

GLOBAL BOOK RIGHTS LICENSING + STRATEGY ADVICE

Artificial Intelligence (AI) – Friend or Foe?



Say Hello to AI: Your Small
Business's New BFF!

THE-WITTMANN-AGENCY.COM



Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Marketing + Strategy + Foreign Rights Licensing For Publishing Brands

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Reading time 5 min 57 sec

Hello, my lovely Bookworm!

Are you ready for the robot invasion?

Kidding. Today, I wanted to talk about *Artificial Intelligence (AI)* and how it can provide game-changing support to your small and creative business. And, of course, I'll share some super fun prompts to get you started and what to do when you notice copyright infringement of your works.

By this time, you've probably heard about AI (or maybe you're getting sick of hearing about it) and how it's revolutionising industries across the globe.

I'm reading a lot of controversial opinions about *Artificial intelligence* on Twitter. Many of these comments are full of unhealthy thoughts and intense emotional outbursts or threats to other Tweepers who embrace change and try to be open to exploring new tools without prejudices.

It often leaves me wondering whether these people have actually TRIED things OUT before they were angrily swinging a cross and a bunch of garlic against the new evil.

Why do we fear the unknown?

Researchers have found out that humans have different levels of intolerance

uncertainty, a naturally developed characteristic.

Those people with high levels of intolerance and uncertainty might find unknown or uncertain situations almost unbearable or can't cope, impacting their ability to function.

Sometimes, fear of the unknown can be closely related to the infamous fear of change and the ability to adapt to difficult life situations and cope with hardships, past experiences or traumas.

We humans are hard-wired to fear the unknown but constant fear can become problematic and can impact your emotional, social, and physical life and health as seriously as any deadly illness.

That's why I'm excitedly jumping up and down to cheer you up and tell you all I learnt about Artificial Intelligence (AI) in recent months and hope to boost your mood and your small and creative business.

Did you know that you, too, can harness the power of AI right now to innovate, transform and skyrocket the growth of your small business? Before you start...

5 IMPORTANT THINGS for the use of Artificial Intelligence AI in the creative sector from your favourite Global Book Marketing Expert, Licensing Strategist & Foreign Rights Mentor:

#1 No copyright protection for AI-generated (only human) works

#2 AI is a (software) tool

#3 AI is not necessarily intelligent ("recycling" or "modifying" already existing things)

#4 Attention with prompts (If the texts, pictures, music, voices, codes etc. you use for your prompts are NOT YOUR OWN -- it's copyright infringement! (First law cases filed by artists went to court in Germany and the US.)

#5 AI strategy (When you use AI in your business you should create clear guidelines.)

Here're 3 inspiring prompts designed to give you a taste of the AI magic:

1. Chatbots: The Ultimate Customer Service Tool

Tired of the intense workload involved in answering customer inquiries? Have no fear! Chatbots use AI to provide instant support, solve the most common customer issues, and forward more complex queries to a staff member. You will save time and boost customer satisfaction with lightning-fast responses.

Fun Prompt: Try out a Chatbot platform with a free trial and practice creating your Chatbot conversation flow. You'll be impressed by how intuitive it can be! Maximize your customer service online with **Gobot**.

Tools to try: [Gobot](#) (no affiliate link)

2. Optimize Your Marketing With AI-powered Ad Campaigns & an AI Assistant

AI technology can help maximize your advertising budget by running marketing campaigns that adapt in real-time based on your target audience and analytics data. This means better engagement, lower costs, and, ultimately, success for your small business.

Fun Prompt: Research AI-powered advertising tools, such as **Google Ads**, and explore ways they can support your marketing strategies. (You might be a little sceptical about spending money on digital ads – like me – but I'm willing to give it a try.)

Fun Prompt: If you hate responding to E-Mails (not like me – I LOVE writing to you and being jolly and uber playful with words), you'll appreciate **GhostWrite!**, the Ghost Write Chrome Extension. It's an AI-powered E-Mail assistant utilizing ChatGPT & other AI technologies. GhostWrite is an AI that writes your emails. Reply, compose, and write emails instantly with just a few words. *GhostWrite* is only currently available on Google Chrome! Right now only Gmail is supported, but Outlook & others are coming soon!

Fun Prompt: **Grammarly** is amazing and free writing and editing and spell-checker AI Assistant (Without I'd be toast!) Enable *Grammarly* wherever you type and use it on Gmail, Facebook, Twitter, LinkedIn, and thousands of other websites.

Fun Prompt: **DeepL** is a German AI-powered translation tool that helps you perfect your writing in multiple languages. You get assistance to write precisely, with ease, and without errors. (I use it to fine-tune my newsletters.)

Tools to try (no affiliate links):

[Google Ads](#)

[GhostWrite!](#)

[Grammarly](#)

[DeepL](#)

3. Create a schedule for your day or plan your next business trip

Time management is always a challenge for small business owners. Have AI create a daily or weekly schedule for you. You can even incorporate things like the *Pomodoro Technique*.

"Claudia, what the heck is the *Pomodoro Technique*?"

Well, you tackle overwhelming tasks successfully by breaking them down into chewable chunks. How? Get a to-do list and a timer. Set your timer for - let's say 25 minutes - and focus on a single task until the timer rings. During this time, focus solely on this one task until the timer goes off. Mark your task off and write down what you've completed already. Then enjoy a five-minute break. After four sessions, take a longer break of 15-30 minutes to recharge. This method helps you get started, stay distraction-free and focused, results-orientated and motivated to keep going.

Fun Prompt: To get an impressive and not an unuseful generic result, your AI prompts should include a subject (person, object, or location) and descriptors (adverbs and adjectives that describe the subject)...Let's go!..."I will give you the following list of tasks [insert list of your tasks using bullet points]...that I need to complete and I would like you to put these into a timetable for tomorrow and the day after tomorrow. Prioritize the most important tasks and break down challenging tasks into smaller, more manageable tasks. My day will start at 6:00 am and will end at 7 pm. Please use the *Pomodoro Technique* for work times."

Tasks: Working on a specific project, helping your mum & driving her to the doctor, scheduling & writing my social media posts, responding to E-Mails, working on your weekly blog post and newsletters, going to your weekly sports training & for a shopping spree, house cleaning, eating breakfast, lunch and dinner.

Once you've tried out these prompts, I'm sure you'll find a few ways to use them to help you. This will help to demystify the new technology and lead to a less fearful, more productive approach. The future of small businesses is bright, and no doubt integrating AI into your daily operations will play a crucial role in unlocking success.

Tools to try (no affiliate links): Something I love so far: **ChatGPT + GPT-4** and **Midjourney**. The interface is simple (not for Midjourney), and you can create your own prompts, notes and library. I don't know about you, but finding prompts in my iPhone Notes or Android tablet memo got a little tiresome. **Midjourney** is for more advanced peeps, who are familiar with **Discord**.

[ChatGPT](#)

[GPT-4](#)

[Midjourney](#)

[Discord](#)

Mastering AI is like space exploration and the tools I reco to you are affordable personal rocket ships. Ready for boarding?

Make the entry test...


Quiz: Did AI make this? Test your knowledge [here](#).

Try to correctly identify whether AI did work tasks like producing images, articles and slogans – and try to beat me – I was 100% right ;).

Stay tuned for upcoming news and articles, where I'll dive deeper and share even more exciting tips on how to grow your small business!

Questions? Simply reply to this [LOVE LETTERS TO BOOKWORMS](#) or reach out on my social media channels, when you need an experienced pro who has a deep understanding of the global book publishing & entrepreneurial industries and can help you navigate complex issues. My [EXLPORE & NAVIGATE](#) is here.

To a productive and successful week ahead!

I'm sending you enormous love 

xoxo

Claudia — your global book publishing co-pilot

*In the case you need to file a complaint against copyright infringement or when someone is using stolen intellectual property as a business asset (e.g. using your works for AI without your consent),

You can report copyright fraud in the US [here](#).

You can report copyright fraud in the EU [here](#).

(Choose your language in the dropdown menu.)

P.S. Did you check out the new bonuses #LinkTree? [Goodies on this page](#). I'm kind of obsessed with this new feature.



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