



Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Marketing + Strategy + Foreign Rights Licensing For Publishing Brands

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Reading time 6 min 32 sec

Hello, my lovely Bookworm!

Hachette, USA announced last week – at a time when actors, writers and creatives in the United States are striking partly because producers think they can replace creatives with AI – [that they're publishing a new book written by an Artificial Intelligence \(AI\) poet](#) – which means, the whole book is written by an AI.

Good luck to anyone trying to tell them it's not a good (or valuable) idea, I thought.

[I wrote a post about it on Twitter](#), in which I reveal 'tongue-in-cheek' form, that those who promote the book have not the slightest technical understanding of the matter and their ignorance, approach and timing show that they don't value the creatives highly.

Why are creatives worried about AI? Here's my [short explanation](#) also on social media within the 280-character limit.

For you too lazy to click another link...and then hit the return button...

"If #AI makes it possible to

- scan faces of artists
- copy their voices
- train AI on #copywriting styles

for a small one-off payment to these #creatives & then use these AI-generated "doubles", which are not yet protected under #copyright law, until the end of times 4 free."

The story, if you ask me, wouldn't work without certain (human) details: the book was edited and produced by real humans as AI's "creativity" might be overblown. AI can't have or describe emotions, just mimic emotions such as empathy, love, sadness or joy - and it just summarises existing human input.

And here comes a truly terrible thing into play:

At the moment there's no copyright protection for AI-generated works, ONLY human works of art are protected under copyright laws around the globe. AI is a software tool, which is not necessarily intelligent as it gets fed by humans with human-created content. These so-called '*prompts*' are prone to copyright infringement as they might use copyright-protected works (text, pics, voices, songs, lyrics, music, drawings etc.) of artists without consent or payment.*

And here comes the biggest obstacle...

(Side note: I made my master's degree in copyright law on this subject, and never have dreamed I would need it time and time again.)

....that's when the "parents" of this *Homunculus* (You know Johann Wolfgang von Goethe's '*Faust II*'?) bring a real human on board, then they can claim, the "surrogate child" is an artistic variation on an existing, famous theme, book or any other masterpiece and has full copyright protection.

To fight misuse and copyright infringement the real creators HAVE TO

- a) find out about it in the first place, when it's without consent
- b) file a lawsuit at their own costs
- c) try to end this wicked game, to get recognition, and monetary compensation – for every single incident.

Or. End of Game.

My comments on social media needed to be funny, ironic and sarcastic or they would end up being entirely tragic and maudlin in the face of so many painful, sad and challenging stories shared online.

If you're ready to take action now and want to learn best practices, steps, and lessons, as well as discover hidden secrets and debunk myths, in my **Explore & Navigate** signature mentoring I will teach you how to use all available tools to protect yourself, your creative business, and your copyright-protected works before any major irreversible sh*t happens.

If you don't have it yet and you want it or need more of it, drop me an E-Mail so I can make doubly sure you're in the know, when the next spot is open.

Now, as for how I remembered all these things, even from 20+ years ago – I pulled out my secret weapon: notes.

That's how I remember things – sometimes in the old fashion way when I put pen to paper or print it out, make a smartphone pic or copy from paper (which I digitalize later as I try to have a paperless office) or more often Apple Notes or Android Memo, where I write every day. Or try to.

I brain dump, and write/put down what I saw, read, did (and why) in my workday and the day before. Even if it feels totally unmemorable at the time but who knows if I might need it later? (TBH, it's been a lifesaver for licensing contracts that run for more than 5, 7 or 10 years and when the contact person on the other side has changed up to 5 or 8 times during this process.)

So, I make notes of

- What I had planned for the day/week and whether it worked or not,
- What I have changed on my website and posted on social media channels (+ date, what change and why – to check in later to see the results at a given time frame – I also have a social media planner with all my social media posts.),
- The cheeky comment my momsie was making while I tried to work and find a solution to a sudden biz challenge,
- The mistake I made trying to write a funny tweet and put in a super embarrassing spelling mistake,
- Questions I got and what I answered — I now know that what's unremarkable "waste" today might later be pure gold.

(Also why you should keep even the stupidest concert tees and memorabilia. I've saved my dad's T-shirt from an opera guest performance of the Leipzig Opera House, at the time GDR, in Taormina and my hubbies "Hochschule für Ökonomie Berlin Graduates" T-Shirt.)

I'm grateful for every word, every thought, every mundane and seemingly unimportant detail I took the time to record and collect over the past few years. It's part of my story and my biz journey.

Here's what I love: I got myself a refurbished portable USB document scanner that works without the need of installing software, supports older and up-to-date devices, and runs without a charger. The scanner lets you scan Duplex for two-sided scans, in colour or black/white in seconds all your work, list, bills, business cards, plastic money, and receipts in jpg. or pdf or txt. form. So I can keep all my stuff in searchable digital folders.

When I want to look something up, I go to the *Search Bar* in my electronic devices (they're all connected) and look for date, author, with, by, tag, title, name, and contains XYZ, if I know it. Or type in a certain keyword. Et voila!

In this case, I searched for "problem" and "copyright infringement" and found those notes right away.

And as you clicked in my ["I wasn't going to buy your book...rights.."](#) post on **Inspiration: Examples of doing it right (and wrong)**, here're are a few links, you might find useful:

1 **Shall you agree to use AI to do things?** Big-name authors share on social media that they are increasingly asked by big 5 publishers if they can add AI usage to their contracts. [Here's the link to NY-Times bestselling author Maureen Johnson's TikTok video, in which she talks about it.](#)

Ninja Tip: If you need help, shot me an E-Mail. I'm cooperating with Europe's leading and multiple award-winning international media solicitors from day one. As a long-term partner, I have special conditions that I pass on to my clients. The law firm has won all of my and my client's cases so far.

#2 **Epic opportunity or dangerous competitor?** ByteDance (parent company of TikTok) begins to approach authors with a new publishing arm.

Ninja Tip: Keep an eye on your assets!

#3 **Marketing strategy leaked!** Authors have been advised (some say being forced) by their publishers (& literary agents sometimes) to get on TikTok and make videos to sell their books. How most authors react to the question: "Do you like TikTok?" A staggering number of authors say, no they don't.

Ninja Tip: So, please keep in mind while TikTok is wildly popular for bookselling at the moment, many authors also get much hate though. Don't make people strip naked against their will, it will backfire.

My lovely Bookworm, c'mon, are you really gonna wait till September? And then have WiFi problems and get error messages and panic that you got shut out? Oy! Spare yourself the agony, for once. Take it from the German straight-talker.

Start your [Explore & Navigate](#) now.

Is there anything you're especially interested in — just in case I need to be prepped (and to feed into some more stereotypical character traits of Germans?)

I'm sending you enormous love 

xoxo

Claudia — your global book publishing co-pilot

*Are you an author, publisher or creative of the #WritingCommunity and deeply concerned and afraid that AI companies are using your work to train AI without your consent? You're not alone. Join 9,000+ authors & sign the [@AuthorsGuild's Open Letter](#) to obtain consent, credit and fairly compensation [here](#).

P.S. Get in so you can make bank and weather the global inflation and buy

your * own * lioness and keep it as a pet. (Not kidding, there has been a [lioness hunt in Berlin last week](#). After Berlin's most notorious gang said on social media they ██████ are missing a cat and don't want the police to shoot her - the police who initially claimed to have seen the wildcat several times - clarified that they had actually mistaken the animal for a wild boar.)

P.P.S. Did you know you could share this (or any) #LoveLetterToBookworms?



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