# Blogging Automation Upgrade

## Write Once — Publish Everywhere. Run on Autopilot!



Autopilot AI

10/10 SEO Score

**Fuly formatted UI! blog post in a high quality**

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High-store, generate SEO-optimized articles with products, images, and technical markup automatically.

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**Complete Content Autopilot: 10/10 Perfect Articles**

**THE AUTOMATION UPGRADE**

# Write Once.
# Publish Everywhere.
# Run on Autopilot.

How to automate your entire local business blog service using AIWiseMind, Jetpack, MailPoet, and HeyGen — so one piece of content reaches every channel without you touching it again.

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# Before You Read This

This guide assumes you have already worked through the main blogging guide and understand the manual system. You know how to write a blog post with AI assistance, publish it to WordPress, and share it across social media. You have at least one client — or are actively working toward one.

The Automation Upgrade is not a shortcut for beginners. It is an efficiency layer for people who already understand what they are doing. Automating a process you do not understand creates fragile systems that break in ways you cannot diagnose.

If you are ready — if you have done the manual process enough times to know it cold — then this guide will show you how to remove yourself from the repetitive parts and focus on the work that actually requires a human: client relationships, quality review, and growth.

**What the manual system gives you:**  Understanding, confidence, quality control

**What the automation layer gives you:**  Time back, scale, and a more professional service

**The goal is not to remove you from the service. The goal is to remove you from the parts that do not require you.**

# The Automated System — Overview

Here is what the fully automated content pipeline looks like for a single client:

| Stage | What happens |
|---|---|
| **Step 1** | AIWiseMind writes a structured, SEO-optimized blog post based on your topic and keyword — and publishes it directly to the client's WordPress site automatically. |
| **Step 2** | Jetpack detects the new WordPress post and automatically shares it to the client's Facebook, Instagram, LinkedIn, and Google Business Profile. |
| **Step 3** | MailPoet detects the new post and automatically sends a clean email newsletter to the client's subscriber list with a summary and link. |
| **Step 4** | You take the blog post content, run it through a script template, and use HeyGen to generate a short AI presenter video for YouTube or social media. |
| **Result** | One piece of content — written, published, shared, emailed, and turned into video — with your active involvement reduced to topic selection, quality review, and client communication. |

That is the entire pipeline. Each tool handles one specific job. Nothing overlaps. Nothing requires you to learn complex integrations or pay for enterprise software.

**Time comparison — manual vs automated for one client per week:**

**Manual system:** ~80 minutes per week

**Automated system:** ~20 minutes per week (review + approve + video)

**Time saved per client:** ~60 minutes per week · ~4 hours per month

**With 5 clients automated:** ~20 hours per month freed up

**TOOL 1 OF 4**

# AIWiseMind — Automated Blog Writing & Publishing

**AIWiseMind** · aiwisemind.com · **~$39–$79/month depending on plan**

AIWiseMind connects directly to WordPress and generates SEO-optimized blog posts on a schedule. You give it a topic or keyword, set the publishing frequency, and it writes and publishes automatically. It uses a structured content format with proper headings, internal links, and meta descriptions baked in.

*Why it fits: It replaces the write-prompt-edit-format-publish workflow with a review-and-approve workflow. You go from producing content to overseeing it — a fundamentally different and much faster role.*

## How to Set Up AIWiseMind for a Client

1. Create an AIWiseMind account at aiwisemind.com
2. Connect the client's WordPress site: AIWiseMind → Sites → Add New Site → enter the WordPress URL and create an application password in WordPress (Users → your profile → Application Passwords)
3. Create a new campaign for the client: Campaigns → New Campaign → select the connected site
4. Set the content parameters:

   • Target keyword or topic for each post
   • Post length: 600–800 words recommended for local business content
   • Tone: Professional and helpful
   • Post frequency: Weekly (one post per week per client)
   • Publish status: Draft (recommended) or Published

5. Review each post before it goes live — even on automated systems, a 10-minute review catches anything that needs local context added
6. Once approved: click Publish in WordPress or set AIWiseMind to publish automatically if you trust the output quality for that client

Draft vs Auto-Publish: Start every new client on Draft mode. AIWiseMind creates the post and saves it as a draft in WordPress — you review it, make any tweaks, then publish manually. Once you have 4–6 posts done for a client and the quality is consistent, switch to Auto-Publish. Never auto-publish for a brand new client site without reviewing first.

## What AIWiseMind Does Well

- Consistent post structure with proper H2/H3 headings
- Automatic meta title and description generation
- Internal linking suggestions
- Keyword placement without stuffing
- Featured image suggestions (you still need to upload the actual image)

## What You Still Do Manually

- Select the topic for each post — you know the client's business, AI does not
- Review and lightly edit each draft for local relevance and tone
- Upload the featured image — AIWiseMind does not source images automatically
- Add any business-specific details AIWiseMind cannot know (new services, seasonal offers, local references)

Affiliate note: AIWiseMind has an affiliate program. When you introduce a client to the platform or recommend it to another service provider, you earn a recurring commission. Worth signing up for their affiliate program when you create your account.

# Jetpack — Automatic Social Media Sharing

**Jetpack** · jetpack.com · **Free (basic) · $9.95/month for Social features**

Jetpack is a WordPress plugin that, among many other features, includes an Auto-Sharing function that detects when a new post is published and automatically posts it to connected social media accounts. One plugin installed on the client's WordPress site handles all social distribution.

*Why it fits: It removes the manual Thursday social sharing step entirely. Every time a post publishes to WordPress, Jetpack fires and shares it across all connected platforms within minutes — no action required.*

## Setting Up Jetpack for a Client

1. Install Jetpack on the client's WordPress site: WordPress → Plugins → Add New → search Jetpack → Install → Activate
2. Connect Jetpack to a WordPress.com account (free — just needs an email address)
3. Go to Jetpack → Settings → Sharing
4. Connect social accounts:
- Facebook Page (not personal profile — must be a Business Page)
- Instagram Business Account (connected through Facebook)
- LinkedIn Company Page or personal profile
- Tumblr (optional)

5. Enable Auto-Sharing: toggle on 'Automatically share your posts to social networks'
6. Set the default sharing message template — use something like: 'New post: [post title]. Read more at [site name].' Jetpack populates the post title and URL automatically.
7. Test by publishing a draft post — confirm it appears on all connected social platforms within 5 minutes

## Platform-Specific Notes

- Facebook: posts best with an image. Jetpack uses the featured image automatically — make sure every post has one.
- Instagram: Jetpack can share to Instagram but requires a Facebook Business account connection. Stories are not supported — only feed posts.
- LinkedIn: works well for professional service businesses. Engagement tends to be lower than Facebook but the audience quality is higher.
- Google Business Profile: Jetpack does not currently support GBP auto-sharing. This one stays manual — add a GBP post once a week, takes 3 minutes.

> Important: You need admin access to the client's social media accounts to connect them through Jetpack. Have this conversation with the client early — before setup, not during. Ask them to either give you admin access or sit with you while you connect the accounts.

## What Jetpack Replaces in Your Manual Workflow

| Task | Detail |
| --- | --- |
| **Manual Thursday task** | Write social post, log into each platform, post with image and link, repeat for each platform |
| **Automated equivalent** | Jetpack detects new WordPress post, fires automatically, posts to all connected platforms with featured image and link |
| **Time saved** | ~15 minutes per client per week · ~1 hour per month per client |
| **Your remaining task** | Check that posts appeared correctly. Optional: add a personalised comment or reply to early engagement. |

# MailPoet — Automated Email Distribution

**MailPoet** · mailpoet.com · **Free up to 1,000 subscribers · $10/month for larger lists**

MailPoet is a WordPress plugin that manages email newsletters from directly inside WordPress. Its most powerful feature for your service is the 'Latest Posts' newsletter — a template that automatically pulls the newest blog post and sends it to subscribers when a new post is published. No separate email platform needed.

*Why it fits: It removes the Friday email distribution step entirely. The moment a post publishes, MailPoet detects it and fires a clean email newsletter to the client's subscriber list automatically.*

## Setting Up MailPoet for a Client

1. Install MailPoet: WordPress → Plugins → Add New → search MailPoet → Install → Activate
2. Go to MailPoet → Settings → complete the sender setup (client's business name and email address)
3. Create a subscriber list: MailPoet → Lists → Add New → name it '[Client Name] Subscribers'
4. Import existing subscribers if the client has any (MailPoet → Subscribers → Import)
5. Create the automated newsletter: MailPoet → Emails → + New Email → select 'Automatic Latest Post Notification'
6. Design the email template:
   - Header: client's logo
   - Body: automatic post title, featured image, and excerpt (MailPoet pulls these from WordPress automatically)
   - Button: 'Read the full post →' linking to the post URL
   - Footer: unsubscribe link (required by law — MailPoet adds this automatically)

7. Set the trigger: 'Send when a new post is published'
8. Select the subscriber list to send to
9. Activate the automation
10. Test by publishing a draft post — confirm the email arrives in your inbox within 10 minutes

## What to Tell Clients About This

Many local business owners do not yet have an email list. That is fine — MailPoet still gets installed and configured, and the signup form gets added to their website. You are building the infrastructure for when subscribers start coming in.

For clients who do have a list, this is one of the most visible parts of the service. Getting a professional email newsletter every week with their latest content makes the service feel substantial — it is tangible proof of value landing directly in their customers' inboxes.

> Add a MailPoet subscriber signup form to the client's website as part of your setup: MailPoet → Forms → Create New Form → embed it in the sidebar, footer, or as a popup. This builds their list passively over time and makes the email distribution increasingly valuable.

# HeyGen — Blog to Video

**HeyGen** · heygen.com · **Free tier (limited) · $29/month Creator plan**

HeyGen is an AI video generation platform that creates professional presenter-style videos from a script. You paste in a script derived from a blog post, select an AI avatar (or create one from your own photo), and HeyGen generates a polished talking-head video in minutes. No camera, no recording, no editing.

*Why it fits: It transforms every blog post into a short YouTube or social media video — adding a completely new distribution channel to the service. This is the feature that justifies charging a higher package rate and significantly differentiates your service from basic blog-only competitors.*

## How the Blog-to-Video Workflow Works

1. Take the published blog post content
2. Condense it into a 90–150 second script (see script template below)
3. Log into HeyGen → + New Video → Video Avatar
4. Select an avatar — HeyGen has a library of professional presenters, or you can create a custom avatar from a photo of yourself
5. Paste your script into the script field
6. Select a voice (HeyGen has natural-sounding voices in multiple accents — match to the client's region)
7. Choose a background — plain color, subtle office scene, or branded background
8. Click Generate — HeyGen produces the video in 3–5 minutes
9. Download and upload to the client's YouTube channel, Facebook, or Instagram Reels

## Blog-to-Video Script Template

Use this structure for every video — it takes about 10 minutes to write once you have the blog post in front of you:

> [Opening hook — 1–2 sentences from the blog introduction]
>
> 'Hi, I'm [Name] from [Business Name], and today I want to share [topic].'
>
> [Point 1 — 2–3 sentences from first subheading]
>
> [Point 2 — 2–3 sentences from second subheading]
>
> [Point 3 — 2–3 sentences from third subheading]
>
> 'If you found this helpful, check out the full article on our website — link in the description. And if you have any questions, give us a call or stop by.'

Total script length: 200–300 words. Video length: 90–150 seconds. That is the ideal format for YouTube, Facebook, and Instagram Reels.

## Pricing the Video Add-On

The video component justifies a higher monthly package rate. Here is how to position it:

| Package | Details |
| --- | --- |
| Standard package | $250–$300/month — blog + social sharing + email |
| Video package | $400–$500/month — blog + social + email + weekly video |
| Standalone video | $150–$200/month add-on for existing clients |
| Value framing | Professional video production typically costs $500–$2,000 per video. You are delivering one per week at a fraction of that cost using AI tools. |

Start without video for your first clients. Get the blog + social + email automation running smoothly first. Then introduce video as an upgrade offer once you are confident with the tools. Trying to set up all four automation tools simultaneously for a first client is too much.

# Putting It All Together

Here is the complete weekly workflow once all four tools are set up and running for a client:

| When | What you do |
| --- | --- |
| **Monday (15 min)** | Log into AIWiseMind. Check the draft post for the week. Review for accuracy, local relevance, and tone. Add any business-specific details. Approve or make edits. |
| **Monday (5 min)** | Upload the featured image to the WordPress draft (AIWiseMind creates the post but you source the image from Unsplash or similar). |
| **Monday (10 min)** | Write the 200–300 word video script from the blog post content using the template above. |
| **Tuesday (5 min)** | Paste script into HeyGen. Select avatar and voice. Click Generate. Come back in 5 minutes. |
| **Tuesday (5 min)** | Review the HeyGen video. Download and upload to YouTube / social. Add description and tags. |
| **Wednesday (automatic)** | AIWiseMind publishes the post to WordPress. Jetpack auto-shares to social. MailPoet auto-sends the email newsletter. |
| **Wednesday (5 min)** | Check that everything published correctly — one quick scan of each platform. |
| **Total active time** | ~45 minutes per client per week — down from ~80 minutes in the manual system. |

## Setup Time Investment

Be realistic about setup. Getting all four tools configured properly for one client takes 3–4 hours the first time. The second client takes 1–2 hours. By the third client you have a repeatable setup process that takes under an hour.

Build a setup checklist for each new client — a simple document listing every step for each tool. After you have done it twice, that checklist becomes your onboarding system and eventually something you could hand to an assistant.

> **Client Onboarding Checklist — Automation Setup**
> - WordPress application password created and saved
> - AIWiseMind site connected and first campaign created
> - Jetpack installed, activated, and social accounts connected
> - MailPoet installed, subscriber list created, automation activated
> - Test post published — confirmed social sharing and email delivery
> - HeyGen avatar selected and voice confirmed
> - First video script drafted and approved by client
> - YouTube channel access confirmed (if applicable)

# Scaling Beyond One Client

Once the automation system is running smoothly for two or three clients, scaling becomes a question of management rather than production. You are no longer the bottleneck — the tools are doing the production work.

## Managing Multiple Clients

- Create a separate AIWiseMind campaign for each client — topics, tone, and publishing schedule are all configured per-client
- Jetpack is installed per WordPress site — each client's site handles its own social sharing independently
- MailPoet is installed per site — each client's email list is completely separate
- HeyGen — one account handles all clients. Create separate projects per client to keep videos organized

## Your Weekly Dashboard With Five Clients

| When | Activity |
|---|---|
| **Monday morning** | Review 5 AIWiseMind drafts (15 mins each = 75 mins). Upload 5 featured images (5 mins each = 25 mins). |
| **Monday afternoon** | Write 5 video scripts (10 mins each = 50 mins). Submit all 5 to HeyGen. |
| **Tuesday morning** | Review and download 5 HeyGen videos (5 mins each = 25 mins). Upload to YouTube/social. |
| **Wednesday** | 5 posts auto-publish. Jetpack fires for all 5. MailPoet fires for all 5. Quick check (15 mins total). |
| **Total weekly time** | ~190 minutes = just over 3 hours for 5 clients. That's $1,250–$1,500/month for 3 hours of weekly work. |

**5 clients × $250/month** = $1,250/month

**5 clients × $300/month** = $1,500/month

**5 clients × $400/month (with video)** = $2,000/month

*Working roughly 3 hours per week. From home. On your schedule.*

# Tool Costs & ROI Summary

Here is the complete cost picture for running the automated system:

| Tool / metric | Cost / detail |
| --- | --- |
| **AIWiseMind** | $39–$79/month depending on number of clients and posts |
| **Jetpack Social** | $9.95/month (or free with limited features) |
| **MailPoet** | Free up to 1,000 subscribers · $10/month above that |
| **HeyGen** | $29/month Creator plan (includes ~15 videos/month) |
| **Total tool cost** | ~$90–$130/month for the full automation stack |
| **Break-even** | Less than one client at $150/month covers all tool costs |
| **Net with 3 clients** | $750/month revenue − $130/month tools = $620/month profit |
| **Net with 5 clients** | $1,250/month revenue − $130/month tools = $1,120/month profit |

**The tools pay for themselves with your first client. Everything after that is margin.**

## You now have the complete system.

Manual foundation. Automated execution. Scalable income.

The manual system gave you the skills and confidence to deliver a professional service. The automation layer gives you the capacity to grow without proportionally more time. Together they are a complete local content business that can run from anywhere, on your schedule, serving clients who genuinely need what you offer.

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