

Coaching AI to write like a human.



SUMMARY

Two heads are better than one

AI has given you a second brain. But it's useless unless you can drive it. The right prompts, guidance and coaching will help you harness AI to generate better drafts faster, then edit your work to resonate with humans.

AUDIENCE

Anyone editing, reviewing or writing at work.

LEARNING OUTCOMES

- * Understand how copywriters approach writing and their audience
- * Develop a kit of prompts that result in clear, useful text
- * Coach AI to adapt to different audiences and writing tasks/media
- * Rewrite prompts that deliver unique and professional text
- * Get a human in the loop [or 'Plug in a person']: How to check for errors and 'hallucinations'.