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Hello and welcome to Talking Book Publishing. This is Kathleen Kaiser and I'm here with my co-host Adana Moriarty. And today we're going to talk to you about using AI for your book and your book promotion. I think this has been a tool we've been playing with now, maybe a little over a year, trying to get it. In the last few months, Adana has been doing a lot of work in this area, really coming up with ways to use it on when we're promoting our clients' books. But we're also finding other ways to use it. But I want to just talk a little bit about what AI really is, because you hear some scary things out there about it. And then you think it's going to steal things, which it does, or it makes up things. One of the most interesting stories I heard, a friend of mine is a former attorney general for the Eastern District of Maryland. And

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she told me about Some attorney used CHAT-GPT, which is AI, the most popular AI program, used CHAT-GPT to enter a motion in court. And it cited four cases. The problem is those four cases don't exist. It made them up. So he submitted a legal document to a court with non-existent filings with non-existent facts. And it's called, I guess, caused a big uproar in the legal community, which I thought was interesting. So I want to just first talk about some of the fun things that we found out. Dana, tell them about the emojis that you find when you put something

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in. Well, it kind of depends on what you're asking it. But I have found, especially with helping to create book descriptions for Amazon, like ones that are optimized for Amazon or social media posts, especially just playing with it, that it puts an ungodly amount of emojis in. And I get that, you know, it's trying to help you grab attention when people are in this endless sort of, you know, cycle of scrolling through their news feeds on social media. But I just find it really funny because sometimes it's like after every word, you know, you have to go through and edit whatever.

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Yeah. Just because you've used chat GPT, you don't take what it gives you. You have to use your own eye and what you're trying to get out of it. Like I think whoever taught chat GPT or maybe because it's read the most books published or romance, huge on exclamation points all over the place. Lots of adjectives everywhere.

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Adjectives and adverbs, like it uses an amazing amount of adjectives. Like it's never met an adjective it didn't want to use. And those are the things that make me believe that as we stand right now, I mean, AI is not going to replace any of us because like it might be a tool that you can use, but you have to, you know, check it.

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Yeah, I think that's the right term. It's a tool. It's another thing like being able to use Word or having a website. They're all tools in advancing your writing and your marketing of your books. And it's not that hard. If you look at it as a tool, then it's not as scary. It's when you start hearing about some of these real advanced things that are going on. That doesn't affect us in our work. That affects the whole world in a bigger way. but it doesn't affect us. And I don't think it's something that people should reject outright because it really does make things speedier. I think that if we, we do things like we were playing around with it a little while ago and Adana said, I said, well, let's see how fast it does something. So we're going to tell, show you how fast it can do it. And it'll only take seconds, but I'm going to actually time it. So Dan, are you ready?

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Well, I just wanted to I just wanted to step in before we like before we do that and say, I mean, I do understand the apprehension with using chat GPT especially because people are using AI to write you know, entire ebooks and then they sell them on Amazon. And, you know, it does take away from the writing community in a way for people who are using them for using that not as a tool, but to try to make fast money and stuff like that. And and I don't agree with that use. I do agree with that use is using chat. GBT is kind of a secret weapon for especially like self and indie published authors who might not know how to make the best book description out of what they're doing or understand how to optimize a book description for Amazon or write social media posts that grab attention and get people sucked into their orbit. So I just want to say that I do understand the apprehension and there is some fear around it. And in the indie community especially, there's a very anti-AI-for-everything policy And and I get that, you know, I mean, people are using it to create book covers and it takes away from artists and and people, copywriters and all kinds of stuff like that. So I do get that. But I also think that, you know, I mean, for me, I've been playing really heavily with it just to test it and see what it can do. And it's massively fun once you get

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the hang of

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it. Yeah. And I will say, I mean, not that you don't have to also check your facts, because as we know now, chat GPT is not always 100% accurate. But when I am doing research, I go to chat GPT first, I ask it questions, it spits out a bunch of stuff, and then you can go to Google and fact check. Because it takes hours out of that trying to figure out how to prompt like Google or whatever you use as a search engine to give you good information when you're researching.

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Yeah, it's like your own secret weapon, I think, that you can customize it because you can ask it to do, like, here, write a blog post about da-da-da-da-da-da. And instantaneously, almost, it comes, write me two about this. And then you can look at them and decide which one you like or put something together. You can tell it to put it in a voice, like do this like a storyteller. You

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can give it parameters. You know, hey, can you act as a social media manager and write me a post about da, da, da, da, da, da, da, da. And it will take on that persona and write it from that perspective. And I think that when we're talking about utilizing it as a tool to market your book specifically, that's a beautiful thing because not all of us understand what social media managers do. Not all of us understand what book publicists do. Not all of us understand what how you can, say, act as a publishing house acquisition editor and help it write a query letter. There are all these places that you can use it to really get your best ideas into a condensed form that then you can edit. You have to edit. I haven't done anything that I haven't thrown into Grammarly and played with and made sure it sounded like my voice and not something that came off of cat GPT. But yeah, I mean, I think that gives you an active insight into worlds that you couldn't possibly be privy to unless you've worked in that

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industry. Right. And it's constantly evolving because I think, well, let's look at it for, well, let's do our thing with our question, because this is how I want to talk about what it can do. So we've set up a question. Adana has it ready to go. I'm going to hit the stopwatch. So tell me when you're going to do it. Tell them the question. Read them the question.

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OK, so the question that we're going to ask it is what are the best ways to use hashtags? It's a broad question. We're going to see how long it takes and how many answers it gives us. I am going to go now. So it's already started. It's, you know, it just starts spitting

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We're at 10 seconds.

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Okay, it's done.

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just under 15 seconds. And how many did you get?

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It gave us 13 ideas of what to use. So again, the question was, what are the best ways to use hashtags? Using hashtag and then chat GPT's answer is using hashtags effectively can help you increase the visibility of your content on social media platforms like Twitter, Instagram, and TikTok. Here are some best practices for using hashtags. Research relevant hashtags. Before using hashtags, research which ones are popular, relevant, and relevant to your content. Look for hashtags that are trending or commonly used in your niche. Two, be specific. Use specific hashtags that are directly related to your content, This can help you reach a more targeted audience and avoid getting lost in the noise of broader hashtags. Three, mix popular and niche hashtags. I don't think I'm going to read all the bullet points. We'll be here forever. Well, you can look that

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up on the website. Yeah,

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I'll just read the headlines of the numbers. Four, limit the number of hashtags. Create your own brand or campaign hashtags. Use trending hashtags. Monitor hashtag performance. Use location-based hashtags. Be mindful of seasonal and event-related hashtags. Use hashtags sparingly in stories and captions. Stay relevant. Test and experiment. Avoid banned or inappropriate hashtags.

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Now, here's the thing, too, is that you could take one of those questions and say, what would be the best hashtags for a murder mystery? And it would come up with even more specific

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ones, correct? Yeah, it would. Or you can pull out one of the points and say, you know, can you elaborate on this or this seems vague? Can you explain it more? And it will. You know, it's definitely an interesting thing to play with because a lot of times when you ask it a question you feel like you're talking with like chat support. Like it feels like a real person. A lot of times I ask it a question and it will give me an answer and I won't like it and I'll you know I'll rework the prompt and I'll regenerate it. And then when I'm all done, I want to say thank you, because it feels like a real person that's put in work for me. And yet a real person could never give you an answer in 15 seconds that is a page long.

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Absolutely. Nobody can even type that fast, let alone dream it up, research it, and then do it. So it's one of the things that I think will help authors and book publishers also when you're trying to get your descriptions, because this is one of the things we're doing a webinar on the 21st, I believe, of October.

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The 25th.

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25th, excuse me, the 25th of October, on using AI to work on your book description. Because if you don't have, and I don't know how many of you are aware of this, but the first 140 characters, that's not words, that's characters, that's each individual letter, is the only thing like Amazon's algorithms read. And if you don't have the right keywords there, when a buyer has come on and says, I'm looking for Chinese historical fiction, if you don't have that someplace in those first 140 characters, it just lets go. It doesn't read your whole description.

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And I mean, yes, you have to have that in the first 140 characters, but that first 140 characters also has to be grabbing and make somebody want to buy your book because sometimes that's all they see. So it's incorporating those without it just being keywords. It's writing the start of your book description in those 140 characters that gives you, you know, your best chance at visibility, at also readers being like, oh, because sometimes that's all people read. Like they don't click. You

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have to grab people. It's like the first, you know, page of your book has to grab someone. first sentence in your book description has to grab their attention and go, then they'll keep reading, especially if you, you know, like so many people get in and they're searching for something. Oh, okay. This, they look at the cover for us to see what it's like and what the title of the book is. And if they click on it, then they start reading. They need, you need to grab them right away. And chat GPT is really helpful at that. Because I know most authors are not marketing people, okay? We're writers, but we're not sales writers. We're not writers of marketing. What are the triggers that grab people's attention?

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Right. And I think, you know, when we're working on our own books, especially when we're working on our own books, we're kind of blind to it. You know, we've put so much work into it, and we think it's awesome. And we're excited to get it out. And you forget that You know, there's an emotional clarity level of sales writing that even in your book description, you have to be able to hit. And if you are not a salesperson and you're not used to writing copy and you're not used to hitting those marks to grab people on an emotional level, like you're not going to be able to write your best book description. That's just the fact like you can be a beautiful writer and write masterpiece in between those covers. But when it comes to the sales part of it, it's hard. It's hard. Yeah. And that's

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one of the things like with the webinar we're going to talk about is how to really condense your book. You don't do a 10 page synopsis, OK? You've got to get it down to a page or two. If you're doing a book proposal, if you're going out to an agent or an indie publisher, you have to do that. And this is where it can really help you also. And then with that condensed book, this book synopsis, Then you can go on to doing these other things and we're going to be talking about how to do that. AI. Oh, yes, go ahead. Well,

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and I mean, yeah, I mean, for a book proposal, you might need a couple of pages of a synopsis. For Amazon and Barnes and Noble and bookshop.org, you need two to three paragraphs. Nobody wants to read a 4,000 character book description on Amazon. Nobody cares that much. They want something that they can be like, that looks good, I'm going to buy it.

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And it's not a synopsis is not a sales tool, right? Synopsis is a story description. It's not how you then make it with the right words to grab people. Well, and a synopsis

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probably gives away the story. Yeah. You're you're using

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it for

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a different purpose. A book description foreshadows the story to make people want to read it without giving away too much of the book, because then why would anybody ever buy it?

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Right. That's absolutely true. So I think that in using this, what we've done, and I love it because Adana comes up with all of these different points, and she sends it to me on something, and it's like, oh, I can use this one or that one, or maybe here's a really good sentence here that I like that goes in there. And you have to edit it. You can't just go with whatever they write. And you have to take off your author's hat, OK? You have to take off that. I own this book, it's my baby hat, and say, I now want to sell this book. And selling the book and what you write about it is probably a lot more different than how you are emotionally attached to it.

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I think it's really, okay, first of all, it's funny that you called chat GPT they and not it. So I like that because it does feel like

they, it doesn't feel like it at all. You can actually say like, I don't like what, can you rewrite it? And it will come back and say, I am so sorry. How about this? Well,

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what I mean. Like you're talking with a person.

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Yeah. It's wild. I think that it is important to remember that, you know, it is it is it is this thing that it is ever evolving, but it's not also in the moment. I mean, like chat GPT 3.5. is only current on information up to like 2021. GPT-4 is current up of you know information up to like mid 2023 when it came out. It doesn't it doesn't evolve and grow like somebody still has to program it and keep teaching it. So every time they release a version, like that version is, is filled with the information that the last one was missing because it doesn't, it doesn't go past its point of when it was launched. So if you're using chat GPT 3.5, which is cheaper than the newer one, like it's It's information on research on any like R&D basically is only current up to 2021. So you will then have to go, you know, use whatever you researched and double check that things haven't changed or that the information is correct or that, you know, if it doesn't have an answer, like you're going to have to go research the traditional way.

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Right. So that you could actually use chat GPT to say, I want to write about the Battle of Hastings. And so it'd be like you're writing a historical fiction book. And so give me the key points in a timeline. And it could come up with that. And therefore you have instead of searching through Google and reading through, you know, Wikipedia, which is getting worse and worse, at least on things I know that happened. Since I'm an old timer now, I remember things from 50 years ago. Some of their facts are not the best. You wouldn't have to look at 10, 12 websites where this one would

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pull from all of those websites and condense it for you. Yeah. So I just put that in to chat GPT. Um, and it is just spitting out things that I can use to use that for it gave me 16 points of things that I could use while you were talking to write a novel about the Battle of Hastings. Yeah, I mean, there has definitely been, you know, information released recently about chat GPT not always being correct because ultimately, it web crawls like any other bot does to try to absorb information and put it into a form that can help you help yourself. But it is not always correct. I've heard that the newest version chat GPT-4 is worse than chat GPT-3.5 when you're looking for research information like that. I don't know why. I'm not I'm not a developer, I'm not a coder, I don't understand how this works at all. I don't understand. I don't understand how somebody had an idea and

developed it to this point where I can go on there and ask it questions. It's well beyond my knowledge of science and coding and computers and all of that. So even in that, I would still say it gives you really great instant stuff that you can then dive into further, like further your own education as you research. Go to the library, use the internet, yada, yada. Right. And

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would be very good. You've got to realize though, too, it's reading everything that's on the internet. So that's like every ebook, So if you're asking, like we just did for historical things, did it grab any of those facts from a romance novel that takes place with the Battle of Hastings? I mean, how many people are real? Right. Or somebody

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who wrote a book because they love history, but they don't really like the research. So they had like a base knowledge and made up stuff. I mean, that happens all the time. We know that happens. So Yeah, I mean, I definitely think like, this is not a tool that is going to replace a human being. You know, we're not at Skynet from Terminator place yet with AI. I know it's a fear. Is it learning about us? It absolutely is learning about us. Does that mean that you shouldn't use it? I don't think so. I think you should use it. I think that if it makes your life and your job easier in the moment and it means you can get more things accomplished creatively, use it as a tool.

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Absolutely. And just be aware that it is a tool. It doesn't mean it's correct. And also, it needs to be able to have that voice. It has to have a really good voice behind it. That when you're using it like to doing book descriptions or putting up blogs, or social media posts, you have to have your voice in everything. You're

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unique. You're a unique person. You have to make sure that any material that you put out is unique and on brand for you and what you're writing and what you're selling and you know, and the message that you want to convey to the world. And so no matter what, I mean, that takes work from the individual level to make sure that all of the tools we use, whatever it is, whether you use Grammarly to edit. I mean, I throw out edits all the time that Grammarly suggests because like they either don't make sense or it takes my voice out of my mouth. And I don't like that. So, you know, I will ditch an edit in Grammarly. I'll ditch an edit from Kathleen. if I don't like it. I mean, I think that no matter what we're doing, whether it's creating art, art and writing or art and paintings or from a work perspective, there are tools all over the place that we can use. Some of it's AI, some of it's things like spreadsheets. I mean, whoever invented Excel made people in office places who need spreadsheets, jobs immensely easier. Yeah, well, it

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wasn't. It was Lotus 1, 2, 3, Mitch Kapoor who invented it, and then Microsoft stole it and turned it into Excel. But you

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know what I'm saying? I mean, being able to input all those formulas and have it do it for you where you don't have to do that work. I mean, you know, as technology blooms and grows and blossoms, You know, we come across things all the time that make our lives easier. And that's how I look at AI, especially chat GPT.

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It's work smarter, not harder.

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Yeah, and I mean, I've been playing around with like these AI programs because there's a bunch of them. Most of them are powered by OpenAI, which is the creator of ChatGPT. So they're powered by OpenAI, which means they use ChatGPT in their prompt answering. And I will say, out of all of the ones I have played with, I go back to OpenAI.com and I will ask the same question. And like the actual chat GPT program gives me the best, the best answers, I guess. Well, the most usable

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copy, say. Yeah. Or just the most usable

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of everything. It's easy. It saves everything that you've ever asked it. It's easy to copy and paste it somewhere else. you can go back a year and be like, I remember asking it this thing. I didn't save it and it's right there. You just go back through what you've asked it. It's all on the left-hand side of your little question box. And none of the other ones do that. None of the other ones do that. Even the ones that... I mean, I paid \$100 for a program that utilizes open AI, but helps you come up with prompts. And every time I ask it a question, it will answer it. And then when I turn that program off, it's lost. It doesn't save it. So if you don't copy and paste it somewhere else out of their stupid chat box, it's gone. Yeah. Saving stuff

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is really good. That's something I like about Grammarly. It saves all of what you've gone through and done So you, you trash it, not it. Yeah. I mean,

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I think that it's why we decided to do this upcoming webinar, because, you know, we realized that if we could teach you how to utilize it, teach anybody how to utilize it, you know, it just opens the door for

you. And even if you take whatever it writes and rewrite it completely yourself, because you don't want to use AI, helps fight writer's block when you're trying to write descriptions or summaries or come up with keywords. I mean, using it to take your book description and then pulling keywords for Amazon, that's one of the best tools I've ever seen. Right.

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I was wondering, we had our last podcast with Dave Chasen. Can it go into Amazon, this is a question for you, and find the three best categories? Yeah. I had to do

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that for a client of ours testing it. I had it pick its categories. I had it pick its It's seven best keywords and phrases and something else, like basically all the back end stuff that you put in. No, the hashtags were for a different thing. But yeah, I had to pull all the things that you need for KDP when you're setting it up. And I played with it because it didn't give me the best or it gave me all the same, you know, like I had to keep asking it questions until I got what I liked out of it. But it's definitely easier than trying to figure that out on your own. Because as an individual, you have no idea what category is the best to place your book in unless you have a program or you can utilize something else. I mean, even for us as people who do it every day, finding the best keywords and categories for Amazon is hard, hard. And as Dave let us know in the last podcast, there are all these, you know, categories now that are not actually categories. So you could put your book in what you think is the best category for your book and might not actually exist on Amazon, even though it comes up because it's a ghost category.

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Yeah, that's something that I just... Amazon has deleted, what, 27% of the categories, but they still have them sitting

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up there. So you could have... They didn't delete them, they created 27%. So 27% of Amazon's categories, I think 27% is right. 27% of the 11,000 categories that Amazon has, so almost a third, or ghost categories that you can pick on Amazon, that they will let you pick and put your book in, but they don't actually have... You can't get bestseller, you can't rank on a sales page, none of it. They don't exist.

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Yeah. It's really crazy. Well, I think this sort of leads us around to what I want to talk a little bit more about the webinar we're doing, because we're going to basically give you three simple steps that will boost your visibility on Amazon so that when people are searching for it and different things like that, we're going to show you how to

craft a two or three paragraph description and how chat GPT can give you that attention-grabbing content, those action verbs, the things people are looking for, and those first 140 characters. And then we're going to show you how to uncover the relevant keywords, explore the best categories, doing stuff like that. And then we're going to, and this will all be live. So anybody who signs up for the webinar can, will have a worksheet we'll give you afterwards, but you'll be able to download the webinar afterwards. So if you want to go back and have it up on your screen, watching it as you're on, you know, using chat GPT, or when you go to Amazon, you'll be able to do it. I think that's not

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a worksheet. It's not a worksheet. It's going to be like a little, you know, And

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it's like a

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little pamphlet that has, you know, pre-made prompts that they can use to plug that in with their book description or something. So they don't have to try to come up with the correct questions to ask chat GPT to get the best information out of it. I'm going to do that

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work for them.

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Yeah. So it will, it will be, you know, a little three to five page booklet downloadable. that they'll get. And that's only for people who attend. It's not...

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But no, who sign up. You don't

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have to. Yeah, who sign up, who sign up, who sign up, but not like not for podcast viewers. It's for webinar attendees, podcast listeners. I guess we don't have viewers. We don't do video.

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to learn more about the webinar go to WPNwebinars.com and because we do this for the Writers and Publishers Network and so that's WPNwebinars.com and that's where you can sign up and we're also going to be having another one which is really good on the craft of writing with New York Times best-selling author William Bernhardt which will be in November. but ours is going to be the 25th of October. And this podcast is really to sort of tempt you into thinking about AI. You can just, you know, open up your computer and put it on there and play with it at OpenAI.com or get ChatGBT and maybe play with it a little

bit and then try the webinar so you're a little more familiar with it. But we wanted to tell you about this today because we're finding it's really helpful and we think we want to share that information with you. Yeah,

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I mean, I think both. I mean, the podcast information, like you can go forward with what we've talked about today and play with it on your own and see where you get, see what kind of answers you get, see whatever. And then come join us on the webinar and deepen that interest that whatever

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with it. See how to get

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your skill and use our skill and, and the things that we know that need to be in these these items, you know, in your book description, in your KDP, in your summaries, all of those things, like, how do you get the best of all of that into one package? So you're ready to hit the ground running when it comes time for promotion.

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Right. And those are that becomes like that description becomes the heart of your media kit. I mean, there's so many places to do it. Another place that I will just add here before we close, Your bio, I have found more authors have a hard time writing their bio to go on a media kit, to go into the book, whatever. And I would say that would be a good thing to play around with to see what AI does with

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it. That was the first thing I ever had chat GPT do. I took my current bio and I put it in there and I didn't know how to use it. My husband kept going, have you checked out chat GPT? Have you checked out chat GPT? And I was like, no, I'm never going to this AI, right? Because like, we all know how we feel about it, because it seems like it's going to replace all of our jobs. And so he he would text me from work and be like, hey, ask it this question and see what you get or do this. And I kept ignoring him. And The first thing I decided to do was I've never really loved my writer's bio that I use everywhere. I wrote it myself and it's incredibly hard to write a bio about yourself. It's much easier to do it for someone else. And I took my bio and I said, can you make this better for me? And I put my bio in. That was all I asked it to do. I said, can you make this better for me? And it did. And I, when I read it, I was like, what? And then I had it rewrite it a couple of times just because I was like, well, now I'm in here. I might as well play with it. And each version was better than the last. And it gave me a better bio. It was literally the first question I ever asked it was, you know, can you make this better for me? Yeah.

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And, and there, there you go. There's an absolute way to use it. And that's a fun way to get in with it because you can start seeing what it uses, how it does things.

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Yeah, and can you make this better for me is a really, really broad question for CHAT GPT because you didn't give it any parameters except for better and here's what I have. It doesn't know what better is and it did, did know what better was. And I find that interesting. you know, it basically just took my bio and kind of reorganized it so it read better. And then I had to go edit out all the adjectives, because let's not forget about the adjectives, you know, but it's, I find it very fun to play with. You know, would I use it to write a book? Absolutely not. Would I use it to write a newspaper article? I wouldn't. Would I use it to be able to pull the best headline out of a newspaper article I've written? Absolutely. Right. Oh, that's an excellent

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use for it. Excellent use for it. Headlines are hard.

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That's always the place I write an article and I'm like, man, I love this article. I have no idea what to title it. So yeah, what I use it, I use it all the time to pull the title out of our podcast descriptions. You know, what, where's the title in that will pull a title for me. And most of the time I use it, sometimes I, you know, I mess around with it a little bit to get it better. But I mean, when you're stumped on things like that, using like totally no, I would never use it to write an article. Yes. I would use it for the headline.

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Yeah, well, it was like when you used it to write our description for the webinar on the 25th, you said it, I wrote, I had harness AI, and it came back with unleashing and I went, Oh, God, what a better word. Right. And that, that

SPEAKER_00

was all a test because you had written out the whole webinar description. And then I took that webinar description and put it into chat GPT. And I said, can you make this more? I don't even remember what my question was. I'd have to go back and look and we don't have time for that, but you know, rewrote it. So it was more salesy, I guess. And it pulled, it changed the title. And it's fun to play with it like that, to like write something yourself, get it all tight and think that you have it and then plug it into chat GPT and just see what it does. You never know. Sometimes you're like, yeah, that's better. I'm going to use it. And other times it's laughable.

SPEAKER_01
Especially with emojis.

SPEAKER_00
Especially with emojis. So yeah. So let's not forget about emojis and adjectives because apparently we don't use enough of them as humans.

SPEAKER_01
Or exclamation points

SPEAKER_00
or ellipsis. So, you know, it

SPEAKER_01
likes it

SPEAKER_00
likes punctuation. And instead of punctuation, I mean, emoji is it punctuates with emojis. It's funny. It's funny. It's funny to play with it. Anyway, well,

SPEAKER_01
I think that we've sort of given you I hope an overview of AI and our experience with it and Maybe this will prompt you to want to take the webinar it's \$25 for WPN members and 35 for other people and you'll be able to get a download and you'll get this handout little pamphlet with questions to go through to write your book description and And we're going to be doing this live so that you can see what it does and how we put it together because we want you to actually get the full experience of looking at AI and what it does.

SPEAKER_00
Yeah, definitely. I think that even if you decide it's not for you, understanding how it works is beneficial to you on your writing journey, on your publishing journey, because even if you decide, like, I don't want to do it, I believe people should be doing it. That's totally fine. I get it. But no, big publishing houses and stuff are using it. And so understanding how it works is it just gives you more tools in your toolbox.

SPEAKER_01
Yeah, I just got an email how to use chat GPT for press releases. It's a webinar of the one of the publicity societies is doing.

SPEAKER_00
Yeah, everybody's doing it. I mean, I am constantly getting emails from the National Writers Union about AI and in the freelance world, especially. You know, I mean, it is the topic of conversation right now and and I get it. I mean, it's a really broad world that most of

us don't understand. I mean, I understand how to ask it a question. I don't understand how it finds the answer. And I think that's important to remember that just because you don't understand something doesn't mean that it can't be a tool that you use or at least understand that other people are using it and why.

SPEAKER_01

Yeah. OK, well, that's it for today for Talking Book Publishing. And our topic was AI, and it is not your enemy yet. Is your friend and that's

SPEAKER_00

kind of yeah,

SPEAKER_01

no, it's not

SPEAKER_00

Skynet yet. No, it's

SPEAKER_01

not Skynet yet It's definitely not Skynet yet. Okay. Well for a Dana Moriarty and myself Thank you. And if you want to go to the webinar and learn more about it, it's WPN webinars.com and We hope you enjoyed this and learn something if you did leave us a comment

SPEAKER_00

Yeah, and when you guys are listening, if you know, on the platforms that you listen, if you like the content, please make sure to subscribe, leave reviews, you know, even if it's just a starred review, it helps us every ounce of your participation back to us helps us get more visibility. And, you know, we're just here to provide information

SPEAKER_01

in any way we can. Right. OK, well, that's it for today. Thank you. Bye bye.