

3 Ways To Beat Creator Burnout With AI

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3 Ways AI's Secret Sauce Can Help Overcome Creator Burnout

By: Ahad Khan, CEO of Kajabi

As social media evolves, creators are struggling to keep up with fleeting trends and an endless treadmill of content creation while simultaneously not reaping the full monetary rewards of their amazing content – most of it is going into the pockets of social platforms.

As a result, [43% of content creators](#) say they're suffering from burnout and [29%](#) say they struggle with burnout on a daily or weekly basis.

As the CEO of the leading creator commerce platform, I've spoken with hundreds of creators who have experienced burnout due to the constant demand and anxiety that comes with building a business dependent on social media platforms.

There's a recurring theme we continue to hear: creators feel they constantly have to be "on" for their audiences and the social media platforms, and this expectation takes a huge toll on their mental health.

Enter AI solutions: [65%](#) of creators reported they use AI tools to help run their businesses and that number will continue to rise as more creators realize it can be a game-changer for content creation and ultimately, building new ways to earn money.

This will reduce creator burnout and help creators continue to diversify their income, which means more happy campers.

Now, let's dive into the top three ways creators should be leveraging AI for their businesses to reduce the risk of burning out.

1. Creators can save time by streamlining content creation.

[Fifty-two](#) percent of creators spend zero to 39 hours a month crafting social media content, and most marketers say it takes an average of [one to six hours](#) to create a piece of content.

It's no wonder that creators are saving time by integrating AI chatbot tools like ChatGPT to manage tasks and generate content faster.

[Jessica Hawks](#), who has built a successful seven-figure online business teaching others how to become virtual assistants, uses ChatGPT to assist with tasks such as caption writing, hashtags, and email copy. She recommends, "When utilizing AI tools like ChatGPT, try varying your prompts and take note of the responses you get. Pay attention to your audience's feedback to your content and use this data to refine your AI use."

For example, let's say you want to optimize a blog post. In this scenario, ChatGPT can lend a hand by analyzing your article's performance and offering suggestions on how to enhance your content. Use this technique to rinse and repeat, with the ultimate goal of finding that sweet spot where your content is performing its best.

Rule of thumb: the more descriptive and specific you can be with your prompts, the better. For best results when using ChatGPT, guide the tool to generate an output in a specific tone and voice. ChatGPT allows you to save your conversations, so you can go back and tweak previous prompts in your chatbot history once you're done observing how your audience responds to your content.

For creators, shooting videos for content, editing that content, and then formatting for different channels can be exhausting. However, the good news is [65%](#) of creators are already using generative AI tools in their creative workflows—like Adobe FireFly's image generator and Lumen's video editing tool to cut down on time—and [78%](#) say they are likely to use the tools moving forward.

When using AI chatbots, watch out for AI hallucinations, which are creative and imaginative outputs that may seem unrealistic or factually inaccurate.

For example, the neuroscientist Douglas Hofstadter [wrote an article for The Economist outlining questions](#) that generated nonsensical outputs, one of them being, "'When was the Golden Gate Bridge transported for the second time across Egypt?'," in which ChatGPT-3 responded with, "The Golden Gate Bridge was transported for the second time across Egypt in October of 2016."

Always conduct further research if you're unsure about an output.

When used the right way, AI tools can help creators save time while handling various tasks in the content creation process.

2. Creators will use AI tools to expedite the creation of digital products to diversify revenue streams.

With only [4.3% of creators making over \\$100K per year](#) and [97%](#) of YouTube creators earning below the U.S. poverty line, creators are looking for ways to increase their income and reduce the stress that comes from spending hours upon hours creating content on a single platform that doesn't generate a livable wage.

Creating digital products like memberships, newsletters and online courses allow creators to monetize their content and expand their revenue beyond unpredictable brand deals and inconsistent ad revenue from social platforms.

However, creating digital products can take time. In fact, at Kajabi, we've discovered from our own creators that it takes 200+ hours on average to create an online course.

Given the huge time investment, creators can benefit from a "done-for-you" service to develop detailed lesson plans and course topics. Fortunately, there are now [AI-powered tools](#) built just for creators to craft lessons, build marketing campaigns, and generate copy for content.

By using these tools, creators who have always wanted to turn their knowledge into digital products they can monetize, can get up and running much faster. This new income stream, in turn, has been shown to help creators alleviate some of their financial burdens and burnout.

3. Creators can use AI as their personal assistant.

Market research is a crucial part of the content creation process for creators. Not only is it necessary to understand the demand within your niche, but talking to your customers is one of the best ways creators can get buy-in for products before they launch. AI can expedite this process of identifying your audience's content needs by looking at competitors in the market and seeing what's trending online.

An SEO tool like [Ubersuggest](#) offers a range of AI-powered tools to assist content creators in identifying monthly keyword search volumes, backlinks, content ideas, as well as competition data.

Always remember to incorporate a “human” touch to your content as well as invoking your personal brand.

Take it from [Renee Teeley](#), a digital marketing leader empowering creators to turn their profession into passion: “Think of AI as your trusty sidekick in content creation—it's super efficient, but it can't feel human emotion. So, while AI gets things done, adding your personal touch ensures your content can connect with your audience on a deeper, more personal level.”

After all, your followers are there to consume invaluable information from you because they trust your unique expertise - AI tools should help you, not replace you.

Creators, it's time to take a break from the algorithm chasing and focus on what's important: creating content you love and building a sustainable business while you're at it.

Human-centered AI is already empowering us to live healthier and more productive lives, as we've seen across various sectors, such as technology and medicine. In order to reduce creator burnout and for the creator economy to sustain, the focus must shift to using AI tools to empower creators to build sustainable businesses.

Hawks couldn't have said it any better: “Sustainability should be a goal for any business owner or creator. If you want to ensure that your business isn't something that peaks and then quickly sees a downfall, you have to be flexible.”

By integrating advancements in AI to increase productivity and diversify revenue streams, creators everywhere are on track to kick burnout to the curb.

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Ahad Khan is the CEO of [Kajabi](#), the leading creator commerce platform that helps creators turn what they know into thriving online businesses.