

The AEC Marketer's Guide to AI

How to ensure AI is working for you, not the other way around



● The reality check

You've adopted AI to make your job easier. So why does it feel like so much work?

AI promised to remove roadblocks, automate busywork, and give you your time back. But somewhere between the promise and the reality, something got lost.

The time savings never quite materialized. The content comes out faster, but you can't get it to sound like you. After all the prompting, editing, and tweaking are done, you find yourself thinking, "This would've been easier if I just did it myself." Instead of clearing your plate, you just rearranged what's on it.

If your AI:

- Speeds up writing but slows down thinking
- Generates content but not confidence
- Produces drafts you still have to rewrite

...it's not really saving you time.

It's just shifting where the work happens.

That's why we created the checklist below. AEC marketers can use this brief audit to assess their AI tools and determine what is (or isn't) working for their team.

Looking for something specific to AI proposal writing?
Check out our free guide to using AI for proposal success, here.

[AI Proposal Guide](#)

● The AI efficiency checklist

Is your AI helping, or just helping you stay busy?

Unsure whether AI has helped or hurt your workflow? This checklist is designed to help you understand where and how your current process is working against you.

As you go through the checklist, be honest with yourself. These pain points are more common than you think, and the good news is, they're fixable.

Check what feels familiar.

1. Content & clarity

- You're editing more than you're creating
- Everything sounds polished... and completely generic
- You don't trust outputs without double-checking details
- You're still starting from scratch, just faster
- Your firm's voice gets lost in the output

2. Workflow & friction

- You're bouncing between tools to get anything done
- You're still hunting for project examples manually
- AI isn't connected to your assets or CRM
- Copy/paste has become part of your "process"
- It adds steps instead of removing them

3. Strategy & sanity

- AI writes, but you still have to decide what matters
- It doesn't adjust to different clients or pursuits
- You're doing the same thinking, just faster typing
- You're not reusing what's already worked
- You feel busier, not better



● Your results

0–4 checks:

You're on the right track! Your AI is starting to support real work.

5–9 checks:

You're seeing some gains, but there's still too much friction.

10+ checks:

You don't have an AI problem. You have a system problem.

● What better looks like

From friction to flow: Building a connected system

The biggest issue AEC marketers face with AI is that they're bolting it on top of a disconnected system.

When your tools don't talk to each other, your assets live in different places, and your AI tool has no context for who you are or what you've done, you become the connective tissue holding it all together.

Disconnected AI feels like:

- X More drafts, more doubt
- X More speed, more second-guessing
- X More tools, more tabs

Connected AI feels like:

- ✓ Starting with something strong
- ✓ Using proof, not placeholders
- ✓ Making decisions faster, not more of them

● The solution

- Use an up-to-date single source of truth (SSoT) for assets, company information, and past proposals, like [OpenAsset's DAM](#).
- Use AI tools that integrate directly with your SSoT. If you're copying and pasting background information or explaining your target tone in every prompt, you're wasting valuable time. Your tool should automatically use your data to understand how to help you.
- Choose an AI tool that's purpose-built for AEC workflows, so you spend less time tweaking technology and more time crafting winning proposals. For example, [Shred.AI](#) was created specifically for AEC proposal writing. It suggests boilerplate text, people, images, and parses RFP requirements by understanding the larger context of your past proposals, RFPs, and assets.

● Get AI that actually helps with Shred.AI

Better proposals don't come from faster typing. They come from connected thinking. If you want an AI tool that understands your workflow, your company, and your projects, try [Shred.AI](#).

Request a demo today