

Writing For Resonance: The Intersection of Human Consciousness, Marketing, and Artificial Intelligence

A guide to using the AI-as-Content Bundle

Created with Allison Wentworth Ross's Writing For Resonance Framework

Vibrational Marketing Institute: <https://vibrationalmarketing.institute>

Download the AI-as-Content Bundle: vibrationalmarketing.institute/downloads/writing-for-resonance-bundle

Please note: This is part of an ongoing case study in which we're testing a new way of delivering knowledge, with AI as the facilitator. By its nature, AI runs in your own environment, so we don't control your setup or how your AI assistant behaves. Please report any errors, failures or inconsistencies using this anonymous form: form.jotform.com/262803359595064.

Please plan for it: These exercises are token-intensive, because they form the foundation of what follows. The final output at the end of Chapter 4 holds everything you need for Writing For Resonance. Be patient, grab some coffee, and plan it over a couple of sessions.

What is Writing For Resonance?

Writing For Resonance is a methodology for living your message to humanity. Created by Allison Wentworth Ross, Founder of the Vibrational Marketing Institute (VMI), it aligns content creator and content consumer by behaviour, product and content.

The Kindle book is *Writing For Resonance: The Intersection of Human Consciousness, Marketing, and Artificial Intelligence*.

Writing For Resonance AI-as-Content is the delivery. Through it, Allison transfers the knowledge she would usually share in a one-to-one strategy session, or when documenting a strategy.

Through the AI-as-Content book, you create your own book: your content strategy, titled ***Writing For Resonance: Your Intersection of Human Consciousness, Marketing, and Artificial Intelligence***.

What's AI-as-Content (AIaC)?

It's a new marketing category Allison created when eye issues forced her to find a different way of delivering the curriculum to VMI members. She encoded her knowledge as an AI prompt, and had the exercises delivered by each member's preferred AI assistant, inside their everyday AI chat.

In practice, that means:

- The AI-as-Content book is a set of text files, not pages to read.
- You add those files to a project in your own AI app, such as ChatGPT or Claude. A project is a space in your AI app that holds files every chat in it can read.
- In a chat inside that project, your AI assistant, the AI in your own app, reads the files and takes you through the book. It asks you questions, researches the web, and offers you options.
- You answer in your own words, and choose what's true for you.

A book you write

It isn't a book you read. It's one you write. Over four chapters, you write your own book.

The Writing For Resonance methodology follows EXPERIENCE → APPLY → UNDERSTAND → REMEMBER. The experience comes first. So this guide doesn't explain the methodology. It shows you how to find your way through the book, and your AI assistant explains each step as you go.

You can change your inputs at any time to adapt to your context, and your content strategy will reflect it.

The Writing For Resonance Framework

Your content strategy is built on Allison's Writing For Resonance Framework. The framework consists of three continuums that present 157,464 of permutations.

Conscious Content Consumer Continuum

1. Spiritual approach to business: Do you separate business and spirituality (D), merge when appropriate (B), or integrate spirituality in all that you do (I)?
2. Motivation for consuming and creating content: Solution seeking (S), perspective seeking (P), or new-thought seeking (N)?
3. Marketing tolerance: No to marketing (N), open to marketing (O), ready to buy (R)

$3 \times 3 \times 3 = 27$ permutations

Product continuum

1. Physicality: Is your product tangible (T), intangible (I), or digital (D)?
2. Sensory: Can potential buyers make decisions on what they see or hear (S), or do they need to smell, touch, or taste (M)?
3. Durability: Is it a one-time use (O), many-time use (M), or lifetime use (L) product?
4. Availability: Do people put no effort into securing it and just take what's most convenient (C), do they shop around (S), or is it a speciality product where they go to great lengths to secure what they want (P)?
5. Product Life Cycle: Is the product category in the innovation (I), growth (G), maturity (M), or decline (D) stage?

$3 \times 2 \times 3 \times 3 \times 4 = 216$ permutations

Marketing Continuum/Knowledge Taxonomy

1. Function: Is your content low-cognitive information (C), mid-cognitive processes (P), or your high-cognitive knowledge (K)?
2. Longevity: Is your content a one-time read (O), many-time read (M), or lifetime reference (L)?
3. Accessibility: Is it text-only (T), multi-media hosted on a website (W), or on a downloadable app (A)?

$3 \times 3 \times 3 = 27$ permutations

In total: $27 \times 216 \times 27 = 157,464$

These 157,464 permutations are not unique. What makes them unique is your message to humanity, spiritual preferences within business, your motivation for consuming and creating content, product, and knowledge.

Your content strategy collapses your 9 of 157,464 coordinates into one content strategy.

Your 9 Resonance Codes

Your 9 coordinates are your 9 Resonance Codes. Each code is 11 characters long: one character for each question in the three continuums above. For example, INNDSMSGCOT:

- **I:** integrate spirituality in all that you do.
- **N:** new-thought seeking.

- **N:** No to marketing.
- **DSMSG:** a digital product (D), bought on what people see or hear (S), with many-time use (M), that people shop around for (S), in a growth-stage category (G).
- **COT:** low-cognitive information (C), read one time (O), text-only (T).

Your spirituality, motivation and product are the same in all 9 codes. The codes differ only by marketing tolerance (No to marketing, Open to marketing or Ready to buy) and by kind of content (one-time, many-time or lifetime): $3 \times 3 = 9$.

The four chapters

Each chapter answers one question. Each runs in its own new chat, inside the same project.

Chapter	The question	What you leave with
1	What is your message to humanity?	Your message to humanity, in your own words. Your engagement objectives: what your audience needs to remember, understand, apply, analyse, evaluate and create from your message.
2	What does your industry look like in your Highest Timeline?	Your knowledge themes: the strengths hidden in your knowledge. Your industry. Your mirror: what your industry looks like in your Highest Timeline. Your 9 Resonance Codes.
3	Is your message and your marketing in resonance?	Your product, aligned with your message to humanity.
4	What is your Writing For Resonance signature?	The content you create for your end-user, the person your product and writing are for. Your Writing For Resonance signature, and your content strategy.

Your template

Because each chapter runs in a new chat, your work needs a way to travel from one chapter to the next. That's your template: a plain-text record of everything you confirm in the book.

Here's the template before anything is filled in. Each field is completed in the chapter that holds it. Numbered lists, such as your objectives, themes and topic angles, grow with each choice you make.

Message to humanity:

Remember objectives:

1:

Understand objectives:

1:

Apply objectives:

1:

Content:

Analyse objectives:

1:

Evaluate objectives:

1:

Create objectives:

1:

Product:

Knowledge themes:

Theme 1:

Why:

-

Recurring capability revealed:

Industry:

Your mirror:

1. Your Highest Timeline:

Where you could contribute:

-

2. Your hidden strengths at play:

-

3. How your market experiences your product:

- Physicality:

- Sensory:

- Durability:

- Availability:

- Product Life Cycle:

4. Where your voice belongs:

What people who share your spirituality are creating:

-

Contribution to the industry:

What people who share your motivation are discussing:

-

Impact on the industry:

Where your product and knowledge meet both:

5. How it all works together:

-

6. Your key takeaway:

Research bookmarks:

Your 9 Resonance Codes:

1:

2:

3:

4:

5:

6:

7:

8:

9:

One-time content:

No to marketing:

1:

Based on:

Open to marketing:

1:

Based on:

Ready to buy:

1:

Based on:

Every chapter adds to the same template:

- **Chapter 1** starts it with your message to humanity and your engagement objectives.
- **Chapter 2** adds your product, your knowledge themes, your industry, your mirror, and your 9 Resonance Codes.
- **Chapter 3** replaces your product with your aligned product.
- **Chapter 4** adds your many-time content, which your end-user comes back to many times, and your topic angles, starting points for content your end-user reads once. Your completed template is your Writing For Resonance signature.

At the end of each chapter, you type **GENERATE**, and your AI assistant gives you your updated template in a box.

1. Click the copy button on the box.
2. Paste it into a plain-text file, such as Notepad or TextEdit, and save it.
3. In the next chapter, paste or upload it when your AI assistant asks for it.

Always keep the newest version.

Before you start

You need four things:

- **An AI app with projects**, such as ChatGPT or Claude.
- **Web search switched on**. Every chapter uses live research.
- **The AI-as-Content Bundle**, unzipped. It holds the WRITING FOR RESONANCE_START_HERE_1.1 folder, and the Chapter 2, Chapter 3 and Chapter 4 folders.
- **A plain-text file for your template**, saved somewhere safe on your computer.

If you're on a free or lower tier, you may reach your usage limit before a chapter ends. Come back to the same chat when your limit resets, and you'll carry on where you left off.

Step 1: Set up your project

1. Create a new project in your AI app.
2. Add the five files in the WRITING FOR RESONANCE_START HERE_1.1 folder:
 - Chapter_1_Your_Message_To_Humanity
 - RESEARCH_CHAPTER_1
 - FUNCTIONS_CHAPTER_1
 - MASTER_RULE
 - CODED_CONTINUUMS
3. Open a new chat in your project, and type this line, called the Begin line:

Begin Chapter 1: follow the Chapter_1_Your_Message_To_Humanity file in my project, in full, from its beginning.

Step 2: Chapter 1, What is your message to humanity?

1. Read Allison's welcome. Then tell your AI assistant your language or spelling preference, such as UK English, or say you have none.
2. Answer one question in your own words: **What is your one message to humanity?**
3. Work through 12 rounds. In each round, your AI assistant researches around your message and offers you four options.
4. Type the number of the option that pulls you, or **0** to refresh the options.
5. The rounds move through six levels, from Remember to Create. At the end of each level, your AI assistant offers you engagement objectives for that level. Type the numbers of the ones that apply, e.g. **1, 3**.

A round ends like this:

Here's what you can help them remember:

1. [first option]
2. [second option]
3. [third option]
4. [fourth option]

Which one pulls you? Just type the number (1, 2, 3, or 4). Type 0 if you'd like me to refresh the options.

Chapter 1 has no integrity checks. You lead by choosing what resonates with you.

At the end of Chapter 1

- 1. Type **GENERATE**. Your AI assistant adds your message to humanity and your engagement objectives to your template.
- 2. Copy your template, and save it in your plain-text file.
- 3. That's the first exercise in the Writing For Resonance Case Study complete. The case study is an ongoing research project at VMI, which you can follow or take part in. To follow it, bookmark the live case study: vibrationalmarketing.institute/live-case-study
- 4. Move to Chapter 2, as Step 3 shows.

Step 3: Move to the next chapter

Do this before Chapters 2, 3 and 4. Each chapter's research stays in its own chat. Your template carries everything you've confirmed into the next chapter.

- 1. In your project, remove the finished chapter's three files.
- 2. Add the next chapter's three files from its folder.
- 3. Keep the two shared files:
 - MASTER_RULE
 - CODED_CONTINUUMS
- 4. Open a new chat in your project, and type that chapter's Begin line.

Chapter	Remove	Add
2	Chapter_1_Your_Message_To_Humanity, RESEARCH_CHAPTER_1, FUNCTIONS_CHAPTER_1	Chapter_2_The_Mirror, RESEARCH_CHAPTER_2, FUNCTIONS_CHAPTER_2
3	Chapter_2_The_Mirror, RESEARCH_CHAPTER_2, FUNCTIONS_CHAPTER_2	Chapter_3_The_Alignment, RESEARCH_CHAPTER_3, FUNCTIONS_CHAPTER_3
4	Chapter_3_The_Alignment, RESEARCH_CHAPTER_3, FUNCTIONS_CHAPTER_3	Chapter_4_The_Strategy, RESEARCH_CHAPTER_4, FUNCTIONS_CHAPTER_4

Begin Chapter 2: follow the Chapter_2_The_Mirror file in my project, in full, from its beginning.

Begin Chapter 3: follow the Chapter_3_The_Alignment file in my project, in full, from its beginning.

Begin Chapter 4: follow the Chapter_4_The_Strategy file in my project, in full, from its beginning.

Step 4: Chapter 2, What does your industry look like in your Highest Timeline?

1. Type **READY** to read Allison's welcome again, or **SKIP** to carry on.
2. Tell your AI assistant your language or spelling preference, or say you have none.
3. **Your personal preferences:** type the letters that fit your approach to business and spirituality, and your motivation for creating content.
4. **Your product and knowledge:** describe what you offer, and the knowledge behind it, in your own words.
5. **Your themes:** your AI assistant names the strengths hidden in your knowledge.
6. **Your industry:** your AI assistant offers three to five industries where your product naturally belongs. Choose the one that feels right.
7. **The research:** your AI assistant researches how your product is delivered, bought and used in your industry. It then researches what people who share your spirituality are creating, and what people who share your motivation are discussing.
8. **Your mirror:** your AI assistant shows you your Highest Timeline, and what everything you've confirmed shows.

Your research is bookmarked automatically, so you can find it again in the chat. To mark anything else, type **BOOKMARK:** followed by your own label, e.g. **BOOKMARK:** my themes.

Integrity checks in Chapter 2

From this chapter on, your AI assistant ends what it delivers with an integrity check: a few questions in italics. The check makes sure your AI assistant has followed the book's instructions, and that you're being true to yourself.

Read what was delivered against each question. If it holds up, answer as you're asked, usually by typing **READY**. If something is missing, added, wrong, or doesn't feel true, say so, and it's revised before you move on.

In Chapter 2, these are the checks you'll answer:

Your themes

- Are these themes a fair representation of your product and your knowledge?
- Are the suggested themes highlighting aspects of your strengths that you would not have articulated for yourself?
- Does the evidence for each theme come from what you shared, and does it support that theme?
- Does each Why name the actual tools and modalities you shared?

Your industry

- Does each industry fit your core product as you described it?
- Does each industry also carry your themes, showing how they apply to your product within it?
- Is each industry a recognised, established industry?

How your product is delivered, bought and used

- Does each finding describe your product as you described it?
- Do the five findings fit together as one accurate picture of how your product is delivered, bought, and used?
- Does the Life Cycle finding describe where your product's category sits in your industry?
- Is each finding supported by credible research, with no marketing content, press releases, or personal opinions as sources?

What people who share your spirituality are creating

- Do these product types reflect your spirituality, and the lens you named, if any?
- Do they fit the life cycle stage of your category in your industry, as confirmed in your Product Analysis?
- Are these real products emerging in your industry now, supported by credible sources?
- Does the contribution to your industry follow from the product types above?

What people who share your motivation are discussing

- Do these conversations reflect your motivation?
- Do they fit the life cycle stage of your category in your industry, as confirmed in your Product Analysis?
- Are these real conversations happening in your industry now, supported by credible sources?
- Does the impact on your industry follow from the conversations above?

Your mirror

- Does each part of your mirror draw only on what you confirmed along the way?
- Does each potential contribution in your Highest Timeline come directly from your product or knowledge?
- Does your mirror feel true for you and your product?

At the end of Chapter 2

1. When asked, paste the template you saved at the end of Chapter 1.
2. Type **GENERATE**. Your AI assistant adds your findings from Chapter 2 to your template.
3. Copy your updated template, and save it in your plain-text file.
4. That's the second exercise in the Writing For Resonance Case Study complete.
5. Move to Chapter 3, as Step 3 shows.

Step 5: Chapter 3, Is your message and your marketing in resonance?

1. Type **READY** to read Allison's welcome again, or **SKIP** to carry on.
2. Paste or upload the template you saved at the end of Chapter 2.
3. Tell your AI assistant your language or spelling preference, or say you have none.
4. **Your Vibrational Alignment Check:** your AI assistant checks your product against each of your objectives. It shows where your product is living your message to humanity, where it isn't, and where your knowledge could contribute.
5. **Align your product:** wherever your product isn't yet living an objective, amend your product description, one objective at a time, until your product is living your whole message.

Integrity checks in Chapter 3

In Chapter 3, an integrity check ends every step where you and your AI assistant both need to be held accountable. Answer it the same way as in Chapter 2.

Your Vibrational Alignment Check

- Does each status reflect your product as it is, based on the words quoted?
- Are the flags fair?

Align your product

- Is this your product, in your own words?
- Is your product now living every part of your message to humanity?

At the end of Chapter 3

1. Type **GENERATE**. Your AI assistant replaces your product in your template with your aligned product.
2. Copy your updated template, and save it in your plain-text file.
3. That's the third exercise in the Writing For Resonance Case Study complete.
4. Move to Chapter 4, as Step 3 shows.

Step 6: Chapter 4, What is your Writing For Resonance signature?

In this chapter, you become the creator. You create content for your end-user, the person your product and your writing are for.

1. Type **READY** to read Allison's welcome again, or **SKIP** to carry on.
2. Paste or upload the template you saved at the end of Chapter 3.
3. Tell your AI assistant your language or spelling preference, or say you have none.
4. **Your aligned product and your message, structured:** confirm your aligned product, and your objectives as your lifetime marketing asset: knowledge your end-user can return to whenever they want.
5. **Your many-time content:** for each of your Apply objectives, describe the content your end-user will come back to many times, such as practical steps or a process they follow. Your AI assistant helps you fine-tune each one.
6. **Your one-time content:** your AI assistant offers six topic angles for each of three kinds of readers: No to marketing, Open to marketing, and Ready to buy. Type the numbers of the ones that are true for you, e.g. **1, 3**, or **0** to refresh them.

Integrity checks in Chapter 4

As in Chapter 3, an integrity check ends every step where you and your AI assistant both need to be held accountable.

Your many-time content

- Is each one content your end-user comes back to many times, until it becomes automatic?
- Does each one apply its objective, and align with your product?
- Does each one still sound like you?

Your one-time content

- Does each topic angle carry one of your Remember or Understand objectives?
- Does each one reflect your spirituality and your motivation?
- Does each one fit your product, as you aligned it in Chapter 3?
- Does each one draw on your knowledge?
- Does each one speak to its reader: no marketing, marketing that appears naturally, or a clear call to action?

Step 7: At the end of Chapter 4

Type:

- **STRATEGY** for your content strategy, your own book: *Writing For Resonance: Your Intersection of Human Consciousness, Marketing, and Artificial Intelligence*. Copy it into a document of your own to keep it.
- **GENERATE** for your Writing For Resonance signature, your completed template. Save it in your plain-text file.

That's the fourth exercise in the Writing For Resonance Case Study complete.

Your signature is also everything Allison needs to build your own chapter in Writing For Resonance: a text-only AI-as-Content prompt, delivered inside your audience's own AI app. If you'd like Allison to build it, connect with her on LinkedIn.

If you're participating in the case study, type **EXPORT** next, as the case study section below explains.

The Writing For Resonance Case Study

The Writing For Resonance Case Study is an ongoing research project at VMI. It assesses whether knowledge can be transferred from knowledge owner to knowledge user inside an AI chat, using continuums and permutations to separate the logic from the prose.

How to participate

1. Complete all four chapters.
2. At the end of Chapter 4, type **EXPORT** for your case study block: only your own content from your strategy. Each field starts with its number in square brackets, e.g. [4.1.1].
3. Click the copy button on its box. Paste it into a .txt or .md file and save it, or keep it ready to paste.
4. Log in and import it on your Edit Profile page, in the Case study data tab. Then publish it to the case study directory: vibrationalmarketing.institute/live-case-study

To upload your content to the directory, follow the Case Study Participant Guide. It takes you from signing up to publishing your strategy. Your case study block is what you import in its Step 4: Import your strategy.

If something doesn't work

Message or problem	What to do
Your AI assistant doesn't start the chapter, or starts in the wrong place	Check that the chapter's files are in your project. Open a new chat, and type the chapter's Begin line exactly as written.
Your AI app gives an empty reply	Open a new chat in the same project and try again. If replies are still empty, your app may be down, or you may have reached your usage limit.
You reach your usage limit	Come back to the same chat when your limit resets. You'll carry on where you left off.
You've lost your template	Open the previous chapter's chat and copy the template from where your AI assistant gave it to you.

Message or problem	What to do
A result doesn't feel true	Say so at its integrity check. It's revised before you move on.
Your import shows <i>No fields were found</i>	Type EXPORT again in your Chapter 4 chat, and copy the whole block, including every number in square brackets.

Stay connected

- Follow the live case study here: vibrationalmarketing.institute/live-case-study
- Connect with Allison on LinkedIn: linkedin.com/in/allisonwross
- Join VMI for updates: Allison sends updates to VMI members. Choose your level at vibrationalmarketing.institute/membership-levels:
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