

## IN THIS CHAPTER

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# Chapter **1**

# Recognizing the Need for Writer Intelligence (WI)

**W**e're hearing so much about artificial intelligence (AI) and all its wonders, yet we don't hear nearly enough about writer intelligence (WI). Remember that without human intelligence there would be no artificial intelligence. Humans would never create anything to replace themselves, only to make life easier. That's what AI does for business writers; it makes writing easier.

As business writers, it's crucial to stay informed about the latest advancements in AI writing technology and use it responsibly. Striking a balance between human creativity and technological innovation will be pivotal for the success of writers and writing. Never underestimate the lasting significance of genuine human communication — it's paramount. Business writers stand to gain significantly by learning about AI and integrating it into their work to enhance the creative process and improve efficiency. This chapter delves into how writers can benefit from using AI as a writing assistant.

# AI is Already Part of Your Everyday Life

If you think you're a newcomer to AI, think again. Apple's Siri and Google's Alexa are powered by AI. They rely on natural language processing (NLP) and machine learning. Every day most of us send and receive emails, many powered by AI (find out more about using AI in your own emails in Chapter 10). And all the annoying pop-up ads we see while searching the Internet are AI enabled. They're based on our search history that's personalized with the goal of getting items in front of us via algorithms and to sell us goods and services.

GPS uses AI for route optimization, historical data, and real-time traffic updates such as congestion and road closures, as well as suggest workarounds to avoid gridlock. If you scan checks with your phone to make deposits, AI is at work behind the scenes. From drug discovery to clinical decision support, AI is transforming the way the medical profession approaches healthcare. AI is used in self-driving cars, trucks, and buses, as well as smart home devices such as thermostats, lighting systems, and security systems. And when we kick back to relax in the evening, many of us turn to streaming services. These services use AI to recommend programming we may like based on our past viewing history.

AI is fast becoming the cornerstone of innovation. Yet AI isn't new. It dates back to the 1950s when Alan Turing published "Computer Machinery and Intelligence" in the academic journal *Mind*, which proposed a test of machine intelligence called *The Imitation Game*. However, it wasn't until 2022 when AI was brought into the mainstream through familiarity with OpenAI's application ChatGPT (Generative Pre-Training Transformer). By incorporating true AI into live chat features, businesses are merging human intelligence with machine intelligence.

## REMEMBERING HAL

Perhaps you recall the story of HAL 9000, the killer AI supercomputer in Stanley Kubrick's landmark film *2001: A Space Odyssey*. It tells the story of the struggle of humans faced with extinction by a methodical program of extermination led by HAL, an errant, sentient supercomputer. Since this movie premiered in 1968, AI has been discussed, explored, and is a frequent subject of ongoing conversation. Can this serve as harbinger of contemporary AI issues?

A little-known factoid about HAL: HAL is a one-letter shift from IBM. Supposedly Kubrick sent a letter to Polaris Productions stating his intention to use an IBM supercomputer in the movie. The studio felt it wasn't the best idea to use IBM as a psychotic computer, so Kubrick shifted one letter down from IBM and got HAL. People associated with Kubrick have always denied that there was any significance to the coincidence, but the rumor persists. True or false? Ask AI.

# Using AI to Assist WI



SHERYL  
SAYS

As you journey through this book, you'll gain familiarity with AI tools that can be applied to a wide array of business writing scenarios. Whether you're new to AI and are simply exploring its capabilities, you're interested in using a simple chatbot, or you're prepared to embrace comprehensive AI tools, this book equips you with the knowledge and skills you need for each stage of your journey.



AI  
SPOTLIGHT

As you navigate the chapters of this book, a recurring theme emerges: the importance of generating precise prompts. From a general discussion in Chapter 23 to detailed applications in Parts 3, 4, and 5, the significance of this artistry is underscored. Embracing the art of prompt generation becomes paramount, for it's through these meticulously selected words that dynamic documents come to life, ideas flourish, and minds expand.

AI can assist you with some of the writing you normally do, but there are other aspects of business writing that only humans can do. AI excels at chopping through writer's block, preparing outlines and drafts, summarizing topics, analyzing data, presenting numbers and statistics, maintaining consistency in writing style, proofreading and editing, and optimizing writing for search engine optimization (SEO). AI tools will have a big impact on the future of writers, but here's why WI will never disappear.



REMEMBER

Business writing goes beyond merely assembling words. It requires a deep understanding of human emotions, strategic insights, and perspectives. This is where human writers have a unique advantage. Only humans have the innate ability to create personal connections with readers by sharing relatable stories, personal experiences, nuanced details, and thought-provoking analogies — something that AI technology is incapable of. Additionally, AI lacks the ability to differentiate between emotionally impactful phrases and mundane ones. Readers often rely on their instincts, desires, emotions, and morals when forming judgments, aspects that are detached from logic and analytics.

Another limitation of AI is the absence of original insights. AI can only summarize and reproduce information from existing databases. It can't generate its own thoughts on a subject. Furthermore, AI has limited capabilities to infer the consequences of a particular action. Only human writers possess the higher-level causal thinking required to analyze why things happened and address hypothetical "what if" scenarios.

If you strive to be a thought-leader in your industry (an authority whose innovative ideas and insights influence and guide others), it's WI that will get you there, not AI. Only human writers have the ability to provide original insights and opinions on the most crucial topics — topics that are beyond the current grasp of AI technology.

## Enhancing Business Writing, Not Replacing Writers



SHERYL  
SAYS

Who will survive? Who will thrive? Here are *my* WI thoughts on why business writers will not only survive, but thrive, and why we can't be replaced by AI:

- » Al writing is robotic. To get a reader's attention, good writers bring text to life with perspective and creativity as we've done since we first showed an ability to put words together.
- » Computers haven't lived our life or the life of the reader. So they can't humanize writing with examples and stories to enliven a document and drive key points home.
- » While lightheartedness in business writing is tricky, it's where we can separate ourselves from machines. The right remark at the right time can help make a point in a way AI can't.
- » Emotional intelligence is necessary to understand and convey emotions effectively. We can tap into the intricacies of human experience, capturing the nuances of feelings and experiences in our writing.
- » AI can mimic human writing, understand complex queries, deliver nuanced responses, and generate text resembling human style. However, only humans can adapt writing style, tone, and voice for different genres, audiences, and purposes, and make revisions and improvements.
- » Humans possess moral reasoning and ethical judgment, which allows us to make conscious decisions about what we write and how we present information.

I asked my AI sidekick You.com why it can never replace writers. Figure 1-1 shows what it “humbly” wrote:

The question of whether AI can replace writers is a complex and debated topic. While AI has made significant advancements in natural language processing and generation, there are several reasons why AI cannot fully replace human writers. Here are some key points from the search results:

#### **Creativity and Depth of Understanding**

One of the main reasons why AI cannot replace writers is the creativity and depth of understanding that humans bring to writing <sup>1</sup>. AI models like ChatGPT can generate text based on patterns and examples in the data they were trained on, but they lack the ability to truly understand and create original ideas. Writing often requires unique perspectives, emotions, and experiences that are difficult for AI to replicate.

#### **Factual Accuracy and Context**

AI-generated text can sometimes lack factual accuracy and context. While AI models can generate text that appears coherent and grammatically correct, they may not always provide accurate or reliable information. AI models like ChatGPT can generate text based on patterns in the training data, which can include both accurate and inaccurate information. Human writers, on the other hand, can fact-check and verify information before including it in their writing.

#### **Human Connection and Empathy**

Writing often involves connecting with readers on an emotional level and conveying empathy. Human writers can tap into their own experiences and emotions to create relatable and engaging content. AI models like ChatGPT lack the ability to truly understand and empathize with human experiences, which can limit their ability to create content that resonates with readers.

#### **Unique Writing Styles and Voices**

Each writer has their own unique writing style and voice, which contributes to their individuality and appeal. AI models like ChatGPT can mimic certain writing styles, but they lack the personal touch and distinct voice that human writers bring to their work. Human writers can infuse their writing with their own personality, humor, and storytelling techniques, making their work more engaging and memorable.

#### **The Role of AI in Supporting Writers**

While AI may not be able to fully replace human writers, it can still play a valuable role in supporting and augmenting their work. AI tools can assist writers with tasks like grammar and spell-checking, generating topic ideas, and providing research suggestions. AI can be a useful tool for writers to enhance their productivity and efficiency, but it is unlikely to completely replace the creative and human aspects of writing.

Overall, while AI has made significant advancements in natural language processing and generation, it is more likely to continue augmenting and supporting human writers rather than fully replacing them <sup>2</sup>. The creativity, depth of understanding, human connection, and unique writing styles that human writers bring to their work are difficult for AI to replicate.

**FIGURE 1-1:**  
AI reveals why it  
can't replace  
writers.

# Writing Fields that Will Thrive, Not Just Survive



REMEMBER

AI is not a replacement for human creativity, but rather a tool to augment and inspire the business writing process. By providing writers with tools to automate tasks such as research and data analysis writers can spend more time focusing on the creative aspects. So before you start studying for that real estate license, know that AI isn't going to replace good business writers who keep their skills current.

No one can predict with certainty what AI might look like in the future, but AI is far from being able to reach the standards set by human writers. Tools such as ChatGPT, Grammarly, Jasper, Copilot (formerly Bing), You.com, and a host of others are professional writing tools powered by AI to write drafts, achieve the right tone and length, ensure that writing is error-free, and proofread and edit. These programs can't think independently of human intervention because they're *utilitarian* — merely meant to serve a purpose and get a job done quickly and efficiently. AI doesn't have the ability to collaborate, take suggestions, or critically analyze its work. This means that AI in its current iteration can't produce the same engaging and nuanced content that humans can.

Although it's difficult to identify specific fields of writing that are truly AI-proof, certain types of writing require higher levels of creativity, subtlety, and human interaction. These may include fields (but aren't limited to) the areas of business writing detailed in the following sections.



SHERYL  
SAYS

In most chapters, URLs for the AI tools mentioned are enclosed in parentheses for easy reference. However, in this particular chapter, I introduce a few tools as general references without explicitly providing the URLs. Rest assured, you'll find them again in their applicable sections throughout the book.

## Copywriting and advertising writers

Tools such as ChatGPT, Grammarly, Copy.ai, Jasper, and others offer a range of features to help business writers create high-quality content and boost their content writing. While AI can automate certain parts of the creative process, there's much it can't do. Therefore, it's unlikely to completely replace copywriters. Copywriting skills require a high level of creativity to craft engaging, persuasive messages that resonate with customers. In addition to creativity, it requires empathy and an understanding of human emotions and behavior. These skills are unique to humans and can't be replicated by machines.

However, AI systems have been introduced in some companies to work alongside copywriters to streamline processes. AI can generate large amounts of copy, which can then be fact-checked, amended, and approved by humans. This can help to speed up the copywriting process and make it more efficient.

## Public relations writers

Public relations writers create messages and content that shape and maintain the reputation of a person, company, or brand. The aim is to build relationships, generate publicity, and manage public perception through strategic communication such as media relations and crisis communication. While AI has the potential to routinely automate these tasks and speed up certain processes within public relations campaigns, it's unlikely that PR professionals will be replaced by AI anytime soon.

AI systems such as Looka, ChatGPT, Canva, Bandwidth, and others gather, interpret, and create efficiencies in the process. But agencies won't be letting AI do the pitching or replace human expertise. AI can aid PR professionals to manage communications, identify crises, and provide strategic recommendations. But it won't replace the need for human creativity, emotional intelligence, and critical thinking in PR. And AI can't ensure that the messaging aligns with the company's brand and values.

## Journalists and reporters

The news industry is feeling the pinch of social media and AI. Social media outlets are the fastest growing ways for news to reach people. And many newspapers are now turning to AI for featured news stories. However, it's important to note that journalists and reporters add dimension and depth to a story. They interview people with well-crafted questions. They access facts to present the reality of a situation beyond what they read on social media sites. Their writing should captivate readers while concisely presenting the "real" story. Additionally, journalists may work in television and radio broadcasting, print journalism, or online media outlets.

Tools such as ChatGPT, Automated Insights, Wordsmith, and Articoolo offer a range of customizable templates that can help journalists and reporters write news stories, headlines, and summaries. AI writing can analyze data and generate insights that can aid journalists in their research. By using AI, journalists can save time and focus on other important tasks and stories.

One of the key challenges with AI-generated news is ensuring that the content is accurate and trustworthy. Small-town newspapers are disappearing and running with reduced staffing. Local newspapers are turning to AI for stories. However, they're realizing that journalism isn't just about facts. Newspapers will always need human journalists for creativity and analysis, accurate and unbiased stories, and adaptability.



WARNING

Journalists and news writers must be aware that AI has been known to go rogue and deliver misinformation and disinformation. So before distributing any news stories, fact-check, fact-check, fact-check. Also, it's important to address the ethical and societal implications to ensure that the content generated by AI is accurate, reliable, and in line with journalistic standards.

## Marketing writers

In contrast to public relations writers, marketing writing centers around selling products, services, and ideas. Writers focus on sales, promotional messaging, paid media, branding and positioning, targeted communications, and measurable matrixes. Using AI tools such as Jasper.ai, Copy.ai, GrowthBar, Copysmith, Hypoitenuse AI, Rytr, and Writesonic, marketing writers can generate original, engaging content faster and more efficiently than ever before.

## Freelance writers

Freelance writers have the particular challenge of positioning themselves as valuable assets to businesses that seek authentic and impactful content. They must hone their skills in the areas of strategic planning, persuasive copywriting, and storytelling. Tools such as ChatGPT, Jasper, Grammarly, Writesonic, and Jasper can be valuable writing assistants. Freelance writers must develop selling skills and be able to boast of a high return on investment (ROI).



TIP

Whether you're a newbie, certified or degree holder, or highly skilled freelancer, always have a current portfolio to showcase your writing talents. In addition to a paper portfolio, store your portfolio on your blog and/or on sites such as Contently and LinkedIn.

## Proposal writers

Crafting a persuasive proposal is challenging at best. Tasks include structuring the proposal, writing an engaging introduction, considering format and design, specifying deliverables, creating a timeline, preparing a budget, using a persuasive tone, and more.

While Grammarly, Proposify, GetAccept, HyperWrite AI, Texta.ai, and ChatGPT are a few of the AI tools to help writers nail dynamic proposals, it's the proposal writers who must provide the relatable human element that includes creating persuasive narratives, being flexible and adaptable, and building trust and credibility — all of which will influence a yea or nay.

Grant proposal writing is a subset of proposal writing. This often involves advocating for a cause or project the writer or organization is passionate about. The writer's emotions, empathy, and storytelling savvy can drive their commitment to the cause and influence the way they communicate the project's importance and impact. This is an area AI can't help. (Check out Chapter 17 to learn more about grant writing and Chapter 20 for great stuff about storytelling.)

## Technical writers

It's possible for AI to generate technical materials, but it's unlikely that AI will completely replace people in this field. AI generators such as Jasper, LongShot AI, Copysmith, ChatGPT, Scalenut, Frase AI, and others can be a useful tool for assisting writers, but it may not be able to replace the creativity and expertise that people bring to the table. Additionally, user manuals, process documents, statements of work, standard operating procedures, and such often require a high degree of accuracy and clarity, which may be difficult for AI to achieve. Therefore, AI can be used to augment writing rather than replace technical writers. Also, there are burgeoning fields for technical writers such as:

- » **UX writers:** Focuses on the way users interact with and experience products, services, interfaces, and systems. They write microcopy with an eye on notifications, calls to action, in-app tool tips and tutorials, produce and service descriptions, UI button text, form fields, troubleshooting, and much more.
- » **Scrum Masters:** Scrum stands for systematic customer resolution unraveling meeting. It's a framework centered around the principles of continuous improvement, flexibility, and respectful teamwork. Many mundane chores such as organizing meetings, monitoring progress, and producing reports, can be automated by AI. However, the human touch, empathy, and leadership abilities of the Scrum Master cannot be replaced by AI.
- » **Translators:** Although AI can translate in a host of languages, many companies prefer the human element to convey accuracy, meaning, and nuances across languages and cultures. AI translators have a low level of accuracy and can make mistakes, some of which can be costly.



Here's an example of a translation gone awry: I'm a member of the patient advisory committee (PAC) of my medical group. We meet monthly to discuss key issues. While many people participate in person, I'm one of several who joins the meeting on Microsoft Teams. The acoustics in the meeting room are poor, so I turn on the closed captions. One of the doctors said "We need to keep our patients on track." The caption read, "We need to keep our patients on crack." (Yikes! Imagine if that doctor was "quoted" in a public forum.)

## Medical writers

Research is a big part of medical writing. AI tools such as AutoGPT, Agent GPT, BabyAGI, and other similar tools are being developed to complete complex tasks such as literature reviews. Tools such as Assistant by Scite and Jenni can help you get started with writing. They can collaborate on essays and research papers and find evidence to support claims. Others such as ChatPDF and HeyGPT allow you to chat with documents, summarize papers, search for specific information, and suggest the next logical questions.

However, human medical writers are critical to checking all writing to ensure accuracy, originality, factual correctness, and maintaining the high standards required in the field of medical writing. And the human eye is still needed to discern between medical terms such as *cyt/o* and *cyst/o*, *arteri/o* and *arteri/o*, and others where mistakes can be quite costly.

## Legal writers

Tools such as Casetext, HighQ, and Due Diligence are being widely used in the legal profession to create, review, and send various documents. They assist with document processing and classification for a wide range of matters, including due diligence, document and contract review, compliance, contract management, knowledge management, and deal analysis. By automating these tasks using AI technology, significant workflow benefits can be achieved, particularly with improved efficiency and productivity as well as greater accuracy. None of these systems are infallible. They do make mistakes that only WI can find.

## SPECIALIZED AI TRAINING

As the AI wave has turned into a tsunami, people in all walks of life are trying to figure out where they'll fit in. Will they remain unscathed? Lose their jobs? Need additional training?

If you're willing to adapt, the journey to becoming an AI content writer is within your reach. Expand your knowledge beyond writing by acquiring a fundamental understanding of data analytics, SEO strategies, content marketing, and aspects of NLP. You'll develop skills in content planning, keyword research, and optimization techniques. There are many online courses to teach the basics. Some are free, some for a fee, and some for certifications. Here are a few to check out:

- Introduction to ChatGPT (edX): <https://www.edx.org/learn/chatgpt/edx-introduction-to-chatgpt>
- Prompt Engineering and Advanced ChatGPT (edX): <https://www.edx.org/learn/computer-programming/edx-advanced-chatgpt>
- Writing Blog Posts Using AI offered by Skillshare: <https://www.skillshare.com/en/classes/AI-for-Online-Content-Creation-Automating-Workflows-for-Blog-Posts-Videos-and-Social-Media/1160987333>
- Learn content writing using AI and start freelancing offered by Udemy: <https://www.udemy.com/course/ai-content-writing/>
- Unleash your Storytelling with AI offered by Udemy: <https://www.udemy.com/course/chatgpt-ai-/>
- AI Writing Courses for Bloggers and Digital Marketers offered by DDIY: <https://ddiy.co/ai-writing-course/>
- AI Technical Writing Certification Course offered by Technical Writer HQ: <https://technicalwriter.teachable.com/p/ai-writing-certification-course>

So, if you're looking to delve into the world of AI writing and become a pro, there's something for everyone.

## Academic and research writers

AI tools such as SciSpace, Scholarcy, Jenni AI, ChatPDF, Paperpal, Grammarly, and others can work hand in hand with researchers and academics by analyzing large amounts of data, summarizing research findings, locating citations and references, generating structured academic papers, and more. This can save tremendous amounts of time and improve the quality of research output. Some tools can also detect plagiarism and suggest replacement information.

Human writers are still needed for content expertise, ethical considerations and bias, subjective understanding, creativity and originality, and collaboration with other researchers.

## Web content writers

As the competition among AI generators becomes more and more fierce, the need for web content writers is more critical than ever. Tools such as SEO.ai, HubSpot AI Writer, ChatGPT, Quillbot, Grammarly, Jasper, and others can streamline the writing process, but only humans can understand the target audience, convey the brand's message effectively, bring creativity and emotional intelligence, and optimize content for search engine rankings. Synergy between WI and AI can result in powerful and effective content. (Check out Chapter 12 for more about writing for the web.)

# Panacea, Snake Oil, or Somewhere Between?

Decide for yourself . . . OpenAI founder Sam Altman, creator of ChatGPT, warned against relying solely on ChatGPT for research purposes because AI writing detectors are not as reliable as once thought. He said, “Sometimes, ChatGPT sounds convincing, but it might give you incorrect or misleading information (often called a ‘hallucination’ in the literature).” This warning comes on the heels of an incident where a lawyer cited six non-existent cases sourced from ChatGPT.

To further underscore Altman's concern, February 2024 headlines across major publications were sharing stories of how ChatGPT went “haywire,” went “crazy,” and “began to speak Spanglish.” The uncertainty of AI's reliability isn't just with ChatGPT but with all chatbots. That's why WI will always be critical.

While AI tools are undoubtedly revolutionizing the way we create content, they're also ushering in many other worries. As the arms of AI reach greater lengths, its dark cloud becomes more concerning. The following sections address some of the reasons why.

## Quality of output

Regardless of how sophisticated these tools are, they can't fully replicate the nuance and complexity of human writing. Over-reliance on these tools puts quality at risk. AI writing tools should be viewed as a tool to assist writers, rather than as a replacement for them.

## Plagiarism and copyright infringement

Plagiarism and copyright infringement are major concerns. AI tools can generate content quickly and easily, but they also can infringe on someone's content and intellectual property. There are AI-based text analysis tools to help create and protect original content. However, that's like a rookie pilot teaching another rookie pilot how to fly an airplane.

## Doesn't evoke human emotions

In all aspects of writing — and yes, even in business writing — storytelling is paramount to quality and understanding. Any AI writing tool can string together random information from the Internet, but only a skilled business writer can create compelling, engaging copy. Your content has to resonate with your target reader and hold their interest.

## Errors

Technology has come a long way, but AI content tools do produce errors, including punctuation, grammar, sentence structure, and incoherent phrases. It will require human analysis to assess the content before it goes out into the world. It may also produce outdated or incorrect information. In the following comparison, wouldn't you like to have the first set of bills?

Twenty five-dollar bills (\$100)

Twenty-five dollar bills (\$25)

## Ethical considerations

AI systems are trained on massive amounts of data, and embedded in that data are societal biases. There's a lack of transparency, questioning how the information is collected, stored, and utilized. It can distribute harmful content, violate data privacy, disclose sensitive information, amplify biases, and raise other ethical considerations.

## Hallucinations



WARNING

In the AI world, *hallucinations* are high-tech speak making things up. For example, you may ask AI to list five reasons for [whatever]. If only three reasons exist, the AI tool may still provide five reasons; the last two of which will be hallucinations (bogus). Hallucinations can range from minor inconsistencies to completely fabricated or contradictory information. Always fact-check what AI generates.