

The AI- Assisted Author

with Joanna Penn
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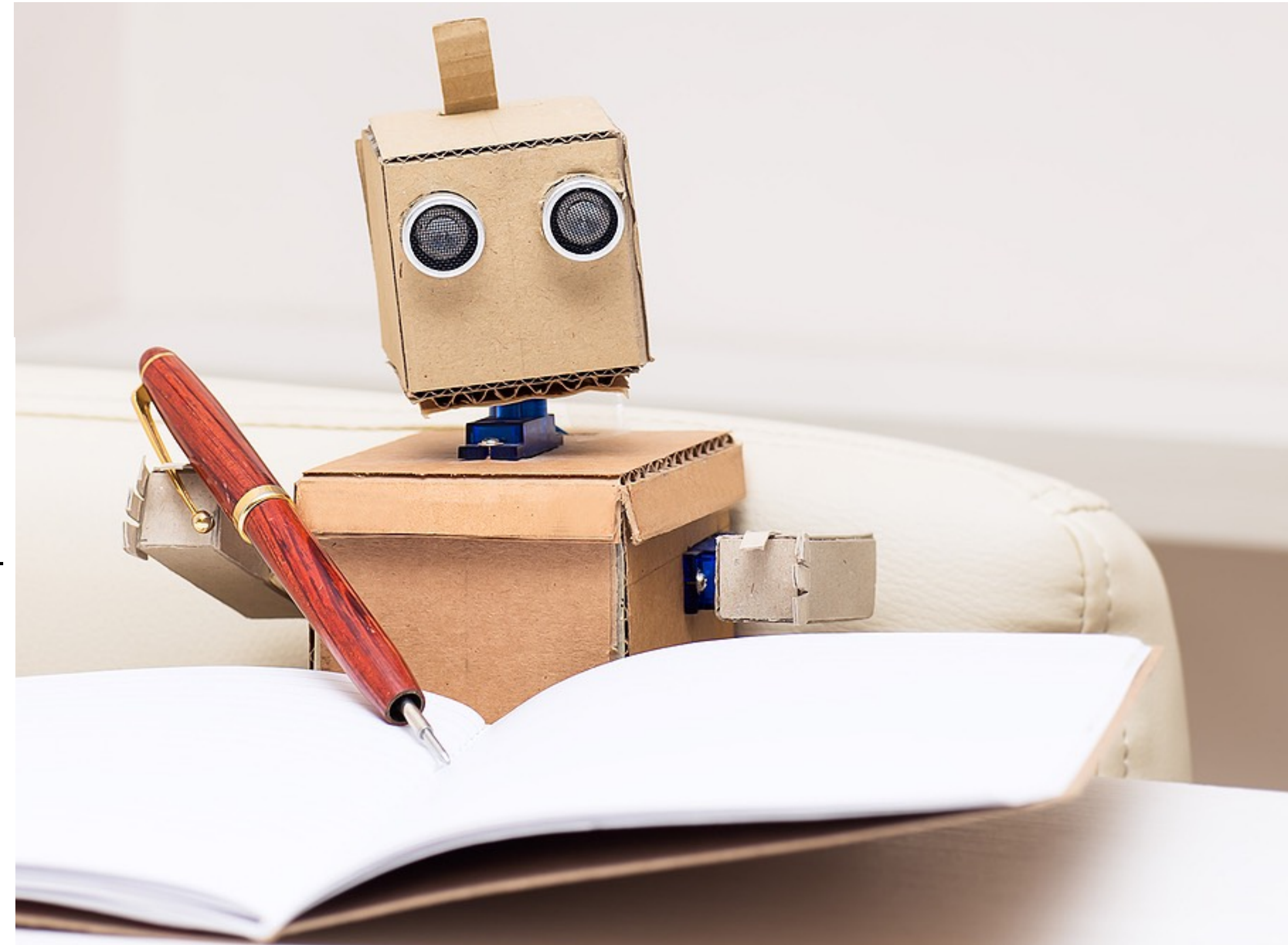


What is AI?

“Artificial intelligence **leverages computers and machines to mimic** the problem solving and decision-making capabilities of the human mind.” IBM

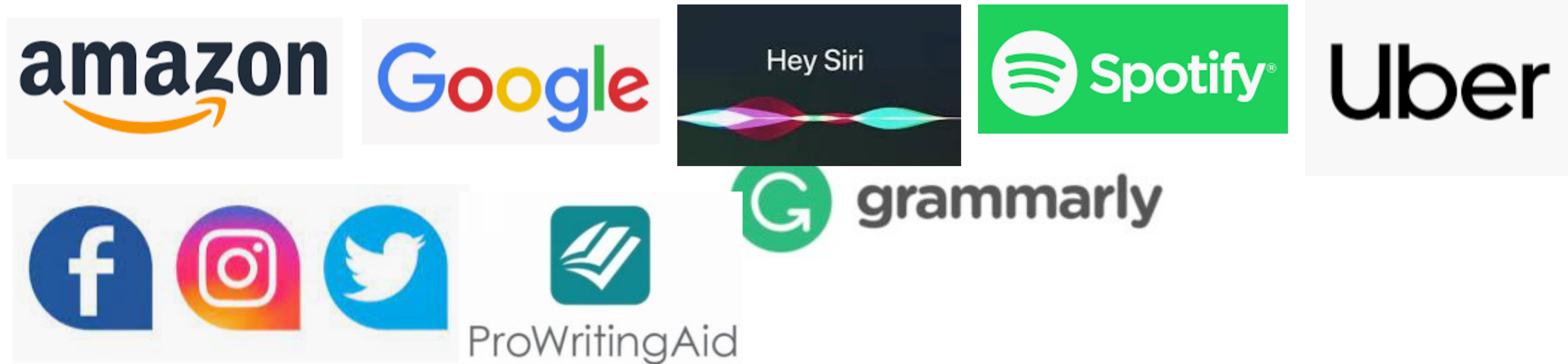
At this point in history, we are talking about **“Narrow AI,” domain-specific applications** that excel at specific areas — and can far surpass human abilities.

Powered by **big data and machine learning**, AI does not need to be programmed by humans. It can learn by example.



<https://www.ibm.com/cloud/learn/what-is-artificial-intelligence>

You are already AI-assisted as an author and in your wider life



Do you use Amazon to self-publish your books? Or recommend books to you? Or use auto-ads? Do you use Google for search or Gmail? Do you use Facebook or Instagram or Twitter or TikTok or YouTube or any other social platform?

How can you be AI-assisted or AI-enhanced or AI-extended?

Consider how technologies like the internet, or your computer, or your smart phone already assist, enhance, and extend your capabilities.

They can't do anything on their own. You choose how to use them. You choose how to create with them. AI tools are the same.



The pandemic has accelerated converging technologies and it will touch your life, whatever domain you work and play in over the next decade.

With post-pandemic AI, we've now stepped into the Age of Acceleration

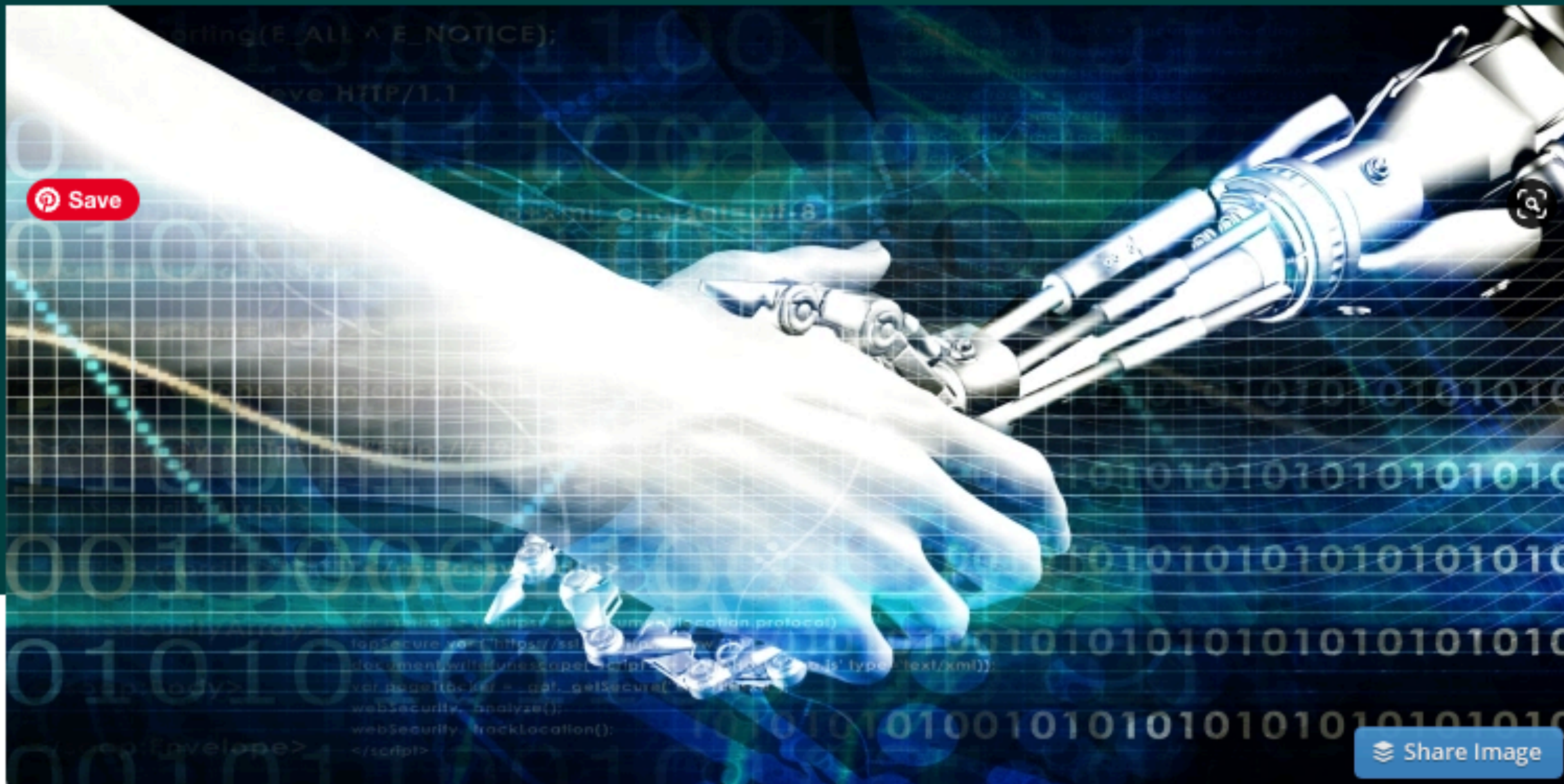


Image Credit: kentoh/Getty Images

It's better to surf the wave, rather than drown in it.

As [the IBM Watson experience](#) shows, the path to AI success is fraught with challenges. Yet overall, it has been a very [good year](#) for AI and the companies developing it. So much so that Alphabet CEO Sundar Pichai, in a recent [podcast](#) recorded by BBC, says: “I view [AI] as a very profound enabling technology. If you think about fire or electricity or the internet, it is like that, but I think even more profound.”

<https://venturebeat.com/2021/07/25/with-post-andemic-ai-weve-now-stepped-into-the-age-of-acceleration/>

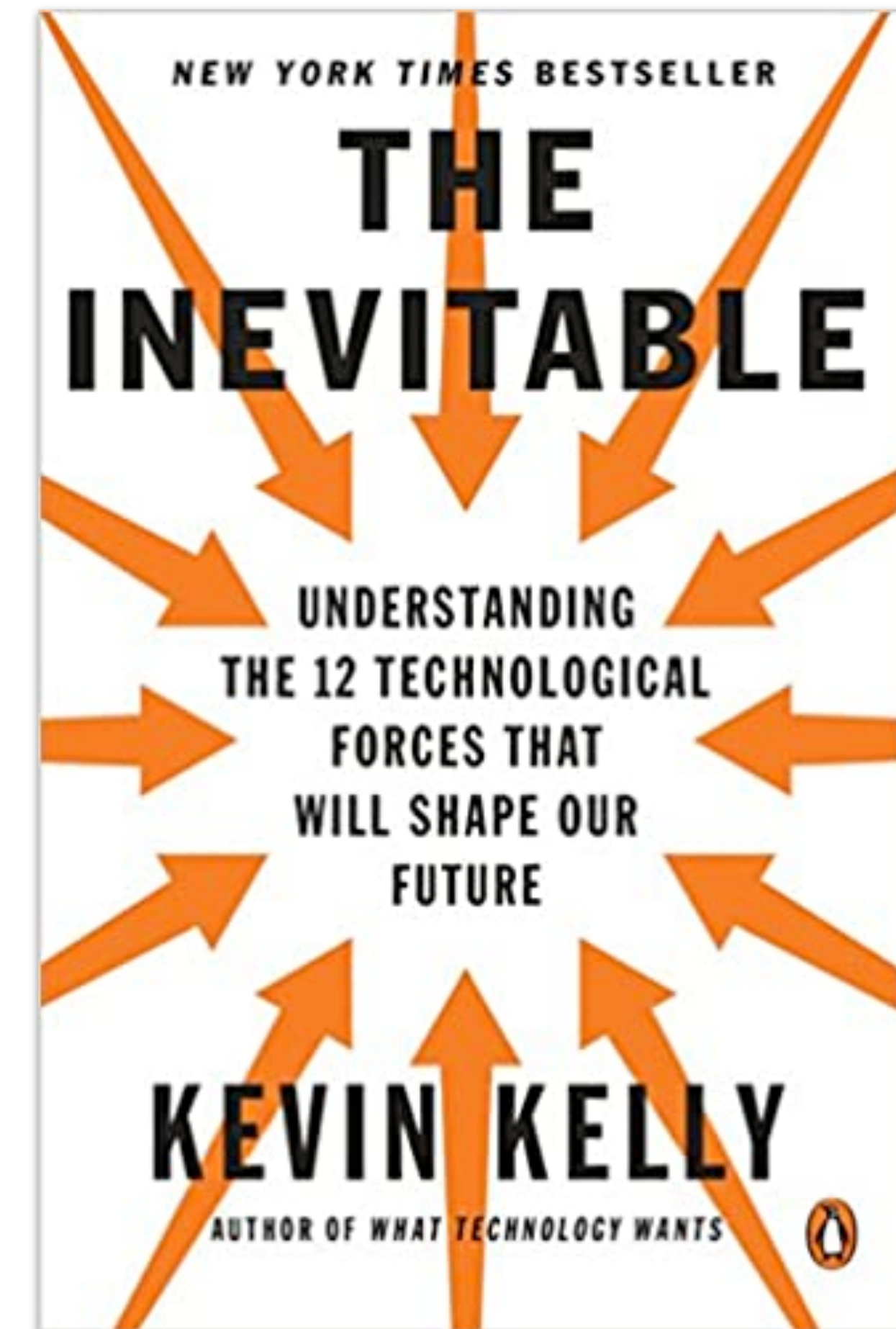
Technology is moving on regardless of whether we want it to or not.

“This is not a race *against* the machines. If we race against them, we lose. This is a race *with* the machines.

You’ll be paid in the future based on how well you work with robots ... It is inevitable.

Let the robots take our jobs, and let them help us dream up new work that matters.”

Kevin Kelly, *The Inevitable:
Understanding the 12 Technological
Forces That Will Shape Our Future*



**Authors sign contracts every day —
which potentially limit the ability to
use AI tools of the future.**

Awareness will help you understand
how your choices might impact future
earnings.

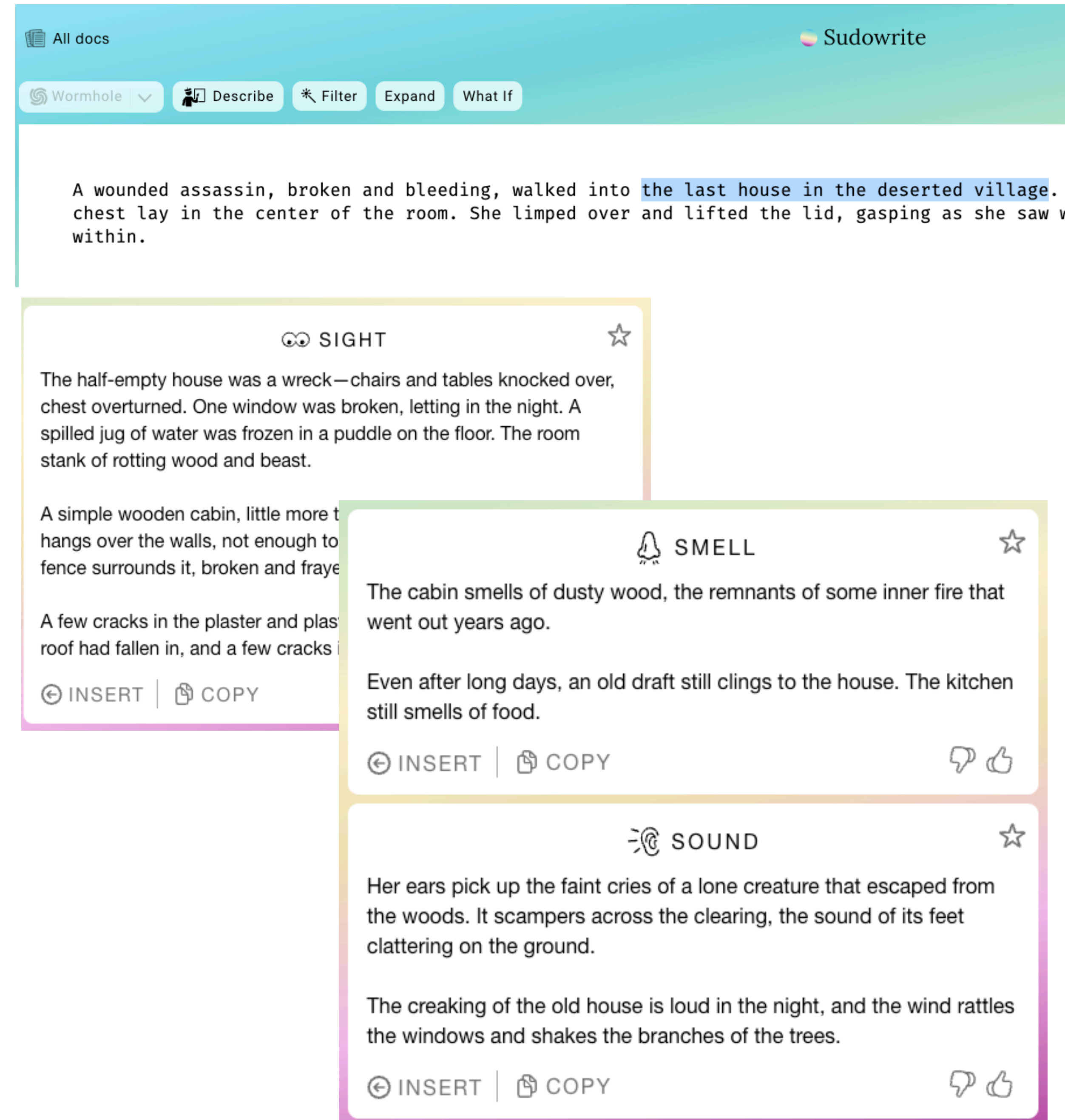
For example, if you sign “story rights”
for audio, or “all formats existing now
and to be invented,” for the term of
copyright, you will very likely miss out
on future opportunities.



This course is a snapshot in time, aimed at giving you an **awareness of the possibilities** and an **understanding of the principles**.

Technology moves swiftly. Companies change, software changes. I'm not demoing any specific software, just commenting on aspects of them under the principles of fair use. Using screenshots, not demos.

You need to make your own decisions as to what to try and whether you want to use anything.



 1. A techno-optimist attitude — and why it helps (15:53)	
 2. Problems with AI — bias, diversity, deep fakes, and more (15:34)	
 3. An introduction to Natural Language Generation (NLG) and GPT-3 (21:12)	
 4. Prompt engineering and curation (23:03)	
 5. AI and copyright (20:33)	
 6. AI and writing poetry (7:54)	 11. Content creation and marketing (12:11)
 7. AI and writing fiction	 12. AI-assisted book marketing (10:54)
 8. AI analysis of plot and structure (4:24)	 13. AI narration of audiobooks and other voice content (30:02)
 9. AI and writing non-fiction and journalism (12:51)	 14. AI for video (15:19)
 10. AI and editing (4:41)	 15. AI assisted translation (10:35)
	 16. AI in other creative industries (16:47)
	 17. How to be an ethical AI-assisted author (12:47)

Each lesson covers a different area of how AI can be applied to the author business, as well as principles you can use for areas that emerge over time.

You can watch out of order, but they do refer to each other sometimes e.g. 4. Prompt Engineering is referred to in multiple videos.

AI-assisted translation

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Each lesson has a video, audio, and slides with links and notes. Each can be viewed (and played) online and/or downloaded onto your devices.

You can also find the zipped audio in one download if you prefer to listen, plus the ebook and audiobook of my AI book in the download section.

There's also a **Download** area in Part 1 with zipped audio, links to the extra resources, bibliography and more.

You can ask questions in the **Questions and Feedback** area and over time, I may add extra Q&A videos.



What are your thoughts about AI
right now?

Why are you doing this course?

What do you hope to get out of it?

