



These 12 AI tools can help professional services firms  
**CREATE THOUGHT LEADERSHIP**  
 content

Hi Shelby,

If we had a nickel for every time we heard “AI” in 2024, it would cover the cost of our tailgating food budget for the season. But just like football, there’s a reason for the AI hype.

Architects, engineers and construction teams are busy people, and creating content takes time. That’s where AI can play an important role: it can bridge the gap between your experts’ brains and content professionals like us, helping to brainstorm, research, synthesize and summarize (and sometimes much more).

While it doesn’t replace the need for human writers, designers and publicists, it can help with some of the more mundane but necessary tasks of thought leadership.

If you haven’t yet delved into the world of artificial intelligence, here are 12 AI resources to help you get your content off the ground.

Cheers,

Steven

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[How to prepare for a broadcast interview \(even when you’re dreading it\)](#)

It is normal to feel nervous as the countdown begins to your broadcast interview. So, what can you do to avoid fumbling through your next one? A former broadcast news anchor ([turned Rep Ink’er](#)) shares the best tips for how to prepare and what messaging to focus on.



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With countless stimuli constantly vying for our attention, convincing audiences to read complex technical information can be a hard sell. As Kleinschmidt’s marketing and communications director, GinaRenee Autrey pursues opportunities where her engineers can blend creativity and technical expertise. Their goal isn’t merely to distribute information but rather to inspire audiences to want to learn.

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Victaulic is a global producer of mechanical pipe-joining, flow control and fire protection solutions for complex piping applications. Founded in 1919 and driven by a spirit of continuous innovation, Victaulic products and engineered solutions have been integral to some of the world’s most demanding construction projects over the past century, bringing innovative productivity, confidence and sustainability to every build.

[Learn how Rep Ink used our niche industry experience](#) to reinforce Victaulic’s experts as industry thought leaders and expand their reach with every effort.

<p><b>ABOUT US:</b></p> <p>Reputation Ink is a public relations and content marketing agency focused on professional services firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.</p>	<p><b>CONTACT US:</b></p> <p><b>Reputation Ink</b>                  P.O. Box 13190                  Jacksonville, FL 32206                  904-374-5733  <a href="http://www.rep-ink.com">www.rep-ink.com</a></p>
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