

# AI CONTENT CREATION IN 2026



## SOCIAL MEDIA TIPS

By Theresa Mintzer

The applications for artificial intelligence (AI) continue to expand. Chances are, you already use AI tools every

day without thinking about it. One of the most practical ways to start is by using AI to support your content creation process.

Experiment with the free version of ChatGPT before investing in paid tools. Start by creating a clear prompt to generate post ideas. For example, try: "Give me fifteen reasons to hire a tax professional for the busy solo business owner." ChatGPT will generate a list. From there, rewrite and refine the ideas so they match your brand voice and the tone you want to convey on social media. Next, add a call to action that fits your goal. You now have the foundation for multiple posts. You can also ask AI to tailor content for specific platforms and adjust tone or format. Always review and edit the content to ensure it aligns with your business and values.



AI is excellent for idea generation, but your authentic voice is what builds trust and attracts clients. Your perspective, experience, and personality are what set you apart. Calls to action matter too, whether that means encouraging a client to schedule a consultation or directing them to your website for more information.

Once your posts are written, pair them with stock images or your own photos and batch schedule them to create weeks or even months of content in one sitting. In 2026, AI is best used as a support tool that helps you work more efficiently while keeping your messaging human and intentional.

Need help putting this into practice? I offer social media coaching to guide you through the process. Visit [mintzersolutions.com](http://mintzersolutions.com) to learn more and schedule a session.

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## 2026 401(k) Planning TIPS

The beginning of each year is a good time to review 401(k) investment strategies. There are three key components to a good strategy.



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### PART 1: Saving Enough to Fully Fund Retirement?

- Inflation Adjustments?
- Career Advancement Adjustments?
- Length of Retirement?
- Based Upon Real Rate of Return (actual minus inflation)?
- Use of Retirement Account Principle?
- Fixed Dollar or Percent of Income Funding?



### PART 2: Investment Elections Match Risk Profile?

- Risk Profile (Conservative to Aggressive)?
- Diversified (at least 12 types of stock funds/9 bonds)?
- Risk Tolerance = Risk Exposure?
- Self-Managed Portfolios?
- Professionally Managed Age-Based Portfolios?
- Professionally Managed Risk-Based Portfolios?



### PART 3: Rebalancing?

- Starting Asset Allocation Percentages?
- Transfers Between Funds to Maintain Percentages?
- Automatic Every Quarter?
- Creates Automatic Buy Low/Sell High System?

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