

- Strong open rates (22%) though slightly lower than Q1 (25%)
- Low click-through (2.5%)
- Low conversion rates (0.9-1.2%)
- Lack of personalization and limited A/B testing affected results

Recommendations

- Expand personalization
- Refine targeting
- Increase testing to improve email effectiveness

22%

Open Rate

2.5%

Click-Through

0.9-1.2%

Conversion Rate

Liam's edits to the slides take about 15 minutes. So all in all, he spends about a half hour generating an executive summary and slide deck, checking that the information is correct when compared to his report, and making small tone and design tweaks to each.



Quillbot: One place for everything

By reducing tabs, logins, and mental clutter, Quillbot covers your entire content creation lifecycle and professional writing needs in one place. And that means you work smarter, repurposing what you create across channels or formats to save time and effort. In this section, learn a bit more about how Quillbot truly serves as a one-stop shop for content creation and professional writing.

Supporting the content creation lifecycle

The content creation lifecycle involves multiple stages, each critical to producing high-quality, impactful content. Quillbot functions at all these stages, which keeps your workflow connected and efficient. Below, see at a glance how Quillbot can support each phase.

The content creation lifecycle

Stage	Key Goal	How Quillbot helps
Planning & Strategy	* Define objectives * Brainstorm ideas * Set timelines	AI-assisted ideation make strategy development faster and more organized
Creation & Production	* Draft content * Design assets * Combine formats	* Integrated writing & design tools * Context-focused AI generation * Editable templates * Content blocks * Real-time iteration reduce friction
Review & Approval	* Collect feedback * Refine content * Ensure alignment	* Collaborative canvas with live updates, notes & version history * Helps maintain one source of truth during review process
Publishing & Promotion	* Prepare content for channels * Maintain consistency	Export-ready files, formatting options, and the ability to repurpose content for different formats save time across multiple platforms



Streamlining professional writing

Quillbot also simplifies professional writing from start to finish. Whether you're drafting emails, reports, proposals, or cover letters, you can move seamlessly from brainstorming to final edits

in one place. From ideation to drafting to editing and correction, Quillbot's writing tools help you create documents with ease.

Here are a few ways Quillbot supports your professional writing:

- ▶ **Helps you brainstorm and generate ideas**
- ▶ **Allows you to organize information into logical sequences**
- ▶ **Enables you to draft text quickly using AI assistance**
- ▶ **Suggests ways to refine your writing, such as paraphrasing and tone adjustments**
- ▶ **Checks your grammar, spelling, and clarity**

By keeping each step connected to the last, Quillbot helps you produce clear, polished documents without switching between multiple tools or losing context.

Optimizing workflows

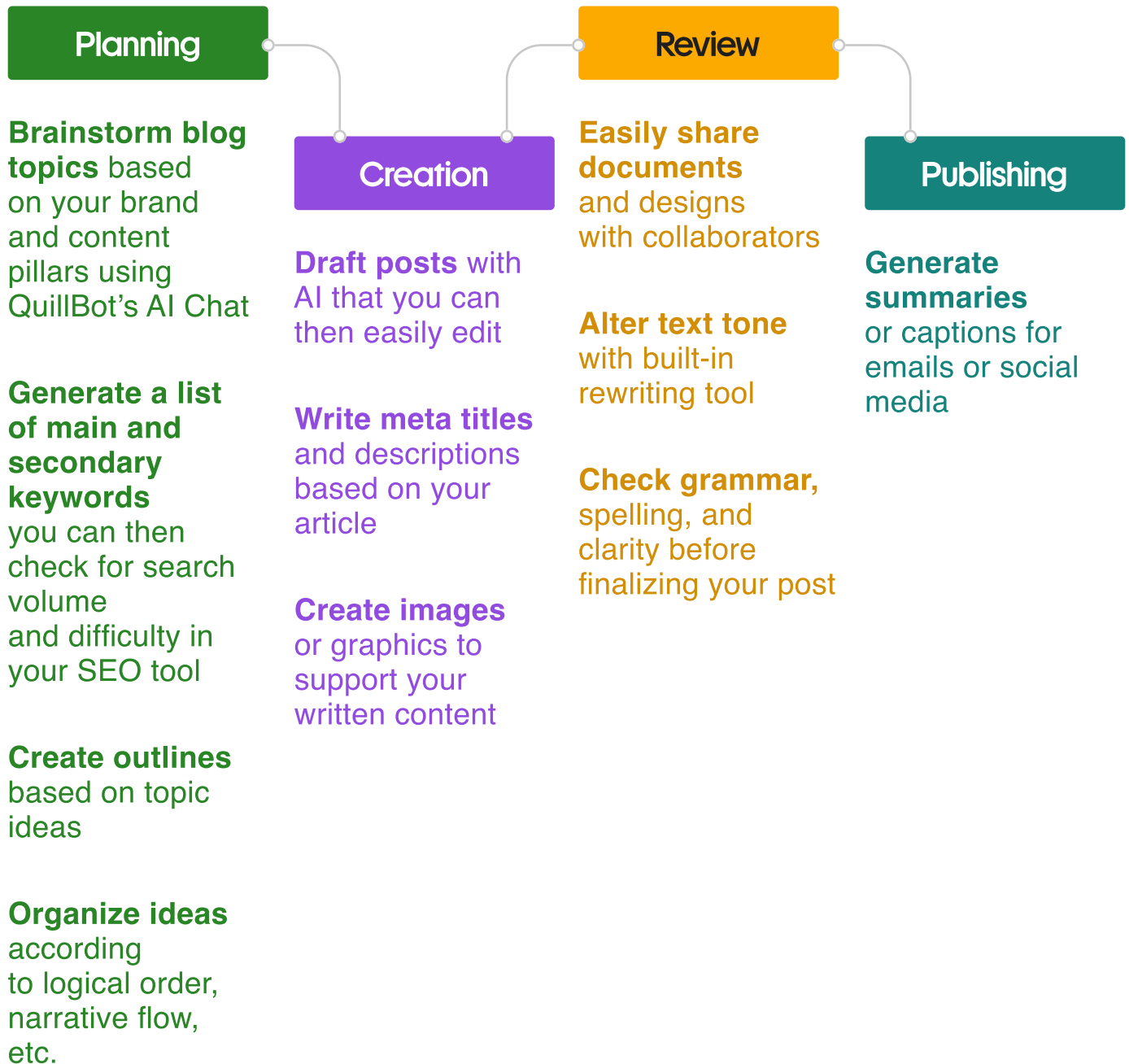
Quillbot doesn't just support your content lifecycle and writing needs; it also optimizes your content workflow, whatever that may be. The following pages show examples of some typical content or professional document workflows and how Quillbot can help you work through them more efficiently and effectively.



Blog or article production

When writing blog posts or articles, you have to come up with ideas, analyze SEO opportunities, write the actual text, and probably create or source some images or infographics to support the written content and promote the post on other channels.

How Quillbot optimizes blog or article production



Here are some sample prompts you could use to carry out these tasks with Quillbot:

Brainstorm topics:

“Generate 20 blog post ideas for a [industry/topic] audience focusing on [content pillar or theme].”

Brainstorm keywords:

“Suggest SEO-friendly keywords related to [topic] with different search intents (informational, transactional, navigational).”

Create an outline:

“Draft a detailed outline for a blog post about [topic], including headings, subheadings, and key points.”

Organize ideas:

“Organize these ideas for the content of a blog post on [topic] into a logical flow that tells a story. [Paste ideas]”

Draft an article:

“Write an 800-word blog post on [topic], in a [tone: professional, friendly, humorous, etc.] voice.”

Write metadata:

“Generate 5 meta titles for a blog post about [topic] that are under 60 characters.”

Create an image:

Generate an image showing [desired visuals] to serve as the featured image for this blog post about [topic]. Use a [style: minimalist, cartoon, abstract, etc.] style.”

Write a summary:

“Create a 3-sentence summary of this blog post suitable for email or newsletter promotion.”

Improving SEO:

“Suggest SEO improvements for this blog post, including keywords, headings, and meta tags.”



Social media campaign

Social media campaigns require you to plan out a sequence of content, write captions and create visuals, and schedule and publish everything. Often, social media campaigns play out over multiple channels, meaning you also need to create variations of each piece of content.

How Quillbot optimizes social media campaigns



Want to try out this workflow with Quillbot? Try one of these prompts:

Brainstorm ideas:

“Suggest content themes for a campaign targeting [audience] over [time period].”

Organize ideas:

“Arrange these post ideas into a 2-week campaign schedule with logical flow and engagement pacing: [paste ideas].”

Generate hashtags:

“Generate 15 relevant [network] hashtags for this campaign targeting [audience].”

Create a design:

“Using the attached brand guidelines, create a [format: carousel, single post, etc.] for [network] that covers the content pasted below. [Paste content outline] [Attach brand guidelines].”

Write captions:

“Write 3 engaging captions each for Instagram, LinkedIn, and TikTok promoting the attached content. Vary the captions so I can choose the one I like best. [Attach content]”

Draft a video script:

“Script a 1-minute social media video with 3 key points about [topic]. Use a [tone: conversational, friendly, etc.] tone.”

Estimate video length:

“I’ve [attached/pasted] a video script. Estimate its length. [Attach/paste script]”



Email marketing

Email marketing involves coming up with the right ideas and angles for engagement, segmenting your audience strategically, preparing attractive but concise content, and writing great subject lines.

How Quillbot optimizes email marketing

Planning

Brainstorm email marketing ideas for your industry or business

Prepare an email marketing calendar with relevant holidays

Validate email marketing ideas based on your goal

Get AI assistance when segmenting your audience

Creation

Draft subject lines and suggest pairs for A/B tests

Write email copy and calls to action

Summarize blog posts or other content promoted in the email

Generate images or graphics to use in emails



Give these email marketing prompts a go in Quillbot:

Brainstorm ideas:

“Give me 50 ideas for email marketing for a [business model: local store, e-commerce, SaaS, etc.] in the [industry] industry. Organize the emails by goal type.”

Prepare a calendar:

“Provide a list of upcoming national and international holidays relevant to [industry] for email campaigns.”

Validate ideas:

“Rank these email ideas based on engagement potential for [audience segment]. [Paste ideas]”

Segment audience:

“Suggest ways to segment subscribers for better targeting of [campaign].”

Draft subject lines:

“Generate 5 attention-grabbing subject lines for this email campaign: [paste topic].”

Assist A/B testing:

“Provide alternative subject lines for A/B testing to improve open rates. Explain what each option could help test.”

Draft email copy:

“Draft a 150–200 word email promoting [product/service] with a persuasive tone and a clear call to action. See the attached document for a full description. [Attach description of product or service]”

Write CTAs:

“Create multiple CTA variations to test engagement for this email.”

Generate images:

“Generate a banner image featuring [subject of image] for this email promoting [product/service]. The email is pasted below. Use the attached brand guidelines when generating the image. [paste email] [attach brand guidelines]”

Note

Be mindful of data privacy when sharing information about your audience. While it's fine to tell Quillbot a bit about your audience—like its demographics, pain points, etc.—you shouldn't attach a file that contains sensitive information like their email address, physical addresses, or phone numbers.



Creating presentations

Creating great presentations doesn't mean just drag-and-dropping some images and writing the text as you go; truly great presentations involve careful planning, research, editing, and practice.

How Quillbot optimizes creating presentations



When creating presentations, these examples can help you write great prompts:

Brainstorm angles:

“Generate 10 creative angles for a presentation on [topic] for [audience].”

Organize ideas:

“Organize these ideas into a logical sequence suitable for a slide deck about [topic]: [paste ideas].”

Prepare an outline:

“Provide a detailed outline for a 10-slide presentation on [topic], including main points and subpoints.”

Get research recommendations:

“Tell me some sources I can look into to find information for a presentation about [topic]. The sources should be [type: academic journals, blogs, magazines, etc.].”

Create a presentation draft:

“Create a presentation of [number] slides about [topic] using the attached notes. Organize slides logically, following my notes, and do not include too much information on any given slide. Include images or graphics to support the information. Use a [tone: casual, academic, formal, etc.] tone in both the copy and visual design.”

Rewrite slide copy:

“Rewrite this slide text to make it more engaging and easy to understand: [paste text]. My audience is [brief description of audience].”

Define key messages:

“Based on the attached presentation, define the key messages or takeaways that I should drive home for my audience. Keep my audience in mind: [brief description of audience]. [attach presentation].”

Create a handout:

“Generate a [handout type: one-sheet, worksheet, game, etc.] for the attached presentation. The goal of the handout is [goal: summarize key takeaways, engage the audience, etc.]. [Attach presentation].”

Anticipate questions:

“Look at the attached presentation and tell me some questions the audience may ask me. Then, suggest how I may answer each. [Attach presentation].”

Note

You can ask AI to provide sources for the information it gives you, but remember to check them. When reviewing sources and researching information for a presentation, use your best judgment. Is the source reliable? Up-to-date? Can you verify the information in another source?



Applying for jobs

There is definitely a job application workflow, although you may not recognize it as you're working through it. But applying to jobs means finding openings, analyzing listings, tailoring your resume, writing focused cover letters, emailing out your applications, and following up.

How Quillbot optimizes applying for jobs



Here are some sample prompts for using Quillbot for job applications:

Identify keywords:

“Identify the main keywords in this job listing that an ATS is likely to look for: [paste job description].”

Find important requirements:

“List the most important skills, qualifications, and responsibilities from this job listing: [paste job description].”

Create a visual resume:

“Create a visual resume from this raw resume data for the following job listing: [paste job description]. Use a [style: creative, formal, etc.] style and these specific design cues: [colors, fonts, etc.] [paste raw data]”

Tailor an existing resume:

“Tailor my attached resume to better match this job listing: [paste job description] [attach resume].”

Draft a cover letter:

“Draft a cover letter that aligns with my attached resume for this job. The job listing is pasted below. [paste job description] [attach resume]”

Draft an application email:

“Draft a professional email to submit my application for this role. [paste role] [attach resume]”

Interview prep:

“Generate a list of potential interview questions based on my resume and this job listing: [paste resume and job description].”

Note

Chatting with AI can help you prepare for an interview by allowing you to organize your thoughts and helping you to anticipate questions. That said, it all comes down to human interaction, so always practice with a human if possible.



Repurposing content with context

Repurposing content isn't lazy; it's smart. When you build repurposing into your content strategy, you multiply your output without multiplying your workload. Instead of turning one idea into one piece of content, turn it into five (or more!).

Examples of repurposing content include:

- ▶ Turning a blog post into an email blurb and social media posts for different networks
- ▶ Using case studies across different formats: landing pages, testimonials, socials, etc.
- ▶ Taking clips from long-form videos to use on social media or embed in blog posts
- ▶ Extracting key stats or quotes into shareable social media graphics
- ▶ Converting video content into a podcast episode
- ▶ Expanding a high-performing email into a full blog post
- ▶ Transforming reports into infographics or visual summaries

Quillbot makes this process faster and more effective by helping you repurpose with context, not just copy and paste. Each piece of content can be adapted to fit the tone, format, and audience of a specific channel. This means you can:

- ▶ Adapt tone and length instantly to meet the needs of each content channel
- ▶ Create content for different formats from the content you have already made
- ▶ Maintain messaging consistency across channels even as formats change
- ▶ Work laterally across workflows, seamlessly moving between writing and designing for different channels without losing context or switching tools

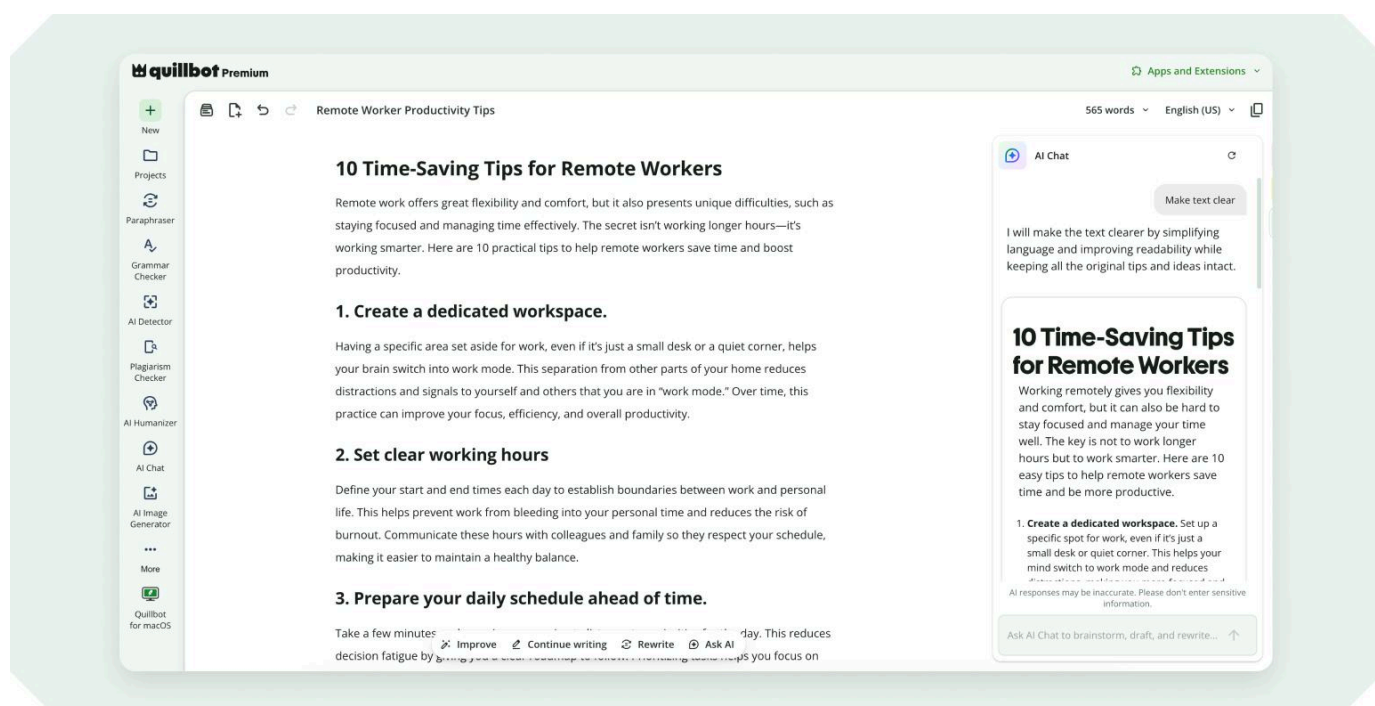


Quillbot for repurposing: an example

Jack is an early-stage founder launching an app to support remote workers. At the moment, he's focusing his content strategy on awareness and trying to position his company as an expert in the remote productivity space. The following example shows how Jack uses Quillbot to support his workflow and repurpose content for maximum returns.

Blog post

Jack drafts a blog post titled “10 Tips for Remote Workers” in Quillbot. After drafting, he tells Quillbot to “Make text clear” to check if there’s anything the AI suggests editing for clarity. Jack reviews the suggested edits and changes those that he thinks make sense (but he doesn’t blindly accept what the AI recommends).



He publishes his blog post and downloads it as a PDF. This PDF will be a useful attachment when asking Quillbot to repurpose the blog post for other channels.

Email newsletter

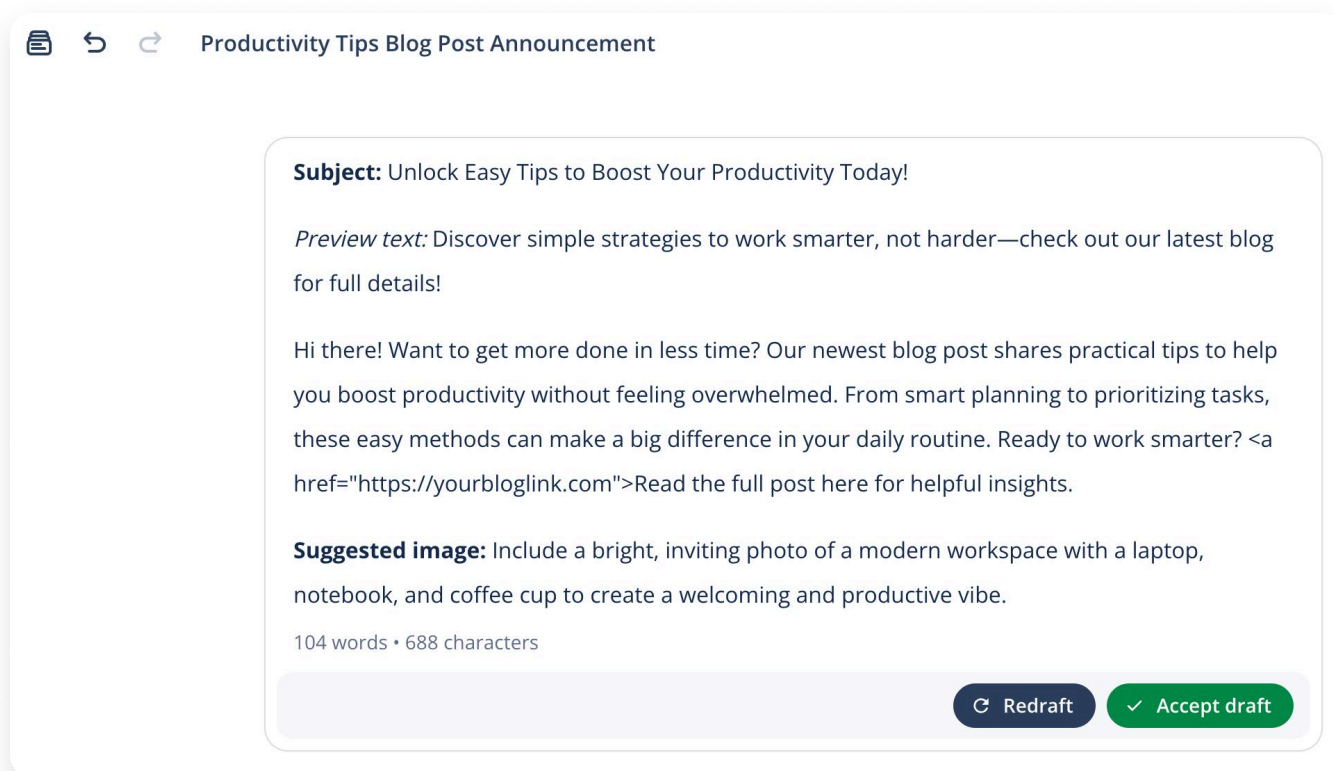
Jack repurposes his post for his weekly email newsletter. This way, he makes sure his subscribers don’t miss the blog post. Also, sending out a weekly newsletter helps keep his brand name in their minds.

He tells Quillbot:

“Repurpose the attached blog post as an email newsletter. Use a friendly, helpful tone. Write a 3–4 sentence summary with a link to the full blog and a subject line and preview text to drive clicks. Suggest where to include an image and what type of image to include.”



The AI scans the blog post he's attached and creates this email:



Social media posts

Next, he wants to create social media content based on this blog post. He prompts Quillbot twice:

Prompt 1:

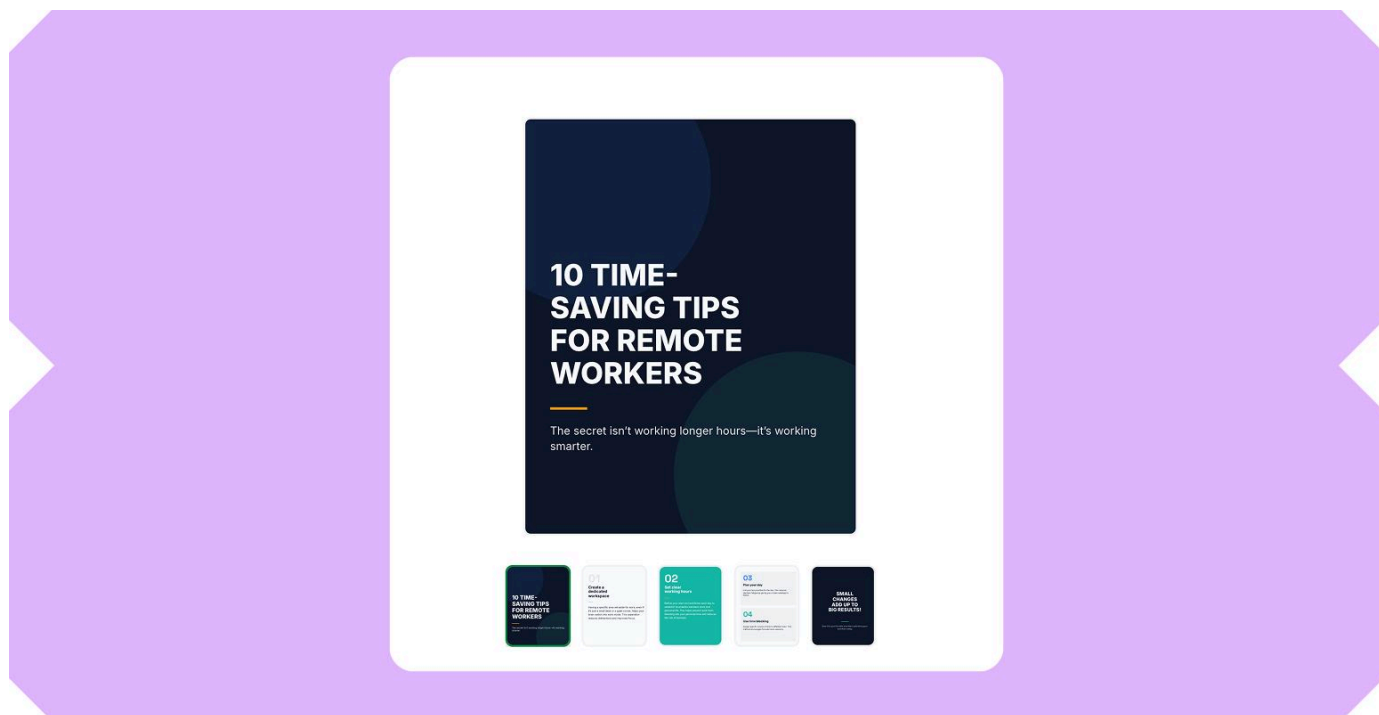
“Create an Instagram post based on the attached blog post. Use various slides to create a carousel. Use the brand guidelines pasted below.”

Prompt 2:

“Repurpose the attached blog post as a LinkedIn post. Include a short, professional summary highlighting 2–3 key tips and end with a question to drive engagement. Follow the brand guidelines below.”

Quillbot generates a draft post for each network, and Jack can easily tweak both the designs and the copies if he needs to, as in the Instagram post seen below.



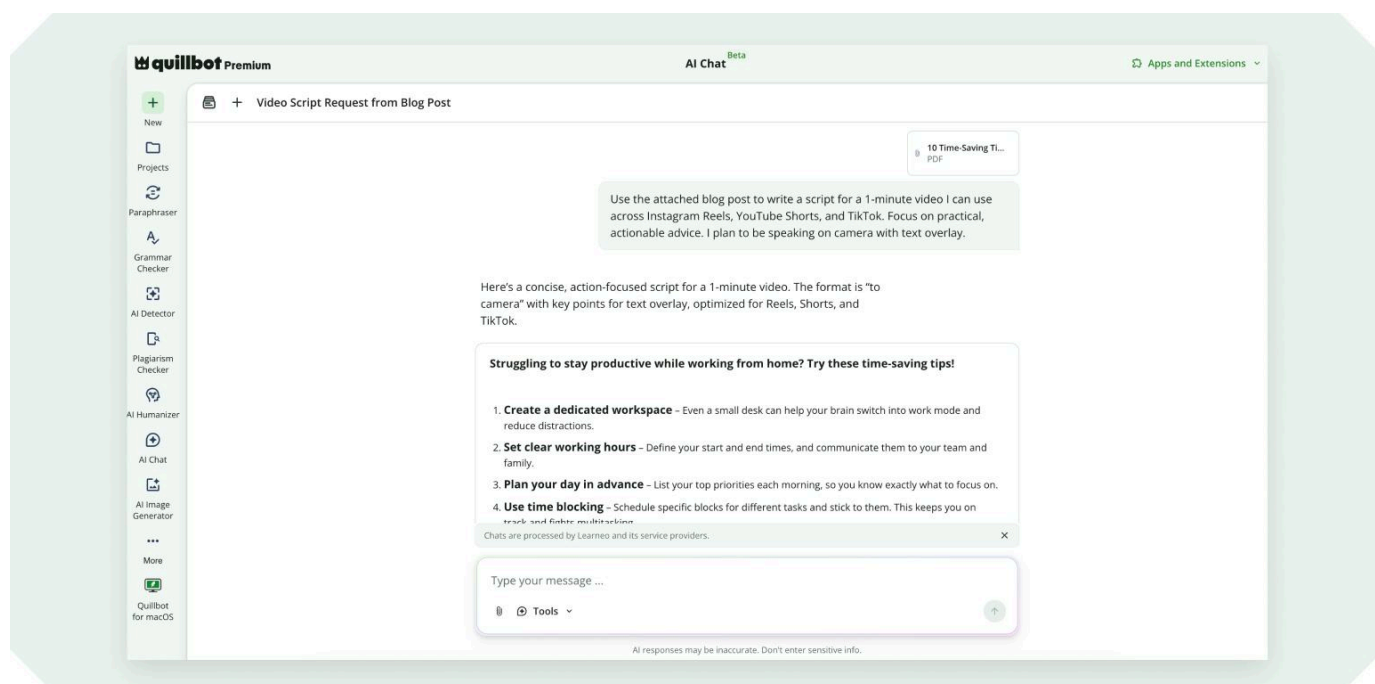


Short-form video

Next, Jack decides to also create a short-form video to upload to Reels, TikTok, and YouTube Shorts. He doesn't plan to post these videos right away but in about a month; this keeps enough distance from the social posts on the same topic but still lets him take maximum advantage of the material.

He prompts Quillbot:

“Use the attached blog post to write a script for a 1-minute video I can use across Instagram Reels, YouTube Shorts, and TikTok. Focus on practical, actionable advice. I plan to be speaking on camera with text overlay.”



In seconds, Jack has his script and gets right down to filming. He already knows, thanks to AI, that his video should come out to be around one minute long, which focuses his recording and editing.



Podcast talking points

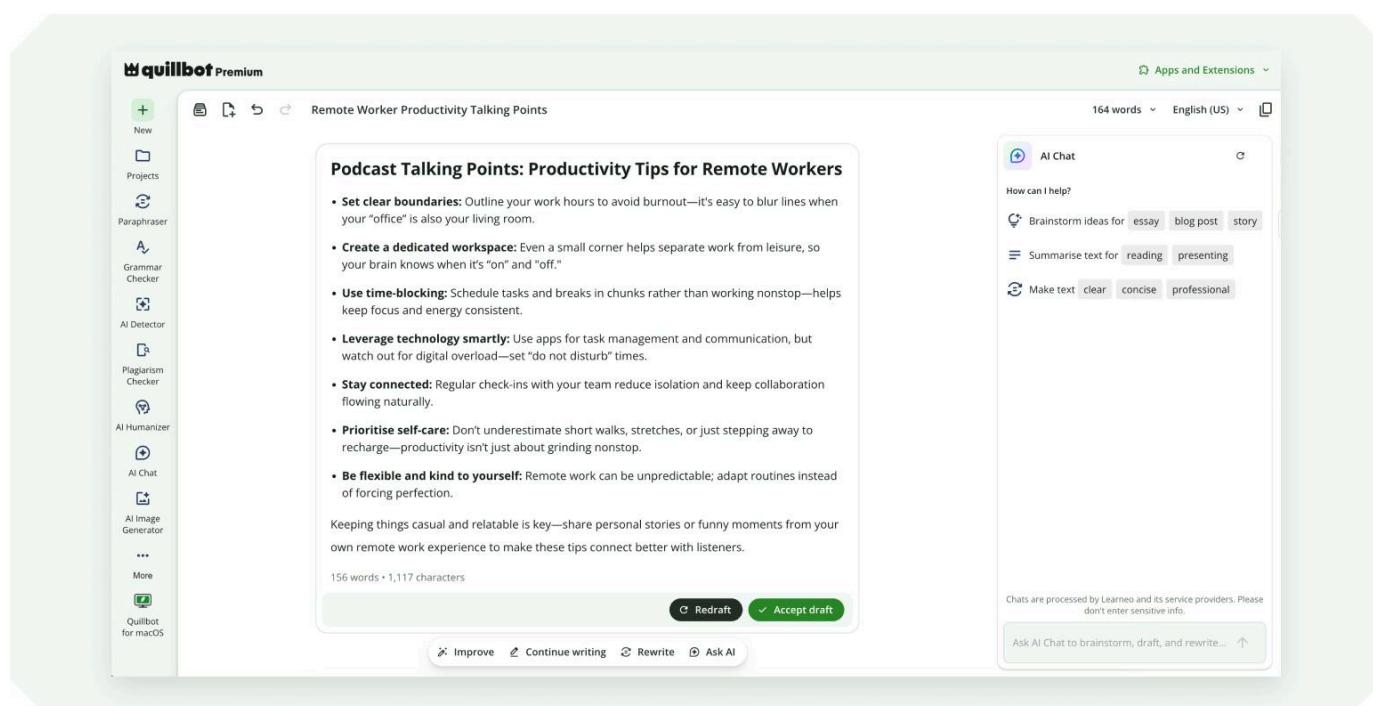
Jack has been invited on a podcast and plans to share his tips there. He asks Quillbot to generate talking points for the podcast. He doesn't want a script, which would sound unnatural, but he does want a clear list of points so he doesn't get nervous while on air.

He asks Quillbot:

"Take the attached blog post and generate talking points for a podcast. I've been invited to speak on a productivity podcast and want to focus on these tips for remote workers. Keep the talking points casual and relatable; I don't want to sound overly formal."

Quillbot gives him an organized, bulleted list of talking points for each tip.

Jack prints this out to have it in front of him and feel more confident when he has to record.



End result

To sum up, busy, early-stage founder Jack has...:

- ▶ Written and edited a blog post
- ▶ Created an email newsletter to promote it
- ▶ Reused the same content for LinkedIn and Instagram posts
- ▶ Generated a short-form video script based on the blog's content
- ▶ Created a list of talking points to use for his guest appearance on a podcast

And he saved time, effort, and mental energy by doing it all with one tool.



Expert tips for using Quillbot

Convinced by now to use Quillbot for your content and writing needs? If yes, check out these expert tips to make sure you get the most out of your experience. If not, the following strategies will give you a clearer picture of how you could use it effectively in real workflows.

Start with a contextual prompt

A “contextual prompt” means an AI prompt that speaks exactly to your unique context: your goal, your constraints, and any details you want to include. Starting with a contextual prompt allows Quillbot to adjust the generated draft to your needs.

That said, there are certain things you shouldn't let the AI decide. When writing a contextual prompt, you need to know a bit about how to structure your document, like how many slides you want in a presentation or which sections to include in a resume.

Follow these tips for writing contextual prompts:

- ▶ Select what type of project to create from the dropdown
- ▶ Include a brief description of your company/role and goal
- ▶ Explain the task at hand as simply as possible
- ▶ Specify sections to include or not include
- ▶ Include brand guidelines (or, at minimum, color hex codes and font names)
- ▶ Attach a supporting document whenever possible for greater context.

Write constraints, meaning things you do not want the AI to do



Example prompts

"I'm a business builder building a SaaS tool for remote team productivity. I need a 10-slide investor pitch deck. Include: problem, solution, product overview, market opportunity, business model, traction, and financial projections. Use a professional but modern tone. Keep slide text concise and suggest visuals for each slide. Brand colors: #0F172A and #3B82F6. Avoid overly technical language. I've uploaded my business plan, which includes the information I need for the slides."



Create pitch deck →

"I'm applying for marketing roles in tech. Create a resume I can adapt for different job listings. Include: summary, skills, work experience, and education. Emphasize measurable results and use action verbs. Keep formatting ATS-friendly. Avoid first-person language and unnecessary adjectives. I'll tailor keywords later based on job descriptions. I've attached my current resume, but I want to update the design/template to be more contemporary."



Create resume →

"I'm a freelance content writer specializing in SaaS and B2B marketing. I want to create a digital portfolio that highlights my best work. Include the following sections: about me, services, selected projects, testimonials, and contact info. Use a clear, modern tone. Keep descriptions concise but impactful. Suggest layout ideas and visuals. Avoid generic phrases like 'passionate' or 'hardworking.' See my raw details in the attached file."



Create portfolio →

Try these formulas when writing your own contextual prompts:

Basic structure:

"I am a [role] working on [project]. I need to create a [type of content] for [goal/audience]. Include [key sections]. Use a [tone/style]. Avoid [constraints]. See the attached document for more context."



Advanced prompt:

"I am a [role/company description]. My goal is to [specific outcome]. Create a [type of content] that includes [sections/components]. The target audience is [audience]. Use [tone, style, brand guidelines]. Keep it [length/format constraints]. Avoid [specific exclusions]. Refer to the [content type] that is attached."

Edit for purpose, not aesthetics

**When editing output, lead with purpose, not aesthetics.
Think about:**

- ▶ Is this project persuasive, informative, analytical, or promotional?
- ▶ Is it meant to be read, scanned, or presented?
- ▶ Is it internal or client-facing?
- ▶ Who is the audience, and how do they communicate?
- ▶ Does your audience have any known accessibility issues?

Any changes you make to the output should help your project achieve its goal among its target audience. For example, adding a funny GIF to a presentation for a Gen Z audience may help you drive a point home, but it may feel out of place in a pitch to an older audience.

Also, always consider the stakes. High-stakes documents (investor decks, client proposals, or job application materials) should prioritize clarity, structure, and professionalism over creativity. In these cases, edit your project so it's clean, well-organized, and easy to follow. For lower-stakes or exploratory content (internal drafts or early-stage ideas), you have more flexibility to experiment with layout and style.

In short: **structure first, styling second.**



Customize without overdesigning

Say it again: structure over styling. Once Quillbot generates a draft, it can be tempting to start changing colors and fonts, adding images, or inserting funky backgrounds. But if the output has too many visuals, it can look “designed” but not necessarily professional.

Follow the “less is more” design principle. Professional design is structured, spacious, and intentional. Decoration is used strategically, not just because you like it. Here are some ways to practice this philosophy:

Limit your design variables:

Stick to 1–2 font families, a few accent colors, and one consistent header style. Too many variations create visual noise and make content harder to follow.

Keep hierarchy consistent:

Headings (H1, H2, H3, etc.) should be clearly distinguishable through size, weight, or spacing. A strong hierarchy guides the audience and improves comprehension.

Use white space intentionally:

White space (or negative space) is not wasted space; it improves readability and helps key elements stand out. Crowded layouts feel overwhelming and unprofessional.

Be selective with visuals:

Add images, icons, or graphics only when they clarify or reinforce your message. Avoid inserting visuals just to “fill space.”

Erase image backgrounds:

No one likes to see an awkward block of color clashing with your design. Removing image backgrounds helps your visuals blend seamlessly into your layout, creating a cleaner and more professional look. Quillbot can do this seamlessly; just click “Edit image” and select the Background Remover.

Always go back to purpose:

Every design choice should serve the goal of the content. If it doesn't improve clarity, engagement, or usability, it's unnecessary.



Create a brand system

Even solo creators need consistency, and a brand system helps you externally and internally. A consistent outward presentation subconsciously builds authority among your audience. Internally, having a brand system in place can reduce the amount of decision-making needed.

To create a basic brand system, you should:

- ▶ **Define core elements.** These include colors, font faces (and sizes and weights), imagery guidelines, and verbal tone and style. It may take a bit of time, but defining them once will save you time later.

 - ▶ **Maintain tone consistency.** Your website, emails, proposals, and other materials should all sound like they come from the same person. Inconsistent tone can make your brand feel unclear or unprofessional. To avoid this, run similar documents through the same tone adjustment process. Define your preferred tone (professional, conversational, direct, etc.) and apply it consistently across all content.

 - ▶ **Standardize structure.** Use consistent layouts for recurring content, like the same slide structure, blog format, or email layout. Familiar structures may feel boring, but they improve both efficiency and readability.

 - ▶ **Apply it across channels.** Use the same system across all channels to create a cohesive experience. While some elements will need to be adapted, maintain consistency where possible. For example, font sizes may vary between social media and presentations, but the relative hierarchy between headings and body text can remain consistent.

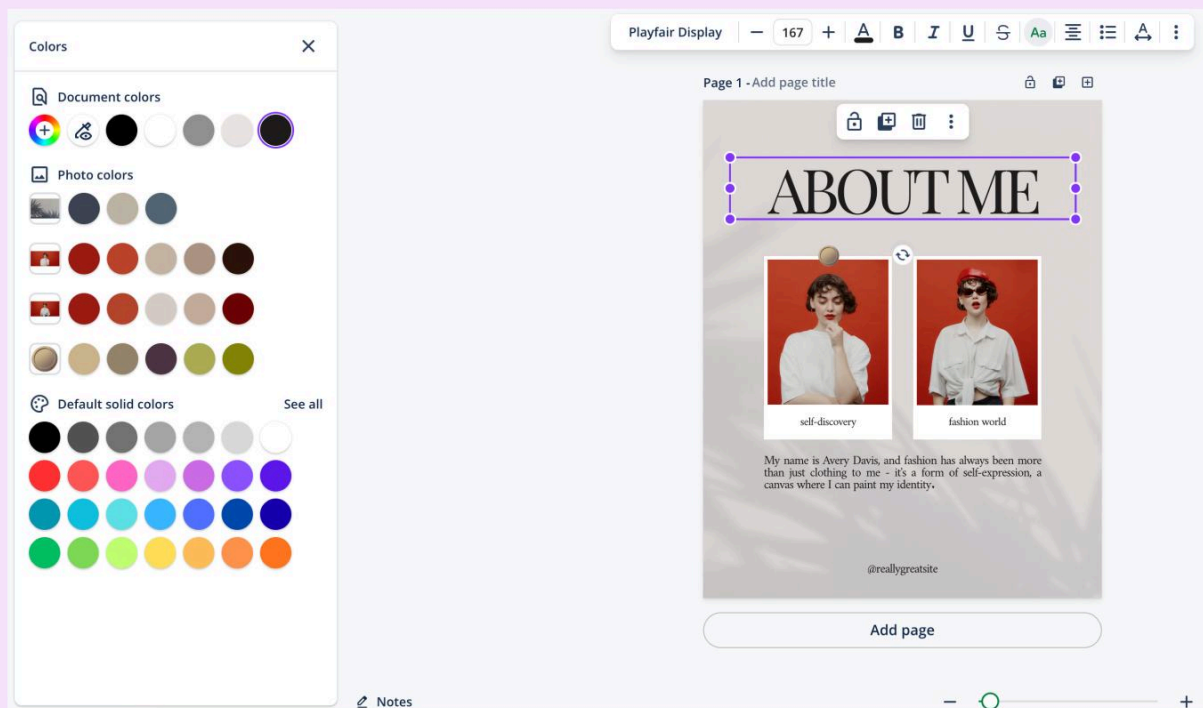
 - ▶ **Test and refine over time.** Your brand system doesn't need to be perfect from day one. Apply it, observe what works, and adjust as needed based on usability and audience response.
-

Document your brand system (namely colors, fonts, and verbal identity). Then, you can upload it as a PDF whenever you create something with Quillbot and ask the AI to adhere to your brand guidelines.



Tip

Quillbot lets you extract a color palette from an image. So, if your personal branding is inspired by a particular image, this could be a good way to explore your color palette.



Build time-saving workflows

To get the most out of Quillbot, think beyond individual tasks and focus on building repeatable workflows. The goal isn't just to create content; it's to create it faster, with less friction, and with more consistency.

To save time when working on content:

-
- ▶ **Create core assets once.** As mentioned above, build a set of reusable assets you can plug into different workflows: logos, headshots, email signatures, master service descriptions, master bios, and core templates.
-
- ▶ **Start with a prompt that's actually "you."** Don't waste time starting with generic templates or AI-generated filler. Many templates look polished, but they're essentially anonymous and not built for your specific context. A strong, contextual prompt ensures output is relevant, usable, and aligned with your goals from the beginning.
-
- ▶ **Draft rough, refine later.** Separate creation from editing. Start with a rough draft and brain dump your ideas without overthinking structure or wording. Then refine in stages: (1) improve clarity and tone; (2) adjust structure and flow where needed; and (3) run grammar and spelling checks.
-
- ▶ **Repurpose intelligently.** Start with longer, more detailed content, then refine it into shorter formats. One strong piece of content can fuel emails, social posts, presentations, and more, as long as you structure it properly from the start.
-
- ▶ **Keep supporting tools on hand.** Quillbot is an all-in-one content creation workspace, but a few non-integrated tools can also help streamline specific tasks. Bookmark these tools to support your content "admin": [Image Converter](#), [PDF Editor](#), [Text to Speech](#), [QR Code Generator](#), and [Emoji Picker](#).
-



Avoiding common content & writing mistakes

By now, you've spent a lot of time learning what you should do when creating content or professional documents and how Quillbot helps you do it. But sometimes, it's also important to learn what not to do (and how not to do it!).

Working in silos

Using separate tools for writing, design, and visuals means no single tool understands the full context. This often leads to inconsistencies and extra work. Keep your workflow connected so your content, design, and messaging evolve together.

Overediting until you sound robotic

Clarity matters more than perfection. Editing can feel addictive once you start, but overediting can strip your writing of personality and make it feel unnatural. Aim for clear, direct, and human rather than perfectly polished and overly mechanical.

Relying too heavily on AI

AI should support your creation, not replace it. Avoid “Frankensteining” a document by stitching together disconnected AI outputs and hoping to breathe life into it. This often results in something that feels disjointed, uncanny, and unclear. And even when using AI, your content and writing should reflect a consistent voice and perspective. Add context, nuance, and intention so your output reads like it came from a real human being, not a tool.

Tip

Quillbot has a built-in Humanizer you can use to help make sure your content feels truly alive. Tell the AI assistant “Humanize” or “Make text more human” to try it out.

Using every feature at once

Using more features doesn't mean better results. Running too many features at the same time creates noise and slows you down. Design a focused workflow and use only what you need at each moment. Quillbot further supports you in this area by allowing you to seamlessly switch between features when you absolutely have to.

For example, imagine you're creating a client proposal, and you try to generate text with AI, rewrite multiple sections while checking grammar simultaneously, design slides, and create visuals, all at once. The result? The document becomes inconsistent. The tone shifts, sections feel disconnected, and you spend more time fixing than creating.



A better approach would be to start by drafting the text: building out the structure and brain-dumping your ideas. Then, refine your text's tone and clarity. Once you're happy with your text, check grammar and spelling. Finally, add design and visuals. Here, each step builds on the previous one, and by focusing on one function at a time, you get a cleaner, faster, and more professional result.

Designing before structuring

You need a skeleton before you can add meat. Without a clear structure, your design becomes superficial and harder to fix later. Always prioritize layout, flow, and hierarchy first. Structure is the bones of your content, and design is the flesh.

Ignoring grammar & tone

No design, no matter how stunningly beautiful, can compensate for weak writing, even in today's visual-first world. Errors in tone, grammar, or clarity immediately reduce credibility and undermine your message. Always refine the contents of your project before finalizing the design.

Overloading slides

Slides are visual support. Again: slides are visual support! They should never contain every word you intend to say in your presentation. Too much text overwhelms your audience, reduces impact, and, to be frank, can result in your audience not listening to you. Keep slides concise and focused on key points, and then deliver the details verbally.

Inconsistent or excessive formatting

Random bolding, uneven spacing, mismatched heading styles, and overuse of italics or symbols make both content and documents look unprofessional. Consistency builds trust; inconsistency undermines it.

Similarly, overly decorative or gimmicky fonts and poor color choices come across as tacky. Comic Sans might have worked for a fifth-grade book report, but it doesn't belong in professional content. Remember: restraint signals professionalism and critical thinking.

Forgetting a call to action

Professional content—and professional writing—leads somewhere. Whether it's clicking a link, booking a call, reading more, or scheduling an interview, make the next step clear. A call to action lays out exactly what action you want the audience to take. Don't just assume they'll figure it out. Tell them!



Speaking of CTAs...

What's next

What type of content creation did you have in mind when you opened this guide? Now's the moment to get started, whether your goal is a polished, professional presentation; a clean and customized resume; or a stellar social media post. Whatever you want to create, Quillbot's all-in-one content workshop will support you every step of the way.

[Create content with Quillbot](#)

