

# AI for Storytellers: Amplifying Creativity & Connection

In the new era of content, AI isn't just changing *how* we tell stories—it's changing *who* can tell them. This is the marketer's guide to maintaining authenticity at infinite scale.

## Scale your output, not your burnout.

From creating marketing-grade video with Sora to dubbing content into 11 languages, the barrier between idea and execution has collapsed. But for creatives, the question remains: "If AI helps me, is it really mine?" This session acts as a practical toolkit for marketers and creatives who need to do more with less. We dismantle the fear that AI destroys creativity and replace it with a workflow that amplifies intent. Austin walks you through the exact tools and tactics used to create high-quality, authentic content—demonstrating how to survive the shift from traditional SEO to "AI SEO," where being cited by an algorithm is the new ranking factor.

### Key Takeaways

- The Sora Workflow: A step-by-step breakdown of how to take an existing winning ad concept and multiply it into generated videos that don't look like "AI slop."
- Dominate AI Search: Why traditional SEO is fading and how to structure your content to be the primary source for ChatGPT and Perplexity.
- The Authenticity Rule: How to use AI to amplify your taste and vision without losing the human connection your audience craves.
- The Marketing Toolbelt: A curated list of the best tools for video, design, lead gen, and editing that you can try immediately.
- Scaling Personal Connection: Case studies on how brands use AI to personalize experiences for millions.

### Who Should Attend

- Marketing teams and creative agencies facing increasing content demands.
- Social media managers and content creators looking to scale their output.
- Brand storytellers who want to maintain quality and authenticity while leveraging automation.

**"AUSTIN OFFERS BOTH THE INSPIRATION AND THE SKILLS TO SUCCEED."**

*Imari Tuakli, Founder & CEO, BeTheProtagonist.co*

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