



AI Playbook For Authors

Using the right prompts when working with ChatGPT (or any other AI tools for that matter) can make a huge difference to how clear, helpful, and creative the responses you receive will be.

What you'll find in this document is a breakdown of the types of prompts you could use depending on where you are in your author journey. The approach I've taken here starts with clarifying the purpose of your book so that you will be able to connect with your target audience.

It probably goes without saying, but I'll say it anyway. You need to plug the appropriate words into the space where the 'general words' with square-shaped brackets around them appear for the exercise to work.

Getting Started

The four fundamental prompts below will help you to clarify your ideas and shape your book in a purposeful way.

Before using any prompts next to the dot points below, you need to give the AI tool you are using a clear perspective by saying something like – *based on everything I have said in the written and spoken form that is publicly available* (or some other prompt that will make sure the material that comes out the other end of this process 'sounds' like you),

I'd like you to -

- *Help me brainstorm book title ideas for a [type of book] aimed at [target audience]?*
- *What are 10 potential chapter topics for a book about [subject]?*
- *How can I refine my book's central message to make it more impactful?*
- *What questions would my ideal reader be asking themselves when considering whether to pick up this book or not?*

NB: Rather than asking the four prompts above (and/or any others you'd like to add) all at the same time, it's best to wait for the first response to come through, then as if you're talking to an actual person, say *thank you, this is great*, or ask for any changes you'd like, and then go ahead with the next prompt.

A Simple Prompt to Get The Outline of Your Book Right

You can follow on from what came out of the previous prompts by using the one below to organise your book into a logical and reader-friendly flow that has a feel of professionalism about it.

- *Please create a chapter-by-chapter outline for a book on the core topic that has emerged*

Writing Prompts for Creating Content

The five ideas for prompts below are particularly helpful when you've got a workable structure in place and you're ready to actively start writing content for your chapters.

- Firstly, name the chapter in question and ask for a 2,000 word chapter that will suit your target audience around the chapter's theme.
- Then, depending on what comes out of the last prompt, you could say something like - *Could you expand on this paragraph and make it a bit more emotionally resonant?*
- Alternatively, you could ask for a more compelling introduction or conclusion for the chapter.
- Or you could ask for the chapter to sound more like the style of Brené Brown or someone like that.
- Or you could ask for some personal stories or case studies that illustrate the key points of the chapter.

Reflection and Refinement

The prompts below are the kind you could use when you want to clarify your thinking or improve the existing text.

- *What's missing in this chapter?*
- *Would this explanation make sense to a reader who's never been exposed to this kind of material before?*
- *Can you tighten this paragraph up without losing the meaning?*
- *What assumptions am I making that I need to unpack for my audience to make the material easier for the readers to digest and/or more impactful?*

Promotional Prompts

Of course, the assistance AI tools can provide isn't confined to the content of your book. You could seek help in relation to attracting your target audience to your book. Below you'll find some of the kinds of prompts you might like to consider.

- *Could you please write a back-cover blurb that will resonate with my target audience?*
- *What keywords should I include in my title and/or blurb to improve SEO for this book?*
- *Could you create five social media posts to promote this book to my target audience?*
- *Could you create a short, engaging author bio for my Amazon page?*

General Tips for Getting the Most Out of Prompts

- Be **specific**: The more context you give (about your audience, goals, and/or voice), the better the response.
- Use **follow-up prompts**: *You can say things like – could you make this text sound more conversational, or could you give me three variations on the material you just provided.*
- Don't be afraid to **say something like** - *This isn't quite right. Can you try again with a more impassioned tone?*

I hope this has been helpful. Please don't hesitate to contact me at jane@writewithjane.com if you need a hand with anything to do with writing, publishing, or promoting your book. The sky's the limit once you've become a published author, and I'd hate to think of you stuck in the trenches for longer than necessary.