

AI SLOP COPY

Why 'Good Enough' Copy Is Quietly Breaking
Modern Brands

Daniel Stouffer

Kaperider Publishing

Copyright

KAPERIDER PUBLISHING

Copyright © 2026 by Daniel Stouffer

Published by Kaperider Publishing, LLC

First Published: 2026

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher or authorization through payment of the appropriate per-copy fee to Kaperider Publishing, LLC.

The creators make no representations or warranties concerning the accuracy or completeness of the book's contents and expressly disclaim any implied warranties of merchantability or fitness for a particular purpose. Sales representatives or written sales materials may create or extend no warranty. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. The Creators shall not be liable for any damages, including but not limited to special, incidental, consequential, or other damages.

Printed in the United States of America.

All rights reserved.

Contents

1. AI Slop Copy Era	1
2. Full of Echoes	3
3. Your Context	5
4. AI Slop Copy	7
5. Prompting Problem?	11
6. Front of Mind	13
7. Anti-Slop Systems	15
8. Call To Action	19
9. What's Next?	20
References	22
About Kaperider	24

One AI Slop Copy Era

“GOOD ENOUGH” COPY IS QUIETLY BREAKING MODERN BRANDS

You can feel it in your own body now. You open LinkedIn. You scroll. You click a headline that could matter. You read two sentences and your attention just... drains away. Not because you are lazy.

Not because your standards are too high. Because your nervous system has learned to detect a specific kind of language.

It is fluent.

It is smooth.

It says nothing.

And somewhere inside your mind, a small alarm goes off: ***This is AI slop.***

Reader Note:

*This essay follows a six-part structure built for shareable, transformative essays: recognition, context, synthesis, **big idea**, hope, and integration. There are others. I selected this framework because of the essay topic.*

Two

Full of Echoes

THIS IS THE MOMENT YOU REALIZE THE ROOM YOUR IN

You have a job to do. You are responsible for growth, pipeline, positioning, and credibility. You are expected to move fast, prove results, and keep the brand from sounding like everyone else in the category.

You probably have a board or leadership team that believes AI will “make content cheap again.” And you likely have a team that is quietly concerned about shipping the wrong thing at the wrong time.

So you do what responsible leaders do.

You test. You pilot. You implement.

At first, it appears to be leverage.

Drafts appear instantly. Outlines multiply. LinkedIn posts arrive by the dozen. Landing page sections bloom like weeds after rain. Your backlog starts to shrink.

Then something else starts happening.

Customers no longer quote your words back to you. Sales calls get harder, not easier. Your best reps start rewriting your copy in Google Docs at midnight.

Your organic traffic declines, and no one can explain why. Your conversion rate does not collapse. It just... softens.

That is what makes AI so dangerous. It rarely explodes. It erodes.

And the worst part is this: slop often “passes” internal review.

Because internal review usually checks for correctness, not *force*. Grammar, not gravity. Completeness, not *conviction*. Nobody gets fired for publishing a competent paragraph.

They get fired when the market stops listening.

This is why “AI Slop” became culturally legible in 2025: people were not just annoyed, they were exhausted by an endless flood of low-value, high-fluency content.

Merriam-Webster’s Word of the Year write-up describes how “AI Slop” expanded from mud and waste into a modern label for mass-produced digital junk.

When language becomes cheap, attention becomes strict.

Three Your Context

WHY AI SLOP IS NOT JUST A TREND

It helps to name what is happening without moral panic. The real challenge is rooted in our current environment.

We are living through a shift as significant as the industrialization of food. When food became scalable, two things happened at once:

1. Abundance improved lives.
2. Quality became a systems problem.

You cannot solve the problem of ultra-processed food with “better recipes.” You required supply-chain standards, labeling, incentives, education, and rehabilitation of cultural tastes.

The content is undergoing the same transformation.

Generative AI did not merely introduce a new writing tool. It introduced a new economic reality: the marginal cost of producing text is collapsing toward zero. So the default behavior of the internet is now: make more. Publish faster. Test endlessly. Flood the zone.

That pressure is not hypothetical. Google explicitly updated its policies to address the abuse of scaled content, including practices that generate many pages primarily to manipulate rankings rather than to help users.

Notice the nuance: it is not “AI content” that is the problem. It is scale plus intent plus low value.

In other words, the market is not punishing AI. The market is punishing *unearned output*.

And the cultural layer matters too. When major outlets use the term “AI slop,” they are not debating technology. They are describing an attention ecology polluted by synthetic sameness. The Wall Street Journal’s framing alone signals the mainstreaming of the concern.

This is why you cannot treat slop as a copywriting problem.

It is a trust problem.

A brand problem.

A revenue problem.

A governance problem.

And if you are Morgan, it is also a career problem, because nobody gets promoted for “shipping more words.”

Reader Note:

Morgan Vance is my *Ideal Buyer Persona*. You’ll see Morgan referenced throughout this essay and across my “AI Slop Copy” marketing campaign. My writing is specifically targeting this persona’s needs, wants, and desires.

They get promoted for outcomes that *move* and language that *sticks*.

Four AI Slop Copy

WHY IT KEEPS SLIPPING PAST SMART TEAMS

Most teams try to define slop as “bad writing.” That definition is too small. Slop is not merely awkward phrasing or generic sentences.

Slop is *language that creates the feeling of value without the substance of value*. It is a semantic fog that looks like insight from a distance and dissolves up close.

Here is the uncomfortable truth.

AI slop is often produced by smart people with good intentions. It occurs when speed becomes the primary metric, and the system lacks an enforcement mechanism for truth, specificity, and voice.

In the modern content workflow, there are five pressure points where slop is born:

1) The brief is thin.

If the input is vague, the output will be generic. AI does not invent specificity. It averages what it has seen.

2) Proof is optional.

If the draft does not require numbers, constraints, examples, trade-offs, or sources, it will be floated.

3) Voice is undefined.

If your brand voice is not operational, AI will default to the internet's most common tone: helpful, polite, and forgettable.

4) Editorial accountability is missing.

If no one owns the final claim, no one fights for precision.

5) Distribution incentives reward volume.

If the organization rewards publishing frequency more than revenue contribution, slop becomes "successful" internally.

This is why slop is so sticky. It is not an accident. It is an equilibrium.

You can feel the fingerprints of that equilibrium in the copy itself:

- Over-explained basics that insult an expert reader
- Vague reassurance instead of concrete guidance
- Lists that could belong to any company
- An absence of friction, edge, or earned opinion
- Claims that sound right but are not defensible
- A tone that reads like a customer support article, even when the goal is to persuade

Here is a simple diagnostic:

If a competitor can paste their logo at the top of your page and it still reads "fine," you are holding AI Slop.

To be clear, "slop" is not limited to marketing.

It also appears in internal documents.

That is why "workslop" became part of the conversation.

The result is organizational drag: *lots of words, little alignment.*

Five Prompting Problem?

LOOK AT YOUR CONTENT CREATION & STANDARDS

If I could give you one sentence to carry into every AI-content discussion, it would be this:

AI slop is what happens when you scale language faster than you scale standards.

That is the whole game.

The internet is entering a phase in which fluency is cheap, and originality is expensive. The winners will not be the teams that generate the most. The winners will be the teams who can prove the most, sound like themselves, and defend every claim under pressure.

That requires a shift in how you think about writing.

Writing is not typing. Writing is decision-making.

And the real question for your organization is not: *“Can AI write this?”*

The real question is: *“Do we have the operating system to make this true, specific, and ours?”*

This is where most AI implementations fail. They treat AI like a vending machine. Put in a prompt, receive a paragraph.

However, the highest-performing teams treat AI as a power tool within a disciplined craft workflow.

Speed is not the enemy. Sloppiness is.

And sloppiness is what you get when nobody designs the system for quality.

Google's scaled content abuse policy is essentially the same insight expressed in search-engine language. When you produce large volumes of unoriginal content that exists to manipulate rather than help, you are violating the ecosystem's standards.

Search is just one enforcement mechanism. The deeper enforcement mechanism is human attention.

People are developing what one major outlet called "critical ignoring," a survival skill for filtering low-quality information in a polluted media environment.

That is what you are up against: an audience that is becoming allergic to generic language.

So you need an anti-slop system.

Not a better prompt library.

A system.

Six

Front of Mind

WHAT HIGH-TRUST BRANDS ARE LEARNING RIGHT NOW

Here is the hopeful part, and it is not naive. The slop era is creating a premium on the very things great brands should have been doing all along.

Real expertise

Clear point of view

Specific proof

Human judgment

Distinct voice

Ethical clarity

...About what is automated with AI Agents and what is created with human operators. This means the brands that do the work will stand out more than ever.

1. When most content is beige, anyone with a real palette becomes memorable.
2. When most claims are soft, anyone who can prove a mechanism becomes credible.
3. When most writing is “nice,” anyone who can say something true, cleanly, with a spine, becomes referable.

That is the ***opportunity***.

The goal is not to reject AI. The goal is to stop letting AI set the default tone of your business.

This is why I describe my approach as human-led, AI-assisted, and editorially accountable. AI can accelerate ideation, synthesis, and drafting.

But brand trust is earned through standards: voice constraints, proof density, and claims verification.

That is not a vibe. It is a process.

Seven Anti-Slop Systems

YOU CAN PUT THIS OPERATING
SYSTEM TO WORK RIGHT NOW

If you are Morgan, you do not need another think piece about how the internet is getting weird. You need something you can implement without blowing up your team.

Here is a practical model I use when helping organizations leverage AI without brand rot.

1) Truth Intake

Before any drafting happens, capture the raw truth.

- What did customers actually say, verbatim?
- What data do we have?
- What examples can we name?
- What objections show up on sales calls?
- What do we believe that competitors will not say?

This becomes the “source pack.” No source pack, no publish.

2) Voice Constraints (Voice DNA)

Define a set of non-negotiables.

- Sentence rhythm and preferred structure
- Words you do not use
- Topics you do not claim without proof
- The emotional posture of the brand (calm, direct, grounded, not hyped)

Voice is not an adjective. Voice is constrained.

3) Proof Density Upgrade

Every draft must earn specificity. Add:

- Numbers and ranges
- Concrete scenarios
- Mechanisms (how it works, not just what it is)
- Tradeoffs and “when not to do this”.
- Name examples from your world

Slop hates proof. Proof kills slop.

4) Editorial Accountability

One human owns the final claim. Period. That person asks:

- Can we defend this in public?
- Would we sign our name to it?
- Does it create a differentiation?

If not, it goes back.

5) Distribution Safety

Different channels punish different mistakes.

- Search punishes scaled low-value content and reputation abuse.
- Social punishes blandness and rewards edge, story, and specificity.
- Sales enablement punishes ambiguity because it creates rep friction.

So the draft must be adapted, not copied everywhere.

That is the anti-slop system in five moves.

And if you notice what is missing, it is this: I did not say “write better prompts.”

Prompts matter, but prompts are a small lever inside a larger machine.

AI Slop is a machine problem.

So is *quality*.

Eight

Call To Action

BECAUSE THIS ESSAY IS ALSO A SAMPLE OF HOW I WORK

If you are Morgan, you do not need a copywriter who can produce more words. You need a partner who can help you protect trust while scaling output.

That is what I do.

I build messaging and content systems that produce revenue-grade copy without the sameness syndrome. Human-led, AI-assisted, with editorial accountability. The goal is not to sound “less AI.” The goal is to sound more like the sharpest version of your organization.

Because in the slop era, sounding human is not sentimental.

It is strategic.

It is how trust survives.

It is how conversion survives.

It is how your brand keeps its face.

And it is how you, Morgan, keep your credibility when the market is tired of being fed fluent nothing.

Nine

What's Next?

THINK FURTHER. BUILD SMARTER. LEAD HUMAN.

Daniel Stouffer is a futurist, systems thinker, and nonfiction author who helps sales & marketing teams turn scattered messaging into decision-ready copy that sells with integrity.

He is the founder of Kaperider.com, where he develops websites, landing pages, sales letters, email sequences, case studies, and thought leadership content. Each asset pulls from the same messaging spine, so the market hears one story.

Daniel's differentiator is a human-led, AI-assisted workflow with editorial accountability. AI accelerates research and draft variants. Daniel stays responsible for truth, voice, and proof, so the finished work feels specific, credible, and human.

Atypical engagement begins with sales call notes, customer language, and evidence you already have but are not using. Then, Daniel rebuilds the core assets that carry revenue, often a homepage hero, one landing page, and an email sequence that makes the offer easy to repeat.

Before this work, Daniel served as a firefighter, which gave him a bias for calm urgency and clear communication when the stakes are real. He brings that same mindset to marketing, diagnosing what is broken under the hood before writing a single headline.

His books include Future Ready, Broken Ladder, and Hirable, and he builds AILKEMY, an insights engine for leaders who want to think further, build smarter, and lead humans.

If you want hype or content that sounds like everyone else, he is not your partner. If you wish to message that resonates with a sales call and compounds across your funnel, connect with him on LinkedIn.

Contact Information:

Daniel Stouffer

dstouffer@kaperider.com

(612) 636-1509

Let's talk about your next copywriting project...

References

1. Merriam-Webster. (2025, December 14). *2025 Word of the Year: Slop*. Merriam-Webster. ([Merriam-Webster](#))
2. Google Search Central. (n.d.). *Spam policies for Google Web Search* (section: “Scaled content abuse”). Google for Developers. ([Google for Developers](#))
3. Google Search Central. (n.d.). *Google Search’s guidance on using generative AI content on your website*. Google for Developers. ([Google for Developers](#))
4. Tucker, E. (2024, March 5). *New ways we’re tackling spammy, low-quality content on Search*. Google (The Keyword). ([blog.google](#))
5. Google Search Central Blog. (2023, February 8). *Google Search’s guidance about AI-generated content*. Google for Developers. ([Google for Developers](#))
6. Kozyreva, A., Wineburg, S., Lewandowsky, S., & Hertwig, R. (2022). *Critical ignoring as a core competence for digital citizens*. *Current Directions in Psychological Science*. <https://doi.org/10.1177/09637214221121570> (SAGE Journals)
7. Harvard Business Review. (2025, September 22). *AI-generated “workslop” is destroying productivity*. Harvard Business Review. ([Harvard Business Review](#))
8. The Wall Street Journal. (2025, October 5). *AI slop is everywhere. What happens next?* The Wall Street Journal. ([Wall Street Journal](#))
9. The Wall Street Journal. (2025, December 16). *“Slop” is everything and nothing*. The Wall Street Journal. ([Wall Street Journal](#))
10. The Wall Street Journal. (2026, January). *Your key survival skill for 2026: Crit-*

ical ignoring. The Wall Street Journal. (Wall Street Journal)

About Kaperider

If you made it this far, thank you for doing the real work, showing up, staying curious, and turning reflection into action. Thank you!

Kaperider helps sales & marketing teams turn scattered messaging into a decision engine that drives revenue.

If your website sounds fine but does not convert, if your emails feel busy but not compounding, if sales depend on one person who can “explain it,” you do not have a content problem. You have a systems problem. Your pages, campaigns, and sales assets were built in different seasons by different people, and the story drifted. The market perceives drift as friction, and friction manifests as longer cycles, lower conversion rates, and greater discounting.

We fix what is under the hood.

Kaperider rebuilds your messaging spine and translates it into the assets that drive revenue: website copy, landing pages, sales letters, VSL scripts, email sequences, case studies, and sales talk tracks. Each deliverable is anchored to the same promise, proof, and positioning, so marketing and sales are no longer mutually exclusive.

Our differentiator is a human-led, AI-assisted workflow with editorial accountability. AI accelerates research, synthesis, and the drafting of variants. Humans own truth, voice, and verification. You move faster without publishing generic content that quietly erodes trust.

You will leave with more than “better copy.” You will leave with a reusable system: proof blocks, objection answers, message pillars, and templates your team can deploy without reverting to vague language.

If you want loud marketing, there are cheaper options if you want clear, credible messaging that compounds across your funnel, Kaperider is built for that.



short dash