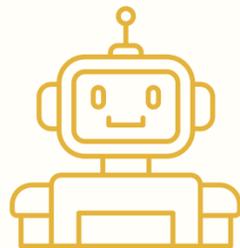


# 7 Reasons to Think Twice Before Using Free AI Humanisers

Why 'Generic Professional' is the quickest way to kill B2B trust

## 1. Robots correcting robots

It's just pattern-matching. Swapping one 'delve' for another doesn't fool buyers who actually do the work.



## 2. The 'beige' brand voice

Free tools don't know your bold, witty SaaS voice. They default to 'Boring & Inoffensive.'



## 3. The length limit

Logic gets muddy after 200 words. They can't handle the nuance of a whitepaper or a CFO-level hook.



## 4. The data blackhole

Pasting sensitive info into a mystery box? Your legal team would like a word.



## 5. The BS radar

AI detectors and buyers are evolving. One 'leverage' and they've gone.



## 6. No brain

Editorial judgment and SME insights are essential.



## 7. Credibility killer

Why should a buyer trust the quality of your tech if your messaging is poor?



## Humanisation should be strategic

- ✓ Injecting SME insights & data.
- ✓ Strategic SEO/AIO alignment.
- ✓ Sharp hooks attract & engage
- ✓ Understanding how buyers read

Content should do relationship work. Not just fill a feed.



[www.oliviocal.com](http://www.oliviocal.com)