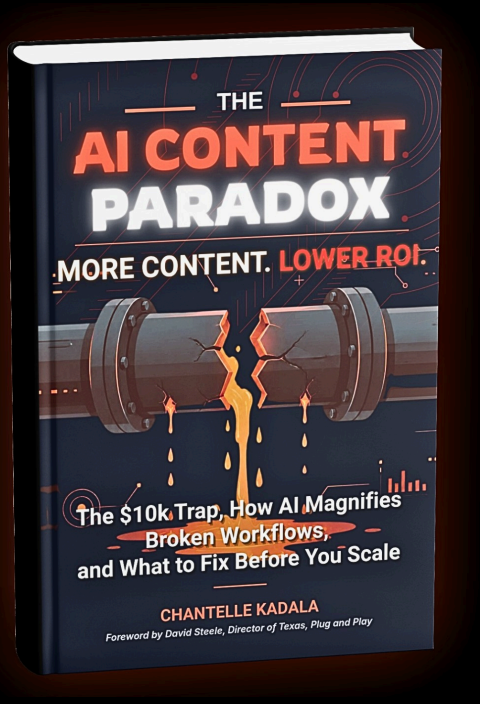
AUTHOR MEDIA KIT

The AI Content Paradox

More Content. Lower ROI.

The $10k Trap, How AI Magnifies Broken Workflows, and What to Fix Before You Scale



Chantelle Kadala

Foreword by David Steele, Director of Texas, Plug and Play

THREE LEAKS | FOUR GATES | FIVE PILLARS | 15-MINUTE FACT-CHECK | 90-DAY PLAN

OCT 29

Book signing at the Plug and Play McKinney Batch 6 Expo

Thursday, Oct. 29, 2026 · 12:00–2:00 PM CDT · The Augustus, 350 E Louisiana St, McKinney

Free; registration required: Register on Eventbrite

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AIContentCMO.com/book-resources/paradox

ABOUT THE BOOK

AI made content cheap. It didn't make it profitable.

Companies bought the tools, added agents, and are publishing more than ever. For many of them, returns went down.

That's the paradox, and it isn't mysterious. AI doesn't fix a broken content operation. It runs the broken operation faster, at higher volume, and with less visibility into what went wrong. Every weakness a team had before it scaled is still there. It just costs more now.

The AI Content Paradox is the diagnosis and the fix. Chantelle Kadala's AI Content Operations framework shows content leaders, CMOs and do-it-all founders where their AI investment is leaking, what to fix first, and how to prove the return to leadership. Case studies follow businesses in technology, financial services, home improvement and healthcare, with real numbers, including the ones that didn't work.

Three Leaks
Where AI ROI disappears: governance, workflow, quality

Four Gates
A quality system that holds up at agent-scale volume

Five Pillars
The foundation of a strategy-first operation

15-Minute Fact-Check
Three timed passes that protect credibility

90-Day Plan
A week-by-week roadmap to proven ROI

TITLE **The AI Content Paradox: More Content. Lower ROI.**	AUTHOR **Chantelle Kadala**
FOREWORD **David Steele, Director of Texas, Plug and Play**	PUBLISHED **September 18, 2026**
FORMATS & PRICE **Paperback $19.99 · Kindle $12.99**	CATEGORY **Business / Marketing / AI**
BUY **Amazon**	FREE READER TOOLS **Calculator, diagnostic & scorecard**

Free for readers and audiences: The 15-Minute Fact-Check

A nine-lesson mobile mini-course based on Chapter 5. No sign-up, no email capture. Feel free to share it with your readers. go.aixcmo.com/15MinFactCourse



ABOUT THE AUTHOR

Chantelle Kadala

Fractional CMO specializing in AI Content Operations · McKinney, Texas

SHORT BIO — 33 words · for bylines and event listings

Chantelle Kadala is an AI Content Operations leader based in McKinney, Texas, and the author of *The AI Content Paradox*. She helps businesses use AI to drive measurable growth, not just more content.

MEDIUM BIO — 70 words · for articles and podcast intros

Chantelle Kadala is a Fractional CMO specializing in AI Content Operations and the founder of AIContentCMO.com. Based in McKinney, Texas, she brings two decades of content marketing experience to helping businesses build content strategies that use AI to drive measurable growth. She is the author of six books, including *The AI Content Paradox: More Content. Lower ROI.*, and has ghostwritten more than a dozen industry authority books for business leaders.

FULL BIO — for speaker introductions and feature profiles

Chantelle Kadala is a Fractional CMO specializing in AI Content Operations and the founder of AIContentCMO.com. Based in McKinney, Texas, she brings two decades of content marketing experience to a problem she watched repeat across company after company: businesses adopting AI to publish more, only to see their returns fall.

Her AI Content Operations framework is a strategy-first approach that helps content leaders, CMOs and founders fix what's broken before they scale, then prove the return to leadership. She lays it out in *The AI Content Paradox: More Content. Lower ROI.*, published in 2026 with a foreword by David Steele, Director of Texas at Plug and Play.

Chantelle is the author of six books, including ***Navigating the Digital Landscape*** and ***Franchise Cybersecurity***, and has ghostwritten more than a dozen industry authority books for business leaders.

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Answers in Chantelle's words

Quote freely. For a live or recorded interview, email Chantelle@AIContentCMO.com.

1 What is the AI content paradox?

"Companies bought the AI tools, they're publishing more content than they ever have, and their return went down. It isn't mysterious. AI doesn't fix a broken content operation. It runs the broken operation faster, at higher volume, with less visibility into what went wrong. Every weakness you had before you scaled is still there. It just costs more now."

2 What is "the $10,000 trap"?

"It's the hidden cost of adopting AI without a framework, and it almost never shows up on a budget line. Your most expensive people end up rewriting AI drafts instead of doing strategic work. Revision cycles stretch out. And mediocre content quietly erodes the trust your brand spent years building. I call those the Senior Salary Sinkhole, the Re-Writing Penalty and the Credibility Tax. Most teams underestimate their number badly, which is why I built a free calculator so readers can run their own."

3 Where does the money actually leak?

"In three places. The first is no governance: everyone uses AI differently, with their own prompts and their own definition of good enough. The second is legacy workflow: new tools bolted onto the old process, with every pre-AI meeting and approval still in place. The third is quality control: under-checking and over-checking, usually at the same time. And the order you fix them in matters. Governance first, then workflow, then quality."

4 Who is this book for?

"Content leaders, CMOs and do-it-all founders. That includes the person running a marketing team at a mid-size company and the owner who is writing every blog post herself at night. In one of the book's case studies, a founder was spending 56 hours a month editing AI content that generated zero leads. He told me, 'I thought I was being scrappy. I was optimizing the wrong thing.'"

5 What should a business fix before it scales content with AI?

"Write down your standards. Your brand voice, what a good piece has to include, what's off-limits, and when something needs a human. If it isn't documented, it doesn't exist. And it definitely can't be handed to an AI system, which absorbs nothing and asks no questions. The teams adopting AI fastest aren't the ones with the best tools. They're the ones who wrote that document first."

6 How can a team fact-check AI content in 15 minutes?

"Three five-minute passes. First, verify the high-risk claims: the numbers, names and anything that could embarrass you. Second, check that the logic holds together. Third, document your sources. The timer is the rule. Without it, fact-checking expands to fill whatever time you have, or it gets skipped entirely. That's also the basis of the free mini-course we built from Chapter 5."

7 What changes when AI agents start doing the work?

"The problems don't go away. They move. Instead of a senior writer rewriting one draft at a time, you get a senior strategist reviewing sixty pieces of agent output a week and quietly approving what she can't read. When your most expensive person becomes a rubber stamp, the problem has relocated, not closed. My rule is that an agent may propose changes to its own instructions, but it may never make them. That line is the difference between a system you operate and a system that operates you."

8 How do you prove AI content ROI to a skeptical CFO?

"Measure three tiers: efficiency, quality and business impact. Efficiency alone won't hold up, because finance has heard 'we saved time' before. Business impact is what gets budget renewed. I tell teams to aim for three-to-one by day 90, and to present the number they can defend, not the one that sounds best. A figure you reduced yourself is the one that survives questions."

9 Is AI going to replace content teams?

"It changes the job, and I think people deserve the truth about that. The role moves from editor, fixing what's broken, to validator, setting the standards up front, to orchestrator, designing the system and owning what it produces. Some people won't want that trade, and they shouldn't be told it's an obvious upgrade. But one thing doesn't change: you can delegate the work to AI, but you can't delegate accountability for it."

10 Why launch the book at Plug and Play?

"McKinney's partnership with global accelerators like Plug and Play shows North Texas is serious about leading real AI innovation. David Steele wrote the foreword, and launching alongside the startups in Batch 6 felt right. They're the companies that will be scaling content with AI next, and I'd like them to skip the trap."

FOR EDITORS

Story angles

McKinney author launches AI business book at Plug and Play Expo
Local launch with a signing Oct. 29 at The Augustus, alongside the Batch 6 startup showcase.

Why more AI content is earning businesses less
A trend piece on the gap between AI adoption and marketing returns, with a local expert source.

A 15-minute fact-check for AI content
Practical, reader-service angle with a free, no-sign-up mini-course readers can use right away.

What happens to marketing jobs when AI agents do the work
How roles shift from editor to validator to orchestrator, and why accountability can't be delegated.

Downloads

Book cover
High-res PNG ↗

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High-res JPG ↗

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1080 × 1080 PNG ↗

Launch banner, wide
1600 × 800 PNG ↗

AIContentCMO logo
Transparent PNG ↗

Press release
PDF ↗

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Interviews, review copies, expert commentary and speaking requests. Book page and reader tools: AIContentCMO.com/book-resources/paradox