

## AI writing patterns

Level	Pattern	What it is	Why it feels like “AI slop”	Short example	How to edit / rewrite
Lexical	Inflated clichés and buzz-phrases	Overused corporate/tech vocabulary that signals importance without adding meaning	Sounds impressive but vague; interchangeable across contexts	<i>We leverage robust solutions to navigate the complex landscape.</i>	Replace with a specific claim. Ask: what does this actually do, for whom, and by how much? “We cut supplier onboarding time by a third” beats “robust solutions” every time.
	Hollow intensifiers	Adverbs or adjectives that signal degree without adding measurable information	Reads as filler dressed up as conviction	<i>This is incredibly important for truly understanding what really matters.</i>	Delete every intensifier and check whether the sentence improves. If it does, leave it out. Replace with evidence: “response times dropped by 40%” is more intense than “incredibly fast”.
Syntactic	Monotonous sentence structure	Repetitive flow (statement → statement → rhetorical question → answer)	Predictable rhythm; feels templated rather than authored	<i>AI is evolving fast. Teams are under pressure. What does this mean? It means change.</i>	Vary sentence length deliberately. Follow a short punch with a longer, developed thought. Answer a question directly, or don't ask it at all.
	Em dash	Overuse of the em dash to create the appearance of spontaneous prose	Mimics the rhythm of a confident writer but becomes a tic when used in nearly every sentence	<i>The results speak for themselves – as they should. Because it isn't just a tool – it's a shift.</i>	Replace each dash with the punctuation the sentence actually needs: a comma, a full stop, or nothing. If the sentence collapses without the dash, the thought wasn't fully formed. Rewrite from scratch.
	Fronted focus	Leading with a dramatic fragment or single-word question for emphasis	Artificial punchiness; stylised LinkedIn cadence	<i>The result? Burnout.</i>	Reattach the fragment to the sentence it belongs to, or restructure so the emphasis is earned by the content, not the punctuation. Reserve fragments for moments that genuinely warrant them.
	Rule of three	Triplets of often abstract nouns or verbs	Creates rhythm but often replaces depth with symmetry	<i>It enhances quality, increases speed, and drives impact.</i>	Keep one most specific item from the triplet and develop it. “It cuts review cycles from five days to one” does more work than “enhances quality, increases speed, and drives impact” combined.
	It's not (just) X, it's Y contrast	Binary reframing structure	Feels persuasive but formulaic; oversimplifies complexity	<i>It's not just automation, it's transformation.</i>	If the distinction is real, explain it in a full sentence rather than a slogan. Ask: what does “transformation” mean here that “automation” doesn't? If you can't answer, the contrast is empty.
	Less like X, more like Y	Comparative metaphor formula	Signals insight without real explanation	<i>It feels less like a tool, and more like a partner.</i>	Unpack the metaphor. What specifically makes it feel like a partner rather than a tool? Write that. The concrete behaviour is always more persuasive than the comparison.
	As X happens, Y does Z	Macro-trend setup leading to predictable consequences	Generic cause-effect framing	<i>As AI becomes the backbone of modern marketing, we help brands chart through uncharted waters.</i>	Name the specific challenge or cut the setup. “As AI compresses content timelines, editorial teams are reviewing twice the copy with the same headcount” is a real observation. The original is not.
Semantic	False ranges	Broad claims that exaggerate scope	Implies breadth without specifics	<i>From strategy to execution, we deliver excellence.</i>	Replace the range with a specific capability or outcome. “We take a content brief from positioning statement to published copy in five days” is narrower and far more credible.
	Abundant and contrived metaphors	Stacked metaphors, often mixing domains	Overwritten; prioritises flourish over clarity	<i>As AI graduates from buzzword to bedrock, we build the runway for the future.</i>	Abandon the metaphor and say it plainly. “AI has stopped being something companies evaluate and started being something they depend on” is more vivid because it describes a real shift in behaviour.