Welcome to the right publish market podcast. If you're an entrepreneur considering writing a book to serve your business, you're in the right place. Or maybe you've already decided that's even better. I'm your host, Jodi Brandon, book publishing partner for entrepreneurs and 20 year veteran of the book publishing industry on the right publish market podcast. In addition to learning from me, you'll meet entrepreneurs just like you and hear about their experiences as we explore all facets of Writing, Publishing, and marketing a book that will help your business grow in ways you might not even have dreamed of yet. Welcome to today's episode, we are digging into AI and books, artificial intelligence, it's all the rage, we're hearing about Chachi PT, Jasper, it's on and on and on, right. And I was listening to colleagues discussion the other day a training, the message was basically, you know, like AI is coming, ready or not. And I would argue that AI is here, but ready or not is probably a better thing to say about where we are. So now listen, let me start by saying AI is not all bad. I know a lot of people think that automatically anyone involved with books and writing, thinks AI is out to take our jobs and all of this, there is a lot of really good that comes from using AI, whatever, you know, whatever form you're using, I mean, think about it, you know, book translations could be made easier. Accessibility issues with language and speech and things like that grammar and spell check. I mean, you are probably if you are listening to this podcast, you're probably all you're definitely using spellcheck, right. And most people are also using Grammarly or some form of, you know, a grammar check. That's AI also. So I'm not 100% here to say it's bad, don't use it cetera, et cetera. I did a listening session earlier a few weeks ago that the Authors Guild had put together. And they they did a survey and found that 50% of their members are using chat GPT 30% are using AI in some way for brainstorming, whether it's idea development, book structure, a book outline, that sort of thing. Now, that doesn't break it down by fiction versus nonfiction. So it's hard to say what those numbers are like for nonfiction writers, let alone you know, business owners writing books, the sub, which is obviously another subset. So keep all of that in mind, though people are using it. It's really a matter of how you're using it. So when I was thinking about what am I going to talk about here? I mean, I keep getting asked, Are you going to do an episode about AI? What do you like? What are your thoughts on AI? And so I decided to open it up, you know, q&a style. So I had asked on Instagram and LinkedIn, you know, what questions people had? And I figured, let's just see what kind of questions I get. Are they generally the same question? Are they you know, all over the place? Maybe this will become a series of episodes, we'll see. But I have four questions today that were the most common. All of them were asked multiple times. And so I figured this would be a good starting point for us for this conversation on the podcast. So let's dive in. First question. What does the traditional book publishing industry think as a whole? You know, here's the thing. Not a fan, generally speaking, is that a generalization? Absolutely. But in general, literary agents and book publishers do not want AI generated books. Now, the caveat here is there's a difference between AI generated and AI assisted. So you know, AI generated means it's writing it for you. And the problem with that, I mean, in addition to, you know, all sorts of ethical things like whose material are we using to, you know, quote, unquote, write this material, but it tends to be very formulaic in construction, there's not a lot of, you know, well, I mean, the things that the the big criticism is there's, there's no tone, there's no voice, there's no personality in the writing. So even if you're, you know, using varied sentence structure and things like that, it tends to be formulaic, and not individualized. And that's what you know, publishers and agents are looking for. So that's AI generated. Now, AI assistant is completely different. So I mean, that one of the questions that we'll get to is about, like, how it can help and assist in the writing and the marketing processes. I mean, I would argue that it can, I mean, it's a great tool,

but for book marketing, great tool, I mean, I use it myself for marketing my book, I work with clients that are using it. So I think that's a distinction that really needs to be made is AI generated text versus AI assisted text now I'm sure that it is just a matter of time before you know, not the publishing industry as a whole, but individual publishers start taking a more a more official position and you know, put something out there. But there are already publishers and literary agents saying, you know, on their submissions page on their website, you know that we do not want AI generated books, we do not want AI generated texts, we do not want AI generated material. So, that's something to keep in mind, I don't think. Now I know, I know that there's a lot of this happening right now a lot of people are just writing, again, I'm using air quotes, writing a book using AI, and you know, slapping a cover on it and throwing it up on Amazon. That, to me is completely different from what most of you listening to this podcast are trying to do, which is write a book in a very specific niche to a very specific audience. That's going to serve your business and brand in some way. So I think that it's early right now. So you do you see a lot of that, but I do think that it's going to start to, you know, work itself out on that front. So that's question one. Next question I got a lot of was some form of, you know, how does this work with copyright? And this is, I will say, we are in the infancy stages here, I think. And everyone's trying to figure it out. Right. So one very clear position that I hold is the way that these companies are using copyrighted material to train AI. I don't like that.

I don't like that. That's not cool. And I think that there's going to be a lot of, you know, a lot of fair use copyright lawsuits, and things like that coming, as we sort of figure all of this out. Now, do I understand why they're doing it? Absolutely. Like, that's a huge bank of data for these companies to use to then spit out whatever you're prompting it to spit out. But think about it from the author's perspective. You know, you don't want anyone using your material without credit without permission, without paying whatever the casement whatever you decide your permissions parameters are going to be of your copyrighted work. These tools are using, you know, using some of that material. And I believe that that's copyright infringement, I believe that we're going to get to a point where, you know, the law agrees that this is copyright infringement. There was a fantastic article, and I should have pulled it up the title of it before I recorded this episode, but I will put it in the show notes. It was a Washington Post article, I believe, that basically, you know, blew the lid off, as far as you know, what sites are being combed and where all of these tools are, you know, getting all of the material that they're using to generate these answers based on the prompts that people are putting in. So this is going to be the sticking point, I think for the book publishing industry, honestly, not just the style of writing as far as the formulaic construction of the text that we talked about. But you know, using someone else's work is copyright infringement period, full stop, whether you're using it in a book, whether you're using it in an article, wherever you're using it, books are copyrighted blogs are copyright, and all of this material is copyrighted material. So using it is infringement, no matter how the work is created, you know, through these tools artificially, it's still infringement. So that's the piece of it that I have a real problem with. And I'm very curious where that's going to go. But like I said, we're we're in the real infancy stages as far as that goes. But I think that there will be a lot of legal activity in that realm. So off my soapbox, a next question, if I'm not using it to write my book, how can I help? So I'm assuming those questions came from the people who have heard, you know, bits and pieces, and know that I'm not a fan of using it in the actual writing. So there are lots and lots and lots of ways to use it. Like I said before, especially in Book Marketing, but I mean for the writing phase. So let's take the write published market, you know, umbrella in the writing phase,

you know, you can ask it to summarize a journal article, a newspaper article, a magazine article, when you're in the prewriting and research phase, you can brainstorm ideas, one of the ways that a lot of my clients use it, and I know that a lot of students use it this way also is to help format citations for endnotes and references and things like that. So you might type in you know, please format this in Chicago Manual of Style. According to the Chicago Manual of Style. The Chicago Manual of Style is the style guide that the general adult book trade industry uses. So if you're writing a book, you know for the general public, that's the style guide that your editor will be used. thing. And so this is a way to, you know, help get your citations formatted properly, so that you don't have to pay someone to do it. If you have a lot of endnotes, this will be a great tool for you to use. So that's those are ways to use it during the writing under the writing umbrella. Under the publishing and marketing umbrella. I mean, this is one of those, you know, we say all the time, in book publishing, book marketing, you're limited by your imagination and your budget. And that's really there. I mean, people come up with such inventive ways to market their books. But think about if you're putting together a book proposal for traditional publishing, or if you're putting together you know, your competitive analysis, AI can be huge for that, you know, give me five books about marketing that include references to XYZ, you know, some subtopic, under the marketing umbrella, and that will give you some books that you can then look into to see is this really a comparative title for what I'm trying to do. So a lot of market research, you can get sort of a jumpstart on, you can put in a prompt, like, you know, give me 10 ideas for how to market a book about book writing, give me five bookstores within, I don't know, 15 miles of whatever city or whatever, zip code or whatever, you can do the same thing for libraries, things like that. And then you can reach out to those people to see about holding a book signing or some kind of event or you know, whatever the case may be. So there's lots and lots and lots of ways to use AI, around your book that are not having it write the book for you. So again, I have used it in the marketing area, lots and lots of clients are using it for you know, competitive analysis, comparable title research, that sort of thing. And then you know, different just ideas. Sometimes the ideas are things that you've heard of, sometimes they're not, you just never know what it's going to spit out. And they might, you know, generate something in your head thinking, oh, I want to make another prompt about that something, you know, like, go a little bit deeper on a couple of them, and really, you know, help formulate your launch plan your marketing plan that way. So, and then the last question I got a few times was isn't AI plagiarizing? Isn't it plagiarizing? And I mean, this goes back to what we talked about before a little bit with the you know that with the copyright and fair use, and all that. And what I would say about that is plagiarism is not a legal claim, as much as it is like an ethical standard. So yes, you can take someone to, you know, to court for copyright infringement. And what it's going to get for you really depends, is it going to get them to stop using your material? Yes. But like, no one's going to jail. Again, we are in the infancy. But I don't ever see that happening, something like that. But I think this was the real thing that I want to talk about here is permissions, which we've talked about before on the podcast, I can link those episodes in the show notes as well. giving credit is not the same as permission. And in this case, when you're using AI generated text, you're not even getting credit. So you're not it's not even going to that level of you know, giving credit. But given credit is not even enough, you need to get permission before you use someone else's copyrighted material. So I think that there's a lot of layers to it. And giving credit also doesn't protect you from a copyright infringement claim. So if that doesn't protect you from a claim, then certainly using this text that it's generated by a prompt that you put in, you have no way of knowing where it came from. So I mean, I would say if someone's using AI generated text, at least run it through a plagiarism, check something like that, and see if you can find, you know, where did it come from? Can

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I find the source? Can I get permission to use this material, if it's something you want to use at that point? So again, I think at this point for book publishing, we want to you know, skew toward AI assisted not AI generated and we'll see you know, what the industry does and where it goes. Like I said, I believe it's already you know, here and well ingrained, even though we're in the infancy of figuring some of this stuff out. I think we're well past the, you know, it's coming get ready, stage, and I look forward to the continued conversation about it with regard to books. So until next time, friends, right on. Thanks for listening to today's episode of the right publish market podcast. I know just how busy your schedule is as a business owner, so I'm grateful you've taken some time out of yours to journey into the world of book publishing with me today. If you are looking for even more book writing, marketing and publishing information and support, check out my mentorship membership at the author entrepreneurs lab where each month we take a deep dive into one element of the book world with education In a q&a session with me your book publishing expert resources, co writing times and so much more. You can learn more at the link in the show notes. I hope to see you inside the lab