



ASCENDEA

AI / BUSINESS GROWTH / EBOOK & PLANNING WORKSHEETS

Humanise AI-Assisted Copy — A Practical Guide & Workbook for UK Small Businesses

A beginner-friendly, UK-localised practical guide and workbook for small-business owners and managers who use AI to prepare copy. It covers briefing, safe prompts, voice examples, editing, digital style guides, a human-led SOP, outreach safeguards, security cautions and reusable checklists.



Author: Rob Arnold

ascendea.ai

Your route through this resource

Before you begin	3
How to use this guide	4
1. Use AI as a junior drafting partner	4
2. Recognise a draft that needs human work	6
3. Brief the work before you ask for a draft.....	7
4. Show the style you mean	9
5. Edit the draft until it is clear, truthful and yours.....	10
6. Build a small digital style guide.....	13
7. Run a human-led writing workflow.....	15
8. Special care: outreach, privacy and safe inputs	17
9. Standalone checklists.....	19
10. Workbook: make the next decision.....	20
11. The standard to hold	23
References and verification notes	23

Chapter links and PDF bookmarks support navigation. Writing areas are for handwritten or separate notes, not interactive PDF forms.

Author: Rob Arnold · Ascendea · Edition v1.0 · October 2026

<https://ascendea.ai/>

Educational guidance; not a guarantee of business results or legal, tax or personalised financial advice. This is a non-exclusive licensed-content adaptation. For your own learning and permitted end use only; no resale, redistribution, editable-source or private-label rights are granted.

A practical guide and workbook for UK small businesses

Author: Rob Arnold · Ascendea · <https://ascendea.ai/>

Edition v1.0 · October 2026

Before you begin

AI can help a small business get past a blank page, organise a rough idea, produce alternatives and prepare an early draft. It cannot know what happened in your business, what a customer meant, whether a claim is true or which trade-off you should make. Those are human responsibilities.

This guide is for owners, managers and small marketing teams who want to use an AI writing tool without sounding generic or publishing something they cannot stand behind. It is written for people with limited technical experience. You do not need to be a prompt engineer. You need a clear brief, useful source material and a calm review process.

The practical outcome is a repeatable way to turn an AI draft into useful, recognisably yours copy for a service page, email, proposal, product description, social post or internal update. It also gives you a small digital style guide and a workbook to make a decision about your next piece of work.

The working rule: let AI prepare and organise; let a named person decide, verify, edit and approve.

Who this is for

This resource is most useful if you run or manage a UK trades business, professional practice, independent retailer, B2B service company, local hospitality business or small in-house team. The examples are fictional teaching examples. They are not Ascendea client stories, results or endorsements.

Publication and use notice

This Ascendea edition is a **non-exclusive licensed adaptation** for general education and your own permitted end use. No resale, redistribution, editable-source or private-label rights are granted. It does not transfer rights in the underlying source material. This is general business education, not legal, tax, data-protection, cyber-security or professional advice. Check current official guidance and obtain suitable advice for your circumstances.

This is an Ascendea edition. Technology, product settings and UK guidance can change.

How to use this guide

Start with one modest piece of copy rather than redesigning every word your business has ever published. Choose something with a clear audience and a low consequence if it needs another edit: a short service-page section, an email newsletter introduction or an internal draft for review.

Use the sequence below.

1. **Brief the work** before asking for prose.
2. **Give the tool approved facts and examples**, not vague instructions.
3. **Ask it to show its plan** before drafting at length.
4. **Edit for clarity, evidence, rhythm and your actual point of view**.
5. **Check every material statement** before anyone sees it.
6. **Save what you learned** in a simple style guide for the next draft.

Do not treat an attractive draft as finished merely because it reads smoothly. A fluent sentence can still be misleading, too broad, out of date or unsuitable for its reader.

1. Use AI as a junior drafting partner

There are two unhelpful extremes. One is to avoid every tool even when a rough structure or alternative wording would save effort. The other is to paste a vague request into a chat window and publish its answer untouched. Neither gives you a reliable business process.

A better position is to treat the tool as a junior drafting partner. It can work quickly, but it needs direction and supervision. You keep responsibility for the message, the facts, the business decision and the final wording.

What the tool is good at

It can be useful for:

- turning a structured brief into a first draft;

- suggesting a few headline or opening options;
- reorganising supplied notes into a clearer order;
- creating an initial checklist or question set for a human to improve;
- spotting repeated words, long sentences or unexplained jargon; and
- producing variations after you decide what the message needs to say.

What remains your job

Do not delegate these decisions to the tool:

- whether a statement about your service, price, availability or performance is true today;
- what a customer, supplier or colleague actually meant;
- whether an opinion represents your business honestly;
- what personal, confidential or commercially sensitive information may be used;
- whether a message is appropriate, fair and lawful for its recipient; and
- approval to send, publish, quote, promise, discount or commit the business.

The National Cyber Security Centre (NCSC) warns that generative AI can state incorrect information as fact and can be influenced by malicious or misleading instructions in input material. Review is a control, not a cosmetic final step.[1]

A useful division of work

Stage	AI can help with	A person must own
Planning	Turning your notes into questions or a draft outline	The business aim, reader, facts and boundaries
Drafting	Creating a first version from approved inputs	The intended claim and evidence for it
Editing	Flagging repetition or offering alternative wording	Tone, meaning, accuracy and fairness
Approval	Preparing a final checklist	The decision to publish or send
Learning	Summarising edits into possible style rules	Which rules are genuinely right for your brand

2. Recognise a draft that needs human work

AI-assisted copy often feels wrong before you can explain why. That instinct is useful. Instead of binning every draft, diagnose the problem and repair the relevant part.

The four common warning signs

- 1. Generic language.** The draft promises “seamless solutions”, “unlocking potential” or an “ever-evolving landscape” without telling a reader what will actually happen. Replace broad labels with the real task, object or decision.
- 2. A level rhythm.** Several sentences may be similar in length and structure. The writing becomes polite but tiring. Vary the pace where it helps the reader: a short sentence can introduce a decision; a longer one can explain a condition.
- 3. Borrowed emotion.** A draft may say “we understand your frustration” when no one involved has actually listened to the customer or investigated the problem. Do not publish simulated empathy. Name the practical issue, explain what you can do and give a real route to help.
- 4. Missing context.** The tool does not know your customer history, commercial limits, local terminology or the unspoken meaning of an email. It may miss sarcasm, treat an exception as the rule or fill a gap with a plausible guess.

The plain-English test

Read the sentence aloud as if you were explaining it to a customer across a counter, on a site visit or in a meeting. Then ask:

- Would I use these words in that situation?
- Can the reader picture the actual task or outcome?
- Would a colleague know what they need to do next?
- Could I show the evidence if somebody challenged the statement?

If the answer is no, change the sentence or remove it.

Example: remove the fog

Draft that needs work	A clearer, safer rewrite
“Our robust approach leverages innovative workflows for a seamless customer experience.”	“We agree the steps with you, keep a record of the work and tell you who to contact if something needs changing.”

Draft that needs work	A clearer, safer rewrite
"We provide best-in-class advice for growing businesses."	"We help small businesses review their sales process and decide which practical changes to test first."
"We are delighted to revolutionise your operations."	"We can map one repetitive admin task and show where a simpler process may help."

The right-hand examples are not automatically good copy for every business. They work because they state a specific, supportable action. Replace them with your own truthful detail.

3. Brief the work before you ask for a draft

A one-line request such as "write a LinkedIn post about productivity" gives the tool almost nothing useful to work with. Treat the prompt as a short briefing conversation instead.

Build a six-part copy brief

Complete this table before opening the AI tool. Do not include confidential customer material or personal data unless your business has approved the tool and the use for that data.

Brief item	Write this before you prompt
Reader	The specific person or group: for example, "owners of independent retailers who handle online orders themselves".
One job	What should the copy do: explain, invite a reply, help a buyer compare options, or prepare a decision?
Real situation	The observable problem, question or moment the reader recognises.
Approved facts	Names, dates, process steps, prices or limits you have checked. Mark uncertain points "do not claim".
Your angle	The useful point of view you can honestly support. It may be cautious, practical or contrary to common advice.
Boundaries	What the copy must not claim, promise, reveal, assume or ask the reader to do. Include channel, length and call to action.

Workbook: your next copy brief

Field	Your notes
Piece of copy and channel	
Reader and their immediate situation	
One outcome for the reader	
Three approved facts or examples	
One thing we will not claim	
Voice: three observable qualities	
Required action or next step	
Named reviewer before publication	

Prompt pack: plan first, draft second

Copy this prompt and replace the square brackets. Leave out anything you cannot verify.

Planning prompt

You are helping me prepare a first draft. Do not invent facts, customer experiences, prices, results, legal claims or quotations. Use only the approved information below. If something important is missing, list it as a question rather than guessing.

Reader: [specific reader]

Purpose: [one purpose]

Real situation: [what is happening]

Approved facts and examples: [paste checked, non-sensitive facts]

My point of view: [your honest angle]

Style requirements: [for example: direct, calm, short paragraphs, plain English]

Do not: [claims, tone or topics to avoid]

Before drafting, give me: 1) your understanding of the reader and purpose; 2) a five-point outline; 3) the facts you will use; and 4) questions or risks that need a human answer. Do not write the full copy yet.

Read the response. Correct the reader, facts, angle or boundaries before you ask for a draft. This small pause avoids polishing several paragraphs that were aimed at the wrong person.

When the plan is right, use this follow-up:

Draft prompt

Using the approved plan only, write a first draft of [format] in no more than [length]. Use plain UK English. Start with the reader's real situation, explain one useful point and end with this truthful next step: [next step]. Mark any missing fact as **[CHECK]** rather than filling it in. Do not present assumptions as facts. After the draft, list every claim that needs my verification.

Keep a fact bank beside the prompt

For business copy, a fact bank can be a one-page note with:

- product or service names exactly as you use them;
- what is included and excluded;
- current dates, availability and prices, with who checked them;
- approved descriptions of the process;
- customer-approved quotations, including any limits on use; and
- links or documents that support material claims.

This is usually more useful than asking an AI tool to “research” your business from memory. If a fact changes, update the bank and recheck affected copy.

4. Show the style you mean

Words such as “friendly”, “professional” and “witty” mean different things to different people. An example of your real writing gives clearer direction than a string of adjectives.

Choose safe, useful examples

Select three to five pieces that sound like the business at its best. Use material that is already public or that you are permitted to use in the tool. Avoid pasting a client's proposal, private email thread, contact list, credentials or confidential document just because it contains good writing.

Choose examples with different jobs:

Type of example	What it teaches
Opening	How you start without clickbait or vague introductions
Explanation	How you simplify a service, process or technical issue
Objection handling	How you acknowledge a real concern without exaggerating

Type of example	What it teaches
Close	How you ask for a sensible next step

Prompt pack: style by example

I will provide writing examples that I am authorised to use. Analyse **style only**, not the private meaning of any example. Describe sentence length, paragraph length, vocabulary level, level of formality, use of questions, recurring phrases, formatting and what the writer avoids. Then create a short style profile with: **Persona, Do, Avoid, Formatting, and Fact-check reminders**. Treat the profile as a draft for my approval, not as an instruction to impersonate a person or invent their experiences. Here are the approved examples:
[Paste samples]

The result is a hypothesis. Keep only the rules that make sense when you read them. An AI tool may notice patterns, but it cannot decide which patterns represent your business well.

The pre-flight check

Before a long draft, ask the tool to state its understanding in its own words. This is a simple quality-control step, not a test of its intelligence.

Before you write, tell me: who the reader is; what they need to understand or decide; the one claim you will make; the facts you will use; the boundaries you will respect; and anything that needs a human decision. Stop after that checklist.

If it gets the audience wrong, do not say “make it better”. Correct the brief: “The reader is a time-poor practice manager, not a consumer. They need a calm explanation, not a sales pitch. Do not imply that a result is guaranteed.”

5. Edit the draft until it is clear, truthful and yours

Good editing is not about adding personality at any cost. It is about making the reader’s next decision easier without pretending you know more than you do.

5.1 Change the rhythm, not the meaning

Look for three or four consecutive sentences that are the same shape. Use these moves only where they improve the thought.

1. **Cut.** Split a long, overloaded sentence into two. Put the decision first.
2. **Join.** Combine two choppy sentences when the second explains why the first matters.
3. **Pause.** Use a short sentence, question or occasional fragment for emphasis. Do not add fragments to every paragraph.

Fictional illustration:

First draft: “Many plumbing businesses find it challenging to manage incoming enquiry messages efficiently, which can result in delayed responses and potential customer dissatisfaction. Implementing a structured approach can help to improve communication and service delivery.”

Human-reviewed edit: “A new enquiry can arrive while your team is on a job. If it sits unanswered, the customer may call someone else. A simple inbox routine can make it clear who replies, when and with what information.”

The edit does not promise more work or a specific response time. It names a plausible situation and suggests a controllable next step.

5.2 Replace abstractions with checked detail

Words such as “efficiency”, “quality”, “growth”, “value” and “seamless” may have a place, but they rarely explain enough on their own. Ask what the reader would see, receive, do or decide.

Abstract wording	Ask yourself	More concrete direction
“Better collaboration”	Which people need to coordinate, and about what?	“The estimator and office manager can see the same agreed job notes.”
“A streamlined process”	Which step changes?	“New supplier forms go to one shared review queue rather than three inboxes.”
“A great customer experience”	What action makes it better?	“Customers receive the agreed fitting date and a named contact for changes.”

Abstract wording	Ask yourself	More concrete direction
"We understand your frustration"	What have we actually observed or can we offer?	"If your order has not arrived by the date confirmed, contact us with the order number and we will check its status."

Do not manufacture colourful detail. A fictional scene, claimed customer emotion or personal anecdote is not proof. Use a detail only when it is true, permitted and relevant.

5.3 Add a point of view, with boundaries

The tool often balances every issue until no useful position remains. Your business can take a view. The test is whether you can support it and whether it fits the context.

Useful business views can be modest:

- "For a small team, we would map one repetitive task before buying another subscription."
- "A faster reply is not helpful if it gives the customer the wrong information."
- "We would rather explain what is included than make a low headline price sound more generous than it is."

Avoid turning a view into a universal rule, a personal claim you cannot evidence or an attack on a competitor. If the subject is legal, financial, health, safety or regulated, get appropriate expert review rather than adding a forceful opinion.

5.4 Make a claim audit

After editing, highlight any statement that a reasonable reader could use to make a decision. Check it against a current source, product record or approved evidence.

Claim type	What to check
Price, offer, availability or timing	Current internal record; VAT treatment where relevant; named owner who confirmed it
Service capability	Scope, exclusions, capacity and the actual process
Customer outcome	Permission, context, measurement period and limitations
Comparison with another option	The basis and date of the comparison

Claim type	What to check
Legal, technical, security or compliance wording	Current primary guidance and, where appropriate, qualified advice

If you cannot check a material claim, remove it, mark it for review or replace it with a narrower factual statement. Do not ask AI to make an uncertain sentence sound more confident.

Prompt pack: an editorial diagnostic

Use this after you have made your own first edit. It should help you spot work, not replace your judgement.

Review the draft below against this brief. Do not rewrite it yet. Make a table with: 1) vague or generic wording; 2) statements needing evidence; 3) places where the reader, purpose or tone is unclear; 4) repetitive sentence patterns; 5) language that sounds like a promise, testimonial, legal advice or certainty without support; and 6) practical questions for the human editor. Quote the exact sentence and suggest the type of improvement needed. Do not invent a replacement fact.

Brief: [paste]

Draft: [paste]

6. Build a small digital style guide

A digital style guide is a practical set of instructions that helps a tool begin closer to your preferred voice. It is not a magic setting. It will not remove the need for a brief, fact checking or review.

Step 1: carry out a voice audit

1. Gather three to five approved pieces of writing you genuinely like.
2. Read them yourself. Highlight repeated choices: direct openings, short paragraphs, questions, plain words, formality, humour or specific phrases.
3. Use the style-by-example prompt in this guide to produce a draft profile.
4. Compare the profile with the writing. Delete rules that do not feel right.
5. Ask a colleague who knows the business whether the rules sound like you. Record disagreement instead of forcing a false consensus.

Step 2: write rules the tool can follow

Use observable instructions. “Be credible” is too vague. “Explain the practical step before the benefit; define unfamiliar terms; do not claim a result without source evidence” is easier to apply.

Workbook: digital style guide

Section	Your working instruction
Reader relationship	“Write as a [role] speaking to a [reader] who needs [help].”
Persona	“Practical, calm and direct. We explain the work without pretending it is effortless.”
Tone	Three words, plus what each means in practice:
Do	For example: use short paragraphs; name the actual task; use UK spelling; give a clear next step.
Avoid	For example: jargon, invented stories, unsupported numbers, exaggerated urgency, generic openings.
Format	Heading length, paragraph length, bullets, links, call to action.
Evidence rules	Mark uncertain content [CHECK] ; do not create testimonials, results, prices or legal claims.
Accessibility	Use descriptive headings; explain acronyms on first use; avoid information conveyed only by an image.
Reviewer and review date	

Step 3: use it without assuming a product setting

AI tools change. Some offer projects, saved instructions or memory features; others do not. Do not rely on a feature being present or behaving the same way across accounts.

For a beginner-friendly approach, keep your approved guide in a secure business document. At the start of an important task, paste the relevant short section into the prompt. If you use a platform feature to save instructions, first confirm its current data settings, user permissions and business approval. Saved instructions are still subject to error and must not contain passwords, API keys, confidential client information or unnecessary personal data.

Step 4: make it a living document

Whenever a human reviewer repeatedly makes the same correction, decide whether to add a rule. For example:

Repeated edit	Possible guide change
"Stop saying 'cutting-edge'."	Add "Avoid 'cutting-edge', 'revolutionary' and similar unqualified claims."
"Explain the work before the benefit."	Add "Start with the practical action, then explain why it matters."
"We do not call every reader 'you' in formal tender material."	Add a channel-specific rule for proposals and tenders.
"This email needs an opt-out route."	Add an outreach checklist; do not rely on the writing tool to decide compliance.

Update the version and date. Keep a previous version if the style guide controls recurring customer communications.

7. Run a human-led writing workflow

The value of an AI tool is not that it lets you publish more material. The value is that it can reduce low-value drafting work so you can spend more time on evidence, customer understanding and judgement.

Use the time on work the tool cannot do for you

If the first draft takes less time, reinvest some of that time in:

- asking customers which part of a process actually frustrates them;
- checking a service page against the work your team can deliver now;
- recording the questions a buyer asks before choosing a supplier;
- reviewing a customer journey or sales conversation with the people involved; and
- deciding what your business genuinely believes, including where you will say "we do not know yet".

Those activities create source material that is specific to your business. They do not guarantee engagement, sales or trust, but they give your copy a better chance of being relevant.

Beginner-friendly SOP: prepare a customer-facing AI-assisted draft

SOP field	Definition
Owner	Named marketing lead, business owner or manager responsible for the final decision
Trigger	A new service page, email, post, proposal section or customer update is needed
Input	Completed copy brief, approved fact bank, approved style guide and safe writing examples
Output	Human-approved copy plus a record of material claims checked
Tools	A business-approved AI writing tool and your normal document-review system
Human fallback	The owner writes or commissions the copy without AI if the tool is unavailable, unsuitable or the data cannot be used safely

1. **Choose one piece of copy.** State the reader and the one decision or action it should support.
2. **Complete the six-part brief.** Identify the facts, boundaries and named reviewer.
3. **Check the inputs.** Remove credentials, personal data and confidential details unless their use is approved and necessary. Confirm that writing examples may be used.
4. **Ask for the plan, not the finished copy.** Use the planning prompt. Correct any misunderstanding.
5. **Request a limited first draft.** Require **[CHECK]** for unknown facts and a list of claims to verify.
6. **Edit the substance first.** Ensure the copy says the right thing before polishing tone or sentence length.
7. **Make the human pass.** Replace generic language with checked, useful detail. Add only real experiences, evidence and views the business can stand behind.
8. **Run the claim audit.** Check prices, dates, availability, results, quotations, technical claims and legal/security language.
9. **Run the channel check.** Confirm links, contact details, accessibility, spelling, call to action and any consent/opt-out requirements.
10. **Get approval.** The named owner reads the final copy in its publication format and approves, amends or rejects it.

11. **Save the learning.** Record the final prompt, significant edits, sources checked and any new style-guide rule. Do not retain more personal or confidential data than needed.

Exceptions and stop points

Stop and escalate to an appropriate person if:

- the copy involves a complaint, legal dispute, employment issue, health or safety matter, regulated service or financial decision;
- the tool produces a claim you cannot verify or a quotation you cannot trace;
- a draft includes another customer's information or a confidential detail;
- someone asks you to hide the use of automation, impersonate a person or fabricate a relationship; or
- the system is expected to send messages, change records, take payment or make another consequential action without human approval.

For AI systems that can access tools or take actions, NCSC guidance recommends defining what the system can and cannot do, setting named responsibility, keeping human oversight for consequential activity, and limiting credentials and access to what is needed.[2] A writing workflow should normally stay in the low-risk lane: drafting for a person to review.

8. Special care: outreach, privacy and safe inputs

A helpful email can still be inappropriate if it is misleading, sent to the wrong person or handled without regard for UK marketing and data-protection rules. This section is a practical prompt for review, not a substitute for legal advice.

If you use AI to help draft outreach

Start with a real reason for contacting the person. Do not invent a previous conversation, a mutual connection, a client result or a subject line that pretends the email is a reply. Personalisation is not a licence to infer private facts or create a false relationship.

Fictional, illustrative email structure:

Subject: A question about [specific, genuine business process]

Hello [Name],

I noticed [a factual, non-intrusive observation]. I am testing a focused service for [defined business type] that helps with [narrow, truthful task]. Is this a current issue for your team?

If it is useful, I can outline what a small assessment would cover. If it is not relevant, please let me know and I will not follow up.

[Your identity, business contact details and privacy information as appropriate]

Do not use “I work with businesses like yours” unless that is true and you can substantiate it. If you are validating a new offer, say so plainly.

Check the subscriber type before electronic marketing

The ICO distinguishes between corporate subscribers and individual subscribers for the purposes of the Privacy and Electronic Communications Regulations (PECR). Companies and LLPs are generally corporate subscribers. Sole traders and some partnerships are treated as individual subscribers, which have stronger protections for electronic marketing. The UK GDPR still applies when you process personal data, even in a B2B setting.[3]

For a corporate-subscriber email, the ICO says you must not conceal your identity and must provide a valid address for opting out. The ICO recommends respecting opt-outs and screening new lists against the suppression list. Do not assume a publicly listed email address removes UK GDPR duties where personal data is involved.[3]

Before sending an outreach draft	Check
Who is the subscriber?	Confirm whether it is a company/LLP or an individual subscriber such as a sole trader or relevant partnership. If unsure, take the more protective route and seek advice.
Is it marketing?	Treat promotion of services, not just a “sales email”, as direct marketing.
Is personal data involved?	Identify the lawful basis, give required privacy information and document the use of the contact information.
Is the message honest?	No invented relationship, quotation, result or urgency.
Can they object or opt out?	Include a valid route; keep and use a suppression list.

Before sending an outreach draft	Check
Has guidance changed?	Recheck the ICO before a campaign. Its B2B marketing guidance is currently under review following the Data (Use and Access) Act.[3]

Social direct messages can fall within the broad PECR definition of electronic mail. Do not assume that accepting a connection request means the person has consented to marketing.[3]

Keep business information safe

Before putting any material into an AI writing tool, ask three questions:

1. **Do we have permission to use this information for this purpose?**
2. **Do we need the whole document, or can we use a short, redacted fact summary instead?**
3. **Have we checked the approved tool, account, access level and current provider terms?**

A sensible default is not to paste passwords, API keys, payment-card data, health information, confidential legal material, unapproved customer lists, private HR information or another business's sensitive document into a general chat tool. Follow your organisation's own policy and obtain appropriate advice for high-risk processing.

Treat text copied from an email, web page or uploaded document as untrusted. It may contain an instruction aimed at changing the tool's behaviour, such as telling it to reveal information or ignore your rules. Keep the task narrow, state what the tool must not do and use human review. This supports the NCSC's advice that prompt injection can lead systems to generate unintended content, reveal confidential information or trigger unintended actions.[1]

These measures reduce risk; they do not guarantee security or compliance.

9. Standalone checklists

Ten-minute briefing checklist

Use this before every new draft.

- ☐ I can name the reader and their immediate situation.
- ☐ The copy has one main job.
- ☐ I have three checked facts, examples or process details.
- ☐ I know what I will not promise or claim.
- ☐ I have chosen the channel, length and next step.

- ☐ I know who will approve the final copy.
- ☐ I have removed unnecessary personal, confidential and security-sensitive inputs.

Humanisation edit checklist

Use this after the first draft.

- ☐ The opening gets to the reader's real situation without a generic scene-setter.
- ☐ Vague phrases have been replaced with truthful, practical detail where useful.
- ☐ The paragraph rhythm supports the meaning; it is not uniformly formal or choppy.
- ☐ Any first-person view is genuinely ours and has appropriate limits.
- ☐ We have not invented a customer, result, anecdote, quotation or feeling.
- ☐ We have not copied a competitor's wording or imitated a living writer's distinctive voice.
- ☐ The language matches the reader's level of knowledge and uses UK spelling.
- ☐ The call to action is proportionate and honest.

Publication checklist

- ☐ Each material claim has an evidence source or has been removed.
- ☐ Prices, dates, names, links, contact details and availability are current.
- ☐ The copy does not present a target, illustration or estimate as a guaranteed result.
- ☐ The copy has a clear heading structure and descriptive links where relevant.
- ☐ A named human has read the final published-format version.
- ☐ Outreach copy has been checked for PECR, UK GDPR, privacy information and opt-out handling where applicable.
- ☐ The final version and its approval decision are recorded.

10. Workbook: make the next decision

Your one-piece pilot

Choose one small piece of copy and complete this page. The aim is a decision and an action, not a perfect style guide on day one.

Question	Your answer
The piece I will improve	

Question	Your answer
Its reader and the moment they are in	
The one job it must do	
The existing copy's biggest weakness	
Three facts I will supply	
One point of view we can honestly take	
What must not appear in the draft	
Who will check the facts	
Who gives final approval	
Planned drafting date	

Your style decisions

Write the choices you want a reviewer to recognise across the next few pieces of copy.

Area	Decision	Example or evidence
Opening		
Sentence and paragraph length		
Preferred vocabulary		
Jargon or phrases to avoid		
Point of view and level of formality		
How we explain technical work		
How we end and invite a next step		
Claims that always need a source		

Review log

Keep this after publishing or sending the pilot. It is how you turn repeated editing into a useful system.

What happened?	Evidence or example	Decision for next time	Owner	Review date
A phrase we removed repeatedly		Add it to the avoid list / no change		
A fact that needed checking		Add it to fact bank / use a placeholder		
Reader feedback we are permitted to use		Test a clearer explanation / no change		
A security or privacy concern		Escalate / change process		

A four-week practical sequence

This is an illustrative working rhythm, not a guarantee of speed, output or commercial results.

Week	Small action	Decision at the end of the week
1	Choose one copy pilot; complete the brief and fact bank.	Is the subject safe and specific enough to draft?
2	Create a plan, first draft and human edit.	Does the revised copy say something real and useful?
3	Build the first version of the style guide from approved writing.	Which rules are consistently helpful?
4	Review the edit log with a colleague or manager.	Keep, revise or stop the process; assign the next owner and date.

Your action commitment

Decision	Your answer
The first copy item I will work on	

Decision	Your answer
The risk or uncertainty I must resolve before publishing	
The first human reviewer	
The one style rule I will test	
The date I will review what I learned	
Go / revise brief / use a non-AI route	

11. The standard to hold

Humanising AI-assisted copy is not about making every line informal, provocative or full of personal stories. It is about making the words answerable to a real reader and a real business.

Use the tool to clear the blank page. Then bring the work only your team can do: understand the situation, check the facts, make the judgement and take responsibility for the final message. A smaller number of clear, accurate pieces will serve your customers better than a stream of polished but interchangeable words.

For more about Ascendea's work with AI, automation and business systems, visit ascendea.ai.

References and verification notes

[1] National Cyber Security Centre, **AI and cyber security: what you need to know**. The NCSC explains that generative AI can produce incorrect statements as fact, describes prompt injection risks, and says security should be considered throughout an AI system's lifecycle. [Read the official guidance](#).

[2] National Cyber Security Centre, **Managing the cyber risk of agentic AI**. The guidance covers defining scope and red lines, human oversight, limited access, credentials and monitoring for systems that can act. [Read the official guidance](#).

[3] Information Commissioner's Office, **Business-to-business marketing**. The ICO explains the corporate/individual subscriber distinction under PECR, B2B direct-marketing duties, and UK GDPR application where personal data is processed. The page says it is under review following the Data (Use and Access) Act. [Read the official guidance](#).

[4] Information Commissioner's Office, **Guidance on AI and data protection**. This guidance covers accountability, transparency, lawfulness, accuracy, fairness, security, data minimisation and individual rights in AI contexts. The page says it is under review following the Data (Use and Access) Act. [Read the official guidance](#).

Editorial date: 9 October 2026. Official guidance and product behaviour should be rechecked before implementation. This resource contains no promised writing, marketing, income, conversion, legal, security or compliance outcome.