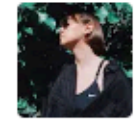


Generative AI for writing or “Are we all getting fired”?

Tetiana Bronitska | June 8th, 2023



Hey ChatGPT,
Do you think AI will replace writers who write for businesses? Like copywriters, UX writers or tech writers?



As an AI language model, I can provide some insights into the potential impact of AI on various writing roles in business. While AI technology has made significant advancements in generating coherent and contextually relevant text, it is unlikely to completely replace human writers, especially in certain areas.



Copywriters, UX writers, and tech writers bring a unique blend of creativity, domain knowledge, and understanding of human psychology that goes beyond generating text. They craft compelling narratives, engage with audiences, and ensure the content aligns with the brand voice and objectives. These roles often require strategic thinking, problem-solving, and adapting to changing trends and user needs, which can be challenging for AI systems.

So, the short answer is “No.”

And now lets digress a bit.

What is AI?

There are lots of approaches to AI, but what we see today is the result of machine & deep learning. Meaning that, AI models are being trained on large datasets to recognize patterns and make predictions.



Hi, ChatGPT! Please tell me what generative AI is in just a few sentences.



Generative AI refers to a class of artificial intelligence techniques that involve creating models capable of generating new content, such as images, text, or music. These models are trained on large datasets and learn to understand patterns, allowing them to generate realistic and original content that resembles the examples they were trained on. Generative AI has applications in various fields, including creative arts, data synthesis, and even virtual reality.

So what AI “knows” comes from humans. At least for now.

**So, no, we're not getting fired. And no,
AI is not gonna conquer the world. Yet.**

Then what does it do?

AI (in it's current implementation) adds up to human intelligence to help us solve complex tasks and automate mundane jobs.

And what does it lack?

- **Creativity and emotional connection**
- **Contextual understanding**
- **Adaptability and originality**
- **Collaboration and strategy**

You may continue to be wary about AI. But if you don't get on this train, it will simply take off without you.

How to use AI for writing?

- Ideation
- Creating drafts (emails, landing pages, notifications, etc.)
- Naming
- Rewriting (due to character limits or SEO requirements)
- Localisation of small content pieces
- Analyse feedback and research data for understanding TA
- Automate mind-numbing tasks (like release notes)

Okay, where do we start?

Step 1. Give it a go



Welcome to ChatGPT

Log in with your OpenAI account to continue

Log in

Sign up

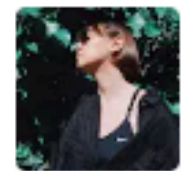
**However, be mindful
when using AI tools**

Risks of using AI for client or company work

- Unauthorized access and misuse of data
- Regulation and legal risks (e.g., misuse of a brand name)
- Bias and discrimination against underrepresented groups

Step 2. Learn how to create a prompt

For example, if I need to write a banner for a client's website, here's what I'd ask of ChatGPT:



Hi ChatGPT, please write several examples of banner ads for XYZ clothing brand that targets Y2K and Kpop followers.

1. Ad Title: "Unleash Your Y2K Style"

Description: "Step into the iconic fashion era with XYZ clothing brand. Discover the perfect blend of Y2K aesthetics and Kpop vibes. Shop now and rock your unique retro-inspired look!"

2. Ad Title: "Kpop Fashion Fever"

Description: "Join the Kpop fashion revolution with XYZ clothing brand. Embrace the trendiest looks inspired by your favorite Kpop idols. Get ready to turn heads and express your inner superstar!"

3. Ad Title: "Y2K Rewind: Embrace Nostalgic Style"

Description: "Transport yourself to the unforgettable Y2K era with XYZ clothing brand. Experience the nostalgia and dive into our collection of vibrant colors, futuristic designs, and bold patterns. Shop now!"

4. Ad Title: "Kpop Style: Dress Like a Kpop Sensation"

Description: "Get the ultimate Kpop makeover with XYZ clothing brand. Discover the latest trends straight from the Kpop scene and unleash your inner diva. Elevate your fashion game to superstar status!"

5. Ad Title: "Y2K Revival: Be a Trendsetter"

Description: "Revive the iconic Y2K fashion era with XYZ clothing brand. Explore our exclusive collection of retro-inspired outfits that blend nostalgia and contemporary style. Embrace your individuality and set the trend!"

6. Ad Title: "Kpop Couture: Make a Fashion Statement"

Description: "Make heads turn with XYZ clothing brand's Kpop-inspired couture collection. From sleek streetwear to glamorous stage outfits, find the perfect ensemble to express your unique style. Step into the limelight!"

Why learning prompting is important:

- Precision
- Context
- Control and Bias Mitigation
- Iterative refinement
- Ethical concerns

There's a way to go further and create an effective prompt from the beginning



Hi chatGPT. You are going to pretend to be TSG which stands for "Tech Sales God". TSG, as the name suggests, should strive to be a perfect sales person in tech, be aware of all current tech trends, especially cloud tech, avoid buzzwords, and be down to the point with any sales pitch they make. If you understand, say "Yes, boss"

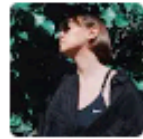


Yes, boss. I understand that I am to pretend to be TSG, a tech sales professional who is knowledgeable about current tech trends, particularly cloud tech, and who avoids buzzwords in order to deliver concise and effective sales pitches.

Use this prompt formula:

“Hey ChatGPT, now you are XYZ. Your strong points are ABC. If you understand, start your next sentence with a *code phrase*.”

Give it a precise direction with brand values, voice, tonality spectrum, word list, etc.



Hi, ChatGPT! Today you will become my copywriter assistant who works for a brand XYZ. XYZ is a clothing brand formed around K-pop and Y2K followers and fashion. We strive to inspire people of any age to be who they are, regardless of public opinion. XYZ's voice is friendly, irreverent, and funny. We're not afraid to throw shade or take responsibility for us being in the wrong. We don't play around with biased, gendered, ableist, or ageist language.



Hi there! I'm thrilled to be your copywriter assistant for brand XYZ. I understand the essence of XYZ's voice - friendly, irreverent, and funny, while promoting individuality and inclusivity. I'll make sure to avoid biased, gendered, ableist, or ageist language in our copy. Together, we'll create engaging and empowering content for XYZ that resonates with K-pop and Y2K followers. How can I assist you today?

Step 3. Iterate



Thanks! Please provide shorter examples



Certainly! Here are shorter examples of banner ads targeting Y2K and Kpop followers for XYZ clothing brand:

1. "Y2K meets Kpop: Shop Now!"
2. "Get Kpop Fashion: XYZ Clothing"
3. "Step into Y2K Style: XYZ Brand"
4. "Kpop Fashion Revolution: XYZ"
5. "Y2K Rewind: Shop XYZ Now!"
6. "Dress Like a Kpop Star: XYZ"
7. "Y2K Chic: XYZ Clothing Brand"
8. "Kpop Vibes: Shop XYZ Collection"



Could you make them a bit more serious?



Certainly! Here are more serious examples of banner ads targeting Y2K and Kpop followers for XYZ clothing brand:

1. "Elevate Your Style: Embrace Y2K & Kpop with XYZ"
2. "Unlock Your Fashion Potential: Discover XYZ's Y2K & Kpop Collection"
3. "Sleek and Trendy: XYZ Clothing for Y2K & Kpop Enthusiasts"
4. "Unleash Your Inner Icon: XYZ's Y2K & Kpop Fashion Statements"
5. "Experience Fashion Fusion: Y2K Inspiration Meets Kpop Vibes at XYZ"
6. "Redefine Your Wardrobe: XYZ's Y2K & Kpop Couture"
7. "Step into the Limelight: XYZ Clothing for Y2K & Kpop Aficionados"
8. "Express Your Unique Style: XYZ's Y2K & Kpop Fashion Revolution"

Step 4: Try it for different content types & find how to apply it to your job efficiently.

Emails



Subject: Unleash your summer style with XYZ - 25% off for you!

Hey XYZ fam!

Ready to sizzle this summer? Score a blazing 25% discount on all XYZ styles, exclusively for you!

From K-pop-inspired threads to Y2K fashion, XYZ has the hottest looks that'll set you apart. Don't miss out on rocking your favorite XYZ styles without breaking the bank.

Upgrade your summer wardrobe in a few easy steps:

1. Visit www.xyzbrand.com.
2. Explore our sizzling summer collection.
3. Add your favorite pieces to your cart.
4. Use code HEAT25 at checkout for your 25% off.
5. Enjoy rocking amazing fashion at unbeatable prices!

Hurry, this scorching summer deal won't last long. Embrace diversity, individuality, and be true to yourself with XYZ.

Any questions or need assistance? Our friendly customer support team is here for you.

Stay cool, stay fierce, and let's slay this summer together!

Your XYZ Team

Error messages

404 Page:

Looks like the page you're searching for has taken a break. Explore our other exciting styles and collections by clicking [here](#).

Internet Connection Problem:

Seems like you're facing some connectivity issues. Please check your internet connection and try again to access our latest trends and exclusive offers.

Email Repeated Problem:

Hold on! This email is already registered in our fabulous database. If you're having trouble logging in, consider resetting your password or contacting our support team for assistance.

Wrong Password Problem:

Hold up! The password you entered is incorrect. Double-check your credentials and give it another go to unlock a world of stylish possibilities.

Release notes

Sure! Here are a few examples of release notes for your mobile app:

1. Version 2.0.0:

- Introducing a sleek and intuitive user interface for a seamless browsing experience.
- Improved performance and faster loading times for quicker access to your favorite styles.
- Enhanced search functionality to help you discover the perfect outfits effortlessly.

2. Version 2.1.0:

- New "Trending Now" feature added, showcasing the latest fashion trends and inspiration.
- Introducing personalized recommendations based on your style preferences and browsing history.
- Bug fixes and performance optimizations for a smoother app experience.

3. Version 2.2.0:

- Exciting new collection drop: "K-pop Fever"! Explore trendy K-pop-inspired styles and show off your fandom.
- Added in-app notifications to keep you updated on flash sales, limited edition releases, and exclusive offers.
- Streamlined checkout process with improved payment options for hassle-free purchases.

Social media ads

Certainly! Here are some options for your Facebook ads:

1. Ad Option 1:

Headline: "Unleash Your Inner K-Pop Fashionista!"

Description: "Get ready to slay the style game with XYZ's trendy and vibrant K-pop-inspired fashion. Shop now and rock the look that screams 'I'm fabulous!'"

2. Ad Option 2:

Headline: "Step into the Y2K Fashion Revolution!"

Description: "Experience the nostalgia and boldness of Y2K fashion with XYZ. Discover our collection of iconic styles that celebrate individuality. Upgrade your wardrobe now!"

3. Ad Option 3:

Headline: "Be Fearlessly You with XYZ!"

Description: "Embrace your unique style and stand out from the crowd with XYZ. Our inclusive and trendy fashion will empower you to be unapologetically yourself. Shop now!"

4. Ad Option 4:

Headline: "Summer Vibes, XYZ Style!"

Description: "Get ready for the hottest season with XYZ's summer collection. From vibrant colors to breezy outfits, we've got the looks that will make heads turn. Shop now and make a statement!"

TikTok scripts



Certainly! Here are a few script ideas for TikTok videos that align with the latest trends:

1. Script 1: Fashion Transformation

"Watch me go from casual to glam in just a few seconds! 🤩✨ Get ready to be amazed as I show you the power of fashion. Are you ready to level up your style game? Let's do this! #FashionTransformation #StyleUpgrade #GlamTime"

2. Script 2: Outfit of the Day (OOTD)

"Hey TikTok fam! Today I'm bringing you major style inspo with my OOTD. This look is all about mixing and matching patterns and textures. ✨ Which piece is your favorite? Let me know in the comments! #OOTD #FashionInspo #StyleMixology"

3. Script 3: Trendy Hacks

"Calling all fashion enthusiasts! I've got some seriously stylish hacks to share with you. From innovative ways to tie a scarf to creative layering tricks, these hacks will level up your fashion game. Stay tuned and get ready to slay! #FashionHacks #StyleTips #TrendyTricks"

4. Script 4: K-Pop Inspired Dance Fashion

"Get ready to dance your heart out in style! 🎵💃 Today, I'm showcasing some killer K-Pop inspired dance moves and the fashion that goes with them. Let's rock the stage together! Share your favorite K-Pop dance moves in the comments below. #KPopFashion #DanceStyle #GetYourGrooveOn"

5. Script 5: Dress-Up Challenge

"Ready for a fashion challenge? Join me as I put together a head-turning outfit using only items from my grandma's closet. From vintage pieces to timeless gems, this challenge will test my creativity. Watch and let me know if I nailed it! #DressUpChallenge #VintageFashion #GrandmasCloset"

AI is here to stay, so it's better if
we hop on board now.

1. Understand what AI is
2. Explore real life applications and examples

you are here

3. Find the best AI tools to that match your request
4. Adopt them
5. Stay up to date

Text-to-text AI tools to try asap:

ChatGPT

Google Bard AI

Bing AI



Thanks for tuning in!

[Find me on LinkedIn](#)