



CONTENT IS DEAD

Expert analysis from **Linked Agency**



Charlie Hills
Founder **Linked Agency**

September 7, 2025



VISIT PARTNER'S WEB

Content is Dead

Scroll LinkedIn, Instagram, or X for ten seconds and you'll see it:

The same "5 hacks." The same recycled ChatGPT screenshot.

I know because I used to make them. In 2024 I proudly posted a "10 AI tools" post that racked up likes, but when I scrolled back a week later I realised it looked identical to five others I'd half-heartedly engaged with.

That was the wake-up call.

"Content is Dead" isn't click-bait. It's reality. When anyone can press a button and mass-produce text, images, even video, content as commodity collapses in value.

What remains? Three things AI can't clone:

- **Context** (your lived experience)
- **Character** (your tone, quirks, contradictions)
- **Connection** (the dialogue you maintain with an audience)

AI can replicate the sentence. but it can't replicate the time I bombed my first sales

That's mine. That's yours.

The modern creator's workbench is unrecognisable from even two years ago. Five specific AI hacks now obliterate the chores that once ate entire afternoons:

- **Hooks:** I used to sit with a notebook, scribbling until I had one half-decent angle. Now ChatGPT spits out 100 in 30 seconds.
- **B-roll:** I once wasted 45 minutes hunting stock photos of "business handshake in London." Now Sora generates bespoke footage in minutes.
- **Copy:** I spent three months in 2021 trying to learn copywriting theory. Claude now spits out a sales page draft while I'm still sipping coffee.
- **Brand Voice:** I once tweaked a single LinkedIn caption ten times to "sound like me." Now Custom Instructions nails my cadence.
- **A Second Brain:** Instead of rummaging through dusty docs, I drop everything into NotebookLM. When a client asks, "What was that framework from February?" it's there before I finish the sentence.

These tools crush bottlenecks. But if you uncritically post the first AI draft, you guarantee sameness. The feed gets faster, the soul drains out.

Here's how I fight that: **The Chef Framework**

- **Gather:** Feed raw insights to AI. (I literally dump messy voice notes and client transcripts into ChatGPT.)
- **Generate:** Let GPT, Sora, or Claude churn a draft.
- **Season (Human Pass):** This is where most people bail. I add the anecdote only I lived. I introduce friction. I inject sensory detail. If my AI draft doesn't mention the time I hit "post" from a noisy Wetherspoons, it's incomplete.
- **Serve:** Publish, but stay present. Reply, remix, refine.

Skip "Season" and you're just a ghost-writer for a ghost.

That's where the line gets drawn. Prompts and tools give you speed. Context, character, and connection give you staying power.

If this feels unsettling, it should. The assembly-line era of content is ending. The atelier era of contextual creativity is beginning.

AI is a sous-chef. You're still the chef.

Stay curious. Stay human. Stay efficient.

—Charlie