

# Case Study: Workflows + RAG

## Scaling Authenticity: Creating AI-Generated On-Brand Content that Grows Your Audience *and* Saves You Hours



### THE CHALLENGE

With over 400 podcast episodes, Carol has a goldmine of content —but:

- Hard for listeners to find relevant answers quickly
- Traditional podcast production too time-consuming to invest in creating a companion podcast

### TOOLS USED



- Needle-AI (RAG Engine)
- OpenAI API (ChatGPT)
- ElevenLabs (Voice Cloning)
- Make.com (Automation)
- Airtable + Google Drive
- Transistor.fm (Podcast Hosting)

### THE SOLUTION: AI-GENERATED ON-BRAND CONTENT AT SCALE

- ✓ 100% AI-CREATED COMPANION PODCAST
  - AI writes and voices entire episodes
  - Content is aligned to Carol's frameworks, tone, and messaging
  - New episodes are generated & published automatically
  - 4 minutes to create vs. 4+ hours traditionally

### How the Automation Works:

🎯 Topic Prompt → 🔍 Needle RAG → 🗣️ OpenAI  
→ 🗣️ ElevenLabs → 📡 Podcast Host

### THE GAME- CHANGING RESULTS

- 🕒 Saves hours each week
- 🎤 Authentic on-brand content at a push of a button
- 🔄 New content channel

“What felt impossible - delivering on-brand, authentic content at scale - is now not only possible, it's easy, thanks to Needle, Make, and ElevenLabs.”

Carol Cox, Founder & CEO, Speaking Your Brand

