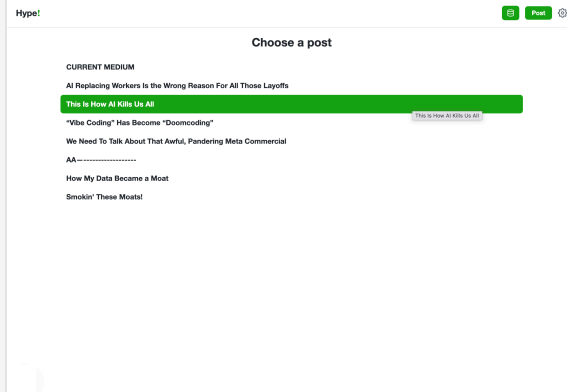
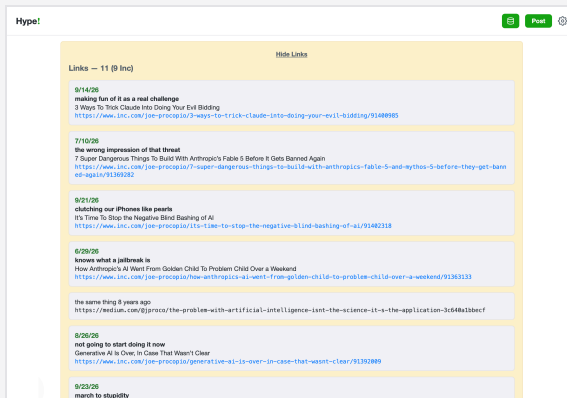


Hype! Human write once, AI publish everywhere

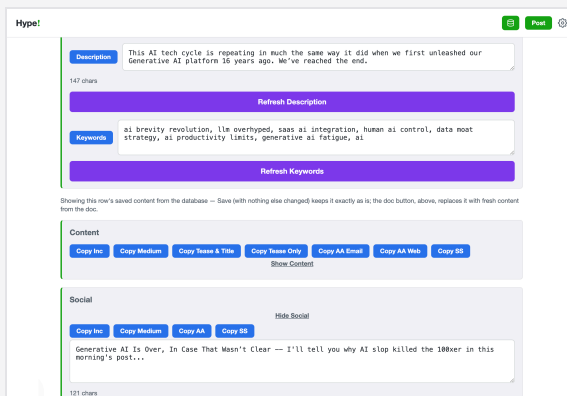
Hype is an AI Automation app that takes in an article I write for a paying publisher and prepares it for repeat publication and promotion across several platforms. All articles start and stay in a plain old Google Doc. Hype imports articles directly from the doc, no copy-pasting required.



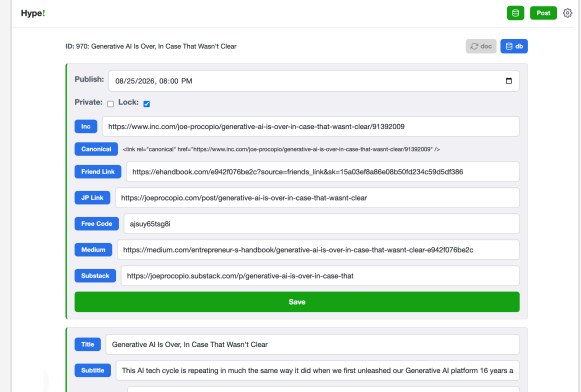
Hype then runs through the article, extracts links to previous articles embedded in the post, finds the equivalent link at the target publication, and replaces the URL. This allows a reader to click a reference link and remain on the same platform.



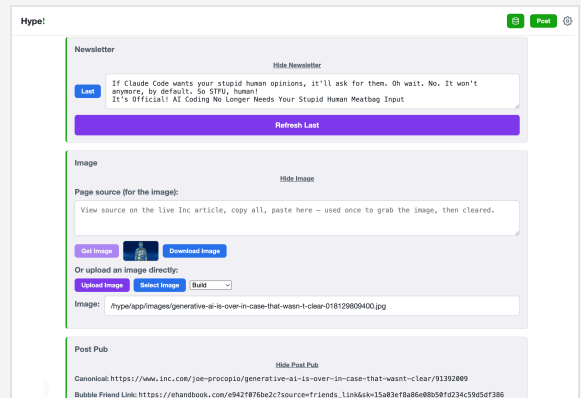
Hype drafts an SEO description and generates a keyword list straight from the article, regenerated with one click. The article then becomes ready-to-import copy for any publisher in the database, formatted to their standards, with every link swapped to the right target.



Hype breaks down the content elements to rebuild for every publisher and social network's own posting rules, all of which are stored as data, not hardcoded. Hype stores the article URLs, as well as free-read codes and friend links to bypass paywalled platforms when necessary.



Hype can extract the existing article's hero image, upload a new image, or use an existing image, and resize and catalog that image. Hype also drafts newsletter copy, including the hero image, the tease or the full body copy, and previous post links.



In minutes, the article evolves from Google Doc draft to permanent, reconstructable record, structured in the database. Articles are flagged with exactly what work is left to do: no target publisher link means it's still unlocked, ready to pick up where it left off.

