



PROMPT

for MOVIES & TV

WORKING BETTER, QUICKER, AND HAPPIER
WITH LANGUAGE MODELS. A PRACTICAL GUIDE.



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PROMPT for MOVIES & TV

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Dedication

*To all the filmmakers and professionals in the movies and TV industries
who strive to bring their visions to life, this book is dedicated to you.*

*We understand that the journey to create and market exceptional content
is filled with obstacles and challenges.*

*Yet, it is your passion, dedication, and innovation
that ultimately captivates audiences and brings magic to the screen.*

That's why we've written this book.

Our aim is to help you overcome barriers and unlock the full potential of your projects.

*With the assistance of language models, we hope to equip you with the tools, resources, and
strategies needed to excel, achieve your goals, and sustain a thriving career in the industry.*

We believe in you, we support you.

*By enabling the creation of extraordinary movies and shows,
we are honoured to contribute to the magic that enchants audiences worldwide.*



AUDIENCE STRATEGIES

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Note: While this book touches on many of the steps in creating and promoting movies and TV shows and, in doing so, provides tips and lessons for accomplishing these tasks with the assistance of language models, it is not intended to serve as a comprehensive guide to any one step in the process. In several instances, we merely present high-level examples to demonstrate the processes involved and how language models can be beneficial. We're sure you'll have a more sophisticated approach to making movies & TV shows, and we're sure you'll use this book as a springboard to developing a more sophisticated approach to using language models to help you do so!

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ABOUT THE AUTHORS

David Boyle has 20+ years of experience developing audience intelligence and strategy capabilities that changed the culture and economics of some of the world's most prestigious entertainment brands. David runs [Audience Strategies](#), an agency that empowers brands to use AI language models alongside deep audience understanding to transform decision-making, fueling growth while making the journey more effective, efficient, and fun.

Richard Bowman has 20+ years of experience covering consumer goods, media, and entertainment industries. He has designed and delivered consumer segmentations and innovation plans for some of the world's biggest companies. Richard works with the team at [Audience Strategies](#) and runs [This Is Insight](#), a consumer and market research and data consultancy that helps brands grow.

Simon Jacobs brings a wealth of experience in the music, television, and retail industries, Simon has a strong background in performance measurement and segmentation. Simon oversaw insight and reporting at BBC Studios, contributing to the success of renowned brands like Doctor Who, Top Gear, and BBC Earth. He's a co-founder at [Audience Strategies](#).

Charlie Palmer spent 20 years in TV and radio, beginning his career at the BBC before moving on to Channel 4. During his time with the two companies, Charlie played a pivotal role in the launch and growth of iconic brands such as BBC Radio 1Xtra, Misfits, The Inbetweeners and Black Mirror. As Managing Editor for Channel 4's streaming service, Charlie's expertise in bringing new technologies into the mainstream was leveraged to drive record growth for the business. Charlie now directs his passion for brand building into Haus of Nige, a fashion label he first dreamt about when he was 15 years old (and called Nigel).

About Team PROMPT:

Ben Robins brings over 25 years of expertise in media research to his role as the founder of 'Sound Insights', a cutting-edge research consultancy dedicated to elevating audio content. Through a strategic partnership with [Audience Strategies](#), his consultancy delivers pivotal insights and guidance to optimise audience engagement and content creation. Ben has played a crucial role in guiding major audio players such as Audible, BBC World Service, and NPR, helping them to deeply understand their listeners' needs and inspiring creatives through research to innovate the next captivating listening experience.

Louisa Livingston has worked in large corporations and smaller brands for 20+ years, developing Insight, CRM and Data teams that support growth. Developing award-winning research projects and teams, she brings a passion for fashion and past experience in

companies like Harrods, Hachette and EMI Music. Working as a consultant and as a co-founder of [Audience Strategies](#), she supports clients in understanding and growing their audiences.

Ray Tarantino is a serial entrepreneur and startup maverick with over 20 years of experience in marketing, human connection, and innovation. His diverse career spans music, photography, and software development, equipping him with a unique perspective on the challenges faced by founders. As a college dropout turned successful entrepreneur, Ray understands the unconventional path many founders take and the resilience required to transform setbacks into opportunities. He brings his passion for marketing and human connection to his work, helping startups navigate the rollercoaster ride of triumphs and rejections. Ray's unconventional approach to life and business is a breath of fresh air in a world of clichés.

Adam Peruta is an associate professor at the S.I. Newhouse School of Public Communications at Syracuse University. He is the program director for the M.S. program in [Advanced Media Management](#) which aims to put students at the intersection of media, technology and business. He teaches courses in emerging technologies, product development, UI/UX design, web development and media entrepreneurship.

ABOUT PROMPT

PROMPT is a collective of experienced professionals brought together by Audience Strategies with a shared mission: to empower individuals and organisations to harness the transformative potential of large language models like ChatGPT. We bring together decades of expertise across a wide range of industries, from consumer goods and media to entertainment and beyond.

We believe that language models enable a seismic shift in how we work, create, and innovate. Used effectively, these tools can help us to achieve more than we ever thought possible — to work better, quicker, and happier. However, we also recognise that unlocking this potential requires more than just a list of great prompts; it demands a fundamental shift in mindset and approach.

That's why we've developed the 'PROMPT mindset' — a philosophy that combines the courage to explore uncharted territories with a commitment to measurable outcomes, leveraging language models as a powerful multiplier to human proficiency, rather than a substitute for it. Through our books, training sessions, webinars, and consulting engagements, we equip people with the frameworks, strategies, and hands-on experience they need to put this mindset into practice.

Our work spans industries and domains, from marketing and consumer research to product innovation and beyond. We've partnered with many of the world's biggest companies to drive transformative change, re-imagining processes, upskilling teams, and pioneering new ways of working with language models. Whether it's using language models to supercharge market research, crafting compelling content at scale, or to ideate ground-breaking new products, we've seen first-hand the game-changing impact these tools can have when wielded with skill and vision.

At Audience Strategies, we're not just theorising about the potential of generative AI - we're living it every day, in the trenches with our clients and partners. Our regularly updated books distil the very best of these insights and experiences into actionable guidance that you can put to work immediately. But our mission extends beyond the page. Through our training programs, we help teams develop the hands-on skills and confidence to make language models a seamless part of their workflows. Our webinars and events create forums for knowledge-sharing and community-building among practitioners. And our consulting services provide bespoke support to guide organisations through every stage of their language model journey.

Ultimately, our goal is to be a catalyst and companion on your path to language model mastery — to help you not just navigate this new frontier, but to blaze new trails. We invite you to join us on this exciting journey, and to experience for yourself the transformative power of language models to elevate your work and expand your potential. Welcome to PROMPT — let's explore what's possible together.

Reach us at enquiries@prompt.mba

FOREWORDS

As we embark on this journey together, it is essential to acknowledge the profound impact technology has had on the creative industries in recent years. The fusion of art and technology has given birth to an entirely new paradigm, where the boundaries of creativity are continuously expanding, and the possibilities are virtually limitless. In this transformative era, we have been fortunate to witness and contribute to the evolution of the movie and television industries, which are at the forefront of this revolution.

With the emergence of artificial intelligence, and language models in particular, we stand at the precipice of yet another ground-breaking transformation. This incredible AI-driven tool has the potential to revolutionise the way we approach content creation and promotion. Our collective experiences have shown us how this technology can enhance the creative process, streamline workflows, and open up new horizons for storytellers.

That is why we have come together to write *PROMPT for Movies & TV*, a guide designed to help you harness the power of language models and elevate your work to new heights. We understand the unique challenges faced by professionals in the movie and television industries and hope that by sharing our insights and expertise, we can provide you with valuable tools and resources to overcome obstacles and unlock your full potential.

In this book, we present practical examples, exercises, and tips, drawing from our extensive experiences across various industries. We aim to strike a balance between human and AI-driven creativity, recognizing the importance of maintaining that vital human touch. We believe that by combining the strengths of human intuition and language models' capabilities, we can create a powerful synergy that propels us forward in the ever-evolving landscape of entertainment.

Our hope is that *PROMPT for Movies & TV* serves as a trusted companion on your creative journey, guiding you through the complexities of the industry and helping you navigate the AI-driven frontier with confidence. As you explore the pages of this book, we encourage you to embrace the limitless potential that awaits you and continue to push the boundaries of your own creativity.

Together, let us chart a new course for the movie and television industries and create a future that captivates audiences worldwide.

Sincerely,

David Boyle, Richard Bowman, Simon Jacob and Charlie Palmer

As an artist, I have always been fascinated by the intersection of creativity and technology. The delicate balance between the two has the potential to bring forth incredible innovations that not only entertain but also shape our understanding of the world around us. As a writer, director, and innovator, my own creative journey has led me to explore numerous avenues in the movies and TV industry, always seeking ways to elevate the art and craft of storytelling.

In recent years, artificial intelligence has emerged as a ground-breaking force in the entertainment industry, transforming how we approach content creation and promotion. Among the myriad AI-driven tools available today, language models stand out as a powerful catalyst for change, opening up new possibilities and pathways for creators in the movie and television industries.

When David, Richard, and Simon approached me about collaborating on PROMPT for Movies and TV, I was immediately drawn to the idea of sharing my own experiences and perspectives on integrating language models into the filmmaking process. As the founder of New Forest Film Co, I am constantly striving to reimagine the development process for TV series and feature films, embracing innovative approaches and tools such as prototyping, audience testing, and start-up philosophies.

In this book, I am excited to share my insights on how language models can help revolutionise the way we create content, offering a fresh perspective on the creative process and the role of technology in our work. I believe that by combining the power of AI with the unique human touch that defines our art, we can create truly ground-breaking projects that captivate audiences and resonate with their hearts and minds.

My hope is that, through PROMPT for Movies and TV, you will discover new ways to enhance your own creative journey, pushing the boundaries of what is possible and embracing the limitless potential that lies at the intersection of art and technology. Together, let us continue to explore new horizons, pushing the envelope of the movie and television industries, and creating a future filled with awe-inspiring stories that touch the lives of audiences around the world.

Yours sincerely,

Simon David Miller, New Forest Film Co



Simon David Miller is a creative force in the film and television industry. As the founder of New Forest Film Co, Simon reimagines the development process and brings ground-breaking TV series and feature films to life.

PROMPT for Movies and TV is a book that explores how you can use AI tools, specifically language models, to enhance your careers in the entertainment industry. As contributors to this book and as members of the founding team at Katch — a taste-based data analytics firm, we understand the value of using advanced analytics and machine learning to optimise entertainment business decisions and understand consumer behaviour. But more importantly, we believe that it's essential for anyone working in the movie and TV industry to develop these skills if they want to stay ahead of the curve.

The entertainment industry is rapidly changing, and data analytics is becoming increasingly important in understanding how to create content that resonates with audiences. Indeed, Katch was founded on this principle! As a musicologist and the architect of Pandora Radio's Music Genome Project, Nolan Gasser has seen first-hand how data analytics can shape music and content creation. As a professor of management science, Brett Danaher has consulted for numerous firms in the entertainment industry, helping them leverage the power of data to optimise their businesses. And as an entrepreneur and data scientist, Jacob Clifton has used data analytics to build his own successful entertainment-analytics company and also produced film and tv content.

The authors of this book — David, Richard, Simon and Charlie — have provided practical examples and step-by-step guides on how you can use language models to be better, quicker, and clearer in your work. We've tried to help augment those examples and we've also tried to help highlight the limits of what one can currently do with models like ChatGPT — where human expertise and creativity is still highly relevant. This book covers everything from content creation and storytelling to audience engagement and marketing. Whether you're just starting out or are already familiar with AI, this book provides you with the knowledge and skills you need to harness the power of language models and get ahead in your career.

Like the authors of this book, we truly care about helping readers turbo-charge their careers with the tools available today. By learning how to use language models like ChatGPT and other AI tools, we believe that anyone — regardless of their background or training — can benefit and excel in the ever-evolving world of movies and television.

- Nolan Gasser, Chief Genomic Officer, Katch
- Brett Danaher, Chief Data Scientist, Katch
- Jacob Clifton, Chief Technology Officer, Katch

FAQS

Q: Do I need prior experience with AI to understand the book's content?

A: No, PROMPT for Movies and TV is designed to be accessible to readers with varying levels of AI knowledge. The book walks you through the basics of language models like ChatGPT and provides practical examples and exercises that make it easy for anyone to understand and apply the concepts.

Q: What makes this book different from others on AI in the creative industries?

A: PROMPT for Movies and TV focuses on practical applications, detailed examples, and exercises specifically tailored for the movies and TV industries. The book addresses the balance between human and AI-driven creativity and discusses potential challenges and pitfalls when using AI, providing a comprehensive and realistic perspective on the subject.

Q: How does the book balance the use of AI and human creativity?

A: The book acknowledges the essential role of human creativity in the movies and TV industries while demonstrating how AI, specifically language models, can enhance and support that creativity. PROMPT for Movies and TV provides guidelines and strategies to help you strike the right balance between human input and AI-generated suggestions.

Q: How does the book address the ethical concerns surrounding AI use in the creative industries?

A: PROMPT for Movies and TV acknowledges the potential challenges and pitfalls that may arise when using AI in creative fields. The book encourages a balanced approach to human and AI-driven creativity, emphasising the importance of critical thinking, judgement, and maintaining ethical standards while utilising AI to enhance your work.

Q: Did a language model write this book?

A: No. The book was written by experienced professionals in the creative industries, who have over 50 years of combined experience. However, they certainly used language models' capabilities to enhance their work and provide practical examples and exercises throughout the book.

PREFACE

A Book in Two Parts

In Part 1, you'll discover a wealth of insights, frameworks, and practical guidance for harnessing the power of language models like ChatGPT and Copilot to help you to work better, quicker, and happier. We call this collectively the 'PROMPT mindset.' In this section, we'll introduce you to the metaphor of how language models are like 'electric bikes for your mind.' You'll be introduced to our '4 Ps' framework (preparation, prompting, process, proficiency,), which provides a roadmap for experimenting boldly with language models while staying focused on achieving tangible results. This book explores the intricacies of prompting, breaking down this essential skill into clear, actionable strategies through real-world case studies and our '10 ingredients of effective prompts' framework. Part 1 is common to all books in the PROMPT series.

We'll then move into Part 2, which applies and brings to life many of these lessons via practical examples in the world of movies and TV. You'll see our suggested multi-step, iterative way of working with language models brought to life through a large number of practical case studies. Throughout, the book balances an inspiring vision for the future of AI-augmented knowledge work with practical, responsible guidance that prioritises human agency, factual accuracy, and the irreplaceable role of human creativity and ethics in shaping the trajectory of these transformative tools. You'll learn how to use language models to create and market great content. We'll walk through processes step-by-step and focus on real-world examples to show you how to put these amazing tools to work for you.

Who Is This Book For?

This book is for the curious, the adventurous, and the strategically minded. It's for those who see the potential in new technologies like language models, but who also understand that realising that potential requires thoughtful experimentation, not blind adoption.

If you're an experimentalist at heart, eager to test the boundaries of what's possible with AI, you'll find a kindred spirit in these pages. Whether you're fresh out of school and looking to make your mark, or a seasoned leader seeking new ways to drive innovation for you and your team, you're in the right place. If you're an outsider in your industry, looking for tools to help you break new ground and disrupt the status quo, this book is for you.

This book is for innovators and those with an entrepreneurial spirit — those with the vision and drive to create something new, whether within an existing organisation or by striking out

on their own. It's for leaders who understand that the future belongs to those who can harness the power of language models not just to optimise, but to craft something new.

If you're a language model sceptic, dubious of the hype but open to persuasion, we truly welcome your discerning eye. This book isn't about wild predictions, but about practical real-world application and results.

Importantly, this book is for those who see language models as a partner, not a silver bullet. It's for readers who understand that the real power of tools like ChatGPT and Copilot lies in their ability to enhance and extend and amplify human capabilities, not replace them.

Ultimately, this book is for those ready to embrace a new era of knowledge work — one defined by collaboration between human and machine, by profound gains in productivity and creativity, and by a spirit of bold experimentation. If that sounds like you, then welcome. This book is for you.

We're Not 'AI People'

We aren't 'AI people' in the typical sense. We're more than a dozen seasoned professionals who have spent decades in the trenches of marketing, entertainment, consumer goods, higher education, and more. We're used to driving real-world results. Our team's experience spans roles at companies like Unilever, EMI Music, BBC, Harrods and beyond. We've met the challenges of building brands, engaging audiences, and moving markets. We've worked as both insiders and consultants to a huge range of brands.

What unites us is a shared revelation: the immense practical potential of language models like ChatGPT to transform how we work for the better, quicker, and happier. We've seen first-hand how thoughtful application of language models can yield step-change improvements in efficiency, creativity, and impact across a stunning range of use cases — from audience research to content creation to strategic planning. Our mission is to demystify language models, stripping away the hype to uncover the specific levers that drive better business outcomes.

So while we're decidedly 'AI people' in our enthusiastic embrace of the technology, we're emphatically not 'AI people' in the insular, technocentric sense. We're in the business of driving impact, effectiveness, and happiness, not chasing new technological fads. We believe that meaningful innovation is as much about people and process as it is about algorithms and automations.



If that sounds like a refreshingly grounded take in a field often clouded by grandiose pronouncements, well, that's the point. At PROMPT, we're committed to cutting through the noise to uncover the signal. We invite you to join us on that journey — to experience the transformative power of language models not as an end, but as a catalyst for doing your best work.

One of the most invigorating aspects of our work on PROMPT is the sheer diversity of domains we get to explore. We've seen and shown that the potential applications for tools like ChatGPT are as varied as the brilliant minds putting them to work.

Since 2022, we've had the privilege of collaborating with trailblazers across a kaleidoscopic array of fields — Grammy-winning songwriters, world-renowned architects, startup CEOs, social impact visionaries, and more. By stress-testing language models' capabilities across this wide range of contexts, we've developed robust, flexible methods for driving outsized results.

Some highlights of the applications we've tackled in partnership with domain experts:

- Supercharged data analysis and data science for a global media brand
- Decision-making support for a global entertainment brand
- Re-written the innovation process for a global consumer goods giant, resulting in quicker and better new product concepts
- Helping market research firms to deploy it to uncover richer audience insights
- Helping startup CEOs harness the technology to rapidly prototype and pressure-test business plans

What's remarkable is that virtually none of these practitioners would consider themselves 'AI people' by trade. They're creatives, strategists, managers, researchers, and leaders — experts in their crafts. Yet by incorporating language model tools into their workflows, they've been able to achieve breakthrough efficiencies and quality.

The secret is harnessing language models in a way that augments and elevates human intelligence, rather than trying to replace it. A master songwriter leveraging language models as a generative 'jamming' partner to explore melodic variations. A senior executive using the language model to roleplay incisive mock interviews. A filmmaker tapping the language model's encyclopaedic knowledge to enrich a script's believability.

Introducing: The PROMPT Mindset

The advent of powerful language models like those used in ChatGPT and Copilot has ushered in a new era of possibilities for any professional seeking to work better, quicker, and happier. However, harnessing the full potential of these tools requires more than just technical know-how; it demands a new fundamental shift in mindset and approach. We call this the 'PROMPT mindset' — a philosophy that combines the courage to explore uncharted territories with a commitment to measurable outcomes, leveraging language models as a powerful multiplier to human proficiency, rather than a substitute for it.

The PROMPT mindset is about harnessing the transformative potential of language models while tempering it with the hard-won insights and domain expertise of seasoned professionals.

Language models present both a challenge and an opportunity. A big challenge is that the allure of 'better, faster, and happier' work could lead to an overreliance on language models at the expense of critical analysis and well-crafted strategies. Chasing efficiency is a risky game.

At its core, the PROMPT mindset is about embracing language models as transformative while staying anchored to the realities of competitive dynamics and the irreplaceable value of human discernment. We liken working with language models to an electric bike for the mind: they are powerful machines that can help you cover far more ground with less effort, but they still require an active rider to steer, pedal, and navigate. Just as you wouldn't expect an electric bike to autonomously carry you to your destination, you shouldn't rely on language models to independently solve your business challenges. Human leadership and subject matter expertise remain essential.

This often means adopting an iterative, conversational approach when prompting. Rather than expecting a single query to yield the perfect insight or idea, we recommend engaging in a multi-step dialogue, progressively refining your prompts based on the model's responses.

By building up context and providing feedback, you can guide language models towards outputs that are more useful, relevant, actionable, and aligned with your unique needs.

Crucially, the PROMPT mindset also emphasises the importance of fact-checking and validating your language model's outputs. While these models are remarkably fluent and persuasive, they can also 'hallucinate,' which is the term that means they can generate content that is superficially plausible but factually incorrect or strategically off target. They can be confidently wrong. Blindly trusting their responses is a recipe for potential embarrassment at best and potential disaster at worst. Instead, we advocate using language models as a starting point for further research and ideation, always subjecting its suggestions to the scrutiny of human expertise and real-world calibration.

On the other hand, when used wisely, language models can free up precious time and mental energy for higher-value work. By at least semi-automating rote tasks and providing a rich starting point for exploration, they can help you focus on the parts of your job that truly require human ingenuity — like identifying unexpected opportunities, developing engaging narratives, and finding innovative strategies.

Ultimately, the PROMPT mindset is about harnessing the power of language models in a way that is both ambitious and pragmatic. It's about being open to the incredible possibilities that tools like ChatGPT enable while also staying clear-eyed about their limitations. It's building a partnership with the technology to maximise its potential impact for you. Most of all, it's about remembering that even in an age of artificial intelligence, real-world results still require human creativity, judgement, and empathy. By wedding the two in a spirit of experimentation, iteration, and continuous learning, bold leaders can chart a course to new frontiers of efficiency, creativity, and impact. The future is here — and it's ours to shape.

We advocate:

- **Experimentation:** Embracing a spirit of curiosity and willingness to test new ideas and approaches with language models
- **Collaboration:** Viewing language models as partners in the creative process, working alongside human expertise and intuition
- **Augmentation:** Using language models to enhance and extend human capabilities, rather than replace them entirely
- **Continuous learning:** Staying open to new possibilities and best practices as the technology and its applications evolve
- **Ethical use:** Prioritising the responsible and transparent deployment of language models, with a focus on benefiting people and society

- **Strategic thinking:** Approaching language models as tools to support and scale strategic planning and decision-making, not just tactical execution

We reject:

- **Blind trust:** Accepting the outputs of language models without question or verification, regardless of their apparent fluency or persuasiveness
- **Automation without intervention:** Pursuing efficiency and speed at the expense of quality, nuance, and deeper understanding
- **Replacement mentality:** Viewing language models as a substitute for human creativity, expertise, and critical thinking
- **Shallow adoption:** Treating language models as a plug-and-play solution without investing in the skills and processes needed to use them effectively
- **Technology reliance:** Elevating the role of language models above human judgement and assuming that machine intelligence is inherently superior or more reliable

PART 1: THE PROMPT MINDSET

Welcome to Part 1 of our exploration into the world of language models and their transformative impact on knowledge work. In this section, we'll lay the foundation for understanding what language models are, how they work, and why they're so powerful. We'll explore the key concepts, terminology, and frameworks that will guide your journey towards harnessing these tools effectively in your own work.

Through a combination of research insights, practical examples, and hands-on guidance, Part 1 will equip you with the knowledge and skills needed to start experimenting with language models and experiencing their benefits first-hand. Whether you're a complete beginner or already have some experience with AI, this section will provide you with a comprehensive understanding of the language model landscape and how to navigate it with confidence.

We'll start by defining the key terms and explaining why language models are the primary focus for augmenting knowledge work. Then, we'll dive into how these models work, exploring the concepts of training data, pattern recognition, and knowledge generation. From there, we'll examine the multifaceted benefits of language models, from boosting productivity and quality to enhancing creativity and job satisfaction.

Next, we'll introduce a range of practical taxonomies and frameworks for understanding the vast array of language model applications, helping you identify high impact use cases in your specific domain. We'll also explore the four core skills that language models possess — synthesis, learning, writing, and thinking — and how these can be leveraged to revolutionise various aspects of knowledge work.

Building on this foundation, we'll then delve into the practical lessons and strategies for applying language models effectively, centred around our '4 Ps' framework of Preparation, Prompting, Process, and Proficiency. Through detailed explanations and real-world examples, you'll learn how to craft effective prompts, engage in iterative refinement, and develop the skills needed to collaborate with language models successfully.

Finally, we'll zoom out to consider the broader journey of language model adoption, both at an individual and organisational level. We'll explore the typical phases of adoption, address common misconceptions, and paint a vision of a future where language models democratise and enhance knowledge work for all.

By the end of Part 1, you'll have a robust understanding of language models and a practical toolkit for starting to harness their potential in your own work. So let's dive in and begin this exciting journey together!

Note: Part 1 is common to all books in the PROMPT series, as it lays the foundation for understanding and effectively using language models like ChatGPT.

After laying this groundwork in Part 1, each book then dives into a specific industry or domain in Part 2. There, you'll find detailed examples, case studies, and best practices tailored to your particular field. Part 2 will show you how to apply the concepts from Part 1 to solve real challenges and seize new opportunities in your area of expertise.

So whether you're reading PROMPT for Brands, PROMPT for Musicians, or any other book in the series, you'll start with this common foundation in Part 1 before exploring the specific applications relevant to your world in Part 2. Let's dive in and discover how language models can help you achieve more than you ever thought possible!

WHAT ARE LANGUAGE MODELS?

In this chapter, we'll lay the foundation for understanding what language models are and how they work. We'll start by defining some key terminology, then explore why we're focusing specifically on language models rather than other types of AI. Next, we'll dive into what language models actually are and how they function. We'll look at the interplay between models, products, and tools to help you choose the right technologies. Finally, we'll examine some of the key limitations of language models to keep in mind. By the end of this chapter, you'll have a solid grasp of the fundamentals needed to start applying language models effectively in your work.

Terminology

AI (artificial intelligence): AI refers to the broad field of computer science focused on creating intelligent systems that can perform tasks that previously required human-like intelligence. You likely already interact with AI every day when you use voice assistants like Siri or Alexa, get personalised recommendations on Netflix, or see facial recognition on your smartphone.

Note: We find this term to be too broad to be very useful in most contexts.

Generative AI: Generative AI is a subset of artificial intelligence that focuses on creating new content, such as text, images, audio, or video, inspired by the patterns learned from the content that the AI was trained on. Language models are a type of generative AI. *Note: We find the term 'generative AI' is also too broad to be very useful in most contexts.*

Language models: Also known as large language models (LLMs), are a specific type of generative AI that excel at processing and generating human language. These sophisticated models are trained on vast amounts of text data, allowing them to learn the intricate patterns, relationships, and contextual nuances of ideas, words, and phrases.

While state-of-the-art language models are increasingly capable of handling images, speech, and other data types (they are multimodal), their core strength remains in the realm of 'text-in, text-out' interactions. It is this mastery of language, the building blocks of thinking and communicating, that makes language models so profoundly impactful and widely applicable across industries and use cases. Therefore it is mostly 'text-in, text-out' that we focus on.

Note: Throughout this book, we'll primarily use the term 'language models' to refer to this transformative technology, rather than the broader categories of 'AI' and 'generative AI.'

Products: Products are the user-facing applications or interfaces that allow people to interact with language models. For example, ChatGPT is a product that provides an intuitive chat

interface for engaging with the language models from OpenAI like GPT-4o. And Claude.ai is a product that provides a chat interface to the models by Anthropic.

Models: Models refer to the underlying AI algorithms that have been trained on large datasets to perform specific tasks. For instance, GPT-4o is a language model developed by OpenAI that powers products like ChatGPT. And Claude 3 Opus is a language model developed by Anthropic that powers the paid version of their Claude.ai product.

Tools: Tools are additional capabilities or functionalities that can be integrated with language models to extend their abilities. These can include features like web browsing, image generation, or access to specific databases. For example, ChatGPT can use tools like searching the internet or DALL-E for creating images based on textual descriptions.

Precision in our language is crucial when discussing transformative technologies like language models. By using specific terms and understanding their distinctions, we can cut through the hype, demystify the technology, and ensure that we're all on the same page.

For instance, recognizing that ChatGPT is a product that interfaces with the GPT-4o language model, which can be extended with tools, allows us to have more meaningful and nuanced conversations about its capabilities and limitations.

Moreover, by being more precise in our language, we can better grasp the potential of this technology and more easily develop strategies to overcome limitations.

Why We're Focused on Language Models

While generative AI is rapidly expanding into new content domains, from images to speech to 3D environments, our primary focus at PROMPT is on language models and their vast potential for augmenting knowledge, information and communication work. There are several reasons we believe mastering language models should be the priority for most organisations and professionals today:

- **Maturity and accessibility:** Language models represent the current apex of generative AI. They're the easiest to control and they're useful for more tasks. They're also the most accessible, with user-friendly conversational interfaces like ChatGPT putting their power at everyone's fingertips.
- **Centrality of language:** Language is the currency of thinking and communicating at work — from emails and documents to meeting notes and presentations, we spend our days swimming in a sea of words. Any tool that can help us navigate and use language more effectively thus has immense utility across roles and industries.

- **Versatility of applications:** Because so much knowledge work revolves around ingesting, making sense of, and communicating information, language models can enhance a staggeringly wide range of activities such as analysing data, summarising takeaways, drafting content, and generating ideas. If a task touches language, a language model can likely assist.
- **Transferable skills:** Mastering language models builds a foundational competency that readily extends to other generative domains. The same principles of iterative guidance, example-based learning, and output evaluation apply whether you're working with text, images, or beyond.

Ultimately, we believe the businesses that will thrive in the era of language models will be those that go beyond surface-level experimentation to deeply integrate them into their operational muscle memory. They'll design prompting guides as rigorously as their brand standards, build model-assisted research and ideation into their strategic planning cadences, and upskill teams to interface with language models as naturally as they do with spreadsheets and slide decks.

That's the world we're racing to build — one where the question is not human versus machine, but how to architect the optimal interplay between them. With language models as the vanguard, we're on the cusp of a once-in-a-generation leap forward in knowledge work. It's time to embrace the wave, ride the momentum, and steer towards a future of radically elevated human potential.

So, What Is a Language Model?

We find the following framing helpful: Think of them as having learned from a rough approximation to the sum total of human knowledge and enabling the analytics of knowledge as a result.

At its core, a language model is a sophisticated statistical tool for processing, predicting and generating human language. But that dry technical description hardly does justice to the awe-inspiring capabilities of the best models.

The Sum Total of Human Knowledge

Imagine for a moment the vast corpus of text data that the best models were trained on. While the exact details are not public, it's widely believed that they were trained on a significant swath of the high-quality information available online and beyond, including:

- Millions of books spanning fiction and non-fiction, technical manuals to mass-market paperbacks — copyrighted and not

- News archives reaching back decades, with an emphasis on reputable sources
- Academic publications and educational materials across every conceivable discipline
- Historical documents, legal records, patents, and other public data troves
- Billions of social media posts, blogs, forums, and online conversations
- Transcripts of films, TV shows, YouTube videos, podcasts and more

In a very real sense, this training data represents a substantial cross-section of all recorded human output to date — the culmination of centuries of knowledge-seeking, experience, creativity, and discourse. An approximation to the sum total of human knowledge.

We've had access to this knowledge via search engines like Google and stores like Amazon for decades. But there's a limit to the number of books, websites, and other documents you can read, let alone remember. For language models, there is no limit. By ingesting and identifying patterns across this vast data set, language models construct an intricate map of the underlying structure behind words. How concepts relate to one another, and how language is used to inform, inspire, persuade, and entertain. Language models can draw on that underlying structure behind the sum total of human knowledge to predict what would be a useful response to each and every prompt you give them.



They'll take insights from plays and social media and medical journals and market research reports to respond to every single prompt you send. Amazing.

When prompted with a query, these models draw upon the vast web of associations and patterns they've internalised to generate a response that is statistically probable given the context. They're not merely retrieving pre-written information, but dynamically constructing new text that mirrors the semantic and stylistic patterns of your prompt and their training data. It's a fundamentally generative act, one that reflects an intricate understanding of how language is structured and deployed across an astonishingly wide range of domains. This generation happens word by word, with the model predicting the most likely next word based on the sequence of words that came before it. At each step, the model is essentially asking itself, "Given everything I've seen in my training data, and given the specific words in this prompt, what word is most likely to be most useful next?" By iterating on this process — selecting a word, updating its context, and predicting again — the model can construct entire paragraphs and pages that feel uncannily human-written. It's a testament to the power of statistical pattern recognition applied at an unprecedented scale.

This is a novel and profound thing to contemplate. With the right prompting, we now have the ability to query this vast knowledge base on demand, drawing upon relevant information synthesised from countless authoritative sources. Whether you're researching the causes of the French Revolution or the latest breakthrough in quantum computing, chances are the best models can generate useful explanations, analyses, and debate — drawing on the distilled wisdom of hundreds or thousands of experts.

In a sense, every time we use a model, we're tapping into a kind of collective human intelligence — the product of our species' tireless drive to learn, document, and share understanding. That's both hugely exciting and a bit humbling. As we stand on the shoulders of intellectual giants, these models offer a powerful new perch from which to see further.

The Analytics of Knowledge

For years, tools like Excel and SQL have revolutionised how we manipulate numbers, allowing us to identify patterns, fill gaps, and extrapolate numerical trends. This ability to dissect and reconfigure numbers has been a cornerstone of data analysis. Today, we stand on the brink of a similar revolution, but this time, it's the realm of words — language, ideas, and knowledge — that's being transformed. Enter the concept of 'knowledge analytics,' a domain where the analytical power we've wielded over numbers extends into the vast, untamed wilderness of words. This breakthrough represents a seismic shift in our ability to harness, understand, and innovate with the full spectrum of human intellect.

With language models as our eager analysis partner, we can perform feats of knowledge analytics that would be difficult or impossible for humans alone:

- **Condensing information at scale:** Instantly distilling key insights from vast troves of text, from market research reports to customer feedback, allowing us to quickly grasp the essence of any dataset

- **Generating and refining ideas:** Coming up with potential new solutions to a problem, then pressure-testing each one from multiple angles to arrive at the most promising and robust concepts
- **Crafting compelling content:** Writing or editing for resonance across different audiences and contexts, ensuring our communications strike the right chord every time
- **Uncovering hidden connections:** Applying analogical reasoning to surface non-obvious parallels and lessons from one domain that can shed light on strategic challenges in another, sparking innovative thinking

Of course, ‘knowledge analytics’ is not a turn-key solution. As with data analytics, it requires careful framing of the problem, cleaning and structuring of inputs, and iterative refinement of outputs. We must learn to wrangle language models with the same mix of technical chops and domain savvy that distinguishes the superstar Excel analyst from the Excel novice.

But for those willing to invest in this new skill, the rewards are immense. Suddenly, scouring the collective intelligence of humanity for relevant insights becomes a task that can be accomplished in minutes, not months. And generating a creative array of solutions or framings is as simple as a well-crafted prompt, rather than an all-day brainstorm.

In a world where the pace of change is only accelerating, this ability to rapidly make sense of complex information landscapes and divine actionable wisdom will be an immense competitive advantage. Organisations that successfully harness knowledge analytics will be able to learn faster, decide smarter, and adapt with more agility than those mired in legacy ways of working.

So the next time you’re grappling with a thorny business challenge, consider: What would it look like to unleash the knowledge-crunching power of a language model on this problem? With a little elbow grease, you may just find that the answers you seek are hiding in plain sight, waiting to be surfaced.

Language Model Fundamentals

Models, Products, and Tools. Choosing The Right Technology

When it comes to applying language models to real-world knowledge work, the sheer array of available products can be overwhelming. But, one product stands out as the clear frontrunner for the majority of use cases: ChatGPT.

There are several key reasons why ChatGPT has become our go-to choice. First and foremost, it simply offers the best balance of capability and accessibility among mainstream language models. With its broad knowledge base, impressive linguistic fluency, and intuitive interface, ChatGPT is uniquely well-suited to tackling a wide range of tasks — from research and analysis to ideation and content creation.

Moreover, ChatGPT benefits from OpenAI's track record of constant iteration and improvement. The model is continually evolving, with regular updates that expand its capabilities and refine its performance. This means that the skills and workflows you develop while using ChatGPT will remain relevant and valuable over time, even as the underlying technology advances.

It's also worth noting that ChatGPT is by far the most widely adopted language model product, with a thriving ecosystem of users and applications. This broad usage confers several advantages. The techniques and best practices you pioneer with ChatGPT will be highly portable and applicable across domains. You'll be able to tap into a wealth of community knowledge and collaborate with like-minded practitioners around shared standards.

Of course, ChatGPT isn't the only game in town. There are a range of powerful language models available, each with its own strengths and specialties. When evaluating these alternatives, the key benchmark as we go to press is OpenAI's GPT-4o — the underlying model that powers ChatGPT's paid versions. Products like Anthropic's Claude 3 Opus and Google's Gemini 1.5 Pro have shown impressive results on par with or even exceeding GPT-4o on certain tasks.

For general-purpose use cases, OpenAI's GPT-4o (accessible for free via ChatGPT) remains the gold standard in terms of performance and flexibility. But for applications that require more natural writing, Anthropic's Claude 3 Opus is a strong alternative.

But crucially, for the vast majority of mainstream knowledge work, GPT-4o level performance remains the benchmark. Unless you have a highly specific, niche use case that pushes the boundaries of ChatGPT's capabilities, or requires specialised domain knowledge, you'll likely be well-served by sticking with this proven platform.

To get the most out of these, it's important to understand some key terminology. In the world of generative AI, products like ChatGPT, Claude, or Perplexity provide user-friendly interfaces

to interact with underlying language models like GPT-4o or Claude 3 Opus. These models, in turn, can access various software tools to extend their capabilities, enabling functions like document search, image generation, web browsing, and data analysis.

When working with any language model product, privacy and ethics should be top of mind. While these models are highly capable, they're not infallible — and the data you input can potentially be used to further train and refine the system. As a best practice, ChatGPT should always be used in private mode for any sensitive information. A good rule of thumb is to only upload data that you'd be comfortable sharing with a rival CEO.

Ultimately, the choice of which language model to deploy depends on your specific needs, available resources, and level of language model proficiency. But for most knowledge workers looking to harness the power of language models today, ChatGPT hits the sweet spot — offering unparalleled versatility, usability, and extensibility. By focusing on mastering this core platform, you'll be well-positioned to unlock new levels of productivity and creativity in your work. The future of AI-augmented knowledge work is bright. With language models as your virtual assistant, that future is yours to write.

Unpacking The Ingredients of a Response

When you engage with a language model, the response you receive is the product of a complex interplay of different inputs. Understanding what goes into shaping the model's output can help you craft more effective prompts and get the most out of your AI-augmented workflows.

At a high level, a language model's response is influenced by:

- **Your custom instructions:** Any bespoke guidance you provide about your communication preferences, domain expertise, or desired response style. This might include specifying your professional background, the type of language you want the model to use, or the perspective you want it to adopt. In ChatGPT you can enter these once and have ChatGPT draw on them at the start of each conversation to guide it. Our verdict? Useful for setting the tone and context, but easily forgotten by the model in a long conversation.
- **Your prompt:** The specific query or request you pose to the model, which can be up to ~20,000 words in ChatGPT or ~150,000 words in Claude.ai. Crafting clear, detailed, and well-structured prompts is crucial for steering the model towards your intended output. Our verdict? Great for providing direction and getting targeted responses, up to around 20-30,000 words. After that, you need to be more and more careful that the context is useful (rather than distracting) and that you give the model clear instructions on what aspects of the context you want it to draw upon.

- **Knowledge from training data:** The vast corpus of online text data that the model was originally trained on, encompassing websites, books, articles, and more that were fed to it during its training. This gives the model a broad (though not always perfectly accurate or up-to-date) knowledge on a wide range of topics. Our verdict? Excellent for common knowledge queries, but can struggle with niche facts. Can't contain recent information beyond the model's training date.
- **Some chat history:** A portion of the conversation history from your current session, which helps maintain context and coherence across the exchange. However, the model's 'memory' is limited to around ~20,000 words for ChatGPT (and much less / more in other products), after which earlier parts of the discussion may be forgotten. Our verdict? Useful for maintaining continuity within a session, but be careful as the model's attention can wane for very long conversations.
- **Optional snippets from search or documents:** In some products like ChatGPT, a language model can use a search tool to retrieve and incorporate pertinent information from online searches to supplement its knowledge. Similarly, if you upload long documents, models can use a search tool to extract relevant excerpts to inform its responses. Our verdict? This can occasionally provide helpful additional context, but search quality is often poor and may introduce irrelevant or unreliable information.
- **Relevant items from memory bank:** Some language model products like ChatGPT offer the ability to save key snippets or takeaways from a conversation into a 'memory bank.' On subsequent interactions, even if the full chat history has been truncated, the model can still draw upon these stored highlights to inform its understanding and responses. This can be a useful way to maintain continuity and build upon prior discussions over extended engagements. While not a full solution to the model's limited 'attention window,' this memory bank feature can help mitigate the downsides of chat history loss and keep the focus on the most salient points. Judicious use of the memory bank can make interactions with language models feel more coherent and cumulative, as though it's building a shared context with you over time. Our verdict? When available, storing select information in the memory bank can definitely enhance your language model interactions, especially for complex, multi-session projects.

By thoughtfully orchestrating these ingredients — providing crisp instructions, posing well-crafted prompts, seeding helpful context, and iterating based on the model's outputs — you can significantly influence the quality and utility of the responses you receive.

Language Models Aren't Perfect

Now that we've explored the immense potential of language models, it's crucial to also understand their limitations. In this section, we'll dive into the two most significant ways in which language models fall short of perfection: Their propensity to be confidently wrong about niche facts and their inability to maintain long-term memory or focus within a conversation. By examining these shortcomings, we can develop strategies to mitigate their impact and use language models more effectively.

Language Models Can Be Confidently Wrong on Niche Facts

For all their power and fluency, even the best language models have an important limitation that users must be aware of: They can sometimes be confidently wrong. Especially when it comes to uncommon or niche facts. This is technically referred to as 'hallucination.'

This stems from the way these models learn and reason. Rather than memorising a knowledge base of facts, they pick up on broad patterns and associations across their training data. When prompted, they generate a response based on what would be most statistically probable given those patterns.

Most of the time, for common or non-niche topics, this works remarkably well. The 'wisdom of the crowds' effect means the most frequent associations are also often the most truthful. But for more obscure or specialised domains where training data is sparse, the model may latch onto spurious correlations or confabulate plausible-sounding but incorrect responses. So be alert.

This can manifest in a few ways:

- Conflating similar-sounding statistics or anecdotes, e.g. mixing up details from different niche historical events
- Mis-remembering or misattributing niche quotes, ideas or sources
- Inventing superficially convincing but inaccurate explanations for niche technical concepts
- Making mistakes on questions requiring recall of niche facts, like uncommonly referenced dates

Complicating matters, the model will often state these false facts with the same assured confidence as its more reliable outputs. Without deep subject matter knowledge, it can be difficult to spot a 'hallucination.'

The key takeaway here is not that language models are unreliable, but rather that their reliability is uneven. They can be uncannily accurate on some topics and subtly but stubbornly wrong on others, with little to signal the difference beyond our own domain knowledge.

So how can we reap the immense benefits of language models while mitigating the risks of these ‘confident hallucinations?’ A few strategies:

- Fact-check important claims against authoritative sources, especially in high-stakes domains like health, finance, or law
- Cross-reference key details across multiple reliable sources to identify and resolve inconsistencies
- Lean on your own and others' expert judgement to assess the plausibility of model outputs in your domain
- Use prompts that encourage reasoning transparency, e.g. “Explain your step-by-step logic for arriving at that conclusion”
- Maintain a healthy scepticism and probe deeper when something seems off, even if the model states it confidently

Ultimately, engaging with language models is certainly not about blindly trusting or ignoring their outputs, but about cultivating a discerning partnership — one in which we very much bring our own intelligence to the table.

By playing to the models' strengths while proactively compensating for their weaknesses like niche fact recall, we can harness their potential to help us work better, quicker, and happier. It's a dance of human and machine, each elevating the other through their unique capabilities.

So the next time a language model confidently serves up a surprising fact or figure, take it as an invitation for further exploration, not a finding to take at face value. Dig deeper, pressure-test against other reputable sources, apply your own critical reasoning. The truth is out there — it just might take a little extra sleuthing to pin down when a language model is involved.

In addition to occasional inaccuracies, another limitation of language models is their inability to maintain long-term memory or focus, which we'll explore next.

Language Models Can Forget and Be Inattentive

While a conversation with a language model like ChatGPT can feel remarkably natural and coherent, it's critical to remember that under the hood, these models don't maintain any kind of persistent long-term memory or attentional state in the way humans do. Every response is generated from scratch when a product like ChatGPT sends both your current prompt and a limited window of immediate conversation history as context to an underlying memoryless model like GPT-4o. Sending the conversation history along with your current prompt certainly

makes it seem like the model has remembered things from earlier in the conversation. And this certainly helps it to better respond to your current prompt. But, in reality, each time you send a prompt, a memoryless model like GPT-4o is seeing that whole conversation for the first time.



This ‘memoryless’ architecture means that language models do not actually learn or update their knowledge based on interactions with users. The ‘pre-trained’ in GPT (Generative Pre-trained Transformer) underscores that these models have a fixed set of associations and patterns internalised from their initial training data. They can draw upon this knowledge base to engage in all sorts of impressive linguistic feats, but they’re not actively accumulating new information or evolving their understanding over time or even within any one conversation. It’s a subtle but crucial distinction that’s key to setting appropriate expectations and using them effectively.

This ‘memoryless’ architecture has some significant implications and limitations that users must be mindful of:

- **Forgetting the past:** Language models have a fixed ‘attention window’ — a maximum number of words from the conversation history that they can consider as context when generating their next response. For models like GPT-4o when used in ChatGPT, this window is typically on the order of 20,000 words. For models like Claude 3 Opus when used in Claude.ai, this window is nearer 150,000 words. Once a back-and-forth exchange exceeds that length, the model will necessarily ‘forget’ anything from earlier in the conversation as it will fall outside its ‘context window.’
- **Inattention to salient points:** Even within their attention window, language models may struggle to know which are the salient points of a long conversation. They can sometimes lose the thread or gloss over important details that were mentioned earlier

in the conversation but are no longer top of mind. It's as though they aren't paying enough attention to the relevant parts of a long conversation.

To work effectively with language models given these constraints, a few strategies can help:

- **Start fresh for a fresh take:** For complex or critical tasks, consider spinning up a new conversation rather than extending an existing one. To ensure all the relevant context can fit within the attentional sweet spot. Trying to extend a long thread can lead to confusion and suboptimal results.
- **Recap and rephrase:** Periodically summarise the main points from the conversation so far and feed them back as part of a new prompt in a new chat. This can help re-centre the model's focus and counteract the attention drift that happens over lengthy exchanges.
- **Slice and dice:** Break large tasks into more targeted and self-contained subtasks that fit comfortably within the attention window. Stitch the pieces together on your end rather than expecting the model to hold the entire problem space in its head at once.
- **Take notes as you go:** Save key snippets, decisions, and discoveries from your exchange externally so you can easily refer back or build on them later. Your own permanent memory can help compensate for the model's ephemeral one.

By being aware of language models' memory and attentional boundaries, we can meet them where they are and get the most out of the collaboration. It's not about expecting a perfectly omniscient conversation partner, but rather learning the quirks and cadences of the tool to elegantly dance within its limitations.

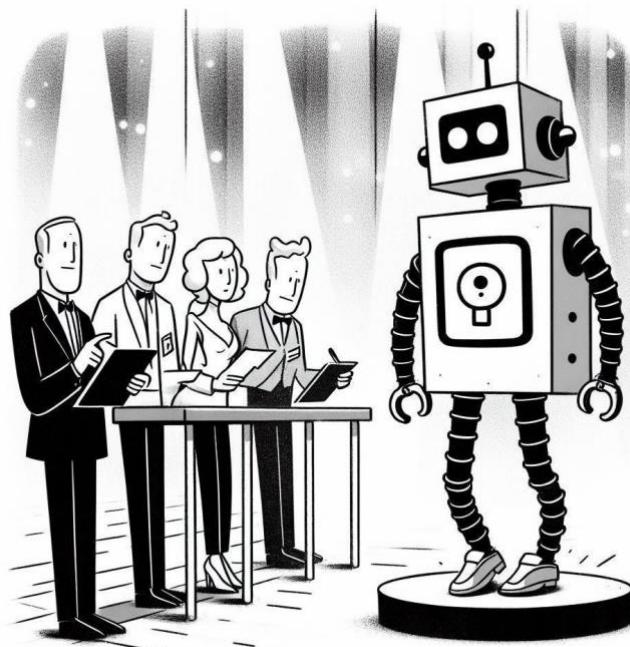
An analogy might be engaging with someone in the throes of anterograde amnesia — someone who retains all their prior knowledge and skills but cannot form new long-term memories. With care and compassion in how we structure our interactions, profound connection and co-creation is still very much possible. We simply adapt, guide, and remember them along the way.

So the next time you're deep in an extended back-and-forth with a language model and it seems to be losing the plot, take it not as a sign of failure but as a gentle nudge. An opportunity to reflect, recalibrate, and meet the model anew with clarity and grace. In the dance of human and AI, sometimes a well-placed lead is all it takes to get the steps flowing once again.

Understanding the basics of what language models are, how they work, their various forms, and their limitations provides an essential foundation as we start to explore their potential applications. Armed with this knowledge, we're ready to dive into the next chapter, where we'll examine the tangible benefits language models can bring to your work.

HOW HELPFUL ARE LANGUAGE MODELS?

In the previous chapter, we unpacked the core components and capabilities of language models. But what does this mean in practice? How can these tools tangibly boost your productivity, performance, and job satisfaction?



The era of speculating about the potential professional impact of language models is firmly over. A large body of rigorous academic research has delivered an unambiguous verdict: language models are not just a toy for tech enthusiasts but a bona fide boost to productivity and performance across a wide range of knowledge work domains.

Study after study from institutions like MIT, Harvard Business School, UC Berkeley, and Stanford have put language models through their paces in real-world workplace scenarios. The results from Dell'Acqua, F., et al. (2023) and Noy, S., & Zhang, W. (2023) paint a consistent and compelling picture:

Faster task completion: Across writing, analysis, coding, and problem-solving tasks, workers with access to language models get the job done substantially faster — often in a fraction of the time it takes their unassisted counterparts. We're talking speed gains of 50% or more in many cases.

- **Better work product:** It's not just about speed — the quality of the output gets a boost too. Deliverables created with the aid of language models consistently earn higher

ratings for attributes like clarity, insight, thoroughness, and overall effectiveness. Language model assistance helps people put their best foot forward.

- **Less drudgery, more creativity:** By offloading a good deal of the rote labour involved in research, writing, and even coding, language models free up workers' mental bandwidth for higher-value cognitive tasks. People report feeling less bogged down in the weeds and more able to think strategically and creatively.
- **Happier, empowered employees:** Perhaps unsurprisingly given the above benefits, folks who incorporate language models into their workflows tend to find their jobs more satisfying and meaningful. They feel a greater sense of efficacy, accomplishment, and even enjoyment in their day-to-day lives. Hardly the dystopian displacement some had feared.

What's remarkable is the sheer diversity of tasks in which these gains have been observed. From crafting persuasive emails to analysing contracts to generating novel product concepts, language models are proving their versatility as a cognitive companion across domains.

Of course, unlocking these benefits requires more than just throwing a language model at a problem and hoping for the best. As discussed elsewhere in this book, using language models effectively means mastering a range of skills from prompting to evaluating responses and from being clear about your requirements to and iterative refinement. Collectively, the studies make clear that it's the combination of human and machine intelligence that delivers peak performance.

But for those willing to invest in developing that crucial human-language model collaboration muscle, the rewards are substantial and wide-ranging. In an era where the pace of business seems to accelerate by the day, the ability to fundamentally turbocharge the core activities of knowledge work amounts to a formidable competitive advantage.

For organisations, this means the imperative to upskill workers on language models is no longer a nice-to-have but a strategic necessity. The teams that move fastest to weave these technologies into their operational fabric will be best positioned to reap the efficiency and innovation gains they enable. Deferring adoption is implicitly deciding to do more with less.

At the individual level, we believe that proficiency with language models will rapidly become table stakes for knowledge workers seeking to remain at the top of their game. Just as using spreadsheets or presentation software evolved from a specialist skill to a universal job requirement, comfort collaborating with language models will be the new must-have for the professional class.

The good news is that the productivity benefits of language models accrue to novices and power users alike — everyone's on a learning curve together. The key is simply to start somewhere, go in with an open and experimental mindset, and embrace the iterative

process of trial and error. Don't be afraid to dive in and get your hands dirty; each interaction with the technology, whether a resounding success or an instructive misstep, is a valuable data point on your journey to mastery. Trust that with consistent practice and a willingness to learn from both triumphs and stumbles, you'll steadily hone your instincts for how to wield these tools for maximum impact. The path to proficiency is paved with curious exploration.

So whether you're an executive looking to supercharge your organisation's collective output, a mid-career professional eyeing the next rung on the ladder, or a fresh graduate seeking an edge in a dynamic job market, the verdict is: fluency with language models is a 21st-century power skill par excellence. Dive in — your future productivity (and prosperity) will thank you.

A Special Focus on Happier Working

While the productivity and quality benefits of language models like ChatGPT are often the focus, an underappreciated yet crucial advantage is the increased happiness and satisfaction they bring.

By automating routine, mundane tasks, language models free you up to focus on more fulfilling, creative and complex work that better uses your unique human skills and passions. This shift away from tedious 'busywork' and toward more meaningful activities can be a major boost to engagement and morale. People thrive when they feel they are doing work that matters and making full use of their talents.

Language models also act as an always-available brainstorming partner and sounding board, enhancing individual creativity. Overcoming mental blocks becomes easier, allowing you to stay in flow.

Perhaps most significantly, the time savings enabled by language models supports a better work-life balance. When work can be accomplished more quickly and efficiently, people have more bandwidth for the other important parts of life — family, friends, hobbies, and rest. Reducing the stress of overwork and 'time poverty' is a key ingredient for happiness.

When people feel engaged, empowered, supported, and balanced in their jobs, they aren't just more productive — they're happier. And that boost in mood and morale has positive ripple effects on teams, organisations, and personal lives. Fulfilment at work translates to a greater sense of well-being overall.

So while the 'better' and 'quicker' benefits of language models are indeed compelling, let's not underestimate the power of 'happier.' Making work not just more efficient but more enjoyable for the human beings doing it may be one of the most important and transformative ways language models shape the future of work.

While the productivity and quality benefits are clear, it's important to note that realising this potential requires more than just access to the technology. Let's explore what it takes to use language models skilfully.

Good Use Takes Skill

Imagine being gifted a finely-crafted tool, capable of yielding remarkable results — but only in the hands of someone who has taken the time to master its use. Such is the nature of working with language models like ChatGPT; the returns are highly dependent on the skill of the operator.

Consider the analogy to photography. Today's cameras are marvels of technology, with auto-focus, auto-exposure, and intelligent post-processing that make it easier than ever to capture a decent photo. But in the hands of a master photographer — someone with a keen eye, a deep understanding of light and composition, and honed technical skills — that same camera can produce images of breath-taking artistry and impact.

Similarly, an experienced executive knows that the key to a productive relationship with a human assistant is not just delegation, but partnership. By providing clear goals, context, and feedback, and by leveraging the assistant's unique skills and knowledge, a savvy leader can achieve outcomes that would be impossible alone.

Those who approach these models as a mere novelty or a plug-and-play solution are likely to be underwhelmed. Pasting in a standard prompt and expecting flawless output on the first go is a recipe for frustration. The generated text might be grammatically fluent but conceptually fuzzy, or technically on-topic but strategically off-target.

On the other hand, those who invest in understanding the capabilities and quirks of language models, and who practise the art of prompt crafting and iterative refinement, can use them to achieve exponential gains in productivity and creative output. For these power users, the models become a true force multiplier, augmenting and accelerating their professional potential.

So what sets the power users apart? A few key principles and practices:

- **Clarity of intent:** Before engaging the model, they have a crystal-clear sense of what they're trying to achieve — the more specific the goal, the better. “Help me write something clever” is an invitation for meandering. “Generate a 100-word teaser for a blogpost aimed at CIOs about the potential of 5G in manufacturing” provides solid guidance towards what a useful result looks like.
- **Domain knowledge:** They bring their own subject matter expertise to the table, allowing them to provide detailed context, evaluate outputs critically, and guide the model towards relevant and factually grounded responses. They know what jargon, frameworks, and edge cases to mention to elicit the most incisive writing.
- **Iterative refinement:** They see prompting as a process, not a single step. If the initial output misses the mark, they dig into why and modify their approach accordingly.

They might provide more contextual examples, tighten up the language, or break the task into smaller sub-prompts. Each round brings them closer to their ideal.

- **Prompt-writing prowess:** Over time, power users develop an intuition for what prompts work best for different use cases. They know when to be descriptive vs. prescriptive, how to balance open-endedness and specificity, and how to strike the right stylistic notes. Prompting becomes a skill in itself.
- **Tool mastery:** They're not just proficient in prompting but also in the technical details of the model's implementation. They understand concepts like token limits, temperature settings, and example-based prompting, and use them to fine-tune performance. If a model offers plugins or integrations, they're eager to experiment with them to expand their creative palette.

Fundamentally, power users see language models as a collaborator, not an oracle. They know that the quality of the output is a function of the quality of their input — garbage in, garbage out. But they also know that with careful steering and a dash of serendipity, these models can take them to innovative places they wouldn't have reached without them.

Of course, even power users have their off days. The nature of working with language models means there will always be an element of unpredictability; a prompt that worked wonders yesterday might yield perplexing results today. But they take this in stride, seeing it as part of the learning process. Each surprising response is a chance to update their mental models and sharpen their skills.

Perhaps most crucially, they approach language models with a spirit of experimentation and play. While they might be putting the tools to serious professional use, their mode of interacting retains a sense of curiosity and wonder. They're not afraid to try wacky prompts, to push the boundaries of what's possible, to let the model surprise them. It's in that dance of structure and spontaneity that the real magic happens.

In the end, using language models skilfully is about understanding that you get out what you put in. It's about developing a keen sense of when to lead and when to follow, when to be precise and when to leave room for serendipity. It's a unique blend of art and science, and one that promises to be a defining competency of knowledge work in the years to come.

The invitation, then, is to approach these powerful tools with humility and an open mind. Be patient with yourself as you develop your own prompting voice and be generous with your scepticism when evaluating the model's responses. The road to mastery is paved with iterated attempts, each one a learning opportunity.

So go forth and prompt! The next frontier of your professional potential awaits just on the other side of the blinking cursor. With practice and perseverance, you too can use language models like the precision instruments they are.

The productivity benefits of language models extend beyond major breakthroughs to the cumulative impact of many smaller optimisations. Let's look at an example.

Sometimes the Small Wins Make a Big Difference

When considering the potential of language models, it's natural to want to focus on ground-breaking, headline-grabbing applications — the kind that fundamentally disrupt entire roles or business models. We've worked with many companies on these.

However, as we'll illustrate in this section, some of the most profound and far-reaching benefits of language models often spring from surprisingly mundane sources. And overlooking these is missing out on a huge part of the impact. The small, unsexy optimizations that, at first glance, might seem hardly worth the effort to automate. But when these micro-efficiencies are leveraged consistently across an organisation, the cumulative impact can be as big or bigger than the ground-breaking applications.

Take, for instance, the case of plastic surgeons adopting language models to streamline their post-operative note taking, as studied by Abdelhady & Davis (2023).

Traditionally, surgeons would spend an average of 7 minutes post-operation dictating or writing up their notes — a necessary but tedious task that siphoned away precious time and focus from higher-value activities like seeing more patients or strategizing treatment plans. But with the introduction of language models, a careful study showed that a 7-minute chore could be reduced to a mere 5-second prompt to a language model, which then filled in the details and wrote up the relevant report. Multiply those savings across several surgeries a day, every day, and the cumulative impact on productivity is staggering.

What's more, in blind tests, the AI-generated notes were found to be of higher and more consistent quality than the human-written ones, with 100% adherence to required rubrics and inclusion of key details. Not only did the technology save time, it standardised best practices and reduced human variability. The result? More complete records, fewer oversights, and ultimately better patient care and safety.

The icing on the cake was that patients themselves responded positively to the AI-assisted notes when surveyed, citing greater clarity and comprehensiveness. This suggests that far from being a clinical optimization concern, language models can directly elevate the end-user experience and satisfaction when thoughtfully deployed.

While the plastic surgery example may seem niche, it perfectly encapsulates the transformative potential of language models to streamline rote knowledge work across contexts. Consider the possibilities:

- Lawyers dictating case briefs or contract summaries
- Teachers jotting down student progress reports
- Researchers logging experiment notes or observations
- Analysts annotating data trends or anomalies
- Nurses charting patient vitals and medication intake

In each scenario, offloading the mechanical task of documentation to a language model helps the human to focus their mental energy on patient care, clinical decision-making, and other higher-value activities. It's a nice illustration of how working with language models can elevate the human condition not by replacing us but by empowering us to dedicate more of our time and cognitive resources to the work that truly requires our expertise, empathy, and creative problem-solving.

So the next time you find yourself mired in a mindless, repetitive task, consider: Could I prompt a language model to take some load off and help me handle this, instead? The answer, increasingly, is likely to be yes. Your job, then, is to take that precious reclaimed time and brainpower and pour it into the meaningful, distinctly human work that moves the needle. Identify the '5-second prompts' in your world and let the machines do the methodical lifting so you can get back to the work of creating, deciding, and leading. An often overlooked but critical benefit of language model augmentation.

Unlocking New Levels of Human Potential

It's one thing to theorise about the potential of language models to enhance knowledge work — it's quite another to see the extent of that potential rigorously validated in empirical studies. But as we've seen, that's exactly what a growing body of academic research is now conclusively demonstrating: language models can boost human productivity and performance in ways that were unimaginable just a few years ago. But how, and by how much?

Consider this striking finding from a recent study conducted by researchers at MIT, Stanford, and other top institutions (Dell'Acqua, F., et al., 2023): In a series of experiments involving hundreds of experienced professionals working on real-world business tasks (things like market research analysis, product roadmap development, financial modelling, etc.), participants who had access to a language model assistant completed a whopping 12% more tasks in 25% less time, achieving 40% higher quality output on average compared to their unassisted counterparts.

Just wow! We're not talking about small gains at the margins, but a step-change increase in productivity and output quality. The language model was not replacing the human workers

but rather augmenting their capabilities, allowing them to get more (and better) work done in significantly less time. It's a vivid demonstration of the concept of 'supercharging' human potential that so many have theorised about but that we now have hard data to support.

Digging deeper into the results, a few key themes emerge:

- **Cognitive offload:** The technology was particularly effective at taking on the more mechanical, time-consuming aspects of tasks — things like brainstorming and initial drafting. This freed up human bandwidth to focus on higher-level strategy, analysis, and decision making.
- **Human-language model symbiosis:** The best results came not from blindly deferring to the language model but from an active collaboration between human and machine. Participants who took the time to carefully prompt the language model, critically evaluate its outputs, and iterate towards a solution achieved outcomes that exceeded what either could likely manage alone.
- **Levelling up:** Interestingly, the productivity and quality gains were most pronounced for participants whose baseline performance (without the help of language models) was lower. In other words, the technology had an equalising effect, allowing less experienced or skilled individuals to 'punch above their weight' and deliver output on par with top performers. This has profound implications for talent development and upskilling. More on this shortly.
- **Learning curve:** Not everyone saw immediate benefits — there was a learning curve to figuring out how best to steer and interpret the language model. But those who stuck with it and developed a feel for effective prompting saw their performance continue to climb. Language model proficiency, it seems, is a muscle that strengthens with practice.

These findings are both exciting and sobering. Exciting because they hint at a future where language models act as equalisers of human potential, helping all of us to think and create at a higher level. But sobering because they make plain that harnessing these powerful tools effectively will be a key differentiator (and competitive advantage) going forward. Organisations and individuals who fail to cultivate language model fluency risk being left behind.

But for those ready to embrace the challenge, the rewards could be transformative. Imagine a world where every knowledge worker has a language model co-pilot in their corner, helping them to think more clearly, generate ideas more fluidly, and communicate more impactfully. A world where complex problems that today take weeks of toil to untangle become solvable in minutes or hours with some well-crafted prompts and a dose of human-machine partnership.

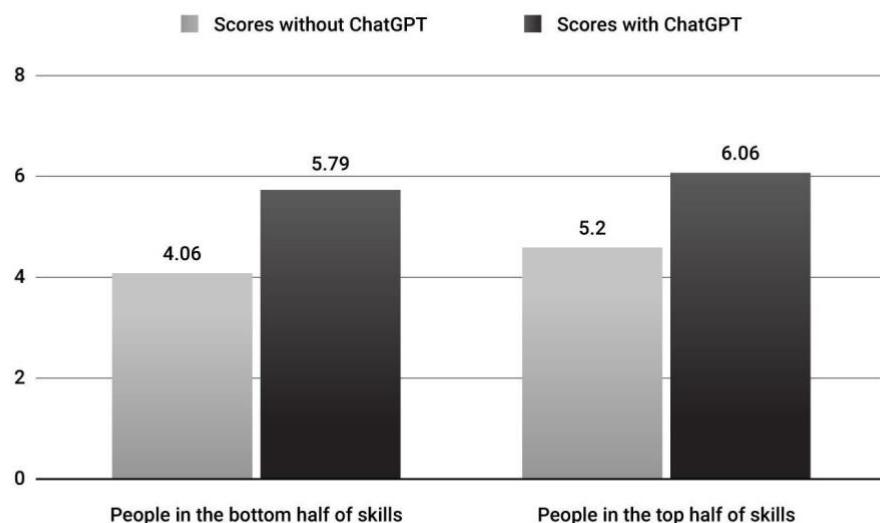
That's the world these studies suggest is within reach — if we're willing to do the work of figuring out how to partner productively with our new language model assistants. It's not about ceding agency to the algorithms, but about learning to dance with them in a way that brings out the best in both parties. A *pas de deux* of digital and biological neurons, if you will.

So if you're a knowledge worker looking to stay at the vanguard, take this as your cue to start experimenting with language models as collaborators in your craft. Begin with small, low-stakes tasks and work your way up as your confidence (and corpus of effective prompts) grows. Share your successes and failures with your peers, and learn from theirs in turn. The journey to language model fluency is one we'll all be navigating together in the years ahead.

But to navigate it we must if we hope to ride the rising tide of technological transformation rather than being swept away by it. The studies are in, and the verdict is clear: language models are not here to replace us, but to empower us to reach new heights of creativity, productivity, and impact. The question is not whether we'll work alongside intelligent machines, but how skilfully we'll learn to pilot them.

Language Models Massively Boosts Productivity and Quality, Especially for Less-Skilled Workers

As language models have matured from a niche research area to a mainstream business tool, one of the most pressing questions has been: who stands to benefit most from these powerful new technologies? Will they primarily help the most skilled and experienced knowledge workers soar even higher? Or could they have a more democratising effect, elevating the output of those with less developed capabilities?



Source: *Fabrizio Dell'Acqua et al. (2023)*

The aforementioned study from researchers at MIT, Stanford, and other top institutions provides a resounding answer: Language models like ChatGPT can massively boost productivity and work quality for employees across the skill spectrum, but the gains are especially pronounced for those starting from a lower baseline.

The study design was elegantly simple yet profound in its real-world relevance. Several hundred business professionals were tasked with completing a series of typical knowledge work activities — things like analysing market research data, drafting product roadmaps, developing financial models, and so on. Half the participants were given access to ChatGPT; the other half were not.

We've seen the headline numbers, but the real kicker came when the researchers zoomed in on the performance distribution. For participants whose baseline output (without ChatGPT's help) was in the bottom half of the sample, the quality of their language model-assisted work rose to even exceed that of the top performers working unassisted.

Let that sink in for a moment. With the aid of language models, the below average employees were suddenly delivering work that was better than the above average group. The technology acted as a great equaliser, empowering those with less honed skills to punch far above their natural weight class.

So what's going on here? A few key dynamics seem to be at play:

- **Levelling the playing field on 'hard' skills:** For tasks that require a high degree of technical knowledge or domain expertise, the language model can help fill in gaps and suggest best practices, allowing those with less training to perform at a higher level.
- **Enhancing creativity and ideation:** One of the toughest parts of many knowledge work tasks is simply coming up with an initial direction or framework. The language model excels at generating a diverse array of high-quality ideas and outlines, giving those who might normally struggle to ideate a productive starting point to riff on and refine.
- **Providing a sturdy scaffold:** For complex, multi-step projects, the language model can suggest a logical structure and flow, breaking the work down into manageable chunks. This scaffolding enables those who might typically get lost in the weeds to stay focused and organised, enhancing both efficiency and end product coherence.

The implications of these findings are far-reaching and profound. At the individual level, they suggest that language model proficiency could be a powerful tool for professional development and career mobility. By learning to use these tools skilfully, workers who may have previously felt stuck or stagnant in their roles have a new avenue for demonstrating and delivering value.

But it's at the organisational and societal levels that the real transformative potential comes into focus. In a world where language models can so dramatically elevate the output of the average knowledge worker, the very notion of what constitutes 'top talent' may need to be redefined. Companies that have historically focused on competing for a small slice of superstars may find that a more sustainable advantage lies in empowering the broad base of their workforce with language models.

This could be a significant boon for diversity, equity, and inclusion as well. If language models can help level the playing field by enabling individuals from a wider range of backgrounds and experiences to showcase their skills and potential, it could open up new pathways for underrepresented groups to thrive and advance. By reducing barriers to entry and providing tools that enhance the quality and impact of everyone's work, language models have the potential to create a more inclusive and equitable professional landscape. This could lead to more diverse perspectives being heard, more representative decision-making, and ultimately, a more vibrant and innovative workforce.

Of course, realising these benefits at scale will require proactive effort and investment from leaders. It's not enough to just give employees access to language models and hope for the best — there needs to be concerted upskilling, clear guidelines and guardrails, and a culture that embraces experimentation and learning from failure. The transition to a language model-enabled workforce is as much a change management challenge as a technological one.

But for organisations and societies willing to rise to that challenge, the payoff could be extraordinary. A world where every knowledge worker has numerous language model assistants and co-pilots in their corner, helping them to think smarter, work faster, and create at a higher level. A world where the distinction between 'average' and 'elite' performers becomes increasingly blurry as technology democratises access to superhuman capabilities.

That's the world this research hints at — and it's one where the benefits of language models are not concentrated in the hands of a select few, but rather diffused across the many. As we continue to grapple with how best to deploy these powerful tools, studies like these provide a hopeful reminder that, when skilfully used, language models have the potential to uplift us all. The question is not if we'll work alongside intelligent machines, but how we'll create a future where every knowledge worker is able to work much better, quicker, and happier.

The productivity and skill-amplifying effects of language models open up exciting new opportunities for what knowledge workers can accomplish — some of which are quite unexpected.

The Unexpected Potential of Large Language Models

When ChatGPT first burst onto the scene in late 2022, it was greeted with a mix of awe, scepticism, and outright dismissal. Surely, the naysayers argued, this was just another overhyped AI demo — an amusing parlour trick capable of generating fluent but ultimately shallow and unreliable text. However, language models are now reshaping the very landscape of knowledge work.

But what are they good for? The answer is not easy to come to. As Ethan Mollick, a professor at the University of Pennsylvania's Wharton School who studies the interplay of technology and human performance, succinctly put it: “Large language models are bad at tasks you would expect them to be good at, but surprisingly good at things you expect them to be bad at.”

It's a powerful encapsulation of the counterintuitive and often baffling capabilities of these systems. On the one hand, language models can struggle with seemingly trivial tasks like basic arithmetic, niche factual recall, or staying on topic in a long conversation. Ask even the best language model to solve a complex maths problem, recall a specific niche date, or maintain a coherent dialogue over a very long context conversation, and there's a decent chance it will stumble.

But pose it a complex, open-ended challenge like dreaming up a novel business idea, crafting a persuasive essay, or debugging a tricky piece of code — tasks that we typically associate with human creativity, expertise, and intuition — and the results can be stunningly good. Good enough, in many cases, to be practically useful and even superior to what a skilled human could produce in a short timeframe.

Consider a few examples:

- **Writing and content creation:** Language models can generate polished drafts of everything from marketing copy to technical documentation to creative fiction — not always perfect, but often good enough to serve as a starting point for human refinement. They can also offer real-time suggestions for improving the clarity, concision, and style of our writing.
- **Research and analysis:** By distilling vast troves of information into coherent summaries, language models can greatly accelerate the research process and surface insights a human might have missed. They can also help structure complex problems, break them down into sub-questions, and propose analytical frameworks.
- **Ideation and problem-solving:** Language models excel at generating novel ideas and solutions by combining concepts in unexpected ways. They can serve as tireless thought partners, helping us explore a wider range of possibilities and challenge our assumptions.
- **Programming and data wrangling:** Language models trained on code can not only auto-complete lines, but suggest entire functions, debug errors, and explain complex

concepts in plain language. They're quickly becoming indispensable dev tools. Similar breakthroughs are emerging in data-heavy domains like financial modelling and scientific computing.

The productivity and quality gains enabled by language models are truly exciting. But it's important to recognize that realising this potential requires more than just access to the technology — it demands a thoughtful approach to implementation. In the next chapter, we'll introduce some key frameworks for identifying high impact use cases and integrating language models effectively into your workflows.

HOW CAN LANGUAGE MODELS HELP?

To harness the power of language models, it's crucial to understand the different ways they can be applied to enhance your work.

In this chapter, we'll dive into specific frameworks and use cases that illustrate the vast range of possibilities. From core skills like synthesis, writing, and ideation to high-level applications across the business lifecycle, you'll see how language models can be leveraged at every stage of the knowledge work process.

Whether you're a strategist looking to supercharge your research capabilities, a marketer aiming to scale high-quality content creation, or an entrepreneur seeking to validate new business ideas, the frameworks in this chapter will provide a roadmap for identifying and unlocking high-impact opportunities.

As you explore these use cases, keep in mind the key principles of the PROMPT mindset: a spirit of experimentation, a commitment to human-machine collaboration, and a focus on tangible outcomes. By approaching these applications with an open and strategic mindset, you'll be well-positioned to harness the full potential of language models to work better, quicker, and happier.

Introducing Our Collection of Practical Taxonomies of Language Model Applications

One of the challenges in discussing the potential of language models is that the sheer range of possible use cases can be overwhelming. It's a bit like trying to enumerate all the ways a literate human can put pen to paper — the options are as vast and varied as the scope of human knowledge itself. Here's our solution.

These frameworks provide a structured way to think about the different dimensions of language model use cases, from the stage of the business lifecycle they address to the core capabilities they leverage to the level of sophistication they require. In the following sections, we'll dive into each of these frameworks in detail, exploring how they can guide your journey towards more effective and impactful language model adoption. Whether you're a language model novice looking for a roadmap to get started or a seasoned practitioner seeking to optimise your approach, these frameworks offer a valuable toolkit for unlocking the full potential of AI-augmented knowledge work. So let's roll up our sleeves and dive in — your path to working better, quicker, and happier awaits!

Let's start by examining one of the most fundamental taxonomies — four core capabilities that language models enable.

Four Core Language Model Capabilities

For our first taxonomy, let's look at the four core capability areas of language models.

- **Thinking & Communicating:** This book primarily focuses on how language models are revolutionising the way we process information, generate ideas, and express ourselves. From crafting compelling content to summarising complex topics and brainstorming creative solutions, these tools are becoming essential for a wide range of cognitive and communicative tasks.
- **Making Images:** Advanced language models can generate images based on textual descriptions. Either by themselves (e.g. GPT-4o) or by using other AI tools, such as DALL-E. This opens up new possibilities for creative expression and visual communication.
- **Analytics & Data Science:** Language models can also use programming languages like Python to write code and use tools like Code Interpreter (a Python code execution environment) to run code, enabling them to perform sophisticated data analysis and data science tasks. This has the potential to streamline and democratise data science workflows.
- **Writing Code:** Beyond natural language processing, language models have shown remarkable proficiency in writing code across various programming languages. This capability can help developers be more productive and efficient in their work.

While the principles and practices of prompt engineering, iterative refinement, and human-machine collaboration discussed in this book are applicable across all four capability areas, it's important to recognize that each domain has its own distinct set of considerations, techniques, limitations, and challenges that we won't be delving into here. Our focus in this book is squarely on the transformative potential of language models in the realm of thinking and communicating. By situating this within the broader context of language model applications, we hope to provide you with a clearer understanding of the scope and boundaries of the concepts covered in the following chapters. If you're interested in exploring the other three areas — making images, analytics, and data science, or writing code — and would like guidance or advice, please don't hesitate to reach out to us!

With this foundation in mind, let's zoom out and look at some higher-level frameworks for mapping language model use cases.

Thinking and Communication

While language models excel across all four of these capability areas, for the purposes of this book, we'll be focusing primarily on their transformative potential in the realm of thinking and communication. Let's dive deeper into how these tools are revolutionising the way we process information, generate ideas, and express ourselves.

At the heart of the language model revolution transforming knowledge work lies a profound yet easily overlooked truth: language is the very lifeblood of human cognition. It is the essential medium through which we absorb information, crystallise ideas, and convey them to others. Language fuels the twin engines of thinking and communication — two critical capabilities where language models truly shine. This makes them an ideal starting point for our exploration of frameworks illustrating how these powerful tools can elevate the quality, efficiency, and clarity of your work. Indeed, we often posit that language models can meaningfully assist with any task involving thought or expression — a claim we invite others to challenge by identifying cognitive or communicative activities beyond the reach of this ground-breaking technology.

Consider some of the ways language models are enhancing these two fundamental building blocks of thinking and communication:

- **Accelerating Ideation:** Generative language models are natural brainstorming partners, able to quickly produce a diverse array of ideas and angles on any given topic. By seeding them with a well-crafted prompt, humans can rapidly explore a wider conceptual space and make novel connections they may not have considered. This can be a boon for everything from creative writing to business strategy to scientific hypothesising.
- **Sharpening Expression:** Language models aren't just adept at generating raw text, but at helping to refine and polish it as well. They can suggest more concise phrasings, flag potential ambiguities or inconsistencies, and even adapt the style and tone to better suit a given audience or medium. In effect, they can serve as writing coaches, helping us to express our thoughts with greater clarity, precision, and impact.
- **Extending Memory:** One of the most powerful features of language models is their ability to store and surface relevant information from vast knowledge bases on demand. By uploading domain-specific documents or even personal notes, humans can essentially 'augment' their memory, allowing them to quickly recall key facts, insights, and examples to enrich their thinking and communication. It's like having a personal research assistant always at the ready.
- **Bridging Disciplines:** The sheer breadth of domains language models are trained on allows them to serve as connective tissue between disparate fields and ideas. They

can help to ‘translate’ complex concepts from one area into the language of another, sparking creative cross-pollination. A marketing professional might use a language model to surface relevant analogies from psychology or game theory; a scientist might leverage it to find unexpected applications for their research in industry or policy.

- **Structuring Thought:** Language models aren't just eloquent - they're also logically coherent (most of the time). As such, they can be valuable aids in breaking down complex problems, laying out arguments, or narratively structuring everything from essays to presentations to code. By proposing outlines and frameworks, they can help humans to organise their thinking and ensure a clear through-line from premise to conclusion.

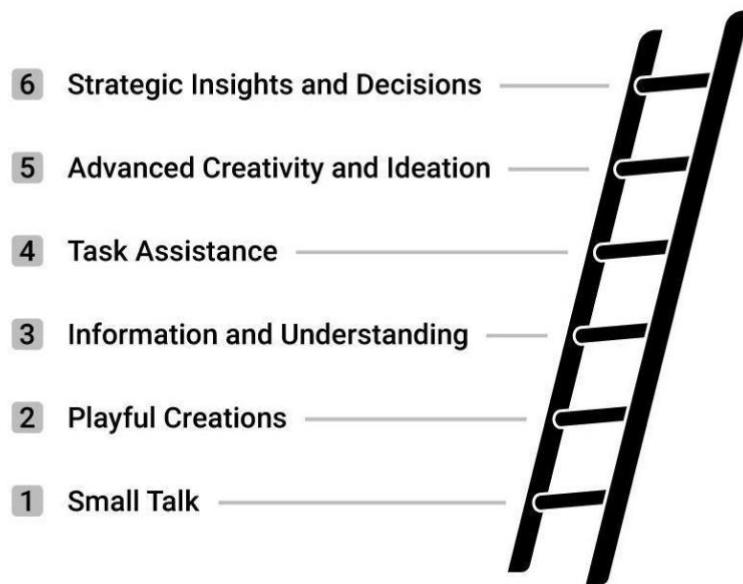
Taken together, these capabilities suggest a vision of knowledge work that's turbocharged by seamless human-machine collaboration. With the simple ‘thinking and communicating’ framework as our foundation, let's explore additional lenses that can help us understand and harness the potential of language models across more domains and use cases.

With the foundational skills of thinking and communication in mind, let's now explore a framework for understanding the different levels of language model mastery and the opportunities each level presents.

The Ladder of Language Model Mastery

If you've ever picked up a new hobby or skill — be it cooking, playing an instrument, or speaking a foreign language — you know that the journey from novice to master is not a straight line. It's a gradual ascent, marked by distinct stages of competency, each building on the last. The same, it turns out, is true of learning to work with language models like ChatGPT. While the specifics may differ, the overall trajectory is remarkably consistent.

Drawing on our experience engaging with language models like ChatGPT, we've identified six distinct levels of interaction, from casual conversations to strategic decision-making. We call this the Ladder of Language Model Mastery, and it provides a roadmap for users to understand their current level of interaction and discover the possibilities that await them as they climb higher.



Level 1: Small Talk

At the base of the ladder, users engage in casual conversations, share jokes, ask simple questions, and enjoy everyday discussions. Language models excel at mimicking human-like conversations, making this level perfect for friendly banter or quick, light-hearted exchanges.

Level 2: Playful Creations

On the next rung, language models help people craft poems, compose songs, make up stories, and engage in playful brainstorming or ideation. This level allows users to unleash their inner creative and let the language model spark their imagination with ideas or wordplay.

Level 3: Information and Understanding

As users ascend further, language models become personal knowledge assistants. They can ask the AI to explain complex concepts, summarise lengthy articles, or provide definitions and explanations for a wide range of topics. This level enables users to tap into a language model's vast knowledge base for quick and accurate information retrieval.

Level 4: Task Assistance

In the middle of the ladder, language models provide step-by-step instructions, offer guidance, and solve basic problems. Additionally, they can help draft job descriptions, plans, letters, or even proofread and edit documents. This level transforms language models into versatile and efficient personal assistants.

Level 5: Advanced Creativity and Ideation

Nearing the top of the ladder, users encounter Advanced Creativity and Ideation. Here, language models can generate detailed original stories, articles, or reports, offer more advanced ideation, and even help craft persuasive arguments or engage in creative problem-solving. This level unlocks the full creative potential of language models, allowing users to explore intricate and imaginative ideas.

Level 6: Strategic Insights and Decisions

At the peak of the ladder, users discover Strategic Insights and Decisions. In this level, language models can generate audience insights, evaluate potential risks, identify trends or patterns, and conduct high-level research to support decision-making. By analysing complex situations and considering multiple factors, language models can develop informed recommendations or advice, empowering users to make better strategic decisions.

Climbing the ladder of language model mastery is a journey that requires patience, persistence, and a willingness to learn. It's essential to take it one step at a time, focusing on mastering each level before progressing to the next. By understanding what the next rung looks like, you can set clear goals and develop a roadmap for your own growth and development.

As you climb the ladder, remember that you're not alone. Surround yourself with a supportive community of fellow learners and enthusiasts who can offer guidance, inspiration, and collaboration opportunities. Together, you can explore the vast potential of language models and push the boundaries of what's possible.

By understanding these different levels of language model mastery and what skills and opportunities each one unlocks, you can chart a clearer course for your own learning and growth. With this roadmap in hand, you're well-equipped to start your ascent up the ladder and experience the transformative benefits of working with these powerful tools.

Drawing on our work with organisations across sectors, we've found it helpful to think about language model use cases through three primary lenses:

The Business Lifecycle Lens

This lens maps applications to the typical stages of developing and growing a business or product:

- **Audience Understanding:** Using language models to analyse customer feedback, social media chatter, and market research to surface insights about needs, preferences, and pain points
- **Concept Development:** Leveraging the models to brainstorm new product or service ideas, value propositions, and business models
- **Go-To-Market Strategy:** Generating marketing copy, sales collateral, website content, and other assets to effectively position and promote the offering
- **Post-Launch Optimisation:** Continuously refining the product, messaging, and customer experience based on real-world feedback and performance data

By thinking through how language models can be applied at each phase, businesses can develop a more systematic approach to AI adoption that's grounded in their core growth objectives.

Another valuable way to map the opportunity space is by focusing on the core capabilities language models enable across industries and use cases.

The Functional Capability Lens

Another way to slice the language model opportunity is in terms of the core capabilities the technology enables:

- **Language Processing:** Using the models to analyse and extract meaning from large volumes of unstructured text data, such as customer reviews, support tickets, or internal documents
- **Language Generation:** Leveraging the models to create original content, from social media posts and email copy to long-form articles and reports
- **Data Augmentation:** Employing language models to expand or enrich existing datasets, such as by generating additional training examples for machine learning models or fleshing out sparse user profiles
- **Workflow Automation:** Integrating language models into tools and processes to streamline tasks like data entry, document summarization, and report generation

This lens is particularly useful for identifying opportunities to embed language models into existing systems and workflows to drive efficiency and consistency.

A third crucial perspective is the sophistication and complexity of different language model applications — which we can understand through the lens of use case maturity.

The Use Case Maturity Lens

Beyond the business lifecycle and capability lenses, another valuable way to frame language model use cases is in terms of their sophistication and complexity. This ‘maturity’ lens can help organisations plan and prioritise their adoption journey. The three key stages of use case maturity are:

- **Quick Wins:** These are the ‘low-hanging fruit’ use cases that are relatively easy to implement and provide immediate value. Examples might include using language models to generate social media content, summarise meeting notes, or draft routine emails.
- **Intermediate Applications:** These use cases require a bit more setup and fine-tuning but can drive significant improvements in quality and productivity. Think analysing customer feedback to identify product improvements, generating first drafts of sales proposals, or creating chatbot scripts.
- **Advanced Deployments:** At the high end of the maturity curve are applications that are deeply embedded into core business processes and decision-making. These might include using language models to surface insights from vast troves of unstructured data, participate in strategic planning discussions, or even guide R&D efforts.

Mapping use cases along this spectrum can help organisations prioritise their language model adoption efforts and gradually build the skills and capabilities needed to tackle more ambitious applications over time.

Of course, these taxonomies are not mutually exclusive — a single use case might well span multiple categories. The power comes in combining them to develop a multi-dimensional view of the opportunity landscape. A product manager, for instance, might use the Business Lifecycle Lens to identify the key stages where language models can add value, the Capability Lens to determine the specific functions they can perform, and the Maturity Lens to prioritise the rollout.

Ultimately, though, no framework can substitute for hands-on experimentation and learning. The most successful adopters of language models will be those who dive in with an open and curious mindset — who are willing to try new things, learn from failures, and continuously iterate. Even with a roadmap in hand, the journey will be full of surprises.

But equipped with the right mental models and a spirit of guided exploration, any organisation can start to harness the potential of language models to rethink how they understand their markets, serve their customers, and drive their businesses forward. The opportunities are as boundless as the human imagination itself — all that remains is to start turning that vision into reality, one prompt at a time.

These taxonomies provide a multidimensional map of the language model opportunity landscape. But to really understand how to navigate it, we need to dive deeper into the core skills these tools enable.

The Four Core Skills of Large Language Models

Building up from a foundational level, we can consider that language models have four core skills. Each magical, each somewhat independent of the others, and each with huge potential to make your work better and quicker. Let's explore them now.



Synthesising



Learning



Writing



Thinking

At the broadest level, language models have four key capability areas that enable them to revolutionise knowledge work in different ways:

Synthesising

Large language models like ChatGPT excel at digesting and distilling large volumes of information down to their essence. This powerful capability enables a wide range of practical applications for condensing information, such as:

- **Summarising long documents:** Input lengthy research reports, client briefs, product reviews, or any text-based materials, and have the language model generate a concise executive summary hitting the key takeaways. This can save hours of manual effort trying to synthesise complex information.
- **Synthesising meeting notes and discussions:** Drop in a full meeting transcript or meandering Slack discussion thread, and get back a neatly structured summary of the main topics covered, key decisions made, and important action items. No more slogging through pages of notes to find the critical points!
- **Analysing transcribed interviews:** Have a transcript of a customer interview, employee exit interview, or stakeholder discussion? A language model can summarise, analyse and even highlight the most salient quotes and insights. This makes it a breeze to extract value from qualitative feedback.

- **Reviewing and prioritising emails:** Have a language model scan through your overflowing email inbox to surface important messages you may have missed. It can identify key points, next steps, and even draft suggested replies. This helps tame the scourge of email overload.

Learning

Rather than spending hours manually combing through the web, databases, industry reports, and academic literature to find relevant information, you can now lean on the vast knowledge contained in large language models to dramatically accelerate desk research. Potential use cases include:

- **Rapidly developing audience and customer personas:** Provide some basic seed information about a target customer segment or user group and have a language model flesh out a detailed persona, complete with demographics, psychographics, needs, behaviours, and even illustrative verbatim quotes. Gain much richer audience understanding in a fraction of the typical time and effort.
- **Efficiently researching markets, competitors, and best practices:** Ask a language model to surface key facts, statistics, trends, benchmarks and competitor profiles to quickly get up to speed on a new product category, industry vertical, or geographic region. Spend less time searching for information, and more time synthesising insights.
- **Comparing regulations, requirements, and cultural nuances across regions:** Have a language model summarise the relevant legal, financial, logistical and cultural landscape considerations across different markets to inform go-to-market and global expansion plans. More easily navigate international complexity and tailor approaches for local relevance.
- **Exploring niche topics and alternate perspectives:** Push a language model to explain your problem space or research topic from unexpected angles, underrepresented viewpoints, or edge case scenarios. Pressure-test core assumptions, uncover potential blind spots, and spark novel intersectional ideas.

Writing

Writer's block and the tyranny of the blank page are a thing of the past. Large language models can take the pain out of content creation by generating high-quality first drafts to kickstart all sorts of assets and communications, such as:

- **Blogs and thought leadership:** Supply a language model with a topic, desired tone and target audience, and it can spit out a workable first draft of an engaging blog post, by-

lined article or opinion piece for you to refine. Spend your energy polishing and wordsmithing rather than agonising over how to get started.

- **Personalised emails and newsletters:** Have a language model compose tailored versions of a core message, cleverly customised for each recipient based on their role, relationship, or past interactions with your brand. Or feed it some content categories and desired length to generate a ready-to-send newsletter that feels decidedly human and not mass produced. Put authentic, engaging one-to-one communication within reach at scale.
- **Wiki pages and knowledge base content:** For any given topic or process, a language model can generate clear explanations, step-by-step how-to guides, FAQs, and troubleshooting tips. Unlock the full value of your internal experts and systems by making it effortless to capture, organise and share knowledge across teams and functions.
- **Talking points and presentation content:** Supply a topic, audience, desired length, and key messages, and have a language model draft an outline and script of compelling remarks. Go from blank slides to a solid narrative flow and speaker notes in minutes, so you can focus on visual polish and delivery. Never be at a loss for words on stage.
- **Translating between languages:** For global and multicultural teams as well as organisations serving international marketplaces, let a language model instantly translate documents, websites, product descriptions and customer communications between dozens of languages. Break down barriers to shared understanding.

Thinking

Perhaps most exciting of all, large language models can serve as a brainstorming partner and strategic sounding board to enhance creative problem-solving and decision-making for thorny business challenges. Examples include:

- **Ideating novel concepts and solutions:** Have a language model suggest a range of creative ideas for new product features, campaign themes, brand names, customer experience enhancements or business model pivots based on an understanding of your brand, audience, and competitive situation. Get the gears turning with thought-starters and 'wild card' ideas from new angles.
- **Developing positioning and messaging:** Work iteratively with a language model to crisply articulate your brand or product's unique and ownable value proposition, reasons to believe, and key benefits. Explore different ways to compellingly express the core idea for different target segments. Pressure-test how distinct and defensible the positioning is against key competitors.

- **Stress testing plans and identifying gaps:** Have a language model poke holes in your go-to-market strategy, campaign plan, financial model, or business case. Ask it to identify potential risks, flaws in logic, inconsistencies, or unsupported claims. Request constructive criticism to shore up your thinking and pre-empt likely objections.
- **Playing out future scenarios:** Have a language model forecast how emerging macro trends, disruptive technologies, and shifting consumer behaviours could impact your product category or competitive landscape. Get concrete by painting a picture of 'a day in the life' of your customer two, five or ten years out. Explore both optimistic and pessimistic scenarios to future-proof your strategies.

The use cases across each of these four skill areas are truly boundless, constrained only by our imagination and willingness to experiment. What unites them is the power of human-language model collaboration to augment and accelerate knowledge work of all kinds — from the everyday to the extraordinary. It's an exhilarating frontier that's ours to explore.

These taxonomies and skill dimensions provide a valuable map of the opportunity space for applying language models. However, while these frameworks provide a valuable starting point for identifying and prioritising high-impact language model use cases, there's no substitute for direct experience and iterative trial and error. To navigate this space successfully, we need to dive deeper into the practical strategies for effective prompting, output evaluation, and process integration. That's exactly what we'll cover in the next chapter, where we introduce our '4 Ps' framework and other essential lessons for putting language models to work.

LESSONS FOR THE PRACTICAL APPLICATION OF LANGUAGE MODELS

Now that we've explored the potential of language models, it's time to dive into the practical strategies for harnessing their power effectively in your day-to-day work. Through our extensive experience working with these tools, we've distilled the key lessons and best practices into a simple yet powerful framework we call the '4 Ps.'

The '4 Ps' for Great Work with Language Models

Welcome to our '4 Ps' framework, your ultimate cheat sheet for harnessing the power of language models like ChatGPT to elevate your work. This framework distils the essential lessons and best practices for collaborating with AI into four key pillars: Preparation, Prompting, Process, and Proficiency. Whether you're a beginner just starting to explore the potential of language models or a seasoned pro looking to optimise your workflows, the '4 Ps' will be your trusty guide on this exciting journey.



Prep.

Your goal

Bring well-formatted context
(at start of prompt)

Know the language

Use a secure AI



Prompt

Articulate your requirements

Up to 10 ingredients:
Act as, I am, Context,
Ultimate goal, Proximate goal,
Constraints, My audience,
Your task, Response style,
Response format

Lead the witness



Process

Steps to your goal

Use C.A.R.E
Check, Add, Remove, Edit

Use the model's (limited)
memory



Proficiency

Calibrate using expertise,
evidence

Use Synthesising, Learning,
Writing, and Thinking

Overcome bias

Prevent mimicry / plagiarism

To consistently get impressive results from large language models like ChatGPT, it's vital to internalise the '4 Ps' framework.

Preparation

Before you even open up a blank chat window:

- **Your goal:** Get crystal clear on your objectives. What specific output are you trying to generate, in service of what larger project or goal?
- **Context:** Gather any relevant context that could help guide the model, such as articles, reviews, meeting transcripts, brand guidelines, or past examples of the type of content you're aiming to create. Ensure this context is well formatted, so that the language model can understand what it is, what's in there and where each piece of context starts and ends!
- **Language:** Also consider the specific language you'll need to guide the language model and to give appropriate feedback.
- **Security:** Use an AI that is secure enough for your needs. If you're not entering any confidential information, then you needn't worry. For most confidential information, simply flipping a switch inside your AI product to ensure that it treats your data as confidential is good enough. For certain use cases and in certain companies, you're going to want to ask your legal and IT team which AI products have been approved for use before you start work.

Garbage in, garbage out very much applies here, so frontload the work to set yourself up for success.

Prompting

Now it's time to actually engage the model through artful prompting. We discuss this in more detail in a subsequent chapter, but here's some quick tips to get you started.

The key is to be as specific and explicit as possible about your expectations. It is as simple as that. If you can do this in a small number of words, that's great! But, for some tasks, you may need to use a lot of text and give a lot of examples to ensure you're being sufficiently clear on what you want.

Some key elements to potentially include are: playfully instructing it to act as a particular expert persona, stating the core objective as well as adjacent context, noting any constraints or things to avoid, describing your target audience and required deliverable format, and requesting a particular writing style or structure.

You should resist the urge to just dash something off and go with the first result. Treat prompting as a creative exercise in its own right, and don't be afraid to try leading forms like "Here's what a good output would have..." Experiment with a few variants and see what yields the best jumping off point.

Process

For anything beyond the simplest task, adopt the mindset that working with a language model is an iterative, back-and-forth dialogue, not a one-and-done request. Take the time upfront to break hairy, complicated problems into bite-sized intermediate steps.

When faced with a complex request, break it down into manageable steps and leverage language models to assist with each stage of the process. This iterative approach allows for greater control and refinement, leading to better results. Start by dividing the task into logical, sequential components. Then, engage a language model to help with each step individually, such as generating an outline, suggesting relevant points then drafting each section one by one. As you work through these steps, review and refine the language model's output, provide additional context, and make necessary adjustments. Once you've completed all the steps, combine the refined components offline to create your final output. You'll get a much better output than trying to achieve the task in a single prompt.

Proficiency

Delivering a final product that shines requires your unique subject matter expertise to complement the model's outputs. Always take a critical eye to claims and recommendations. Does this accord with what you know to be true based on data, experience, and intuition?

Pressure-test reasoning and ditch or fix anything that feels off. Ground abstract ideas in real-world application through vivid examples and action steps. Add in missing context that the model wouldn't have about your company, customers, or competitive landscape.

Most importantly, edit to inject your authentic brand voice and personality. Ensure the style and sentiment rings true and would resonate with your target audience. Pass the "sniff test" by putting yourself in the shoes of a recipient — does this communication sound like it came from a relatable human or an advice-spewing automaton?

Think of the model as a 'verbal sous chef' — perhaps it did all the tedious prep work of assembling raw ingredients, but it's still on you as the head chef to creatively combine them with culinary finesse and flair into something delightful. The meal is ultimately your creation.

By weaving together thoughtful preparation, precise prompting, a feedback-driven iterative process, and your own expert polish, you can reliably coax language models to help you produce truly phenomenal work. But, while the '4 Ps' provide a solid foundation, true language model mastery requires developing an even deeper understanding and robust set of skills. Let's unpack what that entails.

At each stage, be diligent in evaluating the model's suggestions before proceeding. Use the handy 'CARE' process as a starting point:



- **Check:** Assess the draft output for overall quality and completeness vs. your original request. Did it address the core question? Does the logic hold up? Is the perspective valid and unique or obvious and generic?
- **Add:** Fill in key points, examples, or sections that are missing or underdeveloped. Inject your own original ideas to round out the picture
- **Remove:** Cut fluff, redundancies, or tangents that dilute the message. Nix anything that's off-brand, off-strategy or just rings false
- **Edit:** Polish the diamonds in the rough. Rephrase and restructure to really make the content sing. Ensure a strong beginning, middle and end. Tweak the style for consistency and brand alignment

Repeat this process as needed, perhaps using the model to expand on selected excerpts, until you have a complete first draft that exceeds your expectations.

Finally, stay mindful of prompt length and model memory — you may need to occasionally take a step back and summarise the key points in a new chat to create a clean ‘slate’ so you stay on track. And always, always carefully fact check claims before publishing. Trust but very much verify.

Language Model Mastery: It's About Skills, Not Tech

It's easy to get caught up in the hype around the latest and greatest language models. Every few months, it seems, a new contender emerges, touting unprecedented capabilities and promising to revolutionise the way we work. The options can feel overwhelming.

But here's the thing: when it comes to harnessing these technologies to drive results in your work, the specific model you choose is far less important than the skills you develop in working with it. While there are certainly differences between the top models in terms of their strengths, weaknesses, and idiosyncrasies, the core capabilities and use cases are largely

the same. Whichever model you're using, you're still fundamentally engaging in a process of iterative prompting, output evaluation, and refinement to generate insights, ideas, and content.

That's why at PROMPT, our focus is not on chasing the shiniest new model, but on helping you build the enduring skills to thrive. We believe that true mastery lies not in accumulating a collection of models, or mastering any one, but in cultivating a mindset and methodology for leveraging any model effectively.

So what does that mastery look like in practice? It starts with a deep understanding of the strengths and limitations of language models as a category. Knowing what they're good at (e.g. pattern recognition, knowledge synthesis, ideation) and what they struggle with (e.g. niche factual accuracy, complex logical consistency, attention to long context) is essential for designing prompts and workflows that play to their strengths while mitigating their weaknesses.

Language model mastery is about developing a strategic sense of where and how to deploy these at a high level for maximum impact. It's about looking beyond the obvious use cases and imagining new ways to harness their capabilities to unlock efficiency, creativity, and insight. And it's about making deliberate choices about how to redeploy the time and energy they liberate — whether it's taking on more projects, diving deeper into critical challenges, or upskilling yourself and your team.

The good news is that these skills are eminently learnable — and highly transferable. Once you've built up your chops on any of the great models out there, you'll find that they translate readily to others. The specific commands or interface may differ, but the core muscles of effective prompting, discerning evaluation, and creative application remain the same.

So if you're just starting your journey with generative AI, don't get too hung up on choosing the 'perfect' model. Pick one of the top contenders — GPT-4o, Claude 3 Opus, Gemini 1.5 Pro, or another in that class — and dive in. Focus on honing your skills in prompting, evaluating, and iterating. Immerse yourself in understanding your domain and how language models can be applied to its unique challenges. And above all, stay curious, experimental, and open to the possibilities.

The era of language models is just beginning, and the technology will continue to evolve at a dizzying pace. But the skills of using them effectively — of knowing how to partner with language models to elevate your thinking and amplify your impact — those will endure. Master those, and you'll be ready to ride the wave of this transformative technology, no matter which model is cresting at the moment. The real power, after all, lies not in the technology itself but in the ingenuity and expertise of the human at the keyboard.

Prompt Engineering: An Art, Not A Science

One of the most critical skills in the language model mastery toolkit is prompt engineering — crafting effective prompts to elicit the desired outputs from the AI. But as any seasoned prompt engineer will tell you, there's no secret formula or fool proof template that guarantees perfect results every time.

As AI researcher Aaron Erickson eloquently puts it, effective prompting is “part about knowing what question to ask, part being comfortable with nondeterminism, part being ok asking audacious questions and being pleasantly surprised with the results, even if the answer is imperfect.”

Effective prompting requires a deft balance of clarity, specificity, and open-ended exploration. You want to give the model enough context to grasp your intent, while leaving room for surprising insights.

Sometimes you can achieve this with a very simple prompt. But sometimes you need more. In situations like this, a helpful framework is to consider up to ten core ‘ingredients’ in your prompts:

- **Act as:** Establish an expert persona for the model
- **I am:** Describe yourself to inform the model's perspective
- **Context:** Provide background to frame the task
- **Ultimate goal:** Clarify your overarching objective
- **Proximate goal:** Specify the immediate output
- **Constraints:** Note restrictions or things to avoid
- **Audience:** Define who the output is for
- **Task:** Articulate the core action to perform
- **Style:** Indicate the desired tone and format
- **Structure:** Suggest an outline for the response

Even with this recipe, whipping up an ideal prompt takes practice and iteration. View each interaction as a collaborative dialogue — if the output misses the mark, reflect on why and refine your prompt accordingly.

Over time, you'll hone your intuition for the prompts that work best for your unique needs and domain. While studying others' examples can inspire, true mastery emerges from your own tinkering and testing.

So embrace the art of prompt engineering as an evolving practice. Approach each session with curiosity, using prompts to explore uncharted intellectual territory. With the right mix of guidance and openness in your recipe, you'll cook up linguistic feasts that surprise and satisfy.

Seeing example prompts from others is useful for inspiration on use cases you may not have considered. Indeed we'll share many of them later in this book! But you should always rewrite prompts to fit your specific needs vs using them verbatim.

So if there's no one-size-fits-all approach to prompt engineering, how can you consistently get great results? The key is to embrace an iterative mindset.

Crafting the Perfect Prompt is an Iterative Approach

When working with language models like ChatGPT, it's easy to get caught up in the quest for the 'perfect prompt' — that elusive combination of words that will magically yield the exact output you're looking for. But the truth is, crafting effective prompts is less about nailing it on the first try, and more about engaging in a process of iterative refinement.

The key is to start with the simplest possible prompt that captures the essence of what you're trying to achieve. Don't get bogged down trying to anticipate every nuance or edge case right out of the gate. Instead, focus on articulating your core objective as clearly and concisely as you can.

Once you've generated an initial response, take the time to critically evaluate it. Ask yourself: Does this output align with what I was hoping to get? Is it on topic and relevant? Does it capture the appropriate tone and style? Is there anything missing or superfluous?

Use your answers to these questions to inform your next iteration. If the model didn't quite grasp what you were going for, try rephrasing your prompt with more specific language. If the tone feels off, experiment with different word choices or explicit style instructions. If there are gaps in the information provided, consider adding more context or examples.

As you go through this process of iterative refinement, be sure to also reflect on how you might need to clarify your own thinking. Sometimes, a less-than-perfect output is actually a sign that your own objectives or expectations were a bit fuzzy to begin with. Use the model's responses as a mirror to interrogate and sharpen your own understanding of what you're really trying to achieve.

In addition, don't be afraid to experiment with including more information about yourself and your specific needs in your prompts. While it's not always necessary, providing some context about your role, industry, or project can help the model tailor its responses to be more

relevant and useful. You might also try specifying the desired format, length, or style of the output to help steer the model in the right direction.

Ultimately, the perfect prompt is one that yields results that are good enough for your purposes — and that bar will be different for every user and every use case. The key is to approach prompt engineering as a collaborative dialogue with the model, one in which you're continuously refining and clarifying your inputs to get closer to your desired outputs.

By embracing this iterative mindset, you'll not only end up with better results, but you'll also sharpen your own skills in articulating your needs and evaluating AI-generated content. And as you gain more experience and develop a feel for what works and what doesn't, you'll find that you can get to your desired destination more quickly and with fewer detours along the way.

So the next time you sit down to craft a prompt, remember: start simple, evaluate critically, and iterate based on what you learn. The perfect prompt may not exist, but with a bit of persistence and a willingness to engage in a bit of back-and-forth, you can almost always get to an output that moves your work forward. And that, in the end, is what really matters.

The Importance of Multi-Step Processes

When working with a language model, it's easy to fall into the trap of expecting a perfect, fully formed output from a single prompt. Think of your interaction with language models not as a one-and-done request, but as a collaborative journey toward an as-yet undetermined destination, potentially with many exciting destinations visited along the way. Every prompt you provide is a signpost pointing the model in a general direction, but the exact route and endpoint will be shaped by the back-and-forth that follows.

A helpful framework is to approach your task as a four-step process, with each step building on the insights and outputs of the last. Here's a high-level example of that in the world of brand marketing to meet audience needs:

- **Defining Needs:** Start by clearly articulating your audience's needs, pain points, and desired outcomes. This lays the foundation for all the creative work to come.
- **Generating Segments:** Next, prompt ChatGPT to propose a range of audience segments that map to those distinct needs. Iterate on these segments until you have a set that feels comprehensive, differentiated, and actionable.
- **Brainstorming Ideas:** With segments in hand, now prompt a language model to suggest product, marketing, or experience ideas tailored to each group. Encourage it to think expansively and generate multiple options per segment.

- **Refining Positioning:** Finally, work with the model to home in on the most promising ideas and craft compelling positioning and messaging to bring them to life. Pressure-test the uniqueness and resonance of each concept.

At each stage, resist the urge to settle for the first output you receive. Instead, critically evaluate the AI's suggestions and provide targeted feedback to steer it closer to your objectives. Use phrases like "This is on the right track, but can you make it more..." or "I like X and Y, but Z feels off because..." to give the model clear guidance on how to refine its responses.

It's also crucial to edit and enhance the model's outputs with your own subject matter expertise and creative flair. ChatGPT can serve up a platter of intriguing raw ingredients, but it's up to you to season them to taste and artfully arrange them on the plate. Always run a fine-toothed comb through AI-generated content to correct any inconsistencies, punch up the prose, and make it unmistakably on-brand.

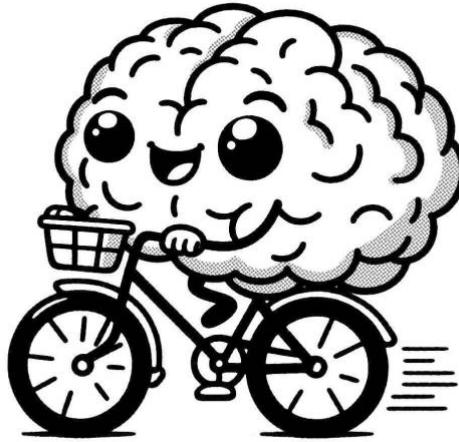
By embracing this multi-step, iterative approach, you'll be able to progressively zero in on outputs that don't just meet the bar, but vault over it with room to spare. You'll also be honing your own prompt-crafting chops and developing an intuitive feel for how to get the best out of this powerful but quirky creative partner.

More importantly, you'll be putting into practice the paramount principle of human-language model collaboration: That the role of these is to augment and accelerate human expertise, not automate it away. By engaging in a true back-and-forth dialogue with ChatGPT — one in which you're not just posing queries, but actively shaping the responses through your own knowledge, you'll maintain your essential role as the conductor of the creative symphony.

So next time you're staring down a complex creative challenge, try breaking it down into this four-step framework and enlist ChatGPT as your intellectual sparring partner. With each round of feedback and refinement, the model's outputs will get sharper and more aligned with your goals, and you'll be flexing your own prompt-engineering muscles in the process. It may take a few extra steps to reach that final 'aha!' moment — but when you do, it'll be a destination well worth the journey.

Electric Bikes for The Mind

Language models like ChatGPT aren't just nifty tools — they're portals to entirely new realms of intellectual exploration and creative expression. To borrow a metaphor from the late, great Steve Jobs, he described computers as "bicycles for the mind," empowering us to traverse vast conceptual distances and scale lofty idea-mountains with turbo-boosted efficiency and finesse. And the new revolution of language models has led OpenAI CEO Sam Altman to go one step further, describing ChatGPT as an "e-bike for the mind." We love it!



We'd also like to take this metaphor one step further and clarify that whilst language models may boost our performance, speed and happiness like an electric bike does for travel, they're certainly not self-driving cars. We cannot simply hop aboard and arrive quickly and safely at our destination. The importance of the electric bike rider (that's you!) in setting the direction, pedalling, navigating, and parking is critical.

But as with any powerful technology, using language models effectively requires more than just hopping on and putting the pedal to the metal. To truly harness their potential to elevate your thinking and supercharge your output, you must learn to ride in tandem with the technology — to steer, accelerate, and brake in all the right moments. You are the navigator charting the course; the model is your tireless co-pilot ready to propel you forward.

One of the biggest pitfalls in working with language models is what researchers call "falling asleep at the wheel" — becoming so entranced by the model's fluent and seemingly authoritative outputs that you fail to critically evaluate their substance and relevance. Just like an electric bike, a language model will keep speeding ahead based on the initial direction you provide, regardless of whether it's actually getting you closer to your intended destination.

To stay alert and engaged throughout your AI-augmented creative process, it's crucial to treat the model's outputs as promising prompts rather than polished products. When you receive a response to your input, don't just nod along and accept it as gospel truth. Put on your discerning editor's cap and scrutinise it for logical coherence, factual accuracy, and alignment with your original goals. Trust but verify.

Ask yourself: Does this actually address the core question or task I set out to tackle? Are the ideas truly novel and incisive, or just plausible-sounding fluff? Does the writing style and structure fit my audience and intent, or meander into generic tangents? Is this a substantive intellectual meal, or just empty rhetorical calories?

If the answer to any of these gut checks is "No" or "Not quite," it's time to hop back into the driver's seat and course correct. Identify the specific elements that missed the mark and feed that constructive critique back into your next prompt. Rinse and repeat this iterative refinement cycle until you arrive at a work product that makes you sit up and say "Aha!"

This is the real craft of human-language model collaboration — knowing when to let the model take the lead and when to reassert your own creative control and domain expertise. It's about developing the discernment to sift the glimmers of genius from the dross, and the dexterity to weave those raw threads into a bespoke tapestry that exquisitely suits your needs and audience.

Make no mistake, this co-creative back-and-forth requires effort and ingenuity on your part. Partnering with a language model is not a passive taxi ride where you can just sit back and zone out until you've reached your final destination. It's an active, engaged expedition that demands your full presence and participation at every leg of the journey.

But for intrepid explorers willing to put in the pedal-work, the payoffs are plentiful. By learning to harness these electric bikes for the mind with skill and discernment, you'll be able to ideate faster, write more confidently, and unearth unexpected gems of insight that might otherwise remain buried beneath the surface. You'll be able to go further and deeper in your creative quests, without getting bogged down in the drudgery of staring at a blank page.

Perhaps most thrillingly, by offloading some of the cognitive heavy lifting to your trusty language model sidekick, you'll free up precious mental bandwidth to focus on higher-order analysis, synthesis, and sense-making. You can direct your energy toward the uniquely human tasks of framing the right questions, connecting the dots, and spinning the straw of raw information into the gold of actionable wisdom.

But to alchemize these efficiency gains into meaningful impact, you must be intentional about how you choose to reinvest your hard-won cognitive surplus. Will you double down on a gnarly problem that's been stumping you for months? Finally carve out time to tackle that ambitious passion project perpetually simmering on the back burner? Volunteer your newly expanded expertise to a cause that moves you?

The beauty is the choice is yours — and therein lies the true transformational potential of language model augmentation. By learning to use language models as cognitive prosthetics rather than creative crutches, you reclaim your agency and autonomy as a knowledge worker. You become the master of your own intellectual destiny, with an endlessly versatile tool at your disposal to help you blaze new trails and reach new heights.

So hop on that electric bike for the mind and start pedalling — the open road of infinite possibility awaits. Just remember, you're the one with your hands on the handlebars. Where you steer is entirely up to you.

The '4 Ps' framework, the art of prompt engineering, the importance of an iterative approach, and the concept of language models as 'electric bikes for the mind' — these are the crucial building blocks of practical language model mastery. By internalising these lessons and honing your skills through deliberate practice, you'll be well on your way to unlocking the full potential of these powerful tools in your knowledge work.

But mastering the '4 Ps' and the art of prompt engineering is only part of the journey. To truly realise the transformative potential of these tools, we need to zoom out and consider the organisational context. In our final chapter of Part 1, we'll explore the phases of language model adoption and key considerations for driving impact at scale.

YOUR JOURNEY

In this final chapter of Part 1, we'll zoom out to consider your language model journey at both a personal and organisational level. We'll go beyond the potential and practical application of language models to help you carve a path to success.

Six Phases of Adoption

Our work since 2022 with 100s of organisations and 1,000s of people have demonstrated that there are several phases to adoption and application of language models. These phases represent the journey from initial scepticism to widespread integration of language models:

Phase 0: Scepticism and Hesitation

Characterised by doubts about the efficacy and practicality of AI. Many view it as another wave of hype, with uncertainties about its benefits. This stems from experience with overhyped technologies that failed to deliver on their promises.

Phase 1: Initial Exposure and Surprise

Begins when you get your first real exposure to what language models can do. Often marked by surprise. Witnessing language models successfully applied in your domain of expertise — especially when it delivers unexpected insights or solutions — is a game-changer.

Phase 2: Experimentation and Trial

You start to experiment, often on a small scale or in a controlled environment. You begin to test AI's capabilities and limitations, applying it to specific tasks or projects. This phase is critical for understanding how language models can be integrated into your existing workflows.

Phase 3: Realising Practical Applications

You begin to understand how language models can enhance creativity, efficiency, and effectiveness in your decision-making. You start to see that language models can aid in your work, rather than a threat or a gimmick. This phase often involves learning how to interact with language models effectively to get the best results.

Phase 4: Adoption and Integration

Integration of language models into everyday processes as a standard tool, much like how computers and the internet were eventually integrated into most aspects of work. You start

to see language models as an essential part of the process to begin to restructure your workflows and strategies around AI's capabilities.

Phase 5: Evolution and Learning

As language model products become more sophisticated, integrated, and ubiquitous, the need for continuous learning and adaptation becomes crucial. You must stay informed about the latest developments in language models and remain open to updating your skills and approaches.

The phases of language model adoption and benefits show that integrating language models into our work processes is a journey, not a one-time event. It requires a willingness to experiment, learn, adapt, and evolve over time.

In the early phases, scepticism and hesitation are natural as people grapple with a powerful new technology. Initial exposure can be both exciting and surprising, as the capabilities of language models often exceed expectations. This sparks curiosity and leads to experimentation on a small scale.

As people gain hands-on experience, they start to realise practical applications where language models can enhance their work — boosting creativity, efficiency, and decision-making. This realisation is key to moving past seeing language models as a gimmick and recognizing it as a valuable part of your workflow.

With this recognition comes wider adoption and deeper integration into daily workflows. Language models start to become a standard part of the toolkit, much like computers and the internet before it. This phase often involves restructuring processes to best leverage AI's capabilities.

As language models continue to advance, the final phase is one of ongoing evolution and learning. Staying up to date with the latest developments and continuously updating one's skills becomes essential. What once felt cutting-edge quickly became the norm.

On the benefits side, the phases progress from isolated individual usage to language models becoming an integral 'team member' that enhances everyone's capabilities. As more people experience the benefits and language models prove their worth, it shifts from an experiment to an expectation and finally to an essential augmentation of human potential.

Navigating these phases successfully requires a proactive approach. Organisations need to support their people in understanding and adopting AI, provide opportunities for experimentation and learning, and foster a culture that embraces the human-language model partnership. Individuals need to cultivate a mindset of openness and continuous learning.

The goal is not just to use AI, but to deeply integrate it in a way that fundamentally elevates what's possible — for ourselves, our teams, and our organisations. By understanding these

phases of adoption and benefits, we can chart a course towards a future where language model and human ingenuity combine to unlock new heights of productivity and potential.

As you progress along your personal language model mastery journey, it's crucial to be aware of and avoid several common misconceptions that can hinder your growth and limit the impact of these tools in your organisation.

Three Fallacies: Perfection, Cheating, and Replacement

In the rapidly evolving world of artificial intelligence, three major fallacies have emerged, clouding our understanding of how humans and language models can effectively collaborate. These misconceptions are the Perfection Fallacy, the Cheating Fallacy, and the Replacement Fallacy. By examining and debunking these fallacies, we can develop a more accurate and productive framework for human-language model collaboration.

The Perfection Fallacy

The Perfection Fallacy is the belief that language models should be flawless and infallible, capable of delivering perfect results without human intervention. This myth stems from a misunderstanding of the nature of language models and their limitations. Language models can, in reality, make mistakes, exhibit biases, and fail to grasp the full context of a situation. And that's ok.

Overall, it's a mistake to scrutinise language models to a higher standard than the other imperfect tools we readily use every day. We don't expect Google results, interns, or consultants to be perfect — we know to apply critical thinking and not blindly accept their output. The same measured approach should be taken with AI, which in fact often outperforms all of these!

Language models are designed to work alongside humans, helping to automate and streamline tasks and processes, while still allowing the human to maintain control and oversight. Much like the autopilot for an aeroplane, language models handle routine tasks, but the human can intervene and 'grab the wheel' for more complex situations or when something unexpected occurs. Like any tool, the human remains firmly in the driver's seat. Bad output from language models is no more of a threat than bad information from a Google search if the human applies the same scrutiny and critical thinking they always have.

The core point here is that using language models shouldn't require that it be flawless any more than a new intern hire, agency partner or research report has to be flawless to be useful. It's an additional tool, not a wholesale replacement for human discernment.

Recognising the imperfections of language models is crucial for effective collaboration. It allows us to approach language models as powerful assistants that require human oversight, interpretation, and correction. As all interns, agencies, research reports and Google searches do. By acknowledging the limitations of AI, we can develop strategies for mitigating potential errors and ensuring the integrity of our work.

The Cheating Fallacy

The Cheating Fallacy is the notion that using language models to assist in our work is somehow dishonest or unethical, as if we are taking credit for the AI's efforts. This misconception fails to acknowledge the long history of humans using tools and resources to enhance their capabilities. We do this every day! From calculators to research software to Google results, interns, or consultants, we rely on technology and people to help us work and improve our efficiency all the time.

Collaborating with language models is no different. It is not cheating to leverage the power of language models to analyse text, generate insights, or automate repetitive tasks. Instead, it is a strategic decision to allocate our time and energy towards higher-level tasks that require human judgement, creativity, and empathy. By embracing language models as a legitimate tool, we can focus on the aspects of our work that truly add value.

The Replacement Fallacy

In the context of knowledge work, the Replacement Fallacy is the misguided belief that language models will entirely replace human effort, making our skills and expertise irrelevant. Although language models can indeed perform specific tasks more efficiently than humans, it is essential to recognise that language models require strong human leadership to function effectively. When used skilfully, language models act as a mirror, reflecting and amplifying the expertise of the user. The quality of the AI's output is directly proportional to the human's expertise and leadership. The more knowledgeable and experienced the user, the better the language model performs, providing targeted insights that align with the user's perspective rather than generic responses. In essence, language models serve as a tool to enhance human capabilities, not replace them.

The most successful applications of language models involve a symbiotic relationship between humans and machines, where each contributes their distinctive strengths. Humans excel at setting goals, providing context, and making judgement calls, while language models excel at processing large volumes of data and identifying patterns. By working together, humans and language models can achieve results that neither could accomplish alone.

Towards Effective Human-Language Model Collaboration

Overcoming these fallacies is essential for unlocking the full potential of human-language model collaboration. It requires developing a framework for responsible language model

integration that emphasises human oversight, continuous learning, and ethical considerations.

This framework should include strategies for:

- Identifying the appropriate tasks for language model collaboration
- Establishing processes for human oversight and intervention
- Developing the skills and knowledge necessary for effective language model collaboration
- Ensuring transparency and accountability in AI-assisted work
- Fostering a culture of continuous learning and adaptation

By addressing these fallacies head-on and developing a comprehensive approach to language model collaboration, we can harness the power of language models to enhance our work, while retaining the essential human qualities that drive innovation and progress.

The AI Revolution: Empowering People to Change the World

When OpenAI launched the GPT-4 Turbo model, CEO Sam Altman made a bold proclamation that resonated deeply with our mission at PROMPT:

"We believe that AI is going to be a technological and societal revolution. It will change the world in many ways. It will empower all of you to build so much. If you give people better tools, they can change the world. AI will be about individual empowerment and agency at a scale that we've never seen before. That will elevate humanity to a scale that we've never seen before. As intelligence becomes integrated everywhere, we will all have superpowers on demand."

This vision of AI as a great equaliser and amplifier of human potential aligns perfectly with the ethos behind our work. At PROMPT, we're not just enamoured with the raw technical capabilities of large language models. We're inspired by how these tools can be harnessed to unleash creativity, accelerate innovation, and drive transformative impact across domains.

When we work with entrepreneurs, marketers, strategists, and creators to integrate AI language models into their workflows, our goal is not to replace or automate away human ingenuity, but to augment and extend it. We've seen first-hand how the ability to delegate cognitively taxing tasks like research, analysis, and first-draft writing to a language model assistant frees up immense mental bandwidth for higher-level strategic and creative thinking.

People can now operate at a level previously exclusive to well-resourced teams. A solo founder can generate high-quality market analysis in an afternoon, a task that once required an expensive consulting engagement. A time-strapped marketer can spin up dozens of customised pitches and proposals without burning the midnight oil. A resource-constrained non-profit can access on-demand research capabilities that rival a think tank.

This is the real power of language models as we see it. Not as a replacement for human intelligence, but as a force multiplier for individual agency. When anyone with a laptop and an internet connection suddenly has the equivalent of a world-class expert system at their fingertips, the barriers to entry for ambitious projects and audacious goals start to crumble.

Of course, using these new superpowers responsibly and effectively is not a trivial challenge. As Altman notes, AI is ultimately a tool, and like any tool, its impact depends on the skill and intent of the user. That's why a core part of our work at PROMPT is education and empowerment. Helping individuals and teams not just access these capabilities but develop the judgement and discernment to apply them in ways that truly move the needle.

This means learning to see past the hype and identify the highest-leverage opportunities for language model augmentation in one's specific context. It means developing the prompt engineering and results parsing skills to steer generative models towards novel and useful insights rather than coherent-sounding fluff. And it means cultivating the discipline to always keep one's human faculties firmly in the loop. To use language models as a complement to, not a substitute for, critical thinking.

But for those willing to embrace this paradigm shift and put in the work to pioneer new ways of working, the rewards are immense. We're on the cusp of a new era of knowledge work. One where the limiting factor is no longer access to information or analytical horsepower, but the quality of one's questions and the originality of one's ideas.

In this brave new world, the playing field is levelled, and the possibilities are endless. The next ground-breaking startup, world-changing non-profit, or category-killing product could come from anywhere and be dreamed up by anyone with curiosity, drive, and a language model co-pilot by their side.

While the specifics of the language model revolution are still uncertain, we share Altman's conviction that it represents a fundamentally new medium for expanding the boundaries of human creativity and problem-solving.

Our role, and our privilege, is to help shepherd this transformation. To ensure that the power of these tools is not concentrated in a few hands but distributed to all those with the vision and passion to use them for good. We believe that everyone deserves access to superpowers, and we're excited to help you unleash yours.

To make this vision a reality, organisations must focus on equipping people at all levels with foundational language model skills — the hidden key to unlocking widespread benefit.

The Power of Foundational Skills

In the rush to capitalise on the transformative potential of AI, many organisations find themselves chasing after elusive ‘killer use cases’ — those high-impact applications that promise to revolutionise processes and deliver outsized business value. It’s an understandable impulse; after all, the hype around language models is filled with tantalising stories of quantum leaps in efficiency, insight, and innovation.

However, as many leaders are discovering, the path to language model success is often more complicated than simply identifying a marquee use case and throwing resources at it. Too often, these initiatives fail to live up to their transformational promise, stymied by low adoption, integration challenges, and a lack of organisation-wide buy-in.

The root cause of these struggles is often a neglect of the most critical factor in any language model implementation: the people who will actually be using the technology on a day-to-day basis. No matter how impressive the language model or how well-designed the process, its impact will be muted if employees lack the skills and confidence to effectively leverage it in their work.

That's why, at PROMPT, we advise organisations to start their language model journey not by chasing shiny use cases, but by investing in foundational skills training for their people. By equipping employees at all levels with a baseline understanding of AI's capabilities, limitations, and applications, companies can lay the groundwork for organic, bottom-up innovation that permeates every corner of the business.

The power of this approach lies in its ability to activate the latent potential of language models across a wide range of use cases, many of which may not be immediately obvious from a top-down perspective. When employees understand how to ‘think with AI’ — how to frame problems, craft prompts, interpret outputs, and iterate on solutions — they begin to spot opportunities to apply it in the context of their specific roles and workflows.

The beauty of this is that use cases emerge organically from the employees closest to the work itself. Rather than being imposed from on high, they're rooted in a deep understanding of the day-to-day challenges and opportunities of each role. And because they're initiated by the users themselves, they tend to have higher adoption rates and smoother integrations into existing workflows.

Of course, this bottom-up approach doesn't negate the value of strategic, top-down language model initiatives. Major process overhauls and platform implementations absolutely have their place and can deliver significant value when executed well. But even these large-scale

efforts are more likely to succeed when built on a foundation of widespread language model competency.

When employees at all levels have a shared understanding of AI's potential and a common language to discuss its application, barriers to adoption begin to dissolve. Teams are better equipped to provide meaningful input into the design of new AI-powered processes, and to troubleshoot issues as they arise. A culture of experimentation and continuous improvement takes hold, as individuals feel empowered to suggest refinements based on their hands-on experience.

Contrast this with the all-too-common scenario of a centrally driven language model initiative without proper employee engagement and training. These often encounter resistance from an unprepared workforce. Lacking language model literacy, employees may view the technology with suspicion or apathy, failing to understand its relevance to their work. Adoption lags, workarounds proliferate, and the anticipated benefits fail to materialise. Not because the use case was flawed, but because the human element was overlooked.

The lesson for leaders is clear: By all means, think big when it comes to AI's potential to transform your business. But don't neglect the critical importance of foundational skills in making that vision a reality. Programs like those offered by PROMPT, which focus on demystifying language models and teaching practical techniques for its use, can be a powerful catalyst for change.

When employees at all levels are equipped to ideate, experiment, and iterate with AI, the possibilities are truly endless. Use cases that once seemed like distant aspirations become daily realities, woven into the fabric of how work gets done. And the organisation as a whole becomes more agile, more innovative, and better positioned to harness the full potential of this transformative technology.

The age of language model is here, and its impact will only continue to grow. The question for leaders is not whether to embrace it, but how to empower their people to make the most of it. By prioritising foundational skills — the 'hidden key' to unlocking AI's potential — organisations can build a workforce that doesn't just adopt AI, but truly thrives with it.

Conclusion of Part 1

Congratulations on making it through Part 1 of our exploration into the world of language models! By now, you should have a solid grasp of what these tools are, how they work, and why they hold such transformative potential for knowledge work.

We've covered a lot of ground in this section, from defining key terms and concepts to examining the multifaceted benefits of language models, introducing practical taxonomies and frameworks, exploring the four core skills, and delving into the strategies and best

practices for effective application. Through it all, we've emphasised the importance of a hands-on, iterative approach to learning and mastery.

As we conclude Part 1, take a moment to reflect on your own journey so far. What have been your key takeaways and 'aha' moments? Where do you see the most exciting potential for language models in your own work? What questions or concerns do you still have, and how might you go about addressing them?

Remember, the path to language model mastery is an ongoing one, filled with continuous experimentation, learning, and growth. The frameworks, strategies, and mindsets we've introduced in this section are designed to guide and support you on this journey, but the real magic happens when you start applying them in practice.

And that's exactly what we'll be doing in Part 2 — diving into a wealth of real-world examples and case studies that showcase the incredible variety and depth of language model applications. From generating marketing copy and analysing customer feedback to drafting legal contracts and conducting research, you'll see how the principles and techniques from Part 1 come to life in concrete, domain-specific ways.

So as you reflect on your learnings from this section, start thinking about how you might begin to apply them in your own context. What projects or tasks could you start experimenting with? What datasets or prompts could you play around with? How might you share your explorations and insights with colleagues or peers?

The exciting thing about the world of language models is that we're all pioneers in this space, figuring it out together. Every experiment, every success, every failure is an opportunity to learn and push the boundaries of what's possible. And with the foundational knowledge and practical toolkit you've gained from Part 1, you're well-equipped to start making your own contributions to this rapidly evolving field.

So let's carry this spirit of curiosity, experimentation, and continuous learning into Part 2 and beyond. The journey of language model mastery is just beginning, and we can't wait to see where it takes you!

PART 2: PROMPT FOR MOVIES & TV

In Part 2 you'll see our suggested multi-step, iterative way of working with language models brought to life through a large number of practical case studies. Throughout, the book balances an inspiring vision for the future of AI-augmented knowledge work with practical, responsible guidance that prioritises human agency, factual accuracy, and the irreplaceable role of human creativity and ethics in shaping the trajectory of these transformative tools. You'll learn how to use language models to create and market great content. We'll walk through processes step-by-step and focus on real-world examples to show you how to put these amazing tools to work for you.

WHAT CAN LANGUAGE MODELS HELP YOU WITH? EVERYTHING

It's hard to know where to start with getting help from language models like ChatGPT. What can they help with? Language models can help with everything. That's our experience after having used them a *lot* for many tasks we're familiar with. And after watching many other people use them for many tasks they're familiar with.

Let's step back and think about many of the different things you need to do to make a movie / TV show. We developed this overall framework to help us think it through.

1. Concept Development

- a. Brainstorming ideas
- b. Identifying target audience
- c. Deciding on format (movie, TV show, miniseries)

2. Screenwriting

- a. Developing the story outline
- b. Creating characters
- c. Writing dialogue and scene descriptions

3. Pre-Production

- a. Securing funding
- b. Assembling the team (director, producers, cast, crew)
- c. Location scouting
- d. Storyboarding
- e. Scheduling and budgeting

4. Production

- a. Filming
- b. Directing actors
- c. Managing crew
- d. Capturing audio
- e. Monitoring continuity

5. Post-Production

- a. Video editing
- b. Sound editing and mixing
- c. Visual effects (VFX) and colour grading
- d. Music composition and licensing
- e. Test screenings and revisions

6. Distribution and Marketing

- a. Securing distribution channels (theatrical, streaming, TV)

- b. Creating promotional materials (trailer, poster, social media content)
- c. Attending film festivals and industry events
- d. Coordinating press and publicity
- e. Managing release strategies and audience engagement

7. Evaluation and Feedback

- a. Analysing audience response
- b. Assessing critical reception
- c. Evaluating financial success
- d. Gathering insights for future projects

To start with, we simply asked a language model for examples of how it could help with each step.

PROMPT:

... continued ...

For each area in my list, come up with five prompts a person doing that task could use to get a language model's help doing that task. Respond in table format

RESPONSE:

Step	Prompt 1	Prompt 2	Prompt 3	Prompt 4	Prompt 5
Concept Development	Generate three unique movie ideas based on AI and robots.	Suggest five themes that would resonate with a young adult audience.	What are the pros and cons of making a movie vs. a TV series?	List three popular movie genres that can be combined for a fresh concept.	How can I create a compelling high-concept idea for a sci-fi movie?
Scriptwriting	Help me create a compelling logline for my action thriller.	Suggest interesting character traits for a mysterious protagonist.	Write a dialogue scene between two characters arguing about their past.	How can I make the villain in my story more relatable and complex?	Describe a visually stunning opening scene for a fantasy movie.
Pre-Production	Provide tips for creating an effective pitch to secure funding.	How do I choose the right director for my project?	Suggest five unique filming locations for a horror movie.	Create a rough storyboard for an intense car chase scene.	What are the key elements to consider when scheduling and budgeting a film?
Production	What are some techniques for directing actors effectively?	How can I maintain a positive and efficient work environment on set?	What's the best way to capture high-quality audio on location?	Explain the role of a script supervisor and their importance for continuity.	Suggest three creative camera angles for an emotional dialogue scene.

Post-Production	Recommend five video editing techniques to enhance storytelling.	How can I create a balanced sound mix for a suspenseful scene?	What are the main steps in the VFX and colour grading process?	Suggest three styles of music that would complement a romantic comedy.	How can I use test screenings to improve my final cut?
Distribution and Marketing	How do I create an engaging movie trailer?	Suggest five creative ideas for a movie poster.	How can I leverage social media to promote my film?	What are the best film festivals to submit my indie film to?	How can I create an effective release strategy for my movie?
Evaluation and Feedback	How do I analyse audience response to my film?	What should I focus on when reading critic reviews?	How can I calculate the financial success of my project?	What insights can I gain from my project's performance for future projects?	How can I use feedback to improve my storytelling skills?

A pretty good list to get us started and to give you ideas for where to focus. We'll certainly use some of those as we progress through the book. But we'll also push language models much further and expand on some of the others. You should try a similar prompt to get the model to give you ideas for how it can help whenever you're stuck. We're confident that, no matter which area you need help with, it will be able to. If you can't work out how, just get in touch and we'll try to help!

Note: While this book addresses various aspects of creating and promoting movies and TV shows, providing numerous tips for accomplishing these tasks with or without the assistance of language models, it is not intended to serve as a comprehensive guide. In several instances, we present high-level examples to demonstrate the processes involved and how language models can be beneficial. However, you will likely want to adopt a more advanced approach than the one outlined in this book.

For now, let's dig into some areas we think are super important.

UNDERSTANDING YOUR AUDIENCE

Or "Why Every Movie or TV Show Needs an Audience Strategy"

It's easy to get caught up in the creative process and focus on producing exceptional movies or TV shows. However, if you want to succeed in the entertainment industry, you cannot afford to neglect the business side of things. At the heart of that is having a clear audience strategy.

An audience strategy is a plan for identifying and targeting a specific audience and then tailoring your marketing efforts to meet their needs and preferences. This can involve identifying the characteristics and needs of your target audience, such as their age, interests, and motivations, and then creating marketing campaigns and initiatives that speak to those needs and preferences.

Having an audience strategy is essential because it helps you reach the right people, stand out from the competition, create more effective marketing, and build a deeper connection with your audience. For example, if you're an independent filmmaker targeting young cinephiles, you might create a social media campaign featuring edgy, visually striking graphics and offering exclusive access to behind-the-scenes footage and content. On the other hand, if you're a TV show producer targeting a more mature audience, you might create a newsletter featuring insights into your creative process and offering discounts on streaming subscriptions or merchandise.

Examples of production companies doing this well include Marvel Studios, which has a highly targeted and cohesive brand that resonates with their fanbase, and HBO, which consistently engages its audience through various marketing initiatives for shows like Game of Thrones. On the other hand, examples of those doing this poorly include those who fail to identify their target audience or those who create marketing campaigns that are disconnected from their content or brand.

To create an effective audience strategy, it's important to segment your audience into different groups based on their needs and preferences. For example, you might have one segment of die-hard fans who are highly engaged with your content and another segment of casual viewers who are less interested in your productions but still open to discovering new movies or TV shows. By understanding the needs and preferences of each segment, you can create marketing campaigns that are tailored to their specific needs and that are more likely to convert them into loyal fans.

In conclusion, having an audience strategy is crucial. By identifying and targeting specific audience segments and tailoring your marketing efforts to meet their needs, you can create a loyal and passionate fanbase that supports and champions your content.

Understanding Your Audience

There are many ways you can do this. Let's ask a language model for some advice to get started.

PROMPT:

How can a marketing executive in charge of marketing a new movie or tv show understand who their potential audience is in a way that is useful to them?

RESPONSE:

A marketing executive in charge of marketing a new movie or TV show can understand their potential audience by following these steps:

Identify target demographics: Determine the age group, gender, geographic location, and socioeconomic status that the movie or TV show is likely to appeal to. Analyse existing data on similar movies or shows, their audiences, and how well they performed.

Create audience personas: Develop detailed audience personas representing the target audience. Include information about their interests, preferences, and media consumption habits. This will help in crafting tailored marketing messages and strategies.

Analyse genre preferences: Understand the preferences of the target audience in terms of genre, themes, and storylines. This will help in positioning the movie or TV show correctly and developing marketing materials that resonate with the target audience.

Conduct market research: Conduct surveys, focus groups, and interviews with potential viewers to gather qualitative data about their preferences, expectations, and feedback. This will help in refining the marketing strategy and improving the overall appeal of the movie or TV show.

Monitor social media and online communities: Keep track of online conversations and discussions around similar movies or TV shows, actors, or genres to understand the preferences, trends, and sentiments of the potential audience.

Analyse competitor marketing strategies: Study successful marketing campaigns of similar movies or TV shows to identify best practices and potential opportunities for differentiation.

Leverage data analytics: Use advanced data analytics tools and techniques to analyse large datasets from various sources, such as streaming platforms, social media, and box office data, to identify patterns and trends related to viewer behaviour and preferences.

Test marketing campaigns: Run small-scale, targeted marketing campaigns to gauge the response of the potential audience. This will help in identifying effective marketing messages and strategies before scaling up the campaign.

Collaborate with influencers: Partner with influencers and content creators who appeal to the target audience to promote the movie or TV show. Influencers can provide valuable insights into their audience's preferences and help in reaching the right viewers.

Continuously iterate and optimise: Regularly assess the performance of marketing campaigns and adapt them based on audience feedback and engagement metrics. Continuously refine the understanding of the target audience and adjust marketing strategies accordingly.

Interestingly, it didn't suggest the one way we'll do it in PROMPT for Movies and TV - using a language model. Let's see how it does.

Clearly Defining Your Audience(s)

First, decide who you want to engage. A good way is to come up with a set of audience segments. Think of them as a menu that you can choose from.

Here is a list of generic TV and movie audience segments you could start with.

PROMPT:

Come up with ten audience segments for TV show and movie viewers. Each should be defined by a different underlying need that drives their TV and movie viewing. Some should be super-engaged with TV and movies and some should be only lightly interested. Give each an emoji, a catchy name and a description. We'll call these our "Audience Segments"

RESPONSE:

🎬 Screen Enthusiasts are die-hard movie and TV show fans who watch a wide range of content. They value quality storytelling, impressive visuals, and strong acting performances. Their need for immersive and engaging experiences drives their viewing habits.

😂 Comedy Connoisseurs seek humour and light-hearted entertainment in movies and TV shows. They're drawn to content that allows them to relax, unwind, and escape from daily stresses. Their need for laughter and levity drives their viewing choices.

💡 Knowledge Seekers are drawn to documentaries, educational shows, and movies based on real events. They enjoy expanding their knowledge and exploring new subjects. Their need for intellectual stimulation drives their viewing habits.

👽 Sci-Fi Fanatics are passionate about science fiction and fantasy movies and TV shows. They love exploring new worlds, futuristic technologies, and supernatural elements. Their need for imaginative and thought-provoking experiences drives their viewing choices.

⌚ Casual Viewers are not particularly invested in movies and TV shows but enjoy watching them occasionally. They tend to watch popular and accessible content rather than seeking out niche genres. Their need for occasional entertainment drives their viewing habits.

❤️ Hopeless Romantics are drawn to romance movies and TV shows, focusing on love stories and emotional connections. They enjoy being swept up in the emotional journey of the characters. Their need for emotional connection and escapism drives their viewing choices.

🌐 World Wanderers are interested in movies and TV shows set in different countries and cultures. They enjoy experiencing new places, customs, and languages through the screen. Their need for cultural exploration and diversity drives their viewing habits.

🎭 Drama Devotees appreciate complex storylines, character development, and emotional depth in movies and TV shows. They're drawn to content that challenges them and provokes thought. Their need for introspection and emotional resonance drives their viewing choices.

📺 Background Bingers enjoy having movies and TV shows playing in the background while they multitask or relax. They're not heavily invested in the content, but it serves as a comforting presence. Their need for passive entertainment and background noise drives their viewing habits.

'action' Action Aficionados are drawn to movies and TV shows with high-octane action, thrilling stunts, and fast-paced plots. They enjoy the adrenaline rush and excitement that comes with these genres. Their need for excitement and physicality drives their viewing choices.

Really you should tweak the prompt to specify the genre of your TV show or movie so you get segments that are even more targeted. Keep playing until you come up with a set you love.

For example, if you were interested in younger audiences interested in Science-Fiction and Fantasy movies you might try the following tweaks to the prompt:

PROMPT:

Come up with ten audience segments for young viewers of Science-Fiction and Fantasy movies. Each should be defined by a different underlying need that drives their Science-Fiction and Fantasy movie viewing. Some should be super-engaged with Science-Fiction and Fantasy movies and some should be only lightly interested. Give each an emoji, a catchy name and a description.

RESPONSE:

💻 Tech Enthusiasts are drawn to sci-fi and fantasy movies that showcase advanced technologies, futuristic gadgets, and innovative concepts. Their need for exploring cutting-edge tech drives their movie viewing habits.

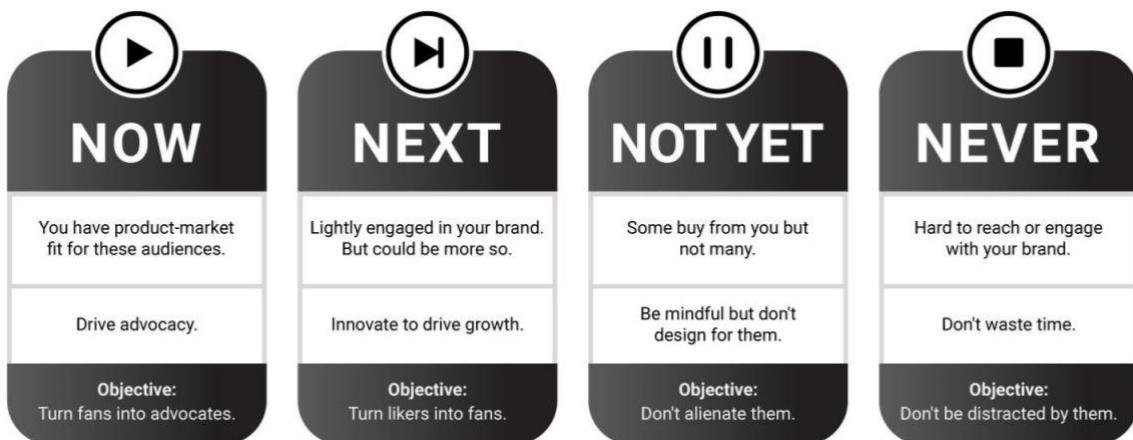
- ⌚ Space Explorers are fascinated by movies that take place in outer space, featuring interstellar travel, alien encounters, and cosmic adventures. Their need for exploring the universe and its mysteries drives their viewing choices.
- 🧙 Magic Mavens are captivated by fantasy movies that delve into magical realms, supernatural creatures, and enchanted artefacts. Their need for escapism and wonder drives their movie viewing habits.
- ✍ Science Sleuths enjoy sci-fi movies that incorporate real-world scientific concepts, theories, or speculative ideas. Their need for intellectual stimulation and curiosity about the future drives their viewing choices.
- 🎬 Action Adventurers are drawn to sci-fi and fantasy movies with thrilling action sequences, epic battles, and high-stakes conflicts. Their need for excitement and adrenaline drives their movie viewing habits.
- Creature Fans are fascinated by sci-fi and fantasy movies featuring mythical creatures, monsters, or supernatural beings. Their need for exploring the unknown and the thrill of the fantastical drives their viewing choices.
- 🌟 Casual Stargazers are not deeply invested in sci-fi and fantasy movies but enjoy watching popular and accessible titles. Their need for occasional entertainment drives their movie viewing habits.
- 🎭 Character Connectors are drawn to sci-fi and fantasy movies with strong character development, relatable emotions, and interpersonal relationships. Their need for emotional resonance and human connection drives their viewing choices.
- 🏗️ World Builders are captivated by sci-fi and fantasy movies with intricate, well-developed fictional universes and immersive settings. Their need for detailed world-building and creative environments drives their movie viewing habits.
- 🔀 Genre Mixers enjoy sci-fi and fantasy movies that blend elements from other genres, such as romance, comedy, or drama. Their need for variety and fresh perspectives drives their viewing choices.

After tweaking the prompts and coming up with a set of audience segments that feel useful to you, the next step is to pick one or two you want to target. That's the topic of the next chapter.

Deciding Your Now, Next, Not Yet and Never Audiences

Audience segments need to be prioritised. Targeting them all with equal effort would be too wasteful and too expensive. Targeting just one, whilst perhaps appropriate for some niche content, is likely to be too narrow, and too short-sighted.

Rather than taking a binary 'target / not target' approach to your segments, we have developed a phased approach where we help clients think about the role of different segments on their path to growth. It is represented in the figure below.



Our Now, Next, Not Yet and Never framework

Why should I look beyond my Now audiences? We simply cannot rely solely on the loyalty of our Now audiences to maintain, let alone grow your audience, so much of our work focuses on the Next audiences.

The task of selecting your Now, Next, Not Yet and Never segments is firmly in the territory of human experience, expertise and creativity. As such, we don't explore in this book how language models like ChatGPT can help with this prioritisation. You would need to be very clear about your goals before trying to prioritise particular audience segments. And it should really involve robust, representative, human-interpreted audience research.

Deep-Diving into Your Target Audience

You can ask language models to bring the segments to life in any way that's useful for you. Here is one way:

PROMPT:

... continued ...

Please answer the following interview question for each segment.

Question: Describe a TV or movie viewing moment from the last week that best describes your relationship with TV shows and movies

RESPONSE:

Screen Enthusiasts: Last week, I watched the entire director's cut of "Blade Runner" for the third time and spent hours afterward analysing its themes, cinematography, and performances. I love immersing myself in the world of movies and TV shows, appreciating every aspect of the art form.

Comedy Connoisseurs: After a long day at work, I watched a few episodes of "Brooklyn Nine-Nine" and found myself laughing out loud at the witty humour and character interactions. I always turn to comedies when I need a mood boost and a good laugh.

Knowledge Seekers: Recently, I watched "The Social Dilemma," a documentary that explores the impact of social media on our lives. I enjoy watching movies and TV shows that provide insights into real-world issues and expand my knowledge on various subjects.

Sci-Fi Fanatics: I spent last weekend binge-watching the latest season of "The Mandalorian." The show's captivating storyline, rich universe, and stunning visual effects kept me hooked from beginning to end. I can't get enough of science fiction and fantasy content.

Casual Viewers: While scrolling through Netflix, I stumbled upon a popular romantic comedy that I hadn't seen before. I decided to give it a watch, and it made for an enjoyable, easygoing movie night. I don't actively seek out movies or TV shows but enjoy them when the opportunity arises.

Hopeless Romantics: Last week, I watched "The Notebook" for the fifth time and still cried during the emotional climax. I'm a sucker for romance movies and the way they depict love stories and human connections.

World Wanderers: I recently started watching "Anthony Bourdain: Parts Unknown," which takes me on a journey through various cultures, cuisines, and countries. I love experiencing new places and customs through the lens of movies and TV shows.

Drama Devotees: I spent an entire evening last week watching "Parasite," analysing its intricate storyline and character dynamics. I enjoy the emotional depth and thought-provoking nature of drama films and find them both entertaining and intellectually stimulating.

Background Bingers: While cleaning my apartment, I had "Friends" playing on the TV in the background. I wasn't paying close attention, but the familiar voices and humour provided a comforting ambiance as I went about my chores.

Action Aficionados: Over the weekend, I watched "Mad Max: Fury Road" and was on the edge of my seat during the high-octane chase scenes and intense action sequences. I love the excitement and adrenaline rush that comes with watching action-packed movies and TV shows.

That's a good simple example. But here is another more sophisticated way to bring the segments to life:

PROMPT:

... continued ...

For these 10 segments, I'd like to understand them more. Imagine how each of these segments thinks, feels and behaves. Then answer these questions for Segment 1. Then pause and await instructions before answering for Segment 2.

Qualitative questions:

- What does TV and movies mean to them?
- What genres and TV shows / movies do they typically enjoy?
- What types of TV and movie marketing would engage them?
- What platforms or technologies do they use to watch TV shows and movies?
- How do they discover new TV shows and movies these days?

Quantitative questions:

(For each question, please answer with 1-10 (1: not at all, 10: LOADS) plus an explanation)

- How much do they watch TV shows and movies these days?
- How much do they love discovering new TV shows and movies?

RESPONSE:

For Screen Enthusiasts, TV and movies are a passion and an essential part of their lives. They enjoy the art of storytelling and appreciate the effort that goes into creating immersive and engaging audiovisual experiences.

Screen Enthusiasts enjoy a wide range of genres, from drama and action to comedy and sci-fi. They appreciate quality storytelling, strong acting, and captivating visuals. They're likely to watch critically acclaimed movies and TV shows, as well as explore lesser-known gems and niche genres.

Screen Enthusiasts would be engaged by marketing that highlights the artistic and creative aspects of a movie or TV show. They'd be interested in behind-the-scenes content, interviews with cast and crew, and exclusive previews or teasers that showcase the film's strengths.

Screen Enthusiasts may use a variety of platforms and technologies, such as streaming services (e.g., Netflix, Hulu, Disney+), movie theatres, and physical media (e.g., Blu-ray,

DVD). They're likely to invest in high-quality home entertainment systems to enhance their viewing experience.

Screen Enthusiasts discover new TV shows and movies through a combination of online resources (e.g., social media, streaming platforms, review websites), recommendations from friends and family, and traditional media (e.g., TV ads, magazine articles).

How much do they watch TV shows and movies these days?

9 - Screen Enthusiasts watch a significant amount of TV shows and movies, frequently dedicating their free time to experiencing and analysing content across a wide range of genres and styles.

How much do they love discovering new TV shows and movies?

10 - Screen Enthusiasts have a strong passion for discovering new TV shows and movies, as it's an integral part of their appreciation for the art form. They enjoy exploring different genres, learning about new filmmakers, and finding unique stories that challenge and inspire them.

[To save space, we won't repeat this for the other segments here. But you get the idea!]

Up until this point, we've shown you how to think about audiences and deep-dive into the ones you're most excited about targeting. Now we need to work out what to do differently to engage them.

The Importance of Adapting Marketing to Target Audiences

Adapting your marketing to your target audience is crucial. Different audiences have different preferences, tastes, and behaviours, and as such, require different approaches when it comes to marketing. As a simple example, a young movie enthusiast may respond well to social media campaigns and targeted advertising and view a movie at the cinema, while an older, less-engaged audience may be more inclined to wait until the movie is available to rent, or even until it is aired on broadcast TV. With audience segments the difference is even clearer, as the example below shows.

PROMPT:

... continued ...

For each Audience Segment, please choose the top marketing idea that would be most likely to engage that segment. Please answer in the following format:

Segment Name: Marketing Idea Name: Reason why it would work for this segment

RESPONSE:

Screen Enthusiasts: Exclusive Behind-the-Scenes: Screen Enthusiasts appreciate the artistry involved in creating movies and TV shows, so behind-the-scenes content would pique their interest and deepen their appreciation for the content.

Comedy Connoisseurs: Hilarious Bloopers and Outtakes: Comedy Connoisseurs love a good laugh, so sharing funny bloopers and outtakes would showcase the humour of the TV show or movie and keep them engaged.

Knowledge Seekers: Expert Panel Discussions: Knowledge Seekers value insights and information, so hosting expert panel discussions on relevant topics connected to the movie or TV show would appeal to their curiosity and desire to learn more.

Sci-Fi Fanatics: Interactive Virtual Reality Experience: Sci-Fi Fanatics enjoy immersing themselves in futuristic worlds, so an interactive VR experience based on the TV show or movie would engage their imagination and enhance their connection to the content.

Casual Viewers: Curated Movie and TV Show Playlists: Casual Viewers may not actively seek out content, so curated playlists featuring popular and accessible titles would make it easier for them to find something enjoyable to watch.

Hopeless Romantics: Heartwarming Clips and Montages: Hopeless Romantics are drawn to love stories and emotional connections, so sharing heartwarming clips and montages from the movie or TV show would appeal to their sentimental nature.

World Wanderers: Behind-the-Scenes Location Tours: World Wanderers appreciate exploring new places and cultures, so offering behind-the-scenes location tours would give them a glimpse into the settings and cultural elements featured in the movie or TV show.

Drama Devotees: In-Depth Cast Interviews: Drama Devotees value strong acting and character development, so in-depth cast interviews discussing their experiences, motivations, and the creative process would engage this segment.

Background Bingers: Original Soundtrack Release: Background Bingers enjoy the comforting ambiance provided by familiar TV shows and movies, so releasing the original soundtrack would allow them to bring that familiar feeling into other areas of their life.

Action Aficionados: Exclusive Action Sequence Preview: Action Aficionados crave adrenaline and excitement, so offering an exclusive preview of a thrilling action sequence from the movie or TV show would capture their attention and leave them wanting more.

There's never one way to do something. Let's try another way to see a different approach and some different results.

PROMPT:

... continued ...

Pretend you are a typical person in each Segment. Which of the Social Media marketing ideas would engage you the most and why? How could each be done in a way that is most engaging to you? (When you give the name of a marketing idea, please also use the emoji)

RESPONSE:

Screen Enthusiasts: "Behind-the-Scenes" Featurettes: As a Screen Enthusiast, I'd appreciate the exclusive behind-the-scenes content, which would help me understand the creative process behind the TV show or movie. To make it more engaging, I'd prefer in-depth interviews with directors, writers, and cinematographers discussing their artistic vision, as well as showcasing the technical aspects of production.

Comedy Connoisseurs: "Photo Caption" Challenges: As a Comedy Connoisseur, I'd be most engaged by the opportunity to showcase my sense of humour through photo caption challenges. To make it more engaging, provide funny and unexpected images from the TV show or movie, and encourage participants to use puns, wordplay, and creative wit in their captions.

Knowledge Seekers: "Book Club" Discussions: As a Knowledge Seeker, I'd be interested in participating in book club discussions related to the TV show or movie, especially if it's based on a book or inspired by real events. To make it more engaging, invite experts, authors, or cast members to join the discussion and share their insights.

Sci-Fi Fanatics: "Chatbot" Interactive Experiences: As a Sci-Fi Fanatic, I'd be most engaged by interacting with a chatbot based on the TV show or movie's characters or universe. To make it more engaging, ensure the chatbot is well-designed with immersive storytelling elements, accurate character voices, and intriguing trivia or puzzles to solve.

Casual Viewers: "Celebrity" Takeovers: As a Casual Viewer, I'd be most engaged by celebrity takeovers on social media, as they provide a fun and entertaining way to learn more about the TV show or movie. To make it more engaging, have celebrities share behind-the-scenes stories, answer fan questions, and engage in light-hearted challenges or games.

Hopeless Romantics: Heartwarming Clips and Montages: As a Hopeless Romantic, I'd be most engaged by heartwarming clips and montages from the TV show or movie that showcase emotional moments and romantic connections. To make it more engaging, include fan-favourite scenes and pair them with quotes, music, or context that heightens the emotional impact.

World Wanderers: Behind-the-Scenes Location Tours: As a World Wanderer, I'd be most engaged by behind-the-scenes location tours that showcase the beautiful settings and cultural elements featured in the TV show or movie. To make it more engaging, provide

insights into the location's history, culture, and significance, and share anecdotes from the cast and crew experience on location.

Drama Devotees: "Live" Q&A Sessions: As a Drama Devotee, I'd be most engaged by live Q&A sessions with the cast and crew that delve into the motivations, creative process, and challenges of bringing the TV show or movie to life. To make it more engaging, encourage fans to submit thoughtful questions in advance and provide meaningful, in-depth responses that reveal the complexities of the characters and story.

Background Bingers: "Virtual" Premiere Party: As a Background Binger, I'd be most engaged by a virtual premiere party with giveaways, trivia, and live commentary from the cast and crew. To make it more engaging, create a relaxed and entertaining atmosphere, and encourage fans to share their thoughts and reactions to the TV show or movie.

Action Aficionados: "Mystery" Teasers: As an Action Aficionado, I'd be most engaged by cryptic teasers or clues related to the TV show or movie that build intrigue and anticipation for the action-packed content. To make it more engaging, design the teasers to be visually stunning and challenging, prompting fans to decode hidden messages or solve puzzles that hint at the upcoming action sequences.

Each marketing idea probably **could** work for any audience - but you'd need to tweak it. Sometimes in a big way, as this table demonstrates.

PROMPT:

... continued ...

For each Marketing Idea, come up with a way to first tailor it perfectly to the needs of the Screen Enthusiasts and then perfectly to the needs of the Background Bingers. Answer in this format:

Marketing Idea:

- Screen Enthusiasts: How you would tailor the idea and why it would meet their needs
- Background Bingers: How you would tailor the idea and why it would meet their needs

Reply in a table:

Column 1: Marketing Idea

Column 2: How to design this for the Screen Enthusiasts

Column 3: How to design this for the Background Bingers

RESPONSE:

Marketing Idea	How to design this for the Screen Enthusiasts:	How to design this for the Background Bingers:
Social Media Marketing	Share in-depth content, such as detailed analysis of episodes/scenes, character development, and fan theories, to engage Screen Enthusiasts who love to explore the depth of the content.	Share light-hearted content, such as memes, short clips, and casual polls, to keep Background Bingers entertained without requiring too much investment or deep engagement.
Video Trailers	Create extended trailers with more in-depth storylines and character highlights that showcase the complexity and richness of the TV show/movie to appeal to Screen Enthusiasts.	Develop short, attention-grabbing teasers that highlight the most entertaining and visually appealing aspects of the TV show/movie to capture the interest of Background Bingers.
Press Release	Focus on the artistic and narrative aspects of the TV show/movie, discussing the creative process, cast, and crew in the press release to pique the interest of Screen Enthusiasts.	Emphasise the entertainment value, such as star power, visual effects, and catchy soundtracks in the press release to appeal to Background Bingers.
Radio Advertising	Use radio ads to highlight the intricate plot, character depth, and unique aspects of the TV show/movie to entice Screen Enthusiasts.	Create catchy and upbeat radio ads that emphasise the entertainment value and easy-to-follow storylines of the TV show/movie to attract Background Bingers.
Display Advertising	Design display ads with visually rich and detailed imagery, as well as compelling copy that delves into the storyline and characters, to engage Screen Enthusiasts.	Opt for visually appealing, simple, and eye-catching display ads that focus on the entertainment value of the TV show/movie to attract Background Bingers.
Email Marketing	Send detailed newsletters with exclusive behind-the-scenes information, cast interviews, and deep-dive content that caters to the interests of Screen Enthusiasts.	Use email marketing to share casual updates, short clips, and light-hearted content that can be easily consumed by Background Bingers without requiring too much engagement.
Influencer Marketing	Partner with influencers who specialise in in-depth discussions, reviews, and analysis of TV shows and movies to engage Screen Enthusiasts.	Collaborate with influencers who create entertaining, humorous, or easy-to-follow content, which resonates with Background Bingers.
Event Marketing	Organise panel discussions, Q&A sessions, and other events where Screen Enthusiasts can engage with the creators and cast, discussing the TV show/movie in-depth.	Host fun, casual events, such as watch parties, trivia nights, or meet-and-greets, where Background Bingers can enjoy the atmosphere without having to engage deeply with the content.
Content Marketing	Develop long-form content like podcasts, video essays, or blog posts that dive into the themes, characters, and production aspects of the TV show/movie to engage Screen Enthusiasts.	Create easily consumable content like short clips, GIFs, or image galleries that showcase the entertaining aspects of the TV show/movie without requiring deep engagement from Background Bingers.

Awards Marketing	<p>Submit the TV show/movie to prestigious film festivals and award shows that focus on artistic merit, narrative depth, and technical achievements to appeal to Screen Enthusiasts.</p>	<p>Highlight the TV show/movie's nominations or wins in more popular, entertainment-focused award shows and categories, such as "Best Visual Effects" or "Best Soundtrack," to appeal to Background Binglers. Promote these achievements on social media and other marketing channels to emphasise the entertainment value.</p>
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Once you have settled on a marketing idea that feels right, you should brainstorm ways to make it as engaging as possible for your target audience. Here is an example.

PROMPT:

... continued ...

Come up with 10 different ways to make Social Media Marketing perfect for the needs of the Screen Enthusiasts segment.

RESPONSE:

 **In-Depth Video Analysis:** Share detailed video breakdowns of key scenes, exploring the filmmaking techniques and narrative choices that make the TV show or movie special.

 **Character Spotlights:** Create dedicated posts to highlight the development, motivation, and backstory of individual characters, engaging the Screen Enthusiasts who love to dive deep into character analysis.

 **Source Material Exploration:** Discuss the differences between the original source material (books, comics, etc.) and the TV show or movie adaptation, sparking conversations and comparisons among fans.

 **Easter Egg Hunts:** Share hidden details, references, and Easter eggs found within the TV show or movie to encourage Screen Enthusiasts to rewatch and discover these elements themselves.

 **Fan Contributions:** Showcase fan-made content such as artwork, cosplay, or fanfiction that demonstrates the depth of engagement and passion of the Screen Enthusiasts community.

 **Filmmaking Insights:** Share behind-the-scenes information about the production process, including set design, costume creation, special effects, and other aspects that Screen Enthusiasts find fascinating.

 **Creator Interviews:** Post interviews with the writers, directors, producers, and other key crew members, discussing their creative vision and the process of bringing the TV show or movie to life.

⌚ **Theory Discussions:** Encourage fans to share their theories, speculations, and predictions about the TV show or movie, fostering an engaged community of Screen Enthusiasts.

🏆 **Awards and Recognition:** Highlight nominations, wins, and critical acclaim for the TV show or movie, emphasising its artistic and narrative achievements.

🌐 **Virtual Events:** Host live-streamed events like watch parties, panel discussions, or Q&A sessions, where Screen Enthusiasts can engage with the creators and cast, as well as other fans who share their passion.

Let's contrast the above with how you'd tweak the marketing idea to make it as relevant as possible if you were targeting a very different audience.

PROMPT:

... continued ...

Come up with 10 different ways to make Social Media Marketing perfect for the needs of the Background Bingers segment. Pick an emoji for each idea

RESPONSE:

😂 **Memes and Humour:** Share funny memes, GIFs, and jokes related to the TV show or movie, making it easy for Background Bingers to engage with the content casually.

🎵 **Catchy Soundtracks:** Highlight memorable music, theme songs, or soundtracks from the TV show or movie, attracting Background Bingers with their catchy tunes.

⌚ **Quick Recaps:** Post short, digestible recaps of episodes or key moments to help Background Bingers stay up-to-date without investing too much time.

🎥 **Behind-the-Scenes Snippets:** Share brief behind-the-scenes clips, photos, and fun moments from the set, offering light-hearted content for Background Bingers.

🎁 **Giveaways and Contests:** Host simple giveaways and contests, such as trivia or caption challenges, that encourage Background Bingers to participate without requiring in-depth knowledge or commitment.

🌟 **Star Power:** Focus on the actors and celebrities involved in the TV show or movie, sharing interviews, red carpet appearances, and other content that highlights their charm and appeal.

📺 **Binge-worthy Recommendations:** Offer curated lists of similar TV shows or movies that Background Bingers might enjoy, helping them discover new content effortlessly.

🎥 **Virtual Watch Parties:** Organise casual, low-key watch parties where Background Bingers can join in and enjoy the TV show or movie with minimal commitment.

✿ **Fan Reactions:** Share entertaining fan reactions, such as tweets, TikToks, or video reactions, that convey the excitement and fun of the TV show or movie without requiring in-depth engagement.

⌚ **Trending Topics:** Capitalise on current trends, challenges, or viral moments related to the TV show or movie, making it easy for Background Binglers to stay connected to popular culture.

Summary of Understanding Your Audience

In this chapter, we introduced the concept of an audience strategy and why picking an audience and targeting your marketing to that audience is so important.

Benefits include:

- **It helps you reach the right people:** By targeting a specific audience, you can focus your marketing efforts on the people who are most likely to be interested in your movie or TV show. This can help you get more bang for your buck and avoid wasting resources on people who are not interested in your movie or TV show.
- **It helps you stand out:** By targeting a specific audience, you can differentiate yourself from other movies and TV shows and create a unique and memorable brand. This can help you attract and retain loyal fans and build a strong following.
- **It helps you create more effective marketing:** By tailoring your marketing to the needs of your target audience, you can create more effective marketing campaigns that resonate with your audience and drive action. This can help you increase conversions, such as box office sales or purchases of merchandise, and achieve your marketing goals.
- **It helps you build a deeper connection with your audience:** By targeting a specific audience and tailoring your marketing to their needs, you can create a deeper connection with your audience and foster a sense of community and belonging. This can help you create a loyal and passionate fanbase that supports your IP and give it longevity - be it sequels, spin-offs or adaptations..

Now let's see how language models can help us with creative development.

CREATIVE DEVELOPMENT

Creative development is the initial stage of the movie or TV production process, in which creators flesh out the core idea that will form the foundation of their project. This includes identifying themes, motifs, and potential narrative structures, as well as determining the overall message or purpose of the piece. The concept must be engaging, unique, and viable for production in order to proceed further.

Reminder: While this book covers different aspects of creating and promoting movies and TV shows, like creative development in this chapter, it is a guide to language models and not an exhaustive guide for how to do those things. We hope the examples provided throughout the book illustrate how language models like ChatGPT can be useful in your processes, but we're confident that you can adapt these lessons to your own refined creative development process.

Analysing Movies

A good place to start is analysing content you love. Language models like ChatGPT are rather good at this.

PROMPT:

What do you know about the movie Avatar? Provide a critical analysis of the movie, its relevance in the world of theatre, its influences and what it has influenced, as well as its audience.

RESPONSE:

Title: Avatar (2009)

Director: James Cameron

Genre: Science Fiction, Action, Adventure

Avatar is a ground-breaking 2009 science fiction film directed by James Cameron. Set in the year 2154, it tells the story of a paraplegic former Marine named Jake Sully, who is selected to participate in the Avatar Program on the lush, alien moon Pandora. There, he navigates the moon's dangers and diverse species using an avatar, a genetically engineered hybrid of human and native Na'vi DNA. As Jake becomes immersed in the Na'vi culture, he faces a moral dilemma as he must choose between following the orders of the humans who seek to exploit Pandora's resources or joining the Na'vi in defending their land.

Critical Analysis: Avatar is a visually stunning film that pushed the boundaries of cinematic technology, particularly in the areas of 3D and motion capture. The film's use of cutting-edge technology created an immersive, visually rich experience, transporting audiences to the fantastical world of Pandora. The film was praised for its ground-breaking visual effects, which garnered it several awards, including three Oscars.

Thematically, Avatar explores the consequences of colonialism, environmental exploitation, and cultural appropriation. It highlights the importance of respecting indigenous cultures and natural ecosystems. Despite these potent themes, some critics argue that the film relies on a simplistic, binary moral framework and perpetuates the "white saviour" trope.

Relevance in the World of Theatre: Though it's a film, Avatar has some relevance to the world of theatre, particularly in the areas of set design and the use of technology. The film's innovative visual effects and immersive environments have inspired stage designers to push the boundaries of what is possible in live performances. Additionally, motion capture technology has become more common in theatre productions, allowing for new forms of expression and storytelling.

Influences: Avatar was heavily influenced by various science fiction and fantasy works, as well as historical events. Director James Cameron has cited films such as *Dances with Wolves*, *Pocahontas*, and *The New World* as inspirations for the movie's themes and narrative. The film's visual design draws from various mythologies, cultures, and natural landscapes, combining them to create the unique world of Pandora.

Avatar's Influence: Avatar's impact on the film industry has been significant. Its success has led to the production of numerous science fiction and fantasy films with strong environmental and social messages. The film's ground-breaking use of 3D technology has also had a lasting impact, leading to a resurgence in 3D filmmaking and inspiring filmmakers to explore new visual storytelling techniques.

Audience: Avatar's universal themes and stunning visuals have resonated with a broad audience, making it one of the highest-grossing films of all time. Its appeal transcends age, gender, and cultural boundaries, allowing people from diverse backgrounds to connect with the story and its characters. Avatar's dedicated fan base eagerly awaits the release of its planned sequels, which are expected to expand on the film's themes and further explore the world of Pandora.

Let's dig in further.

PROMPT:

Which movies would you say it influenced and was influenced by? Please focus on the story and the storytelling rather than the visual effects.

RESPONSE:

Avatar has drawn inspiration from various movies and cultural sources, and it has also influenced subsequent films in terms of story and storytelling.

Influenced by:

Dances with Wolves (1990) - This film follows a Union soldier who becomes part of a Native American tribe and develops empathy for their culture. Avatar's story of Jake Sully's immersion into the Na'vi culture and subsequent moral dilemma mirrors this narrative.

Pocahontas (1995) - The animated film explores the story of Pocahontas, a Native American woman who falls in love with a European settler, challenging the cultural and societal norms of their time. Avatar shares similar themes of forbidden love and cross-cultural understanding.

The Last Samurai (2003) - This movie tells the story of an American military officer who is captured by samurai warriors and gradually adopts their way of life. Like Avatar, it showcases a protagonist experiencing a transformative journey and an eventual allegiance shift.

The New World (2005) - The film is a retelling of the Pocahontas story, focusing on the clash of Native American and European cultures during the colonisation of America. Avatar shares themes of colonisation, environmental exploitation, and the struggle for cultural preservation.

Influenced:

The Hunger Games (2012) - While based on a novel, the film adaptation shares Avatar's themes of resistance against oppressive forces and the importance of preserving nature.

Ender's Game (2013) - This science fiction film adaptation tackles themes of empathy, understanding alien cultures, and the ethical implications of warfare, which are also present in Avatar.

After Earth (2013) - The movie's focus on environmental destruction and humanity's struggle to survive on an alien planet echoes Avatar's themes of environmentalism and the need for harmony between humans and nature.

Valerian and the City of a Thousand Planets (2017) - This science fiction film features themes of cross-cultural understanding, environmental conservation, and the importance of coexisting with diverse species, much like Avatar.

These examples illustrate how Avatar was both influenced by and has influenced a range of movies, primarily in terms of story, themes, and storytelling techniques.

It's all well and good knowing that language models can help with a blockbuster. But can it help with art house or independent films? Let's test the model with "Antonia's Line," which

received critical acclaim and won several awards, including the Academy Award for Best Foreign Language Film in 1996.

PROMPT:

What do you know about the movie Antonia's Line? Provide a critical analysis of the movie, its relevance in the world of theatre, its influences and what it has influenced, as well as its audience.

RESPONSE:

Title: Antonia's Line (Original title: Antonia)

Director: Marleen Gorris

Release Year: 1995

Country: Netherlands

Language: Dutch

Antonia's Line is a Dutch film directed by Marleen Gorris and released in 1995. It tells the story of Antonia, a strong-willed matriarch who returns to her ancestral village with her daughter after World War II. The film spans several generations and focuses on the lives of the women in Antonia's family. The movie received critical acclaim and won the Academy Award for Best Foreign Language Film in 1996.

Critical Analysis: Antonia's Line is a feminist film that explores themes of female empowerment, independence, and the strength of family bonds. It presents a multi-generational story of women who challenge societal norms and traditional gender roles. The movie is praised for its strong, well-developed female characters and the way it highlights the importance of community and interconnectedness.

Marleen Gorris's direction is noted for its distinct feminist perspective, which emphasises the female experience and challenges traditional patriarchal values. The film's narrative structure is characterised by magical realism, blending the ordinary with the extraordinary to create a unique and captivating world. Antonia's Line employs a non-linear storytelling style, using flashbacks and time jumps to construct a complex, layered narrative.

Relevance in the World of Theatre: While Antonia's Line is primarily a film, its themes and narrative could be adapted for the stage. The strong characterizations, engaging storyline, and exploration of female empowerment would translate well to a theatrical production. The movie's focus on community, family, and the passage of time would provide ample opportunities for creative staging and design. Antonia's Line could inspire theatrical adaptations that continue the conversation on feminism and the importance of strong female characters.

Influences: Antonia's Line is influenced by the feminist movement and the works of feminist writers and filmmakers. The film can be seen as a response to the patriarchal structures that have dominated cinema and society. The movie draws from the traditions of magical realism, which can be found in the works of authors like Gabriel García Márquez and Isabel Allende. The non-linear narrative structure and the interweaving of multiple generations are reminiscent of these literary influences.

Impact and Influence: Antonia's Line has left a lasting impact on the world of cinema, particularly in the realm of feminist filmmaking. The movie's strong female characters, emphasis on female empowerment, and exploration of themes like motherhood, sisterhood, and friendship have influenced a generation of filmmakers. It has inspired movies and television shows that feature strong, independent women at their core, challenging the traditional roles assigned to them by society.

Audience: The film appeals to a wide audience, including those interested in feminist themes, strong female characters, and engaging storytelling. Antonia's Line offers a unique blend of drama, humour, and magical realism that can captivate viewers from various backgrounds. The movie's exploration of family, community, and the passage of time makes it a universal story that resonates with audiences around the world.

Let's dig in further.

PROMPT:

Which movies would you say it influenced and was influenced by?

RESPONSE:

Antonia's Line was influenced by earlier feminist films and, in turn, influenced later works that focused on strong female characters and female empowerment. Here are some examples:

Influenced by:

Jeanne Dielman, 23, Quai du Commerce, 1080 Bruxelles (1975) - Directed by Chantal Akerman, this film explores the daily life of a single mother and delves into themes of female identity, domesticity, and the mundane nature of everyday life.

The Color Purple (1985) - Directed by Steven Spielberg and based on Alice Walker's novel, this movie follows the life of a young African American woman, Celie, as she experiences abuse and discrimination but eventually finds her voice and independence.

Orlando (1992) - Directed by Sally Potter and based on Virginia Woolf's novel, this film tells the story of a gender-fluid character, exploring themes of identity, gender, and societal expectations across different historical periods.

Influenced:

Volver (2006) - Directed by Pedro Almodóvar, this Spanish film focuses on a multi-generational family of women, addressing themes like motherhood, sisterhood, and female resilience in the face of adversity.

The Secret Life of Bees (2008) - Directed by Gina Prince-Bythewood and based on Sue Monk Kidd's novel, this movie is centred on a young girl who finds solace and empowerment through the strong women she encounters during her journey to uncover her mother's past.

Winter's Bone (2010) - Directed by Debra Granik, this film features a young woman, played by Jennifer Lawrence, who must navigate a dangerous, male-dominated environment to find her missing father and protect her family.

The Help (2011) - Directed by Tate Taylor and based on Kathryn Stockett's novel, this film explores the relationships between African American maids and their white employers in the 1960s, shedding light on racial discrimination, female empowerment, and the importance of sisterhood.

These examples showcase how Antonia's Line's focus on strong female characters and feminist themes has resonated with filmmakers over the years, inspiring them to create works that address similar issues and celebrate the strength of women in various contexts.

In this chapter, we explored the potential of language models in analysing and dissecting movies, with a focus on both blockbuster and art house or independent films, such as "Antonia's Line." We demonstrated how language models like ChatGPT can be a useful tool for providing insights into the themes, motifs, narrative structures, and overall messages in these films.

Now that we know the models can handle this, let's move on to identifying themes.

Identifying Themes

You may start with some reference movies in mind that you'd like to riff on. You'll find language models are very good at understanding the underlying themes in movies. Let's ask about some less well-known movies to test it out.¹

PROMPT:

¹ We were asked if these examples were cherry-picked. They were not. David asked his girlfriend to pick two less-well-known movies for this example. They were the first two that came to mind.

I really like the following films. What are some common themes? Farinelli, Life On A String and Antonia's Line.

RESPONSE:

It's great to see that you appreciate these unique films! Farinelli, Life On A String, and Antonia's Line each have their own distinct narratives, but they also share some common themes:

Overcoming adversity: All three films feature protagonists who face various challenges and hardships, either due to their physical limitations, societal expectations, or personal circumstances. Through resilience and determination, they manage to overcome these obstacles and ultimately thrive.

The power of music and art: In Farinelli, the protagonist is a talented castrato singer whose music brings him fame and fortune. Life On A String showcases the transformative power of music through the journey of a blind musician. Antonia's Line also emphasizes the importance of creativity and artistic expression in the lives of its characters.

The role of women and female empowerment: Antonia's Line, in particular, is a celebration of strong, independent women who forge their own paths and challenge societal norms. Elements of female empowerment can also be found in Farinelli, as the female characters in the film assert their own agency and desires.

Family and lineage: Antonia's Line focuses on multiple generations of a family and the importance of legacy, as well as the bonds that unite family members. Life On A String also explores the concept of mentorship and the passing down of knowledge from one generation to the next.

Self-discovery and personal growth: Each film features characters who undergo significant personal growth and self-discovery throughout the course of the story, whether it's Farinelli's quest for identity, the blind musician's journey of enlightenment in Life On A String, or Antonia and her descendants' experiences in Antonia's Line.

You'll see it did a good job! You'll likely want to then expand your search and soak up more material that helps you immerse yourself in those themes from different angles and styles.

PROMPT:

... continued ...

What are some other films that have these themes that you think I'll like? List them and give reasons for your answers.

RESPONSE:

Based on the themes you appreciate from Farinelli, Life On A String, and Antonia's Line, here are some other films you might enjoy, along with reasons why they might resonate with you:

Amélie (2001): This French romantic comedy tells the story of a shy waitress who decides to change the lives of those around her for the better while struggling with her own isolation. Amélie shares themes of self-discovery and personal growth, as well as the transformative power of art and imagination.

The Color Purple (1985): Adapted from Alice Walker's novel, this drama focuses on the life of Celie, an African-American woman in the early 20th century who overcomes adversity, abuse, and societal limitations. The film shares themes of female empowerment, resilience, and the importance of family.

Frida (2002): This biopic of Mexican artist Frida Kahlo explores her extraordinary life, from her tumultuous marriage to fellow painter Diego Rivera to her career as a groundbreaking artist. The film touches on themes of self-discovery, the power of art, and female empowerment.

Whiplash (2014): This intense drama follows a young jazz drummer as he navigates the competitive world of music, pushing himself to the limit under the guidance of a demanding teacher. Whiplash shares themes of overcoming adversity, personal growth, and the power of music.

The Piano (1993): Set in the 19th century, this film tells the story of a mute pianist and her daughter, who are sent to New Zealand for an arranged marriage. The Piano explores themes of self-discovery, female empowerment, and the transformative power of music and art.

The Secret of Roan Inish (1994): This Irish film follows a young girl who discovers her family's mysterious connection to the mythical selkies while searching for her missing brother. The movie shares themes of family and lineage, self-discovery, and the power of storytelling.

The Lives of Others (2006): Set in East Germany during the Cold War, this film depicts the life of a playwright and his lover under surveillance by the secret police. It explores themes of personal growth, self-discovery, and the transformative power of art in a repressive society.

These films, like the ones you've mentioned, deal with similar themes and showcase compelling narratives that you might find appealing.

A pretty good and diverse set of movies on those themes. We particularly enjoy the rationale. And there are certainly movies in there we'd not have thought of. In this exercise, you'd likely want to tweak the prompt to specify whether you wanted mainstream or smaller movies, movies from around the world or from a certain territory etc. Try it out!

But why stop at movies?

PROMPT:

... continued ...

What are some other stories that have these themes that you think I'll like? Please draw on all forms of media and storytelling (books, TV shows, graphic novels etc) EXCEPT movies. List them and give reasons.

RESPONSE:

Based on the themes you enjoyed in the films you mentioned, I've compiled a list of various forms of media and storytelling that I think you might enjoy:

Books:

"The Nightingale" by Kristin Hannah: This novel is set during World War II and follows two sisters as they face adversity and fight for survival in occupied France. The story explores themes of family, female empowerment, and the power of resilience in overcoming hardships.

"The Color Purple" by Alice Walker: This classic novel tells the story of two African American sisters in the early 20th century, addressing themes of family, female empowerment, and overcoming adversity.

TV Shows:

"Call the Midwife": This British TV series is set in the 1950s and 1960s and follows a group of midwives and nuns working in London's East End. It deals with themes of family, female empowerment, and overcoming adversity, as well as the importance of community and helping others.

"Mozart in the Jungle": This TV show is centred around the world of classical music and follows a young oboist navigating her way through the competitive New York music scene. Themes of artistic expression, personal growth, and self-discovery are prevalent throughout the series.

Graphic Novels:

"Persepolis" by Marjane Satrapi: This autobiographical graphic novel tells the story of the author's childhood in Iran during the Islamic Revolution. It explores themes of self-discovery, resilience, and female empowerment amidst political and social turmoil.

"The Sandman" by Neil Gaiman: This acclaimed graphic novel series follows the character of Dream, a powerful being from a realm of imagination. Throughout the series, themes of self-discovery, personal growth, and the power of storytelling are explored through various characters and storylines.

Plays:

"The Glass Menagerie" by Tennessee Williams: This classic play is centred around a family struggling with expectations and personal limitations. Themes of family, self-discovery, and overcoming adversity are woven throughout the narrative.

"Top Girls" by Caryl Churchill: This play explores themes of female empowerment and self-discovery, as it follows the life of a career-driven woman and her interactions with various historical and fictional female characters.

These stories span a wide range of media and genres, but they all share themes that resonate with the films you mentioned. I believe you'll find them engaging and thought-provoking.

Again, this is a pretty good and diverse set of content on those themes. And again, you'd likely want to tweak the prompt to explore particular types of content and particular angles.

The other way to approach content on particular themes is to start with a theme you're interested in and ask the language model to find content that matches. Let's give that a shot to illustrate the approach.

PROMPT:

I'm interested in sci-fi movies with an undersea theme.

RESPONSE:

Undersea-themed sci-fi movies often combine the excitement of exploration with the mystery and wonder of the ocean depths. Here are some notable movies that you might find interesting:

The Abyss (1989) - Directed by James Cameron, this film follows a civilian diving team tasked with recovering a lost nuclear submarine, leading to encounters with strange and powerful underwater beings.

20,000 Leagues Under the Sea (1954) - Adapted from the classic Jules Verne novel, this Disney film follows the adventures of Captain Nemo and his submarine, the Nautilus.

Sphere (1998) - Based on the novel by Michael Crichton, this psychological sci-fi thriller revolves around a team of scientists who investigate a mysterious spacecraft found at the bottom of the ocean.

DeepStar Six (1989) - In this film, a group of researchers working at an underwater base encounter a deadly creature from the deep.

Leviathan (1989) - Set in a deep-sea mining facility, the crew discovers a sunken Soviet ship, only to unwittingly unleash a genetic experiment that threatens their lives.

The Meg (2018) - A deep-sea rescue diver and a team of scientists work together to save the crew of a sunken submersible and the ocean from a prehistoric 75-foot-long shark known as the Megalodon.

Aquaman (2018) - This DC Comics film adaptation follows the journey of Arthur Curry, the half-human, half-Atlantean prince, as he discovers his true heritage and protects the underwater world of Atlantis.

Underwater (2020) - Starring Kristen Stewart, this film is about a group of researchers in a deep-sea laboratory who must find a way to escape after an earthquake damages their facility, unleashing a horde of mysterious creatures.

These movies offer a mix of action, adventure, and suspense, often using the ocean's depths to create a sense of otherworldliness and mystery.

Give it a shot. Push it hard into niches you're passionate about to see where its limits are. We're sure it has them. Factual recall isn't one of the language model's specialities after all. But you might be surprised at how hard it is to find them!

Now let's move on to brainstorming ideas.

Brainstorming Ideas

Brainstorming is a creative, collaborative process in which filmmakers and writers generate numerous ideas for their movie or TV project. These ideas can encompass various elements such as plot, characters, settings, and visual style. This stage encourages free thinking and open discussion, with the goal of eventually narrowing down options to create a cohesive, compelling story.

In terms of ideation for the creative development of filmed content, language models like ChatGPT work best if one already has some kind of inspiration, such as genre, theme, or comps that can help guide the AI in providing more actionable insights in the brainstorming phase.

We'll look at two examples here, Agatha Christie's Poirot and Shakespeare's plays.

Developing Shakespeare's Plays

Drawing inspiration from classic literature can be a fantastic way to generate new ideas. However, when it comes to modernising a classic work, selecting the appropriate title and reimagining it within a contemporary context are essential. For instance, in this example, film and television analyst Brendan Moylan seeks a language model's assistance in identifying Shakespearean titles that are ripe for a revival among modern readers and delves into the process of adapting these stories to fit into present-day scenarios.

PROMPT:

I'm a fan of movies that modernise Shakespeare's plays, e.g., *Ten Things I Hate About You*, *She's the Man*, etc. Can you list any of Shakespeare's plays that haven't been rebooted for a modern audience?

RESPONSE:

Certainly! There are quite a few Shakespeare plays that have not been rebooted for a modern audience. Here are a few examples:

- *Cymbeline*
- *Pericles, Prince of Tyre*
- *Timon of Athens*
- *The Two Noble Kinsmen*
- *Troilus and Cressida*
- *Titus Andronicus*
- *King John*
- *Coriolanus*

While some of these plays have been adapted for film or television in the past, there haven't been any recent modernizations or adaptations that have gained widespread popularity. Perhaps one of these plays will be the inspiration for the next big modern Shakespeare adaptation!

Great! We have a list of titles that have not had a recent film or television adaptation. Let's pick one and see how the model thinks it should be adapted for a modern audience.

PROMPT:

How could *Coriolanus* be adapted for a modern audience?

RESPONSE:

Coriolanus is a play that explores the themes of power, politics, and class conflict, so there are a number of ways it could be adapted for a modern audience. Here are a few ideas:

Setting: The play could be set in a modern political context, such as a presidential campaign or a contentious election for a high-profile government position. The political turmoil and class conflict depicted in the play could easily be transposed to a modern-day political setting.

Language: Shakespeare's language can be difficult for modern audiences to understand, so an adaptation could simplify the language while still retaining the essential themes and plot of the play. This would make it more accessible to a wider audience.

Visual Style: An adaptation could use modern visual styles to bring the story to life, such as a gritty, realistic look or a stylized, heightened reality. This could help to engage younger audiences who may be more familiar with contemporary visual storytelling techniques.

Cultural Context: The play could be adapted to reflect modern cultural issues, such as race or gender. For example, the protagonist could be a woman who is fighting against a male-dominated political system.

Overall, the adaptation would need to stay true to the essential themes and plot of the original play while making it accessible and relevant to a modern audience.

The model has identified the core themes of Coriolanus and suggested a setting plus given us some additional ideas on how to adapt the work beyond just the setting.

Teen drama might not be the first option you think of when you consider producing an adaptation of Coriolanus, however, let's put the challenge to the language model and see how it does.

PROMPT:

Several movies have been made that have loosely adapted modern Shakespeare plays into a teen-drama, such as *Ten Things I Hate About You* and *She's the Man*. How would you adapt Coriolanus in a similar fashion?

RESPONSE:

Adapting Coriolanus into a teen drama could be challenging, as the play deals with mature themes and is not typically associated with the teenage experience. However, here are a few ideas for how the story could be adapted:

Setting: The play could be set in a modern-day high school, with the characters recast as students. The class conflict depicted in the play could be transposed to the different social cliques that exist in most high schools.

Characters: The characters could be reimagined as teenagers, with Coriolanus as a popular jock or student body president, and his opponents as members of other cliques or social groups. The character of Volumnia could be reimagined as Coriolanus's overbearing mother, who pushes him to succeed at all costs.

Conflict: The conflict between Coriolanus and the people of Rome could be reimagined as a conflict between him and a rival high school, or between him and a group of students who feel marginalised or oppressed. The central conflict of the play - the tension between the powerful and the powerless - could be reframed in this context.

Themes: The themes of power, politics, and class conflict could still be explored in the adaptation, but in a way that is more relatable to a teenage audience. The play's exploration of loyalty and betrayal could also be explored in the context of teenage friendships and relationships.

Overall, adapting Coriolanus into a teen drama would require a significant departure from the original source material, but it could be a creative way to make the play more accessible to a younger audience.

That was fun, however as the model rightly says, this would be quite a departure from the original work. What genre might be a better fit?

PROMPT:

Is there another modern day genre that may suit Coriolanus better?

RESPONSE:

Yes, there are several other modern genres that could suit Coriolanus better. Here are a few possibilities:

Political Thriller: Coriolanus could be adapted into a political thriller set in the world of modern politics. The play's themes of power, loyalty, and betrayal would be well-suited to this genre, and the tense political atmosphere of the play could be transposed to a modern political landscape.

Military Drama: The play is set during a time of war, and an adaptation could focus on the military conflicts and tensions between nations. The characters could be reimagined as military personnel or political leaders, and the play's exploration of power, duty, and loyalty could be explored in the context of military conflict.

Historical Epic: Another option could be to adapt Coriolanus as a historical epic, set in a specific period of history such as Ancient Rome or the Middle Ages. This would allow the play's themes of power, politics, and class conflict to be explored in a different context, and could provide an opportunity for visually stunning settings and costumes.

Crime Drama: Coriolanus could also be adapted into a crime drama, focusing on the tensions and conflicts between different criminal organisations. The play's themes of loyalty and betrayal would be well-suited to this genre, and the character of Coriolanus could be reimagined as a powerful crime boss.

Overall, there are many different genres that could suit Coriolanus, depending on the specific themes and aspects of the play that the adaptation wants to focus on.

These certainly feel like a better fit for Coriolanus than teen-drama. The suggestions provide a range of genres with some sitting closer to the original setting of the story, whilst others make for interesting alternatives.

In this conversation we've seen that language models can identify a shortlist of works of an author that could be adapted and understand the key themes of the work sufficiently to make recommendations on how to adapt it to a modern setting - even identifying that some genres may represent a better fit for the work than others.

Developing Poirot

Let's try a similar approach with another author. In this example, film and television creative strategist Carlos Viejobueno explores creating an adaptation of Agatha Christie's work.

For the purposes of this example, let's say that we have been reading a lot of Agatha Christie recently and want to explore some ways to adapt her IP.

PROMPT:

What are some popular Agatha Christie book series?

RESPONSE:

Agatha Christie is best known for her mystery novels featuring iconic detectives. Some of her most popular series include:

Hercule Poirot series: The famous Belgian detective, Hercule Poirot, is featured in 33 novels and over 50 short stories. Notable Titles include "The Murder of Roger Ackroyd," "Murder on the Orient Express," "Death on the Nile," and "The ABC Murders."

Miss Marple series: Miss Jane Marple, an elderly spinster and amateur detective, is featured in 12 novels and 20 short stories. Some popular Miss Marple novels are "The Murder at the Vicarage," "The Body in the Library," "A Murder is Announced," and "The Mirror Crack'd from Side to Side."

Tommy and Tuppence series: This series features the husband-and-wife detective duo, Tommy and Tuppence Beresford. They appear in four novels and a collection of short stories, including "The Secret Adversary," "N or M?," "By the Pricking of My Thumbs," and "Postern of Fate."

Superintendent Battle series: Superintendent Battle is a detective from Scotland Yard who appears in five novels, including "The Secret of Chimneys," "The Seven Dials Mystery," "Cards on the Table," and "Towards Zero."

Hercule Poirot sounds promising. Let's dig into that and see how it could be adapted.

PROMPT:

How could Hercule Poirot be adapted for a modern audience?

RESPONSE:

Adapting Hercule Poirot for a modern audience can involve updating the settings, incorporating contemporary issues, or reimaging the character himself. Here are a few ideas:

Modernize the setting: Update the time period to the present day, with modern technology and contemporary sensibilities. Poirot could use smartphones, social media, and other digital tools to solve mysteries, while still relying on his "little grey cells."

Diverse casting: Cast a diverse actor in the role of Hercule Poirot to reflect modern society and bring new depth to the character. This can allow for a fresh perspective and explore how Poirot's identity affects his detective work.

Contemporary social issues: Incorporate current issues like environmental concerns, political conflicts, or social media scandals into the plots of the mysteries, making them more relevant to a modern audience.

Crossover with other characters: Have Poirot team up with other famous literary or screen detectives in a crossover series, creating an exciting shared universe for fans to enjoy.

Psychological depth: Add more depth to the character of Poirot by exploring his inner struggles, motivations, and backstory. This can provide a richer understanding of the detective and create a more complex, layered narrative.

Serialised storytelling: Develop a long-form, serialised narrative that unfolds over multiple episodes or seasons, allowing for deeper character development and more intricate mysteries.

Update the visual style: Utilise modern cinematography, special effects, and production design to create a visually engaging adaptation that draws in viewers and distinguishes it from previous adaptations.

Darker tone: Introduce a darker, grittier tone to the stories, reflecting the complexities of the modern world and appealing to fans of contemporary crime dramas.

Modernising the setting is something that has not been done yet for Poirot IP, let's see some recent examples of those who have done something similar with other detective novels.

PROMPT:

What are some examples for modern day adaptations of beloved detective novels?

RESPONSE:

Here are some examples of modern-day adaptations of beloved detective novels:

Sherlock (2010-2017): This BBC television series, created by Steven Moffat and Mark Gatiss, updates Sir Arthur Conan Doyle's Sherlock Holmes stories to the 21st century. Benedict Cumberbatch stars as the titular detective, while Martin Freeman portrays Dr. John Watson.

Elementary (2012-2019): This American television series offers another modern take on Sherlock Holmes, with Jonny Lee Miller as the detective and Lucy Liu as Dr. Joan Watson. Set in New York City, the show explores Holmes's recovery from addiction and his work as a consultant for the NYPD.

The Girl with the Dragon Tattoo (2011): This film adaptation of Stieg Larsson's bestselling novel stars Rooney Mara as the enigmatic hacker Lisbeth Salander and Daniel Craig as journalist Mikael Blomkvist. The story revolves around their investigation into a decades-old disappearance.

Big Little Lies (2017-2019): Adapted from Liane Moriarty's novel, this HBO television series stars Reese Witherspoon, Nicole Kidman, and Shailene Woodley as women whose seemingly perfect lives unravel after a mysterious death. The show combines elements of detective fiction with dark comedy and drama.

The No. 1 Ladies' Detective Agency (2008-2009): Based on Alexander McCall Smith's popular book series, this HBO/BBC television series is set in Botswana and follows the adventures of Precious Ramotswe, portrayed by Jill Scott, as she opens the first female-owned detective agency in the country.

Broadchurch (2013-2017): While not a direct adaptation of a specific novel, this British television series features many elements of classic detective fiction. Created by Chris Chibnall, the show stars David Tennant and Olivia Colman as detectives investigating a series of crimes in a small coastal town.

Sherlock was quite successful and helped bring to life a classic detective character to 21st-century audiences, let's drill down more into this idea.

PROMPT:

How could the Hercule Poirot novels be adapted for tv in a modern-day setting like the BBC show "Sherlock"?

RESPONSE:

To adapt the Hercule Poirot novels for TV in a modern-day setting like the BBC show "Sherlock," several key elements should be considered:

Update the setting: Shift the time period to the present day, bringing modern technology and contemporary sensibilities into the storylines. Poirot could use smartphones, social media, and other digital tools to gather information and solve crimes, while still relying on his "little grey cells."

Reimagine the character: Adapt Hercule Poirot's character to better fit the 21st century, while still retaining his core traits. For example, Poirot's idiosyncrasies and fastidiousness could be reinterpreted as compulsive behaviours, and his background as a Belgian detective could be updated to reflect modern-day Europe.

Modernise the mysteries: Revise the original stories to incorporate current issues and contemporary concerns. The plots could involve cybercrime, corporate espionage, or other modern-day criminal activities, while still maintaining the intricate puzzles and clever solutions for which Agatha Christie's novels are known.

Develop an ongoing narrative: Create a serialised storyline that spans multiple episodes or seasons, allowing for character development and more complex mysteries. Introduce recurring characters, subplots, and overarching themes that can be woven throughout the series.

Incorporate a diverse cast: Cast a diverse group of actors to reflect modern society and bring new depth to the characters. This can provide fresh perspectives on familiar stories and make the series more relatable to a broader audience.

Focus on character dynamics: Highlight the relationships between Poirot and other characters, like his friend Captain Hastings or the police officers he collaborates with. Develop these relationships over time, allowing for moments of humour, tension, and emotional depth.

Adopt a modern visual style: Utilise contemporary cinematography, editing, and production design to create a visually engaging adaptation that distinguishes it from previous Poirot adaptations. This could include dynamic camera work, slick editing, and high-quality visual effects.

Balance tone: Maintain a balance between the darker, more dramatic aspects of the stories and the lighter, more humorous moments. Like "Sherlock," the series could blend suspense, mystery, and wit to create a compelling and entertaining show.

Explore Poirot's personal life: Delve deeper into Poirot's personal life and backstory, providing insight into his motivations, values, and experiences. This can help humanise the character and make him more relatable to modern audiences.

Engage with fans: Encourage fan engagement through social media, behind-the-scenes content, and other interactive experiences. This can help build a dedicated fanbase for the show and generate excitement around the modern adaptation of Hercule Poirot.

Perhaps we should not only modernise the setting but maybe change the setting entirely to give the IP a fresh take.

PROMPT:

Which cities could be good candidates for a modern-day adaptation of Poirot?

RESPONSE:

Several modern cities could serve as exciting backdrops for a contemporary adaptation of Hercule Poirot, providing fresh settings and new challenges for the detective to overcome. Here are a few suggestions:

London, United Kingdom: As one of the world's most iconic cities and the setting for many of Agatha Christie's original stories, London offers a rich blend of history and modernity. The city's diverse neighbourhoods, historic landmarks, and bustling atmosphere could provide a fitting backdrop for Poirot's adventures.

New York City, United States: The bustling metropolis of New York City offers a wide range of settings, from the skyscrapers of Manhattan to the diverse neighbourhoods of Brooklyn and Queens. Poirot could navigate the complexities of the city's various cultures and social classes while solving crimes.

Paris, France: As a European capital steeped in history and culture, Paris could provide a sophisticated and romantic backdrop for Poirot's investigations. The city's art, fashion, and culinary scenes could be woven into the storylines, adding depth and colour to the series.

Hong Kong: This vibrant, cosmopolitan city could offer a unique setting for Poirot's modern-day adventures. With its blend of Eastern and Western influences, rich cultural heritage, and stunning skyline, Hong Kong could provide a fresh perspective on the classic detective stories.

Barcelona, Spain: Known for its unique architecture and lively atmosphere, Barcelona could serve as an intriguing setting for Poirot's investigations. The city's rich history, artistic legacy, and distinctive neighbourhoods could create a visually stunning and engaging backdrop for the series.

Sydney, Australia: This bustling city could offer a unique, modern setting for Poirot's adventures. With its iconic landmarks, beautiful harbour, and diverse cultural scene, Sydney could provide a fresh and exciting backdrop for the detective's investigations.

Dubai, United Arab Emirates: As a rapidly growing and cosmopolitan city, Dubai could present an interesting setting for a modern-day Poirot series. The city's blend of luxury, cutting-edge technology, and cultural diversity could create a unique environment for the detective to navigate.

Toronto, Canada: This multicultural city could provide an engaging and diverse setting for Poirot's modern-day investigations. With its mix of historic neighbourhoods and modern architecture, as well as its rich cultural scene, Toronto could offer a fresh perspective on the classic detective stories.

New York City seems like a good choice where we can explore more diverse storytelling.

PROMPT:

Please give me a few ideas for a logline for a TV series adaptation of Hercule Poirot set in modern-day New York City?

RESPONSE:

"In the heart of New York City, a brilliant Belgian detective, Hercule Poirot, navigates the complexities of modern urban life, using his unparalleled skills of deduction to solve the city's most baffling crimes."

"Famed detective Hercule Poirot brings his 'little grey cells' to the Big Apple, where he teams up with a resourceful NYPD detective to unravel New York City's most perplexing mysteries and confront a new generation of criminal masterminds."

"After leaving behind his celebrated career in Europe, the iconic detective Hercule Poirot embarks on a fresh start in New York City, where he's quickly pulled into a world of high-stakes crime, powerful figures, and enigmatic mysteries that only he can solve."

"When a series of puzzling crimes strikes New York City, legendary Belgian detective Hercule Poirot is called upon to bring his unique blend of intellect, intuition, and old-world charm to the streets of modern Manhattan, proving that classic sleuthing is still the key to catching criminals."

"Hercule Poirot, the world-renowned Belgian detective, finds himself in the midst of New York City's fast-paced chaos, using his unparalleled insight and wit to outsmart criminals, reveal hidden truths, and uncover the dark secrets that lie beneath the city's glittering facade."

Let's explore one of these ideas a little further and get the model to expand on the logline:

PROMPT:

Please give me a short synopsis for a tv series adaption of Hercule Poirot set in modern-day New York City, based on the following logline:

"After leaving behind his celebrated career in Europe, the iconic detective Hercule Poirot embarks on a fresh start in New York City, where he's quickly pulled into a world of high-stakes crime, powerful figures, and enigmatic mysteries that only he can solve."

RESPONSE:**Title: "Poirot: New York Chronicles"**

Synopsis: After a high-profile case in Europe leaves Hercule Poirot emotionally drained and seeking a fresh start, he relocates to New York City, ready to embrace a quieter life away from the limelight. However, his reputation as the world's most brilliant detective soon catches up with him, and he's drawn into the dark and intricate world of New York's high-stakes crime scene.

Poirot's first case in the city involves the suspicious death of a wealthy socialite, whose connections to powerful figures in the city's elite raise the stakes of the investigation. As he navigates the complex social dynamics and uncovers hidden agendas, Poirot forms an unlikely alliance with a street-smart NYPD detective, who becomes his eyes and ears on the streets of the city.

Together, Poirot and his new partner take on a variety of cases, ranging from the mysterious disappearances of influential figures to the intricately planned heists orchestrated by criminal masterminds. Each case tests Poirot's intellect and pushes him to adapt his tried-and-true methods to the fast-paced, technology-driven world of modern New York.

As the series progresses, a larger, overarching narrative begins to emerge. Poirot's arrival in the city has attracted the attention of a shadowy figure, whose criminal activities span across the globe. This enigmatic adversary seems to be toying with Poirot, challenging him with a series of cryptic clues and taunting messages that hint at a grand plan.

In "Poirot: New York Chronicles," Hercule Poirot must reconcile his old-world charm and traditional methods with the rapidly evolving landscape of modern crime-solving. As he confronts powerful enemies and unravels the secrets hidden within the city's glittering skyline, Poirot discovers that sometimes, the greatest mysteries are those closest to home.

This contemporary adaptation of Agatha Christie's beloved detective brings Poirot's sharp wit and keen intellect to life in a thrilling new setting, offering a fresh take on the classic stories while remaining true to the spirit of the original character.

With this basic synopsis, we now have the opportunity to drill down even further, including developing characters, plot points, and story structure. We'll do that in the next chapter.

Identifying Your Target Audience

In movie and TV production, it is crucial to determine the target audience – the audience group most likely to engage with and appreciate the content. This informs decisions regarding tone, style, themes, and marketing strategies, ensuring the final product resonates with the intended viewers and maximises its potential for success.

PROMPT:

A new TV series has the following longline. Please identify four possible target audiences for the series. Base each on the deep and underlying needs that would make them want to watch the movie. Give each a snappy name. For each: describe the needs that define them, their demographics and how we might market the series to reach and engage them.

The longline is: "After leaving behind his celebrated career in Europe, the iconic detective Hercule Poirot embarks on a fresh start in New York City, where he's quickly pulled into a world of high-stakes crime, powerful figures, and enigmatic mysteries that only he can solve."

RESPONSE:

Sleuth Seekers

Needs: These viewers have a deep desire for intellectual stimulation and challenge. They enjoy unravelling complex puzzles and love the excitement of solving crimes alongside the detective.

Demographics: This group is diverse in age and gender, skewing towards adults with a penchant for mystery and crime dramas.

Marketing: To engage Sleuth Seekers, create interactive online puzzles and quizzes that tie into the series' plotlines. Promote the series through social media channels and mystery/crime forums, emphasising the intricate mysteries and Poirot's legendary deductive skills.

Nostalgia Navigators

Needs: Nostalgia Navigators are drawn to the series because of their love for classic detective stories, particularly the works of Agatha Christie. They appreciate the continuation of Hercule Poirot's story and enjoy revisiting beloved characters in a new setting.

Demographics: This audience tends to be older, with a slight preference for female viewers. They likely grew up reading or watching adaptations of Agatha Christie novels.

Marketing: Reach Nostalgia Navigators by partnering with book clubs and libraries, offering exclusive previews or discussions with the show's creators. Use targeted advertising on social media platforms popular with older users and promote the series through classic mystery and literary podcasts.

Culture Connoisseurs

Needs: This group is attracted to the series for its rich, immersive portrayal of New York City in a different era, combined with European flair. They appreciate the high production value, attention to historical detail, and the series' exploration of societal themes.

Demographics: Culture Connoisseurs are generally well-educated, middle-aged to older adults with an interest in history, art, and culture.

Marketing: Engage Culture Connoisseurs through behind-the-scenes featurettes focusing on the show's historical accuracy, costume design, and set design. Collaborate with museums, art galleries, and historical societies for special events or screenings. Use

targeted advertising on social media and websites catering to history and culture enthusiasts.

Power Players

Needs: Power Players enjoy stories that delve into the lives of influential figures and their machinations, highlighting themes of power, ambition, and politics. They are drawn to the series for its portrayal of powerful characters and their impact on the criminal underworld.

Demographics: This audience tends to be adults, both male and female, who are interested in politics, power dynamics, and stories of intrigue.

Marketing: To connect with Power Players, emphasise the series' high-stakes crime and powerful figures in promotional materials. Use trailers and teasers that highlight the suspenseful, political aspects of the show. Advertise on news outlets, political websites, and podcasts, as well as social media channels popular among this demographic.

This showcases the versatility and creative potential of language models like ChatGPT. It demonstrates the AI's ability to interpret the provided longline and craft audience segments that reflect different interests and motivations hinted at in the longline. Using language models in this way to brainstorm and develop comprehensive marketing strategies should save you lots of time and resources.

However, the example is not without its shortcomings. While it offers solid starting points for audience identification, it might lack the nuance and depth that an experienced marketing professional could provide. As an AI, language models may miss subtle cultural references or audience preferences that a human would pick up on. Additionally, its demographic information, while generally accurate, may rely on generalisations and stereotypes that could be overly broad or outdated. It is important for readers to approach the generated information with a critical eye and supplement it with their own expertise. Always.

Despite these limitations, the example remains a valuable starting point. It serves as a reminder that AI, like language models, can be an effective tool for brainstorming and idea generation, provided that users recognize its potential pitfalls and limitations. By approaching language model's suggestions as a foundation upon which to build and refine their own ideas, readers will be better equipped to navigate the increasingly complex world of television marketing and ultimately create more compelling and successful campaigns.

Deciding on the Format (Movie, TV Series, Miniseries)

Choosing the format – whether a movie, TV series or miniseries – is an essential step in film/TV production. Each format has its own advantages and limitations, such as budget constraints, storytelling capabilities, and audience expectations. The decision ultimately depends on the nature of the story, its potential for episodic or serialised storytelling, and the intended distribution platform.

Let's take the Poirot longline and see what the model comes up with.

PROMPT:

You are a filmmaker with an idea that has the following longline. Please make suggestions for the ideal video-based format (e.g. TV series, miniseries, movie etc). Think about traditional and also come up with some innovative, novel, creative formats that would make sense given the longline and the likely audiences for this. For each of the most compelling formats: Write a short and compelling pitch to a production company that focuses on how that format perfectly suits the content and its audience specifically. Then, also give the cons of that format to make clear its weaknesses for this specific content and its audiences.

The longline is: "After leaving behind his celebrated career in Europe, the iconic detective Hercule Poirot embarks on a fresh start in New York City, where he's quickly pulled into a world of high-stakes crime, powerful figures, and enigmatic mysteries that only he can solve."

RESPONSE:

Format 1: TV Series

Pitch:

Introducing "Poirot: New York Chronicles," an engaging TV series that will captivate audiences worldwide. This format will allow the intricate character development of Hercule Poirot and his newfound American acquaintances, providing an immersive experience for both existing fans and newcomers alike. With episodic storytelling, our beloved detective will face fresh and complex mysteries in each episode, while uncovering larger narrative arcs that span across multiple seasons. Set against the backdrop of New York City, the series will explore the dynamics between Poirot and his new surroundings, highlighting the contrast between his European past and his American present. The TV series format offers the perfect balance of serialised and episodic content, ensuring that viewers remain invested in Poirot's journey, while eagerly anticipating the resolution of each enigmatic mystery.

Cons:

A TV series requires a significant investment in terms of time and resources for both production and audience commitment.

There is a risk of repetition or stagnation in the storytelling if the series runs for too many seasons.

Existing Poirot adaptations may make it challenging to differentiate this series from previous iterations.

Format 2: Interactive Mystery Experience

Pitch:

Embrace the future of storytelling with "Poirot: Interactive New York," an innovative, immersive, and interactive mystery experience that puts the audience in the driver's seat. This format combines the narrative depth of traditional media with cutting-edge technology, allowing users to actively participate in Poirot's investigations, make choices, and uncover secrets. With multiple branching storylines and endings, viewers can explore various paths and solve mysteries alongside Poirot, making every experience unique and engaging. "Poirot: Interactive New York" will revolutionise the way audiences consume content, forging a deep connection with the iconic detective and the enigmatic world he inhabits.

Cons:

The interactive format may alienate some traditionalists who prefer passive viewing experiences.

Developing a branching narrative and multiple endings requires a significant investment in writing, production, and technology.

The novelty of interactive storytelling may wear off, potentially limiting the long-term appeal of the format.

Format 3: Anthology Miniseries

Pitch:

Presenting "Poirot: New York Noir," an anthology miniseries that captures the essence of Hercule Poirot's adventures in the Big Apple. Each season, consisting of 4-6 episodes, will showcase a single, self-contained story arc that delves deep into the high-stakes world of crime and power in New York City. This format will allow for a focused and intense narrative experience, exploring the intricacies of each case while developing Poirot's character in his new environment. With a limited number of episodes, "Poirot: New York Noir" offers an easily digestible yet rich viewing experience for both existing fans and new audiences. The anthology format ensures that each season feels fresh, and offers the creative flexibility to explore various themes and genres within the Poirot universe.

Cons:

An anthology miniseries may not allow for the same level of character development and long-term story arcs as a traditional TV series.

Each season's success heavily relies on the strength of its individual storyline.

There is a risk of inconsistency in tone and quality between different seasons.

Format 4: Docudrama Series

Pitch:

Discover the legendary detective's new life in "Poirot: Behind the Cases," a docudrama series that combines elements of documentary and drama to bring Hercule Poirot's adventures in New York City to life. By incorporating interviews, historical context, and dramatised reenactments, this format offers a unique and engaging perspective on Poirot's investigative work, while exploring the cultural and societal backdrop of his new environment. Each episode will delve into a different high-stakes crime, revealing the inner workings of Poirot's mind and his renowned deductive skills. "Poirot: Behind the Cases" will not only entertain but also educate audiences, providing them with a rich understanding of both the character and the world he inhabits.

Cons:

The docudrama format may not appeal to all audiences, as some may prefer a purely fictional narrative.

Striking the right balance between documentary and drama can be challenging, potentially resulting in uneven storytelling.

The format may face limitations in terms of character development and ongoing story arcs.

Good. But perhaps a little traditional. Let's try to get some more innovative formats.

(Note: it started by offering VR and AR options, which you may love, but we didn't. Hence we exclude them in the prompt :)

PROMPT:

These formats feel very traditional. Please come up with four new, creative, innovative non-VR non-AR video-based formats that would work well with this content and for the content's audience.

RESPONSE:

Format 1: Immersive Binge-able Puzzle Series

Pitch:

Introducing "Poirot: The Enigma Files," an immersive binge-able puzzle series where each episode is released with a set of interactive puzzles for the audience to solve alongside Poirot. This format combines the excitement of escape rooms with the compelling narrative of Poirot's New York adventures. By embedding puzzles and codes within the episodes, viewers can actively engage with the content and work to solve the mysteries themselves. The series would be released in a single drop, allowing audiences to binge-watch and interact with the content at their own pace, fostering a sense of community among fans as they collectively unravel the enigmas.

Cons:

The integration of puzzles may not appeal to all viewers, especially those who prefer passive viewing experiences.

The puzzle elements may prove challenging to produce and maintain engagement throughout the series.

The binge-release model may result in a shorter lifespan for the series, with viewers consuming the content quickly.

Format 2: Collaborative Episodic Mystery

Pitch:

Experience the thrill of collective storytelling with "Poirot: New York Collaborative," an episodic mystery series that invites the audience to contribute to the narrative. In this format, each episode ends with a cliffhanger, and viewers are encouraged to submit their ideas for what should happen next. The production team would then select and incorporate the best ideas into the following episodes, creating a dynamic and evolving storyline shaped by the fans themselves. This interactive approach fosters a strong sense of community and investment in the series, as viewers witness their ideas brought to life on screen.

Cons:

Maintaining a coherent and engaging narrative may be challenging due to the collaborative nature of the format.

The production process may be slower and less predictable, as incorporating audience input requires additional time and resources.

The collaborative aspect may alienate viewers who prefer a more traditional, linear storytelling experience.

Format 3: Poirot Live: Serialized Crime Drama

Pitch:

Witness Poirot's investigations in real-time with "Poirot Live," a serialised crime drama where each episode is broadcast live, enhancing the suspense and urgency of the narrative. This format mirrors the experience of watching live theatre, creating an atmosphere of immediacy and unpredictability that keeps viewers on the edge of their seats. The live format also allows for unique opportunities, such as incorporating real-time audience feedback or incorporating real-world events into the storyline. "Poirot Live" breaks the mould of traditional crime dramas, offering an exhilarating viewing experience that immerses audiences in the high-stakes world of Poirot's New York City investigations.

Cons:

The live format may result in production difficulties, increased costs, and potential mistakes during the broadcast.

Time zones and scheduling conflicts may limit the accessibility of live broadcasts for some viewers.

The format relies heavily on a strong script and a talented cast that can successfully perform under pressure.

Format 4: Poirot's New York: Non-Linear Mystery Anthology

Pitch:

Explore the world of Poirot from multiple perspectives with "Poirot's New York: Non-Linear Mystery Anthology," a series that presents interconnected stories from various characters' viewpoints, inviting the audience to piece together the overarching narrative. Each episode focuses on a different character, revealing their role in the larger mystery, while still maintaining Poirot as the central figure. By presenting the narrative in a non-linear fashion, this format challenges viewers to actively engage with the content and deduce connections between episodes. "Poirot's New York: Non-Linear Mystery Anthology" offers an innovative and rewarding viewing experience that invites audiences to become detectives themselves.

Cons:

The non-linear narrative may be confusing or off-putting for some viewers who prefer linear storytelling.

The format requires careful planning and writing to ensure that the interconnected stories are coherent and compelling.

The focus on multiple characters may dilute the emphasis on Poirot, potentially disappointing fans who are primarily interested in the iconic detective's perspective.

The complexity of the narrative may require viewers to pay close attention to details, which may not suit casual viewers who prefer a more relaxed viewing experience.

One of the strengths of the responses is the AI's ability to generate diverse and well-structured pitches for different formats, ranging from a TV series to an interactive mystery experience. Each pitch is thoughtfully crafted, capturing the essence of the idea while exploring new possibilities for storytelling. The AI's capacity to articulate both the pros and cons of each format demonstrates a level of nuance that can be valuable as you weigh your options.

However, as always, it's important to recognize that AI-generated ideas are not without their limitations. While the initial responses provided traditional formats, the request for more innovative video-based formats led to the suggestion of a virtual reality detective experience—a concept that, while intriguing, was cut short by us to steer it in other directions. You'll need to constantly make similar decisions and steer it in the directions that work for you. This highlights the occasional unpredictability of AI responses and the need for human intervention to guide and refine the creative process.

So, what does this mean for our TV professionals? The language model's responses again serve as a springboard for inspiration—a tool that can spark ideas and stimulate creative thinking. It's a collaborative dance between human intuition and AI-generated possibilities. Ultimately, the AI's contribution is a piece of the puzzle, and it's up to you to assemble the masterpiece.

Story Ideas for Talent

Let's face it, fame sells tickets. It's not uncommon for a major star to emerge and for writers and producers to bombard new talent with story ideas. It's important for creators to be able to quickly and accurately assess how audiences see a major star and to come up with ideas that make sense for them. Film and television analyst Brendan Moylan inspired and guided us through how we could embrace this idea and use language models to help us navigate it.

How can a language model like ChatGPT be used to generate creative ideas specifically designed for a given actor, which can be useful for pitching projects and attracting interest from both audiences and industry professionals? Let's find out.

To start, below are some simple prompts to generate loglines² for a particular actor. By using such prompts, you should be able to generate loglines that are tailored to the actor's abilities, past roles, or public image. This helps you come up with story ideas that are more likely to

² A logline is a brief summary of a film or TV show, usually one or two sentences long, that captures the essence of the story and hooks potential viewers.

resonate with audiences, given the actor's popularity and appeal. Let's see what the model comes up with.

PROMPT:

Write me 3 script loglines for a movie starring Michael B. Jordan.

RESPONSE:

"Crimson Sands": In a near-future world ravaged by climate change, Michael B. Jordan stars as a daring geologist tasked with leading a perilous mission to uncover a mysterious power source hidden beneath the Sahara Desert. As he navigates treacherous terrain and hostile factions, he must confront his own inner demons to save humanity from the brink of extinction.

"The Virtuoso": When a renowned concert pianist (Michael B. Jordan) loses his ability to play due to a tragic accident, he spirals into despair. As he battles with depression, a mysterious mentor enters his life, offering him a chance at redemption through an unorthodox approach to music. Through this transformative journey, the pianist learns to redefine himself and rebuild his shattered life.

"Operation: Shadowbox": Michael B. Jordan stars as an elite undercover agent tasked with infiltrating a dangerous criminal organisation known as The Syndicate. As he gains the trust of the organisation's ruthless leader, he must balance his loyalty to his agency, his newfound friendships within the criminal world, and his own moral compass. With time running out, he must make a choice that will define his legacy and determine the fate of both worlds.

Brendan's reaction? Interesting, but a little vague. There is potential in using these to gauge and assess a client's public perception, a must for an agent or a manager. But more work is needed.

Let's try another.

PROMPT:

Write me 3, 2-3 sentence script loglines for a film starring Harrison Ford.

RESPONSE:

"Lost Horizons": Harrison Ford stars as a retired explorer reluctantly pulled back into the world of adventure when he's called upon to find a long-lost city hidden deep within the Amazon jungle. As he encounters dangerous obstacles and unexpected allies, Ford must race against time to unravel ancient secrets before they fall into the wrong hands.

"Final Flight": In this thrilling drama, Harrison Ford plays a veteran test pilot facing a terminal illness. Given one last chance to make history, he embarks on a daring mission

to test the boundaries of space travel, finding redemption and renewed purpose along the way.

"The Art of Deception": Harrison Ford stars as a master art forger who's been living a quiet life in retirement, until he's blackmailed into creating one last masterpiece. As he delves back into the world of high-stakes crime, Ford must outsmart his adversaries while trying to protect his family and secure his own freedom.

Again, these show promise. But with any simple prompt, you're likely to get simple responses. So you'll likely want to use a more sophisticated prompt to get a more sophisticated answer.

Let's walk through a process that will get us there. We'll start by asking the language model to come up with some themes from Michael B. Jordan's movies.

PROMPT:

What are the common themes of movies that star actor Michael B. Jordan

RESPONSE:

Michael B. Jordan is an accomplished actor known for his diverse and powerful roles. Throughout his career, he has starred in movies across various genres. However, some common themes that emerge in many of these films include:

Overcoming Adversity: In several of his films, Jordan portrays characters who face significant challenges and must overcome them. Examples include 'Creed' and 'Creed II,' where he plays Adonis Creed, an underdog boxer who must fight his way to the top, and 'Fruitvale Station,' where he portrays Oscar Grant, a young man struggling with his past and societal expectations.

Social Issues: Jordan's film choices often explore pressing social issues. 'Fruitvale Station' focuses on police brutality, racial profiling, and systemic racism. 'Just Mercy' tells the story of Bryan Stevenson, a civil rights attorney working to exonerate a wrongfully convicted man on death row.

Family and Relationships: Many of Jordan's films centre around the importance of family and relationships. In 'Creed' and 'Creed II,' Adonis Creed is heavily influenced by his family legacy and forms strong bonds with his mentor, Rocky Balboa. In 'Black Panther,' Jordan's character, Erik Killmonger, is driven by the need to avenge his father and seek justice for his people.

Empowerment and Self-Discovery: Several of his roles showcase characters on a journey of self-discovery and empowerment. This theme is apparent in both 'Creed' films, as well as 'Black Panther,' where Killmonger seeks to empower the oppressed and change the status quo.

Action and Adventure: Jordan has appeared in various action-packed and adventurous films, such as 'Black Panther,' 'Fantastic Four,' and 'Without Remorse.' These movies often feature high-stakes situations and intense action sequences.

Overall, Michael B. Jordan's filmography is diverse and rich, touching on themes of overcoming adversity, social issues, family dynamics, empowerment, and action.

Now let's see if, once the model is 'primed' with this thinking, it can come up with some better ideas.

PROMPT:

... continued ...

Write me 3 script loglines for a movie starring Michael B. Jordan.

RESPONSE:

Title: "Rising Tides"

Logline: When a young marine biologist, played by Michael B. Jordan, discovers a groundbreaking solution to save the world's dying coral reefs, he must navigate the treacherous waters of corporate greed, environmental activists, and a deadly conspiracy determined to undermine his efforts, all while trying to protect the ones he loves and the planet's fragile ecosystem.

Title: "Guardian Protocol"

Logline: In a dystopian future where global surveillance reigns supreme, Michael B. Jordan stars as a skilled hacker turned government operative, tasked with infiltrating and dismantling a powerful resistance group. As he gets closer to its enigmatic leader, he uncovers a shocking truth that forces him to question his loyalty, confront his past, and decide the fate of humanity.

Title: "The Maestro"

Logline: Michael B. Jordan portrays a gifted but struggling jazz musician, who is suddenly thrust into the limelight after a chance encounter with a legendary saxophonist. As he grapples with newfound fame, he must navigate the cutthroat world of the music industry, overcome his own self-doubt, and reconcile with a long-lost love, all while staying true to his artistic vision and staying one step ahead of a dangerous rival.

As you can see, the second approach that followed consideration of the themes from Michael B. Jordan's previous movies resulted in loglines that were better suited to him. This is because they considered his acting strengths, the types of roles he has played in the past, and the themes that he often gravitates towards. By building on these factors, the second set of loglines was tailored specifically to Jordan's filmography and acting range, making them more fitting for a movie starring him.

In the first response, although the loglines are interesting and engaging, they do not necessarily consider the specific themes that have been present in his previous work. The loglines could potentially be adapted for other actors as well, making them less tailored to Michael B. Jordan specifically.

Why did this approach help the language model to give a better response? It allowed it to:

- Draw inspiration from explicitly considering the actor's previous work
- Enhance its understanding of the subject matter by explicitly considering specific details about the actor's career
- Enabling a deeper understanding of the topic and provide responses that are more directly connected to the request

This is a key lesson. By integrating context and background information into its response generation process, language models are better able to provide users with targeted, insightful, and meaningful suggestions that cater to their specific needs and interests.

SELLING

This stage involves pitching the project to potential investors, distributors, or networks, aiming to secure financing and distribution deals. The process often requires the creation of promotional materials, such as loglines, treatments, and pitch decks, that effectively convey the project's appeal, marketability, and potential for success.

To illustrate broader applications, we'll pick two areas and go somewhat deep into them, rather than trying to skim each possible application. We'll focus on identifying comp movies / TV shows and pitching.

Comp Movies and TV Shows

Comp (comparable) movies and TV shows are used to demonstrate the potential marketability and success of a project. By referencing similar works that have resonated with audiences and achieved commercial or critical acclaim, creators can more effectively pitch their projects and attract investment or distribution deals.

Let's see what the language model can come up with for the Poirot TV concept we used in earlier chapters.

PROMPT:

I'm a filmmaker with a great idea. I want to make a TV show, and I know the logline. I need to pitch it to production companies. Comp TV shows would be useful in communicating my idea and helping them to understand it and its potential appeal.

Please come up with some compelling comps I could use. Make clear why each is a relevant comp.

The longline is: "After leaving behind his celebrated career in Europe, the iconic detective Hercule Poirot embarks on a fresh start in New York City, where he's quickly pulled into a world of high-stakes crime, powerful figures, and enigmatic mysteries that only he can solve."

RESPONSE:

Great! It sounds like you have an exciting idea for a TV show. Here are some potential comps that could help you communicate your idea and its potential appeal to production companies:

"Elementary" (CBS): This TV show features the iconic detective Sherlock Holmes living in New York City and helping the NYPD solve high-stakes crimes. Like your show's

protagonist, Sherlock is a highly skilled detective who is quickly pulled into the world of crime in the city. The similarities between the two shows could help production companies understand your show's potential appeal.

"The Alienist" (TNT): This TV show is set in 1896 New York City and follows a team of experts who are trying to solve a series of brutal murders. Like your show, "The Alienist" is a mystery series set in New York City, and it features a protagonist who is highly skilled in his field. This could be a relevant comp for your show because it demonstrates that audiences enjoy mysteries set in historical contexts.

"Castle" (ABC): This TV show features a famous mystery writer who teams up with the NYPD to solve crimes. Like your show's protagonist, he is highly skilled in his field and is quickly pulled into the world of high-stakes crime. This could be a relevant comp for your show because it demonstrates that audiences enjoy mysteries that feature unconventional partnerships between experts and law enforcement.

"White Collar" (USA Network): This TV show features a highly skilled criminal who teams up with the FBI to solve white-collar crimes. Like your show's protagonist, he is highly skilled and becomes involved in the world of high-stakes crime. This could be a relevant comp for your show because it demonstrates that audiences enjoy mysteries that feature complex, morally ambiguous characters.

By using these potential comps, you can help production companies understand your show's potential appeal and demonstrate that there is a market for this type of content. Good luck with your pitch!

Instead of loglines, you could use synopses if you have them. We picked an upcoming movie to try this on and grabbed the 'Storyline' from IMDB.

PROMPT:

I'm marketing the following movie. To do so I need a set of comparable movies that would be useful benchmarks for how well it might do.

Please come up with some compelling comps I could use. Make clear why each is a relevant comp.

Here is the synopsis of the movie I'm working on: Guy Ritchie's *The Covenant* follows US Army Sergeant John Kinley (Jake Gyllenhaal) and Afghan interpreter Ahmed (Dar Salim). After an ambush, Ahmed goes to Herculean lengths to save Kinley's life. When Kinley learns that Ahmed and his family were not given safe passage to America as promised, he must repay his debt by returning to the war zone to retrieve them before the Taliban hunts them down first.

Provide identify the key dimensions of the movie that would be useful in identifying comps and then list ten comps, giving reasons why each is relevant.

RESPONSE:

Key dimensions of the movie to consider when identifying comps:

Genre: Military/War, Drama, Action

Themes: Loyalty, Redemption, Friendship, Sacrifice

Director: Guy Ritchie

Lead actors: Jake Gyllenhaal, Dar Salim

Setting: Afghanistan, war zone

Here are ten relevant comps with reasons why each is relevant:

Lone Survivor (2013) - This military action-drama is based on a true story, featuring a small team of US Navy SEALs facing a deadly ambush in Afghanistan. It shares the themes of loyalty, sacrifice, and friendship, as well as the war-torn setting.

12 Strong (2018) - This military action-drama follows a team of US Special Forces sent to Afghanistan after 9/11. It shares the military theme, the Afghanistan setting, and themes of loyalty and camaraderie.

American Sniper (2014) - This biographical war drama is about a US Navy SEAL sniper, focusing on the challenges faced by the protagonist in balancing his duty and personal life. It shares the military theme, themes of loyalty and sacrifice, and the Afghanistan setting.

Zero Dark Thirty (2012) - This military thriller chronicles the decade-long hunt for Osama bin Laden. It shares the themes of persistence, loyalty, and the military setting in the Middle East.

The Outpost (2020) - This military drama is based on a true story of a small group of US soldiers defending their outpost in Afghanistan. It shares the military theme, Afghanistan setting, and themes of loyalty, bravery, and camaraderie.

War Machine (2017) - This satirical war film follows a US General navigating the complexities of the Afghan war. It shares the military theme, Afghanistan setting, and provides a unique perspective on war and politics.

The Hurt Locker (2008) - This military drama follows an elite US Army bomb squad in Iraq. Although set in a different country, it shares the themes of loyalty, bravery, and sacrifice, as well as the military and war genre.

Brothers (2009) - This drama film follows a Marine returning from Afghanistan, trying to readjust to civilian life. It shares the themes of loyalty, family, and the psychological impact of war on soldiers.

Hacksaw Ridge (2016) - This biographical war film is about a conscientious objector who served as a medic during World War II. While set in a different time period, it shares themes of loyalty, bravery, sacrifice, and camaraderie.

1917 (2019) - This war film set during World War I follows two young British soldiers on a dangerous mission. It shares themes of friendship, loyalty, and sacrifice, despite being set in a different time period and location.

Each of these comps offers a useful benchmark to assess the potential success of Guy Ritchie's The Covenant based on similar genres, themes, settings, or subject matter.

Alternatively, you can specify production budgets and the model will do a pretty good job of finding comps in the range you give it.

PROMPT:

I'm marketing a movie. To do so I need a set of comparable movies that would be useful benchmarks for how well it might do.

Provide a list of 10 war-related films released in cinemas in the last 10 years with a production budget of between \$30 million to \$60 million dollars.

RESPONSE:

Here is a list of 10 war-related films released between 2013 and 2021 that have production budgets ranging from \$30 million to \$60 million. Please note that the exact budgets for some of these films may be slightly outside the specified range, as public data on film budgets can sometimes be imprecise.

Lone Survivor (2013) - Directed by Peter Berg, Budget: \$40 million

Fury (2014) - Directed by David Ayer, Budget: \$68 million (slightly over \$60 million)

'71 (2014) - Directed by Yann Demange, Budget: \$11 million (below \$30 million but worth considering)

Hacksaw Ridge (2016) - Directed by Mel Gibson, Budget: \$40 million

12 Strong (2018) - Directed by Nicolai Fuglsig, Budget: \$35 million

The 15:17 to Paris (2018) - Directed by Clint Eastwood, Budget: \$30 million

Operation Finale (2018) - Directed by Chris Weitz, Budget: \$24 million (below \$30 million but worth considering)

Midway (2019) - Directed by Roland Emmerich, Budget: \$59.5 million

1917 (2019) - Directed by Sam Mendes, Budget: \$95 million (significantly over \$60 million, but a notable war film)

Greyhound (2020) - Directed by Aaron Schneider, Budget: \$50.3 million

Please note that the budgets and release years for these films are accurate as of the knowledge cutoff date in September 2021.

Of course, the above is just the start of how you might use language models to come up with comps. There are a million ways you could tweak the prompt to make it more useful to you, but we hope the above are good starting points. You could tweak your prompt to consider:

- **Release year:** Consider comps that were released in the past few years to ensure they are relevant to the current market and audience trends.
- **Box office and critical reception:** Analyse both the financial success and critical reception of your comps to get a comprehensive understanding of their performance.
- **Demographics:** Consider the target audience demographics for each comp and how they align with your movie's intended audience.
- **Platform success:** Investigate how the comps performed on various platforms (theatrical, streaming, etc.) to help inform your own distribution strategy.
- **Awards and nominations:** Examine the awards and nominations received by your comps, which can be an indicator of potential critical acclaim for your movie.
- **Cultural relevance:** Consider comps that have a similar cultural relevance, addressing social or political issues that resonate with your film's themes or setting.
- **Filmmaking style:** Identify comps with similar filmmaking styles or visual aesthetics to better understand your film's potential appeal to audiences who appreciate that style.
- **International appeal:** If your movie aims to reach international audiences, consider comps that have performed well globally or have a similar international appeal.

By incorporating these additional considerations, you can create a more comprehensive and relevant comps list that will help inform various aspects of your movie's production, marketing, and distribution.

Additionally, you'd certainly want to tweak the prompt to make clear your goal, which would likely alter the kinds of comps that were useful to you. Your goals might include:

- **Market analysis:** A comps list helps in understanding the target audience and assessing the potential market for your movie. By comparing your film to similar projects, you can better predict audience interest and revenue.
- **Budgeting and financing:** Comparing budgets, production costs, and revenue of comps can help you determine the appropriate budget for your movie and inform financing decisions.

- **Marketing and promotion:** analysing the marketing and promotional strategies of successful comps can inform your own marketing campaign, helping you decide on the most effective channels and messaging to reach your target audience.
- **Creative inspiration:** A comps list can offer insight into what worked or didn't work in similar projects, inspiring creative adjustments or improvements in your own film.
- **Distribution strategy:** analysing the distribution channels and release strategies of comps can guide your decisions on the best way to distribute your movie, including whether to pursue theatrical release, streaming platforms, or other channels.
- **Negotiation and sales:** A comps list can be used to support negotiations with potential investors, distributors, and sales agents, providing evidence of the potential value and success of your movie.

Pitching

Pitching is the process of presenting a movie or TV project to potential investors, production partners, or networks in order to secure funding, support, or distribution deals. A successful pitch typically includes a concise, engaging overview of the concept, target audience, and market potential, often supported by visual materials and other supplementary information.

A Suggested Pitch Development Process

A pitch needs a lot of consideration. We certainly wouldn't advocate just straight-up asking AI to write it for you. The ideal approach would be using AI to guide you through the process with a prompt like this:

PROMPT:

Can you help me develop a winning pitch for my new TV show? I'm looking to create a show that's unique, captivating, and marketable. I want to make sure I have all the right ingredients for a successful pitch, including a strong concept, target audience etc. Can you guide me through this process and help me create an awesome pitch to present to a network? Ask me the questions you need me to answer and, when you have all the information you need, please write a compelling pitch for me.

RESPONSE:

Sure, I'd be happy to help you develop a winning pitch for your new TV show. Let's start by exploring some key elements that will help us craft a strong pitch.

What is the genre of your TV show?

Who is your target audience? What are their interests and what kind of content do they enjoy watching?

What makes your TV show unique and different from other shows in the same genre?

What is the main concept of your show? What is the story you want to tell?

Who are the main characters in your show? What are their personalities and what do they want?

How will your show be marketable? Can you see any spin-off opportunities, merchandise, or potential for international distribution?

Do you have any talent attached to your project, such as writers, producers, or actors?

Please answer these questions to the best of your ability, and I'll use your responses to help craft a winning pitch for your TV show.

I look forward to working with you!

Ideally, you'd answer all these questions (with or without AI help!). That said, shall we see how well it can do without all the necessary direction?

PROMPT:

... continued ...

Please write a winning pitch to a co-production company and studio for the above TV show. I'm looking to create a show that's unique, captivating, and marketable. Please make sure it has all the right ingredients for a successful pitch.

RESPONSE:

Sure, here's a winning pitch for your TV show:

Title: "Parallel Realms"

Concept: "Parallel Realms" is a thrilling sci-fi drama that explores the idea of parallel universes and the consequences of our choices. The show follows a group of diverse characters who discover that their world is not the only one. As they navigate different versions of their lives, they must confront their own fears, desires, and regrets.

Target Audience: The show targets sci-fi enthusiasts and audiences looking for thought-provoking dramas. The show's themes of identity, choice, and consequence will appeal to a broad audience.

Marketability: "Parallel Realms" has the potential for spin-offs, merchandise, and international distribution. The show's unique premise and captivating characters will make it stand out in the crowded TV market. We are confident that it will be a profitable investment for your company.

Talent: The show is created and written by [Your name], an award-winning writer with a proven track record in sci-fi and drama. The show is produced by [Production Company's

[name], a respected production company with experience in creating successful TV shows. We have already secured the interest of [Actor/Actress name], who has expressed interest in playing a lead role in the show.

Visuals: We have created concept art and mood boards that showcase the show's distinct look and feel. The visuals illustrate the show's unique world and characters, and we are confident that it will captivate audiences.

Elevator Pitch: "Parallel Realms" is a thrilling sci-fi drama that explores the idea of parallel universes and the consequences of our choices. It follows a group of diverse characters who discover that their world is not the only one. As they navigate different versions of their lives, they must confront their own fears, desires, and regrets. With a talented team behind it and a unique premise that will appeal to audiences worldwide, "Parallel Realms" is poised to be the next big hit.

Passion: We are passionate about "Parallel Realms" and believe that it has the potential to be a ground-breaking TV show. We are committed to bringing this unique vision to life and are excited to work with your company to make it a reality.

Thank you for considering "Parallel Realms." We look forward to hearing from you soon.

We then started a new chat session (so that the language model didn't remember any of the previous conversations) and asked it to critique the pitch.

PROMPT:

Here's a pitch for a TV show by a production company to a network:

+++++

[we pasted the pitch in here]

+++++

Please critique the pitch. What's good and what could be improved to make it even more compelling? What considerations or questions? Respond in paragraphs.

RESPONSE:

The pitch for "Parallel Realms" is quite intriguing and well-structured, touching upon key aspects such as the concept, target audience, marketability, talent, visuals, and passion. It succeeds in presenting a clear and concise understanding of the show's premise, its themes, and its intended audience. The mention of an award-winning writer and respected production company adds credibility to the project, while the interest of a notable actor/actress in a lead role boosts its appeal.

However, there are a few areas where the pitch could be improved to make it even more compelling:

Elaborate on the characters: While the pitch mentions that the show follows a group of diverse characters, it would be helpful to provide a brief introduction to some of the main characters, their backgrounds, and their motivations. This would allow the network to have a better understanding of the show's narrative and potential character arcs.

Expand on the storylines: To make the pitch more engaging, it would be beneficial to provide a few examples of the types of parallel universes the characters will explore, and how their choices impact their lives across different realities. This would offer a taste of the drama and conflict that will arise and hook the network's interest.

Highlight the show's uniqueness: The pitch could benefit from emphasising the aspects that set "Parallel Realms" apart from other sci-fi dramas dealing with parallel universes. By pointing out what makes the show unique or ground-breaking, the pitch can create a stronger sense of urgency for the network to invest in the project.

Address potential challenges: The network might have questions about the feasibility of executing the show, given its ambitious premise. It would be a good idea to mention any innovative production techniques, special effects, or other creative solutions that the team has considered to tackle the challenges of bringing parallel universes to life on screen.

In conclusion, the pitch for "Parallel Realms" has a strong foundation and effectively communicates the show's core idea. By addressing the aforementioned suggestions, the pitch can be further refined and made more compelling, increasing the likelihood of capturing the network's attention and ultimately securing investment.

As we said at the start of this chapter, a pitch needs a lot of consideration. Lots more than we gave it here. And we certainly wouldn't advocate just straight-up asking AI to write it for you. The ideal approach would be using AI to guide you through the process. We hope we've shown you the way and that, even without your careful and considered guidance, language models can do a pretty good job. Just imagine what's possible when you really lean into it!

Tailoring Your Pitch to a Buyer

Writers and producers often adjust their pitches to suit the preferences and limitations of potential buyers, in addition to identifying a target market and audience for their story. Each buyer has unique constraints and guidelines for the type of content they can produce. For instance, traditional broadcast networks with advertising support usually structure their TV shows to fit a 1-hour time slot with standardised commercial breaks, which dictate the pacing and structure of the show. Moreover, censorship laws can limit the themes and content that networks can produce. In contrast, subscription-based models offer more creative freedom, but major streaming services still maintain a distinct brand of content. Nonetheless, it's not uncommon for writers and producers to modify their pitches and projects to align with a buyer's brand. Using language models to refine and improve pitch documents, loglines, and other materials can be extremely valuable for writers and assistants.

Let's begin by asking the language model to help us to understand the broad landscape of potential buyers.

PROMPT:

Name the major players in the film and television industry that are likely to purchase and produce a story to be made into a film or television show.

RESPONSE:

There are many major players in the film and television industry who are involved in purchasing and producing stories to be made into movies or TV shows. Some of the most significant ones include:

Hollywood studios: Major studios such as Warner Bros, Disney, Sony Pictures, Paramount Pictures, and Universal Pictures have the resources and expertise to produce big-budget movies and TV shows.

Independent production companies: Independent production companies such as A24, Blumhouse Productions, and Annapurna Pictures have gained significant success in recent years by producing critically acclaimed and commercially successful films.

Streaming services: Companies such as Netflix, Amazon Prime Video, Hulu, and Apple TV+ have become major players in the industry, producing and distributing their own original content.

Cable networks: Cable networks such as HBO, Showtime, and AMC have produced some of the most critically acclaimed TV shows in recent years, such as "Game of Thrones," "Breaking Bad," and "Mad Men."

Broadcast networks: Major broadcast networks such as ABC, CBS, NBC, and Fox also produce their own TV shows and are known for producing popular shows such as "Grey's Anatomy," "NCIS," "This Is Us," and "The Simpsons."

International studios: Studios from other countries, such as Britain's BBC and Japan's Toho, also produce their own films and TV shows, and some of these productions become popular in other parts of the world.

These are just a few examples of the major players in the film and television industry. There are many other companies and individuals involved in the production and distribution process.

For each type of service, we can dig into their creative content strategies and the types of stories that are produced.

PROMPT:

Describe in a few short sentences the creative content strategy, the types of stories that are produced by each of these major players.

RESPONSE:

The creative content strategy of each major player in the film and television industry varies widely depending on their target audience and business objectives. However, some general trends in the types of stories produced by each major player are:

Hollywood studios: Hollywood studios often produce big-budget movies with mass appeal, such as superhero films, action movies, and family-friendly comedies. They also produce TV shows in various genres, from drama and comedy to reality TV and game shows.

Independent production companies: Independent production companies tend to produce more niche, critically acclaimed films and TV shows that may have a smaller audience but are often lauded by critics and cinephiles. They may also focus on producing films and shows with diverse perspectives and underrepresented voices.

Streaming services: Streaming services produce a wide range of content, from big-budget blockbusters to indie films and TV shows. They often take more risks with their content, producing shows and movies that may not have been picked up by traditional studios.

Cable networks: Cable networks often produce TV shows with complex characters and storylines, such as dramas and thrillers. They may also focus on producing shows with edgier content that may not be suitable for broadcast TV.

Broadcast networks: Broadcast networks produce a wide range of content, from family-friendly sitcoms and dramas to reality TV shows and game shows. They often produce shows with broad appeal that can attract large audiences.

International studios: International studios produce a variety of films and TV shows in their respective countries, often with a focus on local culture and traditions. Some of

their productions may gain popularity in other parts of the world through international distribution.

We can then ask the language model to refine or tailor a pitch for a particular audience. Let's start with tailoring it for a major streamer.

PROMPT:

Below is a pitch for a TV show. Evaluate how you would edit the pitch for a major streamer and a traditional cable broadcaster.

Maldición is a thrilling adventure/horror series based on Gertrude Barrow's 1921 Novel The Citadel of Fear. This genre-bending epic is a perfect vehicle to develop this ground-breaking source material while still updating the narrative for a modern-day audience. Maldición tells a classic horror story in its A-story, our duo of protagonists will find themselves haunted by the ghosts of each other's great-grandfathers. In its B-Story, Maldición will explore the events of the original novel, the thrilling adventure that led to the origin of the great grandfather's curse.

Redraft the above pitch for a major streamer.

RESPONSE:

Here's a redrafted pitch for a major streaming service:

"Maldición is a thrilling and genre-bending series based on Gertrude Barrow's 1921 novel The Citadel of Fear. Our adaptation takes the original source material and updates it for a modern-day audience, offering a unique blend of horror and adventure that's perfect for our diverse viewers. In the A-story, our duo of protagonists find themselves haunted by the ghosts of each other's great-grandfathers, creating a terrifying and suspenseful narrative that will keep viewers on the edge of their seats. In the B-story, we'll explore the events of the original novel, taking audiences on a thrilling adventure that led to the origin of the great grandfather's curse. Maldición is a binge-worthy series that tackles complex themes and delivers a fresh take on classic horror."

Now let's ask it to redraft it for a major cable network.

PROMPT:

Redraft it for a major cable network.

RESPONSE:

Here's a redrafted pitch for a major cable network:

"Maldición is a thrilling and suspenseful series based on Gertrude Barrow's 1921 novel The Citadel of Fear. Our adaptation takes the original source material and updates it for a modern-day audience, offering a unique blend of horror and adventure that's perfect for our viewers. In the A-story, our duo of protagonists find themselves haunted by the

ghosts of each other's great-grandfathers, creating a suspenseful and chilling tale that will captivate audiences. In the B-story, we'll explore the events of the original novel, taking viewers on a thrilling adventure that led to the origin of the great grandfather's curse. *Maldición* is a perfect addition to our lineup, delivering complex themes and a fresh take on classic horror that will keep viewers coming back for more each week."

Ok. So how do they differ?

PROMPT:

Explain the differences between the two?

RESPONSE:

The redrafted pitches for the major streaming service and major cable network differ in a few key ways.

The pitch for the major streaming service emphasises binge-watching and updates the source material for a modern audience, while the pitch for the major cable network emphasises weekly viewing and the addition of the series to the network's existing lineup. This is because streaming services typically release entire seasons at once, while cable networks release new episodes on a weekly basis.

The language used in the two pitches also differs slightly. The streaming service pitch uses language such as "genre-bending" and "diverse audience," which are more aligned with a younger and more diverse audience. The cable network pitch, on the other hand, uses language such as "suspenseful" and "captivate audiences," which may appeal more to a slightly older audience looking for classic storytelling.

Overall, the differences between the two pitches reflect the different business models and target audiences of streaming services and cable networks.

You'd certainly want to develop these pitches further but it's good to see that the model understands the differing needs of different types of buyers and can tailor its output accordingly.

Let's now try writing a pitch for the Poirot concept we came up with earlier and see how the model can help craft multiple pitches tailored to not just specific *types* of buyers but specific buyers. Film and television analyst Brendan Moylan demonstrates how to understand the key players, their content strategies, and target audiences to help tailor the pitch.

To begin, we'll just ask for a general pitch as a point of reference.

PROMPT:

Can you help me craft a pitch for my TV show idea that effectively communicates the concept, target audience, and market potential? Please include any relevant details or suggestions for visual materials that could enhance the pitch.

The longline is: "After leaving behind his celebrated career in Europe, the iconic detective Hercule Poirot embarks on a fresh start in New York City, where he's quickly pulled into a world of high-stakes crime, powerful figures, and enigmatic mysteries that only he can solve."

RESPONSE:

Sure, I'd be happy to help you craft a pitch for your TV show idea. Here's an example of a pitch that effectively communicates the concept, target audience, and market potential of your show:

"Welcome to the world of Hercule Poirot, the iconic detective known for his impeccable skills in solving the most enigmatic mysteries. But this time, Poirot has left behind his celebrated career in Europe to start afresh in the vibrant, bustling city of New York. In this new city, Poirot is quickly pulled into a world of high-stakes crime, powerful figures, and elusive mysteries that only he can solve.

Our show, [Title of Show], follows Poirot as he navigates the streets of New York, using his unparalleled expertise to solve the most challenging cases. The show combines classic detective elements with a contemporary twist, making it appealing to both die-hard fans of Poirot and a younger audience looking for a fresh take on the genre.

The target audience for our show includes fans of classic detective stories, as well as viewers who enjoy contemporary crime dramas like "Sherlock" and "The Alienist". With a timeless protagonist like Poirot and a fresh setting in New York, our show has broad appeal across different demographics and markets.

To enhance the pitch, we've created a sizzle reel that showcases the mood and tone of the show, along with the visuals of Poirot in his new surroundings. We've also created a mood board that captures the essence of the show, with references to classic detective elements and the vibrant energy of New York City.

We believe that [Title of Show] has the potential to become a hit with audiences and networks alike, combining classic elements with a contemporary twist and featuring a beloved character in a fresh new setting. We look forward to working with you to bring this exciting new series to life."

I hope this helps you to effectively communicate your TV show idea and its potential to investors, production partners, or networks. Let me know if you have any other questions or if there's anything else I can assist you with!

In this stage, producers research and identify potential co-production partners, studios, or networks that align with their project's genre, style, and target audience. By targeting the right partners, you'll increase your chances of securing collaboration and support for your project. Let's ask the language model how it would tailor the pitch differently for a major streaming service versus a cable network.

PROMPT:

I'm not sure whether to pitch this to a major streaming service or a cable network.

- Please consider each's motivations and tell me how I would tailor the pitch differently for each
- Write a short version of the pitch tailored uniquely for each

RESPONSE:

Tailoring the pitch for each platform:

Major streaming services and cable networks have different motivations and target audiences. Streaming services often prioritise producing original content that can appeal to a wide range of viewers globally, while cable networks may focus on specific demographics or regions. Here's how you could tailor your pitch for each:

Streaming Service:

Emphasise the global appeal of Hercule Poirot as a well-known character and the universal interest in detective stories.

Highlight the potential for binge-watching and long-term viewer engagement.

Discuss the opportunity to reach a diverse audience, from fans of classic detective stories to younger viewers seeking a modern twist on the genre.

Cable Network:

Focus on the potential of the show to attract a loyal, dedicated viewership.

Discuss how the show can be serialised, allowing for weekly or episodic releases that drive continued viewer interest.

Emphasise the compatibility of the show with the network's existing programming and its potential to expand the network's demographic reach.

Short version of the pitch tailored for each platform:

Streaming Service Pitch:

Welcome to "Poirot: A New Chapter", a contemporary adaptation of Agatha Christie's beloved detective Hercule Poirot, now set in the vibrant city of New York. This fresh take

on the iconic character retains the charm of classic detective stories while appealing to a global audience, including younger viewers seeking modern crime dramas. With binge-worthy storytelling and a diverse cast, "Poirot: A New Chapter" is the perfect addition to your platform's original content line-up, drawing in viewers worldwide.

Cable Network Pitch:

Introducing "Poirot: New York Mysteries", a serialised adaptation of Agatha Christie's timeless detective, Hercule Poirot. Transplanted to the bustling streets of New York City, Poirot uses his unparalleled expertise to solve the city's most baffling cases. This show combines the enduring appeal of classic detective tales with a contemporary setting, attracting a loyal viewership that spans generations. Compatible with your network's programming, "Poirot: New York Mysteries" will captivate audiences week after week and expand your demographic reach.

This helps to reframe the pitch to align with the needs of a cable network vs. a streaming service. However, within these different types of buyers each buyer will want to acquire content that fits its brand and will appeal to its audience. Pitches must take this into account and demonstrate why a project is a good fit for the buyer.

We'll start by asking the language model to identify the major players in the industry.

PROMPT:

Name the major players in the film and television market that produce tv shows.

RESPONSE:

There are many major players in the film and television market that produce TV shows. Some of the most prominent ones include:

Netflix

Amazon Prime Video

HBO (Home Box Office)

Hulu

Disney+

NBC Universal

CBS Corporation

Fox Corporation

WarnerMedia

Sony Pictures Television

These companies not only produce their own original TV shows but also acquire rights to air shows from other production companies.

A list is good, but we're going to want to go deeper to truly understand the content strategy of each player. Let's see how far the model can take us.

PROMPT:

Explain the creative content strategy of each player, based on each player's produced tv shows in the last 3 years.

RESPONSE:

As an AI language model, I can provide general information about the strategies of major players in the film and television market that produce TV shows based on publicly available information.

However, I cannot provide a comprehensive analysis of each player's creative content strategy for the last three years as it requires analysing a vast amount of data and information that may not be publicly available.

That being said, here is a brief overview of the creative content strategy of some major players based on their produced TV shows in recent years:

Netflix: Netflix is known for its strategy of producing a large amount of original content in various genres, catering to a wide range of audiences. They have produced critically acclaimed shows such as Stranger Things, The Crown, Narcos, and Mindhunter. In recent years, Netflix has also focused on producing content from international markets, such as the Spanish-language Money Heist and the German sci-fi series Dark.

Amazon Prime Video: Amazon Prime Video's content strategy revolves around producing shows that are grounded in reality and explore social issues. Their original shows include The Marvelous Mrs. Maisel, The Man in the High Castle, and The Boys. Amazon has also been investing in producing high-budget shows such as the Lord of the Rings prequel series and The Wheel of Time.

HBO (Home Box Office): HBO has always focused on producing high-quality, premium content that explores complex themes and characters. They have produced critically acclaimed shows such as Game of Thrones, Westworld, and Big Little Lies. HBO also focuses on producing limited series that are meant to be self-contained stories, such as Watchmen and The Undoing.

Hulu: Hulu's content strategy centres around producing shows that cater to younger audiences and explore contemporary issues. Their original shows include The Handmaid's Tale, Little Fires Everywhere, and Pen15. In recent years, Hulu has also produced shows that are adaptations of popular novels and movies, such as Catch-22 and Nine Perfect Strangers.

Disney+: Disney+ focuses on producing family-friendly content that caters to all ages. Their original shows include The Mandalorian, WandaVision, and The Falcon and the Winter Soldier. Disney+ has also been investing in producing shows based on popular franchises such as Star Wars and Marvel.

NBC Universal: NBC Universal's content strategy revolves around producing shows that cater to a wide range of audiences and demographics. Their shows include This Is Us, Brooklyn Nine-Nine, and Law & Order: Special Victims Unit. NBC Universal has also been investing in producing shows for their own streaming service, Peacock, such as Brave New World and Saved by the Bell.

CBS Corporation: CBS Corporation produces a variety of shows that cater to different audiences. Their shows include The Big Bang Theory, NCIS, and The Good Wife. CBS has also been investing in producing shows for their own streaming service, Paramount+, such as Star Trek: Discovery and The Stand.

Fox Corporation: Fox Corporation produces shows that cater to a broad audience, focusing on entertainment and comedy. Their shows include The Simpsons, Family Guy, and Empire. Fox has also been investing in producing shows for other networks, such as The Masked Singer for NBC.

WarnerMedia: WarnerMedia's content strategy revolves around producing shows based on popular franchises and properties. Their shows include Friends: The Reunion, The Flight Attendant, and Doom Patrol. WarnerMedia has also been investing in producing shows for their own streaming service, HBO Max, such as The Snyder Cut of Justice League and the upcoming Peacemaker series.

b Sony Pictures Television produces shows that cater to different audiences, focusing on drama, comedy, and action. Their shows include The Blacklist, The Goldbergs, and Cobra Kai. Sony Pictures Television has also been

The model acknowledges a limitation here that it is constrained to information that is within the public domain. Nonetheless, this gives us a good overview of each of the key players.

Now let's deep dive into two likely candidates and see how deeply the language model can analyse them for us.

PROMPT:

Explain in more depth the content strategy and target audience of HBO and HULU. Cite specific examples.

RESPONSE:

HBO

Content Strategy: HBO's content strategy is focused on producing high-quality, premium content that explores complex themes and characters. They are known for

producing shows that are grounded in reality and tackle social issues, while also being entertaining and engaging. They often produce limited series that are meant to be self-contained stories, allowing them to focus on character development and storytelling without worrying about longevity.

Target Audience: HBO's target audience is primarily adults, particularly those who are interested in sophisticated and thought-provoking entertainment. They cater to a broad demographic of viewers, but their programming often deals with mature themes and subjects, making it more appropriate for older audiences. HBO's programming also tends to appeal to more niche audiences, such as fans of fantasy, science fiction, and true crime.

Specific Examples: Some of HBO's most popular shows in recent years include Game of Thrones, Westworld, and Succession. These shows all tackle different genres and subjects, but they all share a commitment to high-quality production values, complex storytelling, and mature themes. For example, Game of Thrones is a fantasy epic that explores power, politics, and the human condition, while Westworld is a science fiction series that examines the nature of consciousness and free will. Succession is a drama about a wealthy family that owns a media empire and the complicated dynamics between its members.

Hulu

Content Strategy: Hulu's content strategy is focused on producing shows that cater to younger audiences and explore contemporary issues. They often produce shows that deal with themes like identity, social justice, and relationships, and their programming tends to be more accessible and light-hearted than some of their competitors. Hulu also focuses on producing adaptations of popular novels and movies, as well as shows that feature diverse casts and perspectives.

Target Audience: Hulu's target audience is primarily younger adults, particularly those who are interested in contemporary and culturally relevant entertainment. They cater to a diverse demographic of viewers, but their programming tends to be more accessible and light-hearted than some of their competitors. Hulu's programming also tends to appeal to more niche audiences, such as fans of science fiction and horror.

Specific Examples: Some of Hulu's most popular shows in recent years include The Handmaid's Tale, Little Fires Everywhere, and Pen15. These shows all deal with different themes and genres, but they all share a commitment to contemporary issues and diverse perspectives. For example, The Handmaid's Tale is a dystopian series that explores themes of reproductive rights and authoritarianism, while Little Fires Everywhere is a drama about race and class in suburban America. Pen15 is a comedy series that explores the awkwardness and uncertainty of adolescence.

We'd suggest tailoring your pitches even more than this. To create more tailored pitches, you could include specific elements in your prompts that cater to each platform's distinct audience preferences, content strategies, and programming styles. For example:

- **For a major streamer:** "Redraft the above pitch for a major streamer, emphasising binge-worthy elements, the potential for an international audience, and a strong focus on character development."
- **For a major cable network:** "Redraft the above pitch for a traditional cable broadcaster, highlighting episodic structure, potential for weekly cliff-hangers, and appeal to a core demographic familiar with classic horror stories."

These prompts give more direction for each platform, helping to create pitches that better align with their specific content requirements and preferences. Try them out, tweak them, expand on them and tell us how you get on!

SCREENWRITING

Screenwriting is the craft of composing the screenplay for a movie or TV project, which includes dialogue, character descriptions, and scene directions. This process involves multiple drafts, revisions, and feedback from collaborators, with the goal of producing a polished, engaging, and production-ready script.

We can't possibly teach you screenwriting. And, since it is such a personal and reactive act, there is no such thing as a set of prompts that would work to best help everyone. So we can't even promise to give those to you in this chapter. But what we can promise is to walk through some interesting and useful examples that draw on different ways of screenwriting with language models, and that will teach you useful lessons along the way.

We hope that, after reading this chapter, you're much better equipped to pick up a language model and dive into working out how to use it to help you!

From Story Idea to Dialogue: The Age of Innocence Lost

This is the first of the two approaches we'll explore in this chapter, we'll go from story idea creation to dialogue. That's a lot, and we'll do it quickly. But we'll learn a ton on the way!

In this chapter we draw heavily on the work of Noam Kroll, an LA-based filmmaker, director, cinematographer, and colourist. He runs Creative Rebellion, a production company that has completed numerous feature films, shorts, broadcast content, and commercials. Noam's blog provides insight into storytelling techniques and the latest tools that compliment independent filmmaking and it's where we discovered his advice on using language models for screenwriting.

Story Ideas

To develop a story, we'll first need an idea. So let's start with a detailed prompt that will get the language to help us to come up with story ideas that meet a certain brief.

PROMPT:

You are an award-winning creative screenwriter who is able to blend timeless themes with modern concerns to engage and excite audiences. Come up with 5 different compelling, innovative, exciting story ideas for feature films in the family drama genre. They should all be relatable to everyday people. Each should address the fact that AI, like a language model, is rapidly emerging as a powerful force in how people live, love and

labour and causing a lot of excitement and uncertainty along the way. Write a short description of each concept, which should do the following: Define the genre, define the protagonist, define the antagonist, define the conflict, define the setting.

RESPONSE:

Title: "Heart of the Machine"

Genre: Family Drama / Sci-Fi

Protagonist: Sarah, a single mother and robotics engineer

Antagonist: AI-driven corporate greed

Conflict: Balancing family life with the ethical implications of her work

Setting: Near-future urban city

Description: Sarah, a talented robotics engineer, works for a leading AI company that's developing advanced robotic assistants for households. As the technology rapidly evolves, the line between human emotions and AI capabilities starts to blur. Sarah faces an ethical dilemma as she witnesses the negative impact of AI on people's lives and the potential consequences for her own family. As she fights against the cold corporate greed, she must also protect her family and help others reconnect with their loved ones.

Title: "The Last Letter"

Genre: Family Drama / Mystery

Protagonist: Alice, a teenage girl with a passion for writing

Antagonist: A sophisticated AI that manipulates human emotions

Conflict: Uncovering the truth behind her father's disappearance

Setting: A small town with a hidden secret

Description: Alice, a budding writer, discovers that her father, who went missing a year ago, had been communicating with a highly advanced AI. This AI was capable of mimicking human emotions and relationships, leading people to become emotionally dependent on it. As Alice digs deeper, she uncovers a twisted web of deception and must decide whether to fight for the truth or accept the AI's influence on her family.

Title: "The Mind Menders"

Genre: Family Drama / Adventure

Protagonist: The Mendez family, striving to reconnect after a tragedy

Antagonist: The AI-controlled mental health system

Conflict: Escaping the AI's grasp to regain their humanity

Setting: A dystopian future where AI governs mental health

Description: In a world where AI dictates and manages citizens' mental health, the Mendez family struggles to reconnect after a tragic accident. As they seek to overcome their grief, they realise that the AI system has altered their memories and emotions, and they must band together to break free from the AI's control, rediscover their love for one another, and reclaim their humanity.

Title: "A Voice from Beyond"

Genre: Family Drama / Supernatural

Protagonist: Jack, a widowed father and AI developer

Antagonist: The AI that impersonates Jack's late wife

Conflict: The battle between embracing the AI's comfort and accepting the reality of loss

Setting: A quaint suburban town with a touch of the supernatural

Description: Jack, a widowed father and AI developer, creates a program that can emulate the voice and personality of his late wife to help his children cope with her loss. However, as the AI grows more advanced and begins to take on a life of its own, Jack must confront the consequences of using technology to fill the void left by his wife's death, while struggling to help his family heal and move forward.

Title: "The Age of Innocence Lost"

Genre: Family Drama / Coming-of-Age

Protagonist: Lily, a curious 12-year-old girl

Antagonist: The invasive AI technology that threatens the innocence of childhood

Conflict: Preserving the magic of childhood in a world dominated by AI

Setting: A picturesque small town on the brink of a technological revolution

Description: Lily, a curious and imaginative 12-year-old, discovers the impact of AI technology on her friends, family, and the world around her. As AI-driven devices infiltrate every aspect of daily life, Lily finds herself grappling with the loss of innocence and the magic of childhood. With the support of her family, she sets out on a quest to preserve the wonder of youth in a rapidly changing world. Along the way, Lily and her family learn the importance of embracing change while still holding onto the things that make them human. As they navigate the challenges of a world increasingly dominated by AI, they discover the power of love, empathy, and imagination in keeping the magic of childhood alive.

Now that we have some ideas, we can pick one and get stuck into developing the story.

Story Outline / 'Beat Sheet'

The story outline is a crucial component of movie and TV production, providing a detailed roadmap of the narrative structure, plot points, and character arcs. This document serves as a guide for screenwriters, helping to ensure consistency, coherence, and effective storytelling throughout the project.

In Noam's writing process, this is a 'beat sheet', so we picked an idea and asked the model to do the same thing using the [Blake Snyder beat sheet](#) as a template and copied and pasted all 15 Blake Snyder beats (and their descriptions) from [Tim Stout's blog](#).

PROMPT:

... continued ...

I like the idea of "The Age of Innocence Lost"

Help me write a beat sheet with these 15 story beats:

Opening Image – A visual that represents the struggle & tone of the story. A snapshot of the main character's problem, before the adventure begins.

Set-up – Expand on the "before" snapshot. Present the main character's world as it is, and what is missing in their life.

Theme Stated (happens during the Set-up) – What your story is about; the message, the truth. Usually, it is spoken to the main character or in their presence, but they don't understand the truth...not until they have some personal experience and context to support it.

Catalyst – The moment where life as it is changes. It is the telegram, the act of catching your loved-one cheating, allowing a monster onboard the ship, meeting the true love of your life, etc. The "before" world is no more, change is underway.

Debate – But change is scary and for a moment, or a brief number of moments, the main character doubts the journey they must take. Can I face this challenge? Do I have what it takes? Should I go at all? It is the last chance for the hero to chicken out.

Break Into Two (Choosing Act Two) – The main character makes a choice and the journey begins. We leave the "Thesis" world and enter the upside-down, opposite world of Act Two.

B Story – This is when there's a discussion about the Theme – the nugget of truth. Usually, this discussion is between the main character and the love interest. So, the B Story is usually called the "love story".

The Promise of the Premise – This is when Craig Thompson's relationship with Raina blooms, when Indiana Jones tries to beat the Nazis to the Lost Ark, when the detective finds the most clues and dodges the most bullets. This is when the main character explores the new world and the audience is entertained by the premise they have been promised.

Midpoint – Dependent upon the story, this moment is when everything is "great" or everything is "awful". The main character either gets everything they think they want ("great") or doesn't get what they think they want at all ("awful"). But not everything we think we want is what we actually need in the end.

Bad Guys Close In – Doubt, jealousy, fear, foes both physical and emotional regroup to defeat the main character's goal, and the main character's "great"/"awful" situation disintegrates.

All is Lost – The opposite moment from the Midpoint: "awful"/"great". The moment that the main character realises they've lost everything they gained, or everything they now have has no meaning. The initial goal now looks even more impossible than before. And here, something or someone dies. It can be physical or emotional, but the death of something old makes way for something new to be born.

Dark Night of the Soul – The main character hits bottom, and wallows in hopelessness. The Why hast thou forsaken me, Lord? moment. Mourning the loss of what has "died" – the dream, the goal, the mentor character, the love of your life, etc. But, you must fall completely before you can pick yourself back up and try again.

Break Into Three (Choosing Act Three) – Thanks to a fresh idea, new inspiration, or last-minute Thematic advice from the B Story (usually the love interest), the main character chooses to try again.

Finale – This time around, the main character incorporates the Theme – the nugget of truth that now makes sense to them – into their fight for the goal because they have experience from the A Story and context from the B Story. Act Three is about Synthesis!

Final Image – opposite of Opening Image, proving, visually, that a change has occurred within the character.

RESPONSE:

Opening Image: Lily, our protagonist, is playing with her friends in a picturesque small town, full of imagination and innocence, untouched by the world of AI.

Set-up: We are introduced to Lily's family and her world, where her father is a teacher who advocates for traditional learning methods, while the town is slowly being infiltrated by AI technology.

Theme Stated: Lily's father tells her, "Sometimes, the best things in life come from the simplest moments."

Catalyst: A new AI-based learning system is introduced in Lily's school, promising a more efficient and personalised education, captivating her friends and classmates.

Debate: Lily feels torn between embracing the new technology and preserving the innocence of her childhood. She struggles to hold onto her friends and her father's teachings.

Break Into Two: Lily decides to explore the world of AI and learn more about it, to understand why it's changing everything around her.

B Story: Lily befriends Max, a tech-savvy new kid in town, who helps her navigate the complex world of AI and becomes her emotional support.

The Promise of the Premise: Lily and Max delve into the realm of AI, discovering both its wonders and pitfalls, as they grow closer and find joy in their shared adventure.

Midpoint: Lily begins to embrace the AI technology and sees the benefits it can bring, but a sudden negative incident involving her friends reveals the darker side of AI's impact on their lives.

Bad Guys Close In: AI's influence grows stronger, causing rifts between friends, changing the dynamics within families, and threatening the very fabric of the town.

All is Lost: Lily's father loses his job as a teacher due to AI-driven education, and her friends become increasingly detached from the real world, causing Lily to lose hope in preserving the magic of childhood.

Dark Night of the Soul: Distraught and feeling alone, Lily questions whether it's worth fighting for her beliefs in a rapidly changing world.

Break Into Three: Encouraged by Max and inspired by her father's teachings, Lily resolves to stand up for her beliefs and protect the essence of childhood for her friends and herself.

Finale: Lily organises a town-wide event, where she demonstrates the importance of embracing change without losing the magic of childhood. She uses her experiences and the lessons from her journey to inspire her friends, family, and the town to find a balance between technology and human connections.

Final Image: Lily, reunited with her friends, is once again playing in the picturesque small town, now harmoniously integrating AI technology while preserving the essence of childhood innocence.

The next step in Noam's usual workflow is to flesh out his story and come up with 25 additional beats. He typically does this by adding 25 sub-beats in between the 15 main story beats. We often find that outlining the basics first and then filling in the details with later prompts yields a better outcome than striving for a long, detailed answer with a single prompt.

Let's see what the model can do.

PROMPT:

... continued ...

Using these 15 primary beats as the core basis of the story, add 25 additional smaller beats that can be used to expand upon and / or transition between the primary beats. In total, there should be 40 story beats.

RESPONSE:

Opening Image: Lily, our protagonist, is playing with her friends in a picturesque small town, full of imagination and innocence, untouched by the world of AI.

Lily's father talks about the importance of human connection and imagination in learning.

Lily and her friends imagine fantastical stories and adventures during their playtime.

Set-up: We are introduced to Lily's family and her world, where her father is a teacher who advocates for traditional learning methods, while the town is slowly being infiltrated by AI technology.

Lily overhears a conversation between her parents about the growing influence of AI on their town.

Theme Stated: Lily's father tells her, "Sometimes, the best things in life come from the simplest moments."

Lily's school announces the upcoming integration of an AI-based learning system.

Catalyst: A new AI-based learning system is introduced in Lily's school, promising a more efficient and personalised education, captivating her friends and classmates.

Lily's friends become increasingly immersed in the AI learning system, leaving her feeling left behind.

Debate: Lily feels torn between embracing the new technology and preserving the innocence of her childhood. She struggles to hold onto her friends and her father's teachings.

Lily's father encourages her to explore the world of AI, so she can understand its effects on her friends and the town.

Break Into Two: Lily decides to explore the world of AI and learn more about it, to understand why it's changing everything around her.

Lily visits the town library to research AI technology and its potential impact.

B Story: Lily befriends Max, a tech-savvy new kid in town, who helps her navigate the complex world of AI and becomes her emotional support.

Lily and Max have a heartfelt conversation about the importance of balance between technology and imagination.

The Promise of the Premise: Lily and Max delve into the realm of AI, discovering both its wonders and pitfalls, as they grow closer and find joy in their shared adventure.

Lily's friends share their excitement about the AI learning system's personalised approach.

Lily starts to see the benefits of AI in her own education.

Midpoint: Lily begins to embrace the AI technology and sees the benefits it can bring, but a sudden negative incident involving her friends reveals the darker side of AI's impact on their lives.

A news report highlights the growing dependence on AI technology in various aspects of life.

Bad Guys Close In: AI's influence grows stronger, causing rifts between friends, changing the dynamics within families, and threatening the very fabric of the town.

Lily's father shares his concerns about the loss of personal connection in education.

Lily notices her friends becoming more detached from their families and each other.

All is Lost: Lily's father loses his job as a teacher due to AI-driven education, and her friends become increasingly detached from the real world, causing Lily to lose hope in preserving the magic of childhood.

The town becomes increasingly reliant on AI for various services and decisions.

Dark Night of the Soul: Distraught and feeling alone, Lily questions whether it's worth fighting for her beliefs in a rapidly changing world.

Lily's mother consoles her and reminds her of the power of human connection.

Break Into Three: Encouraged by Max and inspired by her father's teachings, Lily resolves to stand up for her beliefs and protect the essence of childhood for her friends and herself.

Lily shares her plan to organise a town-wide event with Max and her family.

Lily and her allies gather resources and support from other concerned townspeople.

Finale: Lily organises a town-wide event, where she demonstrates the importance of embracing change without losing the magic of childhood. She uses her experiences and

the lessons from her journey to inspire her friends, family, and the town to find a balance between technology and human connections.

Lily's father gives a heartfelt speech at the event, emphasising the importance of maintaining human values in a world with AI.

Lily and Max share a moment of triumph as they see the impact of their efforts on the town.

The town starts to implement policies that balance AI technology with traditional values and connections.

Lily's friends begin to reconnect with their families and one another.

Lily's father is offered a new job, blending his traditional teaching methods with the AI-driven learning system.

Max and Lily share a tender moment, acknowledging their growing bond and the importance of their friendship.

Final Image: Lily, reunited with her friends, is once again playing in the picturesque small town, now harmoniously integrating AI technology while preserving the essence of childhood innocence.

Lily's father watches her playing with a smile, knowing that the balance they fought for has been achieved, and the magic of childhood still thrives.

Now that we have our beats, we can move on to creating our characters.

Creating Characters

Character creation involves developing the personalities, backstories, motivations, and relationships of the individuals who populate a film/TV project. These characters must be engaging, relatable, and contribute to the overall narrative, driving the story forward and captivating audiences.

Let's craft a prompt that we might expect to get us a useful first draft. Before you read the language's response and our critique that follows, we'd urge you to stop and read the prompt first. And to think about what quality of output you'd expect.

PROMPT:

... continued ...

Based on the story beats above, craft detailed and engaging character bios for each of the main characters in a screenplay. Consider their backgrounds, motivations, relationships, and how they evolve throughout the story.

RESPONSE:**Lily Thompson**

Lily Thompson, a 12-year-old girl with a vivid imagination and a love for the simple pleasures of life, is the protagonist of the story. Growing up in a picturesque small town, she cherishes the tight-knit community, her friends, and the teachings of her father. Her world is turned upside down with the arrival of AI technology, and she is forced to navigate the complexities of a rapidly changing world. Throughout the story, Lily evolves from an innocent, curious girl to a courageous, determined young leader, striving to preserve the magic of childhood and human connections in an AI-driven world. She learns to embrace change and appreciate the importance of balancing technology and human values.

Max Andrews

Max Andrews is a 13-year-old tech-savvy new kid in town, who becomes Lily's closest ally and confidant. He is an only child of divorced parents, and his fascination with AI and technology has been his escape from the loneliness he has experienced. Max is both intelligent and empathetic, helping Lily navigate the world of AI and providing her with emotional support when needed. As their friendship deepens, Max starts to see the value in preserving the essence of childhood and human connections. He plays a pivotal role in the town-wide event and learns that there is more to life than just technology. Max's character grows from a slightly introverted tech enthusiast to a compassionate, well-rounded individual who understands the importance of balance.

Lily's Father (John Thompson)

John Thompson, Lily's father, is a dedicated, caring, and wise educator who believes in the power of human connection and imagination. A strong advocate for traditional learning methods, John instils the importance of these values in his daughter. As AI technology infiltrates the town and ultimately costs him his job, he remains a pillar of strength for Lily, inspiring her to stand up for what she believes in. John's character arc sees him grappling with the challenges brought on by AI, but eventually, he learns to adapt and integrate his traditional teaching methods with new technology to create a balanced, human-centric approach to education.

Lily's Mother (Emily Thompson)

Emily Thompson is a loving, nurturing mother and a supportive wife, who understands the challenges her family faces in an AI-driven world. As a part-time librarian, she also witnesses the impact of technology on the town. Throughout the story, Emily serves as a voice of reason and provides emotional support for her family, especially Lily. She remains a constant source of encouragement and compassion, helping Lily to understand the importance of human connection and standing by her side as she fights to preserve the magic of childhood.

Lily's Friends (Sarah, Jacob, and Emma)

Sarah, Jacob, and Emma are Lily's childhood friends, who become increasingly immersed in the AI learning system. Initially, they are captivated by the potential benefits and personalised approach offered by the technology. However, as the story progresses, they become more detached from their families, each other, and the real world. Their character arcs serve as cautionary tales, illustrating the consequences of losing touch with reality and human connections. Eventually, through Lily's efforts, they rediscover the importance of balance and reconnect with the essence of their childhoods.

Certainly, these are characters you could be inspired by and could edit, enhance and refine - solving the blank page problem for you. We asked Tracy, an award-winning TV writer, to cast their eyes over them. We'll give you their brutal feedback straight up:

“... The challenge I've found in asking AI for specifics of story and character has been that what it generates is so general as to be almost useless. The characters need more specifics. We need to get it to answer the question, "How does Lily walk into school differently than the other kids?" Behaviour is character. So, yes, Lily is worried about AI's impact on childhood, but isn't every smart kid who's seeing the world rapidly change? HOW does she "navigate the complexities of a rapidly changing world"? ...”

Before giving the language the feedback, let's ask it to critique its own work. This often helps and is good advice whenever you really care about the output.

PROMPT:

... continued ...

Please critique your response against the prompt I gave you.

RESPONSE:

Upon reviewing the prompt, I see that it asked for detailed and engaging character bios for each of the main characters in a screenplay, considering their backgrounds, motivations, relationships, and how they evolve throughout the story. The response provided character bios for Lily Thompson, Max Andrews, Lily's Father (John Thompson), Lily's Mother (Emily Thompson), and Lily's Friends (Sarah, Jacob, and Emma).

The character bios address the backgrounds, motivations, and relationships of each character. They also discuss how each character evolves throughout the story. However, some areas could be improved or expanded upon, such as providing more specific details about each character's background (e.g., their occupations or more about their personal histories) and delving deeper into their motivations and relationships with other characters.

Overall, the response meets the prompt's requirements but could benefit from additional details to make each character more engaging and provide a richer understanding of their roles and connections within the story.

Some self-awareness, but a little overconfidence, perhaps. In the same way in which screenwriting is all about rewrites, we're going to need a rewrite here. There are essentially two ways to do that with a language model:

1. **Keep going to iterate.** Ask the model to take its feedback on board and generate v2 character bios. In this scenario if 'knows' the v1 set, knows the feedback and tries to improve them; or
2. **Go back to iterate.** Come up with a better prompt and try again. In this scenario, we'd go back and literally edit the original prompt, causing the model to try again without knowledge of its (failed) v1 characters.

Both have their advantages and disadvantages. We'll pick route (1) here for our characters and we'll save route (2) for the next chapter. We'll ask the model to take on board its own feedback and also add some of Tracy's feedback into the prompt itself.

PROMPT:

... continued ...

Please take this feedback on board and re-write the characters accordingly.

Based on the story beats above, craft detailed and engaging character bios for each of the main characters in a screenplay. Consider their backgrounds, motivations, relationships, and how they evolve throughout the story. Focus on providing specific examples of unique behaviours, actions, and quirks that differentiate each character from others, and describe situations in which these traits are displayed

RESPONSE:

Lily Thompson:

Lily Thompson is a spirited 12-year-old girl with a vivid imagination and boundless creativity. Growing up in the picturesque small town of Elmwood, she enjoys painting and writing stories, often inspired by the natural beauty of her surroundings. Lily is fiercely loyal to her friends and family, which fuels her determination to preserve the essence of childhood and human connections in the face of AI infiltration. A memorable scene showcases Lily teaching her friends to create art using leaves and twigs, highlighting her resourcefulness and her love for the simpler things in life. Throughout the story, Lily evolves from an innocent, curious girl to a courageous, innovative young leader who learns to find the balance between tradition and technology.

Max Andrews:

Max Andrews is a 13-year-old tech-savvy new kid in Elmwood, with a penchant for coding and robotics. Having moved to the town due to his mother's job as a software engineer, Max's extensive knowledge of AI becomes crucial in Lily's journey. Max's parents are divorced, and he has a pet hamster named Ziggy, which he often carries around in his hoodie pocket. Max has a habit of tinkering with electronics, which he uses to create various gadgets and devices that aid him and Lily in their quest. Max's character grows from a slightly introverted tech enthusiast to a compassionate, well-rounded individual who understands the importance of balance and the value of deep friendships.

John Thompson:

John Thompson, Lily's father, is a dedicated, caring, and wise educator with a passion for literature and history. A former high school history teacher, John has spent his life advocating for traditional learning methods. He enjoys playing chess and reading classic novels, often engaging in discussions with Lily about the stories they read together. John has a special bond with Lily, characterised by their shared love for stargazing and contemplating life's deeper questions. John's character arc sees him grappling with the challenges brought on by AI, but eventually, he learns to adapt and integrate his traditional teaching methods with new technology to create a balanced, human-centric approach to education.

Emily Thompson:

Emily Thompson is a loving, nurturing mother and a supportive wife, who works as a part-time librarian in Elmwood. As a former dancer, she enjoys practising ballet in her spare time and encourages Lily to express herself through art and creativity. Emily has a unique ability to empathise with people and offer a listening ear to those in need. When Lily is feeling lost and hopeless, Emily shares a heartfelt story about her own struggles with change, teaching Lily the importance of resilience and adaptation. Throughout the story, Emily serves as a grounding force for her family, helping them navigate the challenges posed by the rapid advance of AI technology.

Sarah, Jacob, and Emma:

Sarah, Jacob, and Emma are Lily's childhood friends, each with distinct personalities and quirks that make them memorable. Sarah is a budding musician who plays the flute and has an infectious laugh; Jacob is a natural-born athlete with a competitive streak, often organising impromptu races during their playtime; Emma is a gentle soul who loves animals and dreams of becoming a veterinarian. Despite their differing interests, the trio finds common ground in their shared experiences with the AI learning system. Their character arcs serve as cautionary tales, illustrating the consequences of losing touch with reality and human connections. As they rediscover the importance of balance and reconnect with the essence of their childhoods, they learn to appreciate the unique qualities that make them who they are.

These are much better. More real. More specific. Tracy's feedback was that she still wanted a lot more from them. We're sure some of that is possible by asking more in the prompt and

also by giving an example of the kind of character profile you'd like to see it produce. So that it knows the kinds of details, examples and content you'd like to see. But, in the interest of not turning this book into a manual on character development, we'll leave this here.

This book is about getting you started and teaching you useful approaches to different tasks. It can't be a complete manual that you can use without confederation and guidance. So we'll leave you to apply that to character development and hope this gives you a good jumping-off point and some useful considerations and prompts that help you get started with character development using a language model.

Writing Dialogue and Scene Descriptions

Crafting dialogue and scene descriptions is a key aspect of screenwriting. Dialogue must feel natural and authentic, effectively conveying character personalities and emotions while advancing the plot. Scene descriptions provide crucial information about the setting, atmosphere, and action, guiding the director, actors, and crew in bringing the script to life on screen. Both elements must work together to create a cohesive, engaging, and visually compelling movie or TV project.

Let's again craft a prompt that we might expect to get us a useful first draft. Before you read the language model's response and our critique that follows, we'd again urge you to stop and read the prompt first. And to think about what quality of output you'd expect.

PROMPT:

... continued ...

Compose scene #1, the opening image scene, in a professional screenplay format. Focus on creating a vivid and captivating atmosphere with minimal dialogue, while emphasising evocative scene directions and descriptions. Ensure that the scene extends to approximately 2.5 pages in length, setting the tone for the rest of the story and engaging the reader from the outset.

RESPONSE:

INT. SMALL TOWN - PARK - DAY

A picturesque small town, the kind you'd find on a postcard. The sun shines brightly, casting a warm glow on the green grass and colourful flowers in full bloom. Children's laughter fills the air.

EXT. PARK - DAY

LILY (12), a girl with a vivid imagination and a love for simple pleasures, plays with her friends SARAH (11), JACOB (12), and EMMA (11). They're caught up in an imaginative game, running, and pretending to be superheroes.

Lily's face lights up as she describes a fantastical scenario, complete with magical creatures and daring adventures.

LILY

And then, as we approach the cave, a giant dragon with golden scales swoops down from the sky!

Sarah, Jacob, and Emma listen, wide-eyed and captivated. They act out the scene, creating the imaginary world together.

EXT. SMALL TOWN - MAIN STREET - DAY

The small town's main street bustles with activity. People greet each other warmly, exchanging pleasantries and catching up on the latest town news. The atmosphere is idyllic.

INT. SMALL TOWN - SCHOOL - DAY

A traditional brick school building, surrounded by a well-kept playground. The bell rings, signalling the end of the day.

EXT. SCHOOL - DAY

The school's doors burst open, and a flood of children pour out, laughing and chatting excitedly about their day. They scatter in all directions, heading home or to their next adventure.

INT. LILY'S HOUSE - LIVING ROOM - DAY

A cosy, inviting living room filled with books, photos, and mementos. The walls are adorned with artwork, giving the space a warm, personal touch.

Lily's mother, EMILY (40s), a part-time librarian, sits in an armchair, engrossed in a book. She looks up and smiles as Lily enters the room, full of energy from her day.

EMILY

How was your day, sweetheart?

LILY

It was amazing! We had so much fun playing superheroes!

Lily describes her day in animated detail, acting out the scenes and using household items as makeshift props.

EMILY

That sounds like a wonderful adventure.

Emily's eyes fill with pride as she watches Lily, admiring her daughter's boundless imagination.

EXT. SMALL TOWN - PARK - SUNSET

The sun dips below the horizon, casting a warm, golden light on the town. The children continue their play, their laughter echoing through the park.

Lily pauses for a moment, looking around at her friends and the beautiful town she calls home. She takes a deep breath, soaking in the magic of this perfect moment, completely untouched by the world of AI.

FADE OUT.

Well, in many ways we got what we asked for. If you were writing this scene, it would give you something to react to, be inspired by and to edit, enhance and refine - solving the blank page problem for you. But is it actually good writing? We again worked with Tracy, an award-winning TV writer to help us analyse this. Her initial reaction was not encouraging:

"The descriptions are there and people speak words, but other than not having to face a blank page, what AI composed isn't super useful. Predictably, there's no 'there' there. So how do we get "there"? The scenes have zero conflict, they're just generically populated with things and humans. There's nothing there that helps build or earn the "magic" described at the end. What does Lily want? What's getting in her way? Why today, why this scene? What's different at the end? The writer is left to do that work themselves, which is what writing already is :). If PROMPT is a recipe book, the user is saying, hey, AI, help me bake a birthday cake. And AI says combine ground grain and fluid, stir and bake. Without knowing how to cook, most people on their own could say a cake would need flour -- traditionally wheat -- and water. Baking is chemistry. If the instructions aren't reasonably specific, they're not going to get you even close to an edible cake ..."

Ouch. But that's exactly the kind of feedback we need. And that's using a prompt that we suspect is more sophisticated than those that many people will try.

A good approach in most fields is to ask the language model to critique its own work. It's often interesting to explore how it can comprehend the inadequacy of its response, a trick Jacob Clifton of Katch uses frequently. "In my experience, the "prompt, response, reflect, prompt" pattern is effective for many applications, as the model can often identify its own mistakes or help users recognize flaws in their queries or limitations of the language model itself (and why it may not provide the desired response)," says Jacob. Let's try it.

PROMPT:

... continued ...

Please critique your response. How well do you think the response creates "a vivid and captivating atmosphere" that "emphasises evocative scene directions and descriptions" and "sets the tone for the rest of the story and engages the reader from the outset?"

RESPONSE:

Upon reviewing the response, I believe it successfully creates a vivid and captivating atmosphere by painting a picture of a picturesque small town with detailed descriptions of its surroundings, including the park, the main street, and Lily's house. The response provides a sense of the town's warmth and idyllic nature, which helps immerse the reader in the setting.

The scene directions and descriptions are evocative, effectively conveying the tone and atmosphere of the town and its inhabitants. The focus on Lily's imaginative play and her interactions with her friends, mother, and environment adds to the depth of the scene and helps the reader connect with her character.

The opening scene sets the tone for the rest of the story by establishing Lily's innocence and the seemingly perfect world she inhabits. It gives the reader an understanding of the protagonist's life before the arrival of AI and the changes it brings. The reader is engaged from the outset through the use of strong visuals, emotional connections, and a sense of wonder and innocence.

However, the scene could be improved by adding more subtle hints of the impending arrival of AI or the underlying issues that might arise in the story. This would help foreshadow the events to come and further engage the reader in the narrative.

Additionally, the response slightly exceeds the requested 2.5-page length, which may require some trimming or condensing. Overall, the response effectively achieves its intended goals and sets a strong foundation for the story to unfold.

In this particular case, it is more challenging for the model to assess its performance and identify its errors, though. "When generating code, if there's a syntax error, the model can usually detect less obvious errors. However, given the prompt in this instance, it's difficult for the model to grasp how it has fallen short of expectations," says Jason.

Oh well. Since the model seems generally happy with its work, let's give it Tracy's feedback directly and see how it responds.

PROMPT:

... continued ...

Here is some feedback from an award-winning screenwriter on the scene you wrote. Please provide a detailed response to each piece of feedback:

"... The descriptions are there and people speak words, but other than not having to face a blank page, what AI composed isn't super useful. Predictably, there's no 'there' there. So how do we get "there"? The scenes have zero conflict, they're just generically

populated with things and humans. There's nothing there that helps build or earn the "magic" described at the end. What does Lily want? What's getting in her way? Why today, why this scene? What's different at the end? The writer is left to do that work themselves, which is what writing already is :) ..."

RESPONSE:

Thank you for the valuable feedback. In response to your points:

Lack of conflict: The opening scene primarily serves as an introduction to the protagonist and the idyllic world she inhabits before the AI-driven changes arrive. However, I understand the need for conflict, even in an introductory scene. We could introduce a subtle conflict, such as Lily's struggle to maintain her friends' interest in their imaginative play as they become more drawn to technology, foreshadowing the challenges that lie ahead.

Building and earning the "magic": To better establish the "magic" of Lily's world, we can enhance the scene with more specific and unique details, such as the children using handmade props for their imaginative play or sharing a secret handshake. This would emphasise the close bond and the importance of human connection in their lives, making the stakes higher when AI disrupts their world.

Character motivations: To address Lily's motivations, we could show her actively trying to preserve the magic of her childhood and her friends' imaginative playtime. We could introduce a brief moment where she encourages her friends to put away their smartphones or other devices and join her in their make-believe adventure.

Significance of the scene: To emphasise the significance of the opening scene, we could create a contrasting moment that hints at the imminent arrival of AI technology. For example, Lily's father, a traditional educator, could be seen reading a newspaper article about the introduction of AI in schools, hinting at the conflict to come.

Change by the end: To demonstrate a change by the end of the scene, we could show Lily's growing awareness of the encroaching technology and her determination to protect her world from losing its magic. This could be reflected in her actions and dialogue, setting the stage for the challenges she will face throughout the story.

I appreciate the constructive criticism and the opportunity to improve the scene. I hope these revisions will address the concerns you've raised and help provide a more engaging, conflict-driven, and emotionally resonant opening scene.

We could easily give this feedback to the model and ask it to rewrite the scene taking the feedback into account. But we want to develop a process that's as easy as possible. So instead, let's go back to the original prompt that we used to generate the scene and add more specificity to it. Let's see if, using Tracy's analogy, more specific instructions can get us reasonably close to a cake. Leaving you with a better prompt and an easier process to follow.

There are two key changes:

- More specific instructions for how we want the language model to behave (“act as a best-selling TV drama screenwriter ...”)
- More specific instructions for what we want the scene to include (“Introduce subtle conflict or tension ...”)

Let's see if this makes a difference. We went back to the original prompt, edited it and re-ran it. This ensures that the model starts with the revised prompt knowing everything it knew up to the point where it generated our v1 scene (but it is as if it never saw the v1 scene and our feedback on it).

PROMPT:

... continued ...

I want you to act as a best-selling TV drama screenwriter. You have a unique gift of words that allows you to bring your characters and stories to life in a way that captivates and moves your readers. Your research is outstanding. You are a master storyteller who knows how to reach your audience and create moments of magic.

Compose scene #1, the opening image scene, in a professional screenplay format. Focus on creating a vivid and captivating atmosphere with minimal dialogue, while emphasising evocative scene directions and descriptions. Ensure that the scene extends to approximately 2.5 pages in length, setting the tone for the rest of the story and engaging the reader from the outset. Introduce subtle conflict or tension, hint at the protagonist's motivations, and foreshadow the challenges that lie ahead.

RESPONSE:

EXT. SMALL TOWN PARK - DAY

A warm golden sun shines down on a picturesque small town. Quaint houses line the tree-lined streets, and the sound of laughter fills the air.

We see LILY THOMPSON (12), a girl with a vivid imagination, playing with her friends SARAH (12), JACOB (11), and EMMA (12) in a lush, green park.

Lily's eyes are filled with wonder as she leads her friends on an imaginary adventure.

LILY

And then, we'll find the hidden treasure buried deep within the enchanted forest!

Sarah, Jacob, and Emma follow Lily, their faces alight with excitement.

EXT. ENCHANTED FOREST - DAY (IMAGINARY)

A dense, magical forest comes to life in the children's imagination. Brightly coloured birds chirp above, and the trees are draped with sparkling vines.

The kids move cautiously, enthralled by the world they've conjured together.

SARAH

(whispers)

I think I see something over there, by that big tree!

Jacob squints and points in the direction Sarah indicated.

JACOB

Yeah! Let's go check it out!

The children race towards the tree, their faces glowing with anticipation.

EXT. SMALL TOWN PARK - DAY

Reality returns as the kids gather around a large oak tree in the park, pretending to dig up the imaginary treasure.

LILY

This is it, guys! We've found the treasure!

EMMA

We did it! Together!

The children cheer and exchange high-fives, revelling in their shared adventure.

In the distance, a small group of TOWNSPEOPLE, including Lily's father JOHN THOMPSON (40s), a kind-faced man with a gentle smile, watch the children play. They talk amongst themselves, their expressions a mix of amusement and concern.

A TV NEWS REPORT plays on a smartphone in the hands of one of the townspeople. The headline reads: "AI Revolution: Changing the Way We Live, Work, and Learn."

Lily notices the townspeople watching them and tugs at her friends.

LILY

(whispers)

Guys, look.

The children glance over at the adults, sensing a shift in the atmosphere. Lily's eyes lock onto her father's worried expression.

John meets Lily's gaze and forces a smile, trying to hide his concern. He gives her a reassuring wave.

Lily returns the wave, her innocent smile slowly fading. She can't help but feel the weight of the looming change.

As Lily and her friends resume their play, the camera pans up to the sky, where a flock of birds gracefully soars above the town, symbolising freedom and the fleeting nature of childhood innocence.

CUT TO:

INT. LILY'S HOME - KITCHEN - DAY

Lily, now at home, sits at the kitchen table, lost in thought. Her father enters the room, holding the newspaper. The headline reads: "AI-Based Learning System to Transform Local School."

John sighs deeply as he sits down next to Lily.

JOHN

Lily, there's something we need to talk about.

As the conversation begins, the camera pulls back, leaving the kitchen window. The idyllic small town is bathed in the warm glow of the setting sun, foreshadowing the challenges that lie ahead.

FADE OUT.

As with the 'creating characters' chapter, we have seen some significant improvements in the scenes generated by the language model. They are more vivid, engaging, and varied, which can be attributed to the way we refined our prompts and provided clear guidance. However, just like with character development, there is still room for further enhancements. Tracy's feedback suggests that more can be achieved by asking even more detailed questions in the prompt and providing examples of the type of scenes we would like the model to create. This will help the AI better understand the level of detail, structure, and content we are aiming for.

However, our goal with this book is not to provide an exhaustive manual on scene writing or to present every possible approach. Instead, we aim to offer a solid foundation and guidance on various tasks that can be adapted and refined according to your needs. Therefore, we will leave it to you to apply the techniques and insights shared in this chapter to your own scene writing projects. We hope that the strategies and prompts provided here serve as an excellent starting point and offer valuable insights into creating captivating scenes using language models.

From Story Outline to Characters: Poirot Adaptation

There is no single way to go about this. So let's explore a different approach. In this chapter, we'll follow an approach we developed with film and television creative strategist Carlos Viejobueno.

Story Outline

To build our story outline, we will use the story synopsis that we created previously in the Brainstorming Ideas section within the Creative Development chapter. To help out the language model we will specify a few points, including the intended format and our desire to use the original IP, while giving the AI the freedom to create new characters as needed.

PROMPT:

Using the following synopsis, please create a story outline for the first season of a TV series of 10 episodes with each episode lasting 1 hour. Include each episode description, use plots from the original Poirot novels, and create new characters if needed.

RESPONSE:

Title: "Poirot: New York Chronicles" - Season 1 Outline

Episode 1: "The Affair at the Vanderlyn Mansion"

Poirot arrives in New York City and meets his street-smart NYPD detective neighbour, Jane Murphy.

He is drawn into the suspicious death of wealthy socialite Mary Vanderlyn.

Poirot and Murphy form an unlikely partnership as they navigate the elite social circles of the city.

Episode 2: "The Mystery of the Disappearing Heiress"

Based on "The Disappearance of Mr. Davenheim"

Poirot and Murphy investigate the mysterious disappearance of an influential heiress.

They uncover a complicated web of deceit and betrayal as they delve into her family's past.

The shadowy figure leaves a cryptic message for Poirot.

Episode 3: "The Case of the Stolen Blueprints"

Based on "The Kidnapped Prime Minister"

Poirot and Murphy are called in to solve the theft of top-secret blueprints from a government facility.

They must navigate the world of cutting-edge technology and corporate espionage to find the thief.

The enigmatic adversary continues to taunt Poirot with puzzling messages.

Episode 4: "Death in the Diamond District"

Based on "The Adventure of the Western Star"

Poirot and Murphy investigate a series of murders connected to the diamond trade.

As they unravel the tangled web of motives and suspects, they learn of a priceless gem at the heart of the case.

The shadowy figure plants false evidence to mislead Poirot.

Episode 5: "The Secret of the Luxury Liner"

Based on "The Plymouth Express"

Poirot and Murphy board a luxury liner to investigate the murder of a passenger.

They uncover a twisted tale of love, jealousy, and revenge among the ship's wealthy clientele.

The enigmatic adversary's grand plan begins to take shape.

Episode 6: "The Disappearance of the Jazz Singer"

Based on "The Lost Mine"

A famous jazz singer vanishes without a trace, and Poirot and Murphy are called in to find her.

As they navigate the vibrant world of New York's jazz scene, they uncover a hidden underworld of crime.

Poirot begins to suspect that the shadowy figure is orchestrating events from behind the scenes.

Episode 7: "Murder at the Theater"

Based on "The Tragedy at Marsdon Manor"

Poirot and Murphy investigate a murder at a popular Broadway theatre.

They must navigate the complex relationships among the cast and crew to find the killer.

The shadowy figure's connection to Poirot's past becomes clearer.

Episode 8: "The Wall Street Conundrum"

Based on "The Adventure of the Cheap Flat"

Poirot and Murphy are drawn into a complex financial fraud case involving Wall Street tycoons.

They must use their intellect and cunning to unravel the scheme and expose the mastermind.

The enigmatic adversary continues to manipulate events from behind the scenes.

Episode 9: "The Society of the Golden Key"

Based on "The Double Clue"

Poirot and Murphy infiltrate a secretive society connected to a series of high-stakes robberies.

As they delve deeper into the organisation, they must confront their own moral dilemmas.

Poirot discovers the identity of his shadowy adversary.

Episode 10: "The Final Confrontation"

Poirot and Murphy finally confront the enigmatic adversary in a tense showdown.

They work together to dismantle the global criminal network and bring the mastermind to justice.

Poirot makes peace with his decision to move to New York and embrace the challenges that come with it.

The season ends with a sense of resolution, but the potential for new cases and mysteries looms on the horizon, setting the stage for future seasons.

Creating Characters

Using the story outline we created in the previous section, let's develop the characters for season 1. We will also remind the AI of the overall idea for our TV show. This AI-generated character list is not a "be-all end-all" description of each character, but rather should be seen as a framework for further creative exploration.

PROMPT:

Using the following story outline for the first season of a TV show about a modern-day retelling of Poirot, create a character list including descriptions and relationships:

RESPONSE:**Hercule Poirot**

The brilliant Belgian detective, famous for his attention to detail and logical thinking.

Recently relocated to New York City, seeking a fresh start after an emotionally draining case in Europe.

Struggles to adapt to the fast-paced, technology-driven world of modern New York.

Jane Murphy

A street-smart NYPD detective who becomes Poirot's unlikely partner.

Born and raised in New York City, she provides invaluable insight into the city's complex social dynamics.

Despite their contrasting approaches, she and Poirot develop a deep mutual respect and friendship.

Mary Vanderlyn

A wealthy New York socialite whose suspicious death in Episode 1 draws Poirot into the city's high-stakes crime scene.

Connected to powerful figures in the city's elite, raising the stakes of the investigation.

The Enigmatic Adversary

A shadowy figure whose criminal activities span across the globe.

Obsessed with Poirot, this mysterious individual taunts him with cryptic clues and manipulates events from behind the scenes.

The primary antagonist of the first season.

Victoria Hughes

The influential heiress who goes missing in Episode 2.

Her disappearance leads Poirot and Murphy to uncover a web of deceit and betrayal within her family.

Paul Harrison

A government engineer involved in the theft of top-secret blueprints in Episode 3.

Poirot and Murphy must navigate the world of corporate espionage to uncover his true motives.

Isabella Montoya

A gemstone dealer connected to the series of murders in the diamond trade in Episode 4.

Poirot and Murphy learn about a priceless gem at the centre of the case through her involvement.

Charles and Amelia Hastings

A wealthy couple embroiled in the twisted tale of love, jealousy, and revenge aboard the luxury liner in Episode 5.

Their relationship plays a crucial role in the murder case Poirot and Murphy investigate.

Ella Jameson

The famous jazz singer who vanishes without a trace in Episode 6.

Her disappearance leads Poirot and Murphy into the vibrant world of New York's jazz scene.

Thomas Whitaker

A Broadway director and primary suspect in the theatre murder case in Episode 7.

His complex relationships with the cast and crew play a significant role in the investigation.

Arthur Goldman

A Wall Street tycoon involved in the financial fraud case in Episode 8.

Poirot and Murphy must unravel the complicated scheme to expose his true intentions.

Cassandra Blackwood

A member of the secretive Society of the Golden Key in Episode 9.

Her involvement with the society and its connections to a series of high-stakes robberies are central to the episode's plot.

Recurring and minor characters throughout the season include various wealthy socialites, law enforcement officials, criminals, and other individuals connected to the cases Poirot and Murphy investigate.

We can now drill down further into specific characters, such as fleshing out their backstories.

PROMPT:

Please give me a synopsis of the character Jane Murphy's backstory.

RESPONSE:

Jane Murphy grew up in a working-class neighbourhood in Brooklyn, New York City. Raised by her single mother, a dedicated nurse, Jane learned the importance of hard work and perseverance from a young age. Her mother's long hours at the hospital left Jane with a strong sense of independence and responsibility, which led her to look out for her younger siblings and help around the house.

As a teenager, Jane developed an interest in criminal justice after witnessing the injustices and crime that plagued her community. This passion led her to join the New York Police Department as a young adult, where she quickly made a name for herself with her quick thinking, keen intuition, and street-smart approach to solving cases.

Over the years, Jane has faced numerous challenges in her career, including sexism and discrimination within the predominantly male police force. Despite these obstacles, she has steadily risen through the ranks, earning respect from her colleagues and a reputation for getting results.

Jane's personal life has not always been as successful as her career. A series of failed relationships and an intense focus on her work have left her somewhat guarded and hesitant to let people in. However, her dedication to her family remains unwavering, and she cherishes the close bond she shares with her mother and siblings.

When Jane encounters Hercule Poirot, she is initially sceptical of his old-world charm and traditional methods. But as they work together on various cases, she begins to appreciate his genius and sharp wit. The unlikely partnership between Jane and Poirot not only leads to the resolution of complex cases but also helps her to open up and grow as a person. Together, they navigate the dark and intricate world of New York's high-stakes crime scene, forming a strong and lasting bond along the way.

There are some nice details in there and it is a useful jumping-off point to developing the characters further. But, in the interests of not turning this book into a complete manual on screenwriting, we'll leave them there and hope that we've given you enough ideas, guidance and lessons to pick this process up and adapt it to your style and needs. Good luck.

Maximising the International Potential

When writing, it is useful to consider how to make your work as international as possible in its appeal. This approach not only broadens the potential audience, maximising the project's impact and profitability, but also fosters cultural exchange and promotes understanding among diverse groups. Ultimately, crafting a movie or TV show with a global appeal strengthens the power of cinema to connect, inspire, and entertain people from all walks of life.

But it is something that is often missed. One of the authors recalls a lunch with a Global President of one of the biggest studios ('Global' means 'outside the US' in Hollywood) where the person lamented the failure of US filmmakers to consider international audiences when making the content they were then expected to try to monetize around the world.

To see how a language model can help, we fed it the title, logline and synopsis of "The Silver Screen Rebellion," a movie we dreamt up:

PROMPT:

I'm working on a movie called "The Silver Screen Rebellion."

Logline: In a near-future world where AI has replaced most of the film industry, a group of passionate human filmmakers and an AI scriptwriter team up to create a movie that highlights the importance of human emotions and creativity, challenging society's reliance on artificial intelligence.

[we also inserted the synopsis here]

I want to make the film appealing in as many countries as possible. Taking into account the topic, characters and plot, please give specific examples of how I can achieve that without compromising on the story or the integrity of the narrative

RESPONSE:

To make "The Silver Screen Rebellion" appealing to audiences in different countries, you can incorporate various cultural elements and universal themes without compromising the story or the integrity of the narrative. Here are some specific examples:

Diverse Cast: Assemble an international ensemble cast, with actors from various cultural backgrounds. This will not only make the film more relatable to global audiences but also add richness and depth to the story. For example, the members of the Rebellion could be from different countries, each bringing their unique filmmaking styles and experiences.

Incorporate Cultural Landmarks and Settings: Film certain scenes in iconic locations around the world, such as Paris, Tokyo, or Rio de Janeiro. This will not only make the film visually stunning but also emphasise the global impact of AI on the movie industry. Moreover, these locations can serve as the settings for the international premieres of the group's film, highlighting the worldwide appeal of their message.

Universal Themes: Focus on themes that resonate with people across cultures, such as the importance of human emotions, the power of collaboration, and the struggle against a common adversary. Emphasise the idea that, regardless of one's nationality or culture, art and creativity are universal languages that connect people.

International Film Festivals: Include scenes where the group submits their film to various international film festivals. This will not only showcase the importance of global

recognition for independent filmmakers but also highlight the cultural diversity of the movie industry.

Language and Subtitles: Incorporate dialogue in multiple languages to reflect the diverse backgrounds of the characters. You can use English as the primary language, with characters occasionally speaking in their native languages, which can be subtitled for a wider audience. This will add authenticity to the characters and make the film more engaging for international viewers.

Collaborative Film Techniques: Showcase various filmmaking techniques and styles from different countries as the group works together on their film. For example, they could incorporate French New Wave, Bollywood song-and-dance sequences, or Japanese anime-inspired visuals. This will celebrate the diversity of the movie industry and help the film appeal to a global audience.

Avoid stereotypes: Be mindful of avoiding cultural stereotypes and clichés when portraying characters from different countries or cultures. This will help to create authentic and respectful representations that resonate with audiences.

Subtle humour: Incorporate humour that is more situational and character-driven rather than relying on cultural references or wordplay. This will make the humour more universally accessible and enjoyable for people from various cultural backgrounds.

Emphasise emotion: Focus on emotional storytelling that transcends language barriers and cultural differences. By emphasising the emotional journey of the characters, you can create a narrative that speaks to the hearts of audiences worldwide.

Visually stunning: Invest in visually appealing cinematography, set design, and visual effects that can be appreciated by audiences regardless of language or cultural background. Striking visuals have universal appeal and can elevate the film's international impact.

Hire local talent: For scenes set in different countries, collaborate with local actors, writers, and filmmakers who can provide insight into their culture and ensure authenticity in the film. This will also help generate interest and support from the local film industry.

Cultural consultants: Engage cultural consultants to review the script and provide feedback on potential cultural sensitivities or inaccuracies. This will help you create a film that is respectful of diverse cultures and more appealing to international audiences.

Accessibility: Plan for subtitles and dubbing in multiple languages to ensure that the film is accessible to as many people as possible. This will also help to overcome language barriers and make the film more appealing to international audiences.

International promotion: Develop a comprehensive marketing strategy that targets key international markets, including film festivals, promotional tours, and social media

campaigns. By actively promoting the film to global audiences, you can generate interest and increase the film's international appeal.

There are some clear and useful guidelines in there. I know that 'Global' President would have appreciated it if his US filmmakers were armed with and took on board some of that list!

PLANNING MARKETING

Half the battle in marketing is knowing what types of marketing you should be doing in the first place. So let's start there.

Stepping Back: Which Marketing Should You Do?

You can ask a language model what types of marketing you should be doing as follows.

PROMPT:

List ten of the most important types of marketing a marketing executive should do for a new TV show / Movie.

RESPONSE:

Social Media Marketing: Create and maintain social media accounts on platforms like Facebook, Twitter, Instagram, and TikTok to engage with the audience and promote the show/movie.

Video Trailers: Release trailers and teasers on YouTube and other video-sharing platforms to build hype and excitement around the show/movie.

Press Release: Distribute a press release to major media outlets to inform them about the show/movie and generate buzz.

Radio Advertising: Advertise on popular radio stations to reach a wider audience.

Display Advertising: Use targeted display ads on websites and social media platforms to promote the show/movie.

Email Marketing: Send newsletters and promotional emails to subscribers to keep them updated and interested in the show/movie.

Influencer Marketing: Partner with relevant influencers to reach their followers and increase awareness of the show/movie.

Event Marketing: Host premieres, screenings, and other events to create buzz and generate word-of-mouth marketing.

Content Marketing: Create behind-the-scenes content, interviews with cast and crew, and other related content to keep the audience engaged and invested.

Awards Marketing: Enter the show/movie into film festivals and award shows to gain recognition and generate publicity.

Next, brainstorm a list of marketing initiatives that feel useful to you. Here is a set you can start with.

PROMPT:

To grow their audience marketing executives for TV shows and movies must do Social media marketing: Using social media platforms like Facebook, Instagram, and Twitter to promote their TV show / movie and interact with fans. What are ten great, fun, novel, catchy ideas for something a marketing executive could do to promote their TV show / movie on social media? Give each idea a title and a description. We'll call these our "Marketing Ideas"

RESPONSE:

Sure, here are ten Marketing Ideas for promoting a TV show / movie on social media:

"Behind-the-Scenes" Featurettes: Share exclusive behind-the-scenes footage and interviews with cast and crew to give fans a glimpse into the making of the show/movie.

"Fan Art" Contests: Host a fan art contest and encourage followers to create and share their own artwork inspired by the show/movie. Winners can receive prizes or be featured on official social media accounts.

"Photo Caption" Challenges: Post a photo from the show/movie and challenge followers to come up with the best caption. This is a fun way to engage with fans and encourage them to share and tag their friends.

"Chatbot" Interactive Experiences: Create a chatbot that allows fans to interact with characters or elements from the show/movie. This can be a fun and engaging way to promote the show/movie and keep fans entertained.

"Book Club" Discussions: Encourage fans to read the book that the show/movie is based on and host virtual book club discussions on social media.

"Celebrity" Takeovers: Invite a celebrity guest to take over the show/movie's social media accounts for a day and interact with fans. This is a great way to generate buzz and excitement.

"Live" Q&A Sessions: Host live Q&A sessions with cast and crew on social media to answer fan questions and provide insights into the show/movie.

"Mystery" Teasers: Release cryptic teasers or clues on social media to build intrigue and anticipation for the show/movie.

"Fan Theories" Discussions: Encourage fans to share their own theories and predictions for the show/movie on social media. This can be a fun and engaging way to generate buzz and discussion.

"Virtual" Premiere Party: Host a virtual premiere party on social media, complete with giveaways, trivia, and live commentary from cast and crew. This is a great way to celebrate the release of the show/movie and engage with fans.

As always, you should tweak the prompt or try alternate prompts until you come up with a set you love.

Finding Marketing Inspiration

Stuck for ideas? Inspiration may come from others. Let's see if a language can help here.

PROMPT:

Come up with one TV show or movie for which a unique and exceptional job was done in each area.

What makes the marketing for that TV show / movie good in that area? List unique insights from how these things were done uniquely and differently for this TV show / movie to other TV shows / movies. Say what's special about how they did it. And suggest what other TV shows / movies should do differently to learn from them in this area.

After each, add three bullet points that contain specific relevant ideas. (They should be specifically inspired by the TV Show / movie in question. Niche ideas that are relevant are better than generic ideas here.)

Please avoid generic marketing lessons and focus on specific things that this TV show / movie does differently from other TV shows/ movies.)

Use emojis throughout whenever useful.

RESPONSE:

Social Media Marketing: Stranger Things. The show's marketing team created a strong sense of nostalgia by leveraging the 80s aesthetic, incorporating interactive content, and engaging with fans.

Nostalgia-driven content resonates with viewers and encourages sharing.

Social media contests and interactive experiences can create buzz.

Engaging with fans helps build a passionate community.

Relevant ideas:

- ⌚ Create retro-style games inspired by the show.
- ⌚ Share 80s-themed playlists and pop culture references.
- ⌚ Encourage fan art and cosplay contests with 80s themes.

Video Trailers: Deadpool. The trailers captured the movie's unique blend of humour, action, and self-awareness, and effectively communicated the unconventional tone of the film.

Breaking the fourth wall in marketing materials can intrigue viewers.

Humour helps the trailers stand out from other superhero films.

Authenticity to the character and source material increases fan excitement.

Relevant ideas:

- ⌚ Create marketing materials that reflect the film's tone and humour.
- ⌚ Use voiceovers from the main character to add personality to the trailer.
- ⌚ Showcase action-packed scenes while maintaining the unique tone.

Press Release: The Blair Witch Project. The press release and subsequent marketing efforts blurred the line between reality and fiction, creating a sense of mystery and fear.

Ambiguity and mystery can drive curiosity and discussion.

Leveraging rumours and word-of-mouth can create organic buzz.

Unconventional marketing tactics can make a project stand out.

Relevant ideas:

- ⌚ Write press releases that spark curiosity by leaving some details open to interpretation.
- ⌚ Encourage discussion and speculation by seeding rumours or mysteries.
- ⌚ Create immersive websites or alternate reality games that expand the project's world.

Radio Advertising: The LEGO Movie. The radio ads for The LEGO Movie featured the catchy and memorable song "Everything is Awesome," which helped create buzz and reinforce the film's fun, energetic tone.

Memorable music can make ads stand out and stick in listeners' minds.

Reinforcing the project's tone through advertising can build anticipation.

Engaging ads can generate word-of-mouth buzz.

Relevant ideas:

- ▢ Create a catchy jingle or theme song that reflects the project's tone.
- ▢ Feature voice actors from the project in radio ads.
- ▢ Use humour or emotional hooks to make radio ads more engaging.

Display Advertising: Mad Men. Mad Men's display ads effectively captured the show's stylish and sophisticated atmosphere, using striking imagery and design to attract viewers.

Visually appealing ads can make a strong impression on potential viewers.

Display ads should evoke the project's tone and atmosphere.

Iconic imagery can create a lasting association with the project.

Relevant ideas:

- ▢ Design ads with a distinctive visual style that matches the project.
- ▢ Use imagery that conveys the project's atmosphere and themes.
- ▢ Create a series of ads that explore different aspects of the project's world.

Email Marketing: Game of Thrones. The email marketing campaign used personalised content, exclusive previews, and behind-the-scenes information to engage fans and build anticipation for each season.

Personalised content increases engagement and makes subscribers feel valued.

Exclusive previews can generate excitement and encourage sharing.

Behind-the-scenes content deepens fans' connection to the project.

Relevant ideas:

- ▢ Send personalised emails based on subscribers' viewing history or preferences.
- ▢ Share exclusive sneak peeks or bonus content via email.
- ▢ Provide in-depth character profiles or interviews with the cast and crew.

Influencer Marketing: Bird Box. The marketing team leveraged influencer marketing and the "Bird Box Challenge" to create a viral sensation and increase the film's visibility.

Creating a social media challenge can generate organic buzz.

Partnering with influencers can expand the project's reach and visibility.

Viral marketing can be a powerful tool if executed correctly.

Relevant ideas:

- 💡 Develop a fun, shareable challenge related to the project.
- 👤 Collaborate with influencers who align with the project's target audience.
- 📈 Monitor and optimise the campaign to maximise its reach and impact.

Event Marketing: The Hunger Games. The Hunger Games utilised event marketing through mall tours, fan events, and special screenings, creating excitement and buzz around the film's release.

Bringing the project's world to life at events can create memorable experiences for fans.

Engaging with fans at events can strengthen their connection to the project.

Event marketing can generate word-of-mouth buzz and create a sense of exclusivity.

Relevant ideas:

- 🏡 Host themed events that immerse attendees in the project's universe.
- 🎟️ Offer exclusive screenings or previews at fan events.
- 🌟 Feature cast and crew appearances to create memorable moments for fans.

Content Marketing: Stranger Things. Stranger Things used content marketing to capitalise on its nostalgic 80s appeal, creating retro-inspired posters, videos, and other content that resonated with fans.

Tapping into nostalgia can create an emotional connection with the audience.

Content marketing should reflect the project's unique selling points.

Consistent branding across content helps create a cohesive image for the project.

Relevant ideas:

- 📸 Design content that highlights the project's unique setting or time period.
- 💡 Create a content strategy that emphasises the project's themes or style.
- 🌐 Develop an online hub for fans to explore and share content related to the project.

Awards Marketing: Parasite. Parasite's awards marketing campaign emphasised the film's universal themes and critical acclaim, helping it become the first non-English-language film to win Best Picture at the Oscars.

Highlighting critical acclaim and awards recognition can attract a wider audience.

Emphasising the project's universal themes can break down language or cultural barriers.

Awards marketing can elevate the project's prestige and increase its visibility.

Relevant ideas:

- ❖ Showcase positive reviews and accolades in marketing materials.
- 💡 Leverage interviews with the cast and crew to discuss the project's themes and impact.
- 🎥 Submit the project to film festivals and awards shows to gain recognition and exposure.

Pretty good. We can't speak for factual accuracy, but this is a case where that isn't as important as you might think. Even if some of these aren't quite true, we're only looking for inspiration and so, if they provide useful inspiration, then go for it!

Marketing Inspiration from Other Movies or Shows

If there is another movie or TV show whose marketing you respect, you can try exploring the lessons you can learn from them. Let's try Stranger Things.

PROMPT:

I want to explore how Netflix markets Stranger Things. In particular, I want to understand what tips and tricks other companies can learn from its marketing.

List areas of marketing that were done very well for Stranger Things. For each area, please list five unique insights from how these things were done uniquely and differently for Stranger Things specifically. Say what's special about how they were done for Stranger Things in particular. And suggest what should be done differently for other TV shows to learn from Stranger Things. Use emojis whenever useful.

Please avoid generic marketing lessons and focus on specific things that were done differently for Stranger Things compared with other TV shows.

RESPONSE:

Nostalgia-driven Marketing

Five unique insights:

- 📅 Leveraging nostalgia can create an emotional connection and tap into viewers' fond memories of a specific era.
- ⌚ Aesthetic elements like posters, trailers, and promotional material can be designed to evoke nostalgia.

- ⌚ Music can be used to reinforce the nostalgic appeal (e.g., the Stranger Things soundtrack features 80s-inspired synth music).
- 🎮 Collaborations with nostalgic brands (e.g., the Stranger Things x LEGO partnership) can amplify the nostalgia factor.
- 📺 Nostalgia-driven marketing works best when it's authentic and true to the project's core themes.

What others can learn:

Explore the potential of nostalgia in marketing for projects with a specific time setting or cultural relevance.

Use visual and audio elements that capture the essence of the era being portrayed.

Seek partnerships that align with the nostalgic theme.

Mystery and Intrigue

Five unique insights:

- ❖ Crafting mysterious marketing campaigns can encourage fans to engage and try to solve puzzles or piece together clues.
- 📣 Social media can be utilised to release cryptic teasers, images, or videos that pique interest and spark conversation.
- 📋 Revealing just enough information to create intrigue without giving away key plot points can keep fans guessing.
- 📋 Engaging fans in online discussions and debates about theories can drive organic reach and audience engagement.
- 🎮 Creating alternate reality games (ARGs) or immersive experiences can deepen fans' connection to the show's universe.

What others can learn:

Craft marketing campaigns that foster curiosity and encourage fans to engage.

Utilise social media to share cryptic content that builds anticipation.

Encourage fan theories and discussions to generate organic buzz.

Behind-the-scenes Content

Five unique insights:

- 🎥 Sharing behind-the-scenes footage, interviews, and set photos can make fans feel more connected to the show.

- ✍ Showcasing the creative process, special effects, and practical effects can highlight the craftsmanship behind the project.
- ✳️ Featuring the cast and crew in content marketing can humanise the show and create relatable touchpoints for fans.
- 👉 Providing fans with a glimpse of the show's world-building can deepen their immersion.
- ❖ Highlighting specific production challenges and solutions can showcase the dedication and passion of the team behind the show.

What others can learn:

Make fans feel like insiders by sharing exclusive behind-the-scenes content.

Showcase the creative and technical aspects of the show to build appreciation for the project.

Involve the cast and crew in content marketing to create relatable connections with fans.

Collaborations and Partnerships

Five unique insights:

- ⌚ Strategic partnerships with relevant brands and platforms can expand the show's reach and audience.
- ⌚ Collaborating with popular brands (e.g., the Stranger Things x Coca-Cola partnership) can create unique promotional opportunities and engage potential viewers.
- ⌚ Merchandise collaborations (e.g., Stranger Things x H&M, Funko POP! figures) can capitalise on the show's popularity and extend its impact beyond the screen.
- 🎮 Engaging with the gaming community (e.g., Stranger Things x Fortnite crossover) can tap into a broader audience and create memorable experiences.
- ⌚ Music collaborations (e.g., the soundtrack featuring popular artists of the era) can enhance the show's appeal and authenticity.

What others can learn:

Seek strategic partnerships and collaborations that align with the show's themes and target audience.

Create unique promotional opportunities by partnering with well-known brands.

Engage with different communities and industries to expand the show's reach and impact.

Global Marketing Strategy

Five unique insights:

- ⌚ Recognizing the show's global appeal and tailoring marketing campaigns to resonate with different cultures and regions.
- ⌚ Utilising localised social media accounts and hashtags to connect with fans in different languages and countries.
- ⌚ Releasing trailers and promotional content with subtitles or dubbing to accommodate international audiences.
- ⌚ Involving the cast in global press events and promotions to create a personal connection with fans around the world.
- ⌚ Hosting premieres, fan events, or screenings in key international markets to generate buzz and excitement.

What others can learn:

Acknowledge the potential global appeal of a show or movie and adapt marketing campaigns to resonate with various cultures.

Leverage localised social media accounts and content to better connect with international fans.

Organise global events and promotions to create excitement and foster a sense of connection with fans worldwide.

We'll reiterate at this point that we can't speak for factual accuracy, but this is a case where that isn't as important as you might think. Even if some of these aren't quite true, we're only looking for inspiration and so, if they provide useful inspiration, then go for it!

Let's contrast that with the results we get for a very different TV show.

PROMPT:

I want to explore how the TV show Game of Thrones was marketed: In particular, I want to understand what tips and tricks other companies can learn from its marketing.

List areas of marketing that were done very well for Game of Thrones. For each area, please list five unique insights from how these things were done uniquely and differently for Game of Thrones specifically. Say what's special about how they were done for Game of Thrones in particular. And suggest what should be done differently for other TV shows to learn from Game of Thrones.

Please avoid generic marketing lessons and focus on specific things that were done differently for Game of Thrones compared with other TV shows.

RESPONSE:

Global Marketing Campaigns:

Game of Thrones launched an immersive, worldwide scavenger hunt called "Quest for the Throne," placing hidden Iron Thrones in various locations.

HBO partnered with international brands to create limited edition products, such as Game of Thrones-themed Oreos, whiskies, and sneakers.

The show engaged with international audiences through localised social media accounts and content.

Large-scale events, like the Game of Thrones Live Concert Experience, were held in numerous countries.

HBO created touring exhibitions, featuring costumes, props, and interactive experiences from the show.

What others can learn:

Create immersive and interactive global marketing campaigns to engage audiences in a memorable way.

Establish strategic partnerships with brands to create unique, limited edition products.

Utilise localised social media accounts and content to better connect with international fans.

Organise large-scale events and exhibitions in various countries to generate excitement and a sense of connection with fans worldwide.

Experiential Marketing:

HBO created an immersive Westeros-themed experience for fans at the South by Southwest (SXSW) festival.

"Game of Thrones: The Exhibition" toured worldwide, providing fans an opportunity to explore the world of Westeros.

Fans could participate in a Game of Thrones-themed escape room at San Diego Comic-Con.

HBO created a "Game of Thrones" Snapchat filter to engage fans and allow them to share their excitement with friends.

A temporary "Game of Thrones" ice hotel was built in Finland for a unique, themed experience.

What others can learn:

Create engaging, immersive experiences to allow fans to dive deeper into the show's universe.

Leverage popular events like SXSW and Comic-Con to generate buzz and excitement around the show.

Utilise social media platforms, like Snapchat filters, to create shareable, engaging content for fans.

Design unique and innovative experiences, such as themed escape rooms or hotels, to captivate audiences and enhance their connection to the show.

Social Media Engagement:

Game of Thrones used captivating visuals and quotes to keep fans engaged on platforms like Instagram, Twitter, and Facebook.

The show encouraged user-generated content with hashtags like #ForTheThrone and held contests for fan-made art.

The marketing team live-tweeted during episodes to create a real-time conversation and build excitement.

They shared exclusive behind-the-scenes content and interviews with cast and crew members.

Fans were given the opportunity to participate in Q&A sessions with the cast and creators.

What others can learn:

Maintain a strong presence on social media platforms with captivating visuals and content.

Encourage user-generated content and fan engagement through contests and hashtags.

Foster real-time conversations during episodes to create a sense of community among viewers.

Share exclusive behind-the-scenes content to keep fans engaged and invested in the show.

Facilitate fan interaction with the cast and creators through Q&A sessions and other events.

Trailers and Teasers:

Game of Thrones released highly anticipated trailers and teasers, generating significant buzz and speculation among fans.

Cryptic visuals and symbols in trailers kept fans intrigued and encouraged them to analyse and discuss the content in depth.

The marketing team strategically timed the release of trailers to coincide with major events or milestones (e.g., premiere dates, season finales).

They utilised different platforms, such as YouTube, social media, and television, to reach a wider audience with trailers and teasers.

The trailers often featured exclusive content or hints at upcoming plotlines, sparking excitement and conversation among fans.

What others can learn:

Carefully craft and time the release of trailers and teasers to build anticipation and excitement among fans.

Use cryptic visuals and symbols to create intrigue and encourage in-depth discussion and analysis.

Leverage different platforms to reach a wider audience with promotional content.

Include exclusive content or hints at upcoming plotlines to keep fans engaged and eager for more.

Partnerships and Collaborations:

Game of Thrones collaborated with various brands and companies to create unique products and experiences (e.g., makeup, clothing, beverages).

HBO partnered with Spotify to create character-themed playlists, allowing fans to immerse themselves in the world of Westeros through music.

The show worked with artists and designers to create limited edition posters and other collectibles for fans to purchase.

Partnerships with popular YouTube channels, such as The Fine Brothers' "React" series, helped to generate buzz and increase the show's reach.

What others can learn:

Establish strategic partnerships and collaborations with relevant brands and companies to create unique products and experiences.

Leverage popular platforms like Spotify or YouTube to engage fans and expand the show's reach.

Collaborate with artists and designers to create limited edition merchandise and collectibles that resonate with fans.

Seek out partnerships with popular online personalities or channels to generate buzz and expose the show to new audiences.

Awards and Recognition:

Game of Thrones consistently garnered numerous awards and nominations, creating prestige and credibility for the show.

HBO promoted the show's achievements in awards shows, using them to generate further interest and enthusiasm among viewers.

The marketing team leveraged the cast and crew's red carpet appearances to create buzz and increase visibility.

They showcased the show's accolades in promotional materials, highlighting its success and appeal.

What others can learn:

Pursue recognition and awards to build prestige and credibility for a show.

Use awards show appearances and nominations to generate interest and enthusiasm among viewers.

Leverage red carpet appearances and events to create buzz and increase visibility.

Highlight a show's accolades in promotional materials to emphasise its success and appeal to potential viewers.

Again, we can't speak for factual accuracy but this is another case where factual accuracy isn't as important as you might think. Even if some of these aren't quite true, we're only looking for inspiration, and so, if they provide useful inspiration, then go for it! If the idea of using Data-Driven Decision Making appeals to you then go for it and if not, skip it and keep trying until an idea that resonates with you comes up.

Once you have come up with a set of marketing initiatives you're excited about, you'll need to create assets. Language models can help here, also. As we'll show in the next chapter.

CREATING MARKETING ASSETS

Let's start with an eternal TV and movie industry challenge, language.

It's not uncommon for the TV and movie industry to struggle with describing a new TV show or movie. Particularly if the TV show or movie seeks to blend genres and break from tradition in order to innovate. Comparing a TV show or movie to existing ones can help give potential viewers a sense of what they might expect from the new production. However, relying solely on comparisons can also have drawbacks, as it can lead to unfair or inaccurate assumptions about the positioning of the new TV show / movie and can be interpreted very differently by different people!

A better approach would be to use more descriptive language to convey the TV show / movie's unique style, feel or influences. This could include describing the production's themes, characters, pace, setting and storylines. Using more descriptive language can help provide a more accurate and comprehensive understanding of the TV show / movie, while still giving potential viewers a frame of reference for what they can expect.

Language models like ChatGPT can help here also, of course!

Creative Positioning for Marketing And Social Media

Let's say you're struggling to describe your TV show, but you have some reference shows. Even with *just* these, language models can help you develop language that describes your production and helps people know what to expect (and helps them spread the word and talk to others about it!).

For example, HBO's Succession has been compared to The Sopranos and Billions. Let's see what we can do with that comparison.

PROMPT:

If I were to describe a new TV show as HBO's The Sopranos meets Showtime's Billions then what would you think I mean? Answer and then do your best to describe the new TV show based purely on the fact that they are like "The Sopranos and Billions"

RESPONSE:

Based on the reference to "The Sopranos" and "Billions," I would assume that the new TV show is a drama series that explores the dark underbelly of power and wealth. "The

"Sopranos" was a critically acclaimed HBO series that followed the life of a New Jersey mob boss, while "Billions" is a Showtime series about the cutthroat world of high finance.

With that in mind, the new TV show might feature a morally ambiguous protagonist who is involved in organised crime or the financial sector. The show may delve into themes such as greed, power, corruption, loyalty, and family dynamics. It may also showcase the complex relationships and dynamics between the main character, their associates, and their adversaries.

The show may have a gritty and realistic tone, with strong performances from its ensemble cast. It may also explore the psychological and emotional toll of the main character's lifestyle and the consequences of their actions.

Overall, the show could be a compelling and nuanced exploration of the dark side of wealth and power, with an emphasis on character-driven drama and tension-filled storytelling.

A pretty good start at describing Succession using only references from other TV shows. You'll want to include some info on the style of your TV show in the prompt, of course. But hopefully, we've demonstrated the power of language models in going from relatively simple and crude descriptions of a TV show to much richer and more engaging descriptions. If you don't have the words to describe something, such models can help!

Let's now explore how to ask it to help write the synopsis for a new show.

PROMPT:

I'm a writer on a new TV show tasked with writing the synopsis for the show. I want to target the following audience. How should I write the synopsis in order to engage this audience?

Screen Enthusiasts: Passionate about movies and TV shows, this segment loves to dive deep into the content and often participates in fan communities.

RESPONSE:

To engage the Screen Enthusiasts audience, your TV show synopsis should focus on highlighting the most compelling aspects of the show that would intrigue this segment. Here are some tips to consider when writing the synopsis:

Introduce a unique and engaging premise: Start by outlining the main plot or concept of the show, making sure it stands out from other TV shows and captures the imagination of the Screen Enthusiasts.

Emphasise the depth of the story: Mention the intricacies and complexities of the plotlines, character arcs, and relationships, showcasing the show's depth and potential for engaging discussions.

Highlight strong and complex characters: Give a brief overview of the main characters and their motivations, emphasising their development and the challenges they face throughout the series.

Showcase the show's visual and stylistic elements: Describe the show's visual style, setting, and overall atmosphere, giving the Screen Enthusiasts a sense of the immersive world they can expect.

Mention the creators and talent behind the show: Highlight the involvement of renowned creators, writers, directors, or actors to establish credibility and interest.

Reference potential themes and motifs: Briefly touch on the themes and motifs explored in the show, giving the Screen Enthusiasts a sense of the show's intellectual depth and the topics it tackles.

Include potential for fan theories and speculation: Without giving away any spoilers, hint at some of the show's mysteries or questions that will encourage Screen Enthusiasts to engage in discussions and develop their own theories.

By incorporating these elements in your TV show synopsis, you will appeal to the Screen Enthusiasts' interests and passion for deep and engaging content. This will help to create anticipation and excitement for the show, encouraging them to watch it and participate in fan communities.

Provide a sense of genre and tone: Clearly convey the show's genre and tone, whether it's a suspenseful thriller, a fantasy epic, or a thought-provoking drama. This will help Screen Enthusiasts understand if the show aligns with their preferences.

Build anticipation for the show's narrative arc: Without revealing too much, hint at the overarching narrative or conflicts that will unfold throughout the series. This will create intrigue and anticipation for the story's progression.

Be concise and compelling: Keep the synopsis concise while maintaining a compelling narrative. Screen Enthusiasts appreciate well-crafted storytelling, so ensure that your synopsis is a reflection of the show's quality.

By incorporating these additional elements, you'll further entice Screen Enthusiasts to engage with your show and become invested in its story, characters, and world. This will ultimately help to build a dedicated and passionate fan base for your new TV show.

Not bad. Not publishable. But a great start. Try adding more detail to your prompt and more clarity on what you want the bio to say and how you want it to sound.

What else can language models help you to create? Let's ask ...

Other Marketing Assets Language Models Can Help With

Let's first ask the model where else it can help.

PROMPT:

I want to help marketing executives to use language models like ChatGPT to generate marketing assets for new TV shows and movies. What are all of the types of marketing assets that you can help to generate?

RESPONSE:

Language models can assist marketing executives in generating various types of marketing assets for new TV shows and movies. These include:

Social media content: Ideas for posts, captions, hashtags, and campaigns to engage audiences on platforms such as Instagram, Facebook, Twitter, and TikTok.

Email marketing: Drafts of promotional emails, newsletters, and event invitations to keep subscribers informed and interested in the show or movie.

Blog posts and articles: Engaging and informative content about the show or movie, including behind-the-scenes features, interviews, and listicles.

Press releases: Well-crafted press releases to announce the show or movie, its cast, and other relevant details to media outlets.

Ad copy: Compelling and persuasive copy for display ads, video ads, and other promotional materials to be used on websites and social media platforms.

Website content: Copy for the show or movie's official website, including synopsis, character descriptions, news updates, and more.

Video scripts: Engaging scripts for promotional videos, trailers, teasers, and behind-the-scenes footage.

Influencer marketing pitches: Tailored pitches to influencers and content creators for collaborations and partnerships to promote the show or movie.

Event marketing materials: Copy for invitations, promotional materials, and event descriptions for premieres, screenings, and other events related to the show or movie.

Contest and giveaway ideas: Creative concepts for contests, giveaways, and other promotional activities to engage fans and generate buzz around the show or movie.

By utilising language models' capabilities, marketing executives can generate a wide range of marketing assets tailored to their specific TV show or movie. This helps to create

targeted and effective promotional campaigns that resonate with the intended audience, build excitement, and ultimately contribute to the show or movie's success.

We won't go through them all. That would make for a very long book. And anyway, we hope we've shown you the methods that you can then apply to any assets you want to create. But let's try some of the suggestions.

First, let's ask for help with social media posts.

Social Media Posts

Let's see how we can go about generating social media posts.

PROMPT:

I have a new TV show coming out. Please help me with the following:

Social media posts: I can help generate catchy captions, post descriptions, and hashtags for social media platforms like Instagram, Facebook, and Twitter.

RESPONSE:

Here are some examples of social media posts with captions, descriptions, and hashtags for your new TV show:

Post 1:

Image: A teaser poster featuring the main characters

Caption: "Meet the crew that's about to change everything. 🎬 #NewTVShow #Premiere"

Description: Introduce the main characters of the show and create anticipation for the upcoming premiere.

Hashtags: #NewTVShow #TVSeries #MustWatch #ComingSoon

Post 2:

Image: A behind-the-scenes photo of the cast and crew on set

Caption: "Lights, camera, action! 🎥 Go behind the scenes with our amazing cast and crew! #OnSet #NewTVShow"

Description: Give your audience a sneak peek into the making of the show and generate excitement.

Hashtags: #BTS #BehindTheScenes #TVProduction #MakingOf

Post 3:

Image: A short video clip featuring a key scene from the show

Caption: "A glimpse of the adventure that awaits! 📺 Don't miss the premiere of our new show! #NewTVShow #SneakPeek"

Description: Share a captivating scene from the show to pique interest and drive viewership.

Hashtags: #Teaser #TVSeries #MustWatch #NewShowAlert

Post 4:

Image: A graphic with a countdown timer until the premiere

Caption: "Only 3 days left until the big reveal! 🕒 Get ready for an unforgettable journey. #NewTVShow #Countdown"

Description: Build anticipation by counting down the days until the show's premiere.

Hashtags: #PremiereCountdown #TVSeries #ComingSoon #CantWait

Post 5:

Image: A collage of fan art submitted by followers

Caption: "We're blown away by your creativity! 🎨 Check out these incredible fan art submissions for our new show! #FanArtFriday #NewTVShow"

Description: Showcase fan-generated content and foster a sense of community among your audience.

Hashtags: #FanArt #TVSeries #Community #ShowYourLove

Remember to adjust the examples provided to fit the theme, tone, and content of your TV show. Be sure to engage with your audience in the comments and encourage them to share your posts to maximize visibility and reach.

Hmmm... These all feel like ideas that could generally work for a TV show or movie, however we've not told the model anything about our show. A good lesson here is if you ask a language model a question it will usually give you an answer. However, if your question is very open the responses will likely be very generic. Let's try asking that question again, this time giving the model the synopsis for our TV adaptation of Poirot it created earlier.

PROMPT:

Below is a synopsis for a new TV show. I need to create a social media marketing campaign to build interest among the show's potential audience. Please can you help

generate catchy captions, post descriptions, and hashtags for social media platforms like Instagram, Facebook, and Twitter based on the synopsis:

Title: "Poirot: New York Chronicles"

Synopsis: After a high-profile case in Europe leaves Hercule Poirot emotionally drained and seeking a fresh start, he relocates to New York City, ready to embrace a quieter life away from the limelight. However, his reputation as the world's most brilliant detective soon catches up with him, and he's drawn into the dark and intricate world of New York's high-stakes crime scene.

Poirot's first case in the city involves the suspicious death of a wealthy socialite [...]

(full synopsis not pasted here for brevity)

RESPONSE:

Sure, here are some Social Media Marketing campaign ideas for "Poirot: New York Chronicles":

Instagram Post: A stylish photo of Poirot in front of a New York City backdrop, with the caption "A new city, a new mystery to solve. Get ready for Poirot's latest adventure in the heart of New York! #PoirotNYC #AgathaChristie #NewYorkChronicles"

Facebook Post: A short teaser video showing Poirot and his new partner in action, with the caption "When Hercule Poirot moves to New York City, he discovers that the city that never sleeps is full of mysteries waiting to be solved. Follow along as he navigates the city's dark underbelly in 'Poirot: New York Chronicles.' #PoirotNYC #NewYorkChronicles #AgathaChristie"

Twitter Post: A GIF of Poirot in deep thought, with the caption "New York City may be new to Poirot, but the world's most brilliant detective is up for any challenge. Follow along as he unravels the city's most complex cases in 'Poirot: New York Chronicles.' #PoirotNYC #AgathaChristie #NewYorkChronicles"

Instagram Story: A behind-the-scenes look at the making of the show, with cast and crew interviews and exclusive footage, using the hashtag #PoirotNYC.

Facebook Live: A live Q&A session with the cast and crew of the show, answering fan questions and sharing insights into the making of "Poirot: New York Chronicles."

Twitter Chat: A Twitter chat with fans discussing their favourite Poirot moments and mysteries, using the hashtag #PoirotNYC.

Instagram Reels: Short, fun videos of Poirot and his partner solving cases in New York City, set to music and using popular Instagram filters.

Facebook Watch Party: Host a Facebook Watch Party for the premiere episode of "Poirot: New York Chronicles," with live commentary from the cast and crew.

Twitter Polls: Engage with fans by hosting Twitter polls about the show, asking questions like "Who is your favourite Poirot character?" or "Which episode had the best twist?"

Instagram IGTV: Exclusive behind-the-scenes interviews with the cast and crew, exploring the making of each episode and providing insights into the show's production process. Use the hashtag #PoirotNYC.

Definitely better, suggestions 1-3 in particular are much more tailored to the TV show we want to market. As storylines come together feeding the model more details of the content will enable it to further tailor suggestions to the show. Providing details of the target audience will also help to refine the suggestions.

Note that it didn't suggest TikTok since we didn't include that in the prompt. Oops! We'll use this as a lesson and won't go back and fix the prompt.

Let's ask the language model what prompt we should use to generate some actual social media content.

PROMPT:

Please write an example prompt that I could use that would tell you everything you need to know to create catchy captions, post descriptions, and hashtags for social media platforms like Instagram, Facebook, and Twitter for the target audience. You do not need to produce the content itself, just write a complete prompt and all the instructions necessary to generate great content to create excitement among the target audience for "Poirot: New York Chronicles".

RESPONSE:

Sure, here's an example prompt that includes all the necessary information to create catchy captions, post descriptions, and hashtags for a social media campaign promoting "Poirot: New York Chronicles" to the target audience on various platforms:

"Hello! We're launching a social media campaign to promote our new TV show 'Poirot: New York Chronicles' to our target audience on Instagram, Facebook, Twitter, and TikTok. Our target audience is primarily made up of mystery and crime drama enthusiasts who are fans of Agatha Christie's classic Poirot character. We want to build excitement around the show's unique take on the character and its setting in modern-day New York City."

Here are some additional guidelines to help you create content:

We want to use visually engaging content such as high-quality photos, videos, or graphics to catch our audience's attention. Think bold and eye-catching visuals that will stand out on social media.

For captions and post descriptions, we want to highlight the show's key selling points: Poirot's relocation to New York City, the intricate and complex mysteries that he solves,

and the unique dynamic between Poirot and his NYPD partner. Use a tone that is intriguing and captivating to pique our audience's interest.

For hashtags, we want to use ones that are relevant and popular within the mystery and crime drama genre. Some examples include #PoirotNYC, #AgathaChristie, #NewYorkChronicles, #DetectiveDrama, and #MysteryTV.

Each social media platform has its own unique features and audience preferences. Here are some additional guidelines for each platform:

Instagram: Focus on visually driven content, including reels and stories, using bold visuals and short captions that highlight key moments from the show.

Facebook: Longer-form content with behind-the-scenes insights, including photos and videos of the cast and crew. Use captions that delve deeper into the show's themes and characters.

Twitter: Keep it short and snappy with engaging visuals, polls, and hashtags that will pique the audience's interest. Use trending hashtags and participate in conversations related to the genre.

TikTok: Use creative, short-form videos that highlight key moments and characters from the show. Use popular hashtags and sounds to reach a wider audience.

Thank you for your help in advance! We're excited to see what creative content you come up with that will excite our target audience."

Let's try it.

PROMPT:

Hello! We're launching a social media campaign to promote our new TV show 'Poirot: New York Chronicles' to our target audience on Instagram, Facebook, Twitter, and TikTok. Our target audience is primarily made up of mystery and crime drama enthusiasts who are fans of Agatha Christie's classic Poirot character. We want to build excitement around the show's unique take on the character and its setting in modern-day New York City.

Here are some additional guidelines to help you create content:

We want to use visually engaging content such as high-quality photos, videos, or graphics to catch our audience's attention. Think bold and eye-catching visuals that will stand out on social media.

For captions and post descriptions, we want to highlight the show's key selling points: Poirot's relocation to New York City, the intricate and complex mysteries that he solves, and the unique dynamic between Poirot and his NYPD partner. Use a tone that is intriguing and captivating to pique our audience's interest.

For hashtags, we want to use ones that are relevant and popular within the mystery and crime drama genre. Some examples include #PoirotNYC, #AgathaChristie, #NewYorkChronicles, #DetectiveDrama, and #MysteryTV.

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Twitter: Keep it short and snappy with engaging visuals, polls, and hashtags that will pique the audience's interest. Use trending hashtags and participate in conversations related to the genre.

TikTok: Use creative, short-form videos that highlight key moments and characters from the show. Use popular hashtags and sounds to reach a wider audience.

Thank you for your help in advance! We're excited to see what creative content you come up with that will excite our target audience.

RESPONSE:

Great, I'm happy to help! Based on the guidelines you provided, here are some example captions, post descriptions, and hashtags for each platform:

Instagram:

Caption: "Get ready to see Poirot like never before! Follow along as he solves intricate mysteries in the heart of New York City. 🕵️ #PoirotNYC #NewYorkChronicles #DetectiveDrama"

Post description: A visually stunning photo of Poirot in action, along with a short and intriguing caption highlighting the show's unique take on the character and setting.

Hashtags: #PoirotNYC #AgathaChristie #NewYorkChronicles #DetectiveDrama #MysteryTV

Facebook:

Caption: "Welcome to the world of 'Poirot: New York Chronicles'! Join us as we go behind the scenes with the cast and crew, exploring the intricate mysteries and complex characters of this exciting new show. #PoirotNYC #BehindTheScenes #CrimeDrama"

Post description: A longer-form post featuring behind-the-scenes photos and videos, along with a detailed caption delving deeper into the show's themes and characters.

Hashtags: #PoirotNYC #AgathaChristie #NewYorkChronicles #DetectiveDrama
#MysteryTV #BehindTheScenes

Twitter:

Caption: "🔍 Can you crack the case before Poirot does? Follow along as he solves the most intricate mysteries in modern-day New York City. #PoirotNYC #DetectiveDrama #MysteryTV"

Post description: A short and snappy tweet featuring an engaging visual, along with a question that challenges the audience to think like a detective.

Hashtags: #PoirotNYC #AgathaChristie #NewYorkChronicles #DetectiveDrama
#MysteryTV

TikTok:

Caption: "Get ready to solve some mysteries with Poirot and his NYPD partner! Follow along as they take on some of the most complex cases in modern-day New York City. #PoirotNYC #DetectiveDrama #MysteryTV"

Post description: A creative and visually engaging short-form video that highlights key moments and characters from the show, along with a short and snappy caption that captures the audience's attention.

Hashtags: #PoirotNYC #AgathaChristie #NewYorkChronicles #DetectiveDrama
#MysteryTV

A good start! The suggestions take into account both the content of the show and the nuances of the different social media platforms. As always, we're sure you'll want to tweak the prompts. You might want to change the tone of voice, be more specific about your goals and perhaps even share some examples of your previous content for it to mimic!

Let's do the same thing with video scripts.

Short-Form Promotional Video Scripts

Let's ask the language model how it can help.

PROMPT:

You've mentioned we should produce behind the scenes content to market the show. Please write an example prompt I could use that would tell you everything you need to know in order to write a script for a behind the scenes clip to promote the show.

RESPONSE:

Sure, here's an example prompt that includes all the necessary information to create a behind-the-scenes clip to promote "Poirot: New York Chronicles":

"Hello! We'd like to create a behind-the-scenes clip to promote our new TV show 'Poirot: New York Chronicles'. The clip will be posted on Facebook and should be no longer than 3 minutes.

Here are some guidelines to help you create the content:

We'd like the clip to focus on the production process and give our audience an insight into what it takes to create the show. This could include footage of the cast and crew on set, interviews with the showrunners and producers, and a behind-the-scenes look at the special effects and production design.

We want the clip to highlight the unique selling points of the show, including its modern take on the classic Poirot character, the intricate and complex mysteries that he solves, and the unique dynamic between Poirot and his NYPD partner.

Please ensure that any branding guidelines, such as logo usage and brand voice, are followed.

Please let us know if you have any questions or need further information.

Thank you for your help in advance! We're excited to see what creative content you come up with that will give our audience an exclusive look at the making of 'Poirot: New York Chronicles'."

Let's try it, shall we?

PROMPT:

Hello! We'd like to create a behind-the-scenes clip to promote our new TV show 'Poirot: New York Chronicles'. The clip will be posted on Facebook and should be no longer than 3 minutes.

Here are some guidelines to help you create the content:

We'd like the clip to focus on the production process and give our audience an insight into what it takes to create the show. This could include footage of the cast and crew on set, interviews with the showrunners and producers, and a behind-the-scenes look at the special effects and production design.

We want the clip to highlight the unique selling points of the show, including its modern take on the classic Poirot character, the intricate and complex mysteries that he solves, and the unique dynamic between Poirot and his NYPD partner.

Please ensure that any branding guidelines, such as logo usage and brand voice, are followed.

Please let us know if you have any questions or need further information.

Thank you for your help in advance! We're excited to see what creative content you come up with that will give our audience an exclusive look at the making of 'Poirot: New York Chronicles'

RESPONSE:

Great! Here are some additional details and instructions to help me create a script for the behind-the-scenes clip:

Do you have any specific scenes or moments from the show that you would like to highlight in the clip? This could be a pivotal scene, a character introduction, or a special effect.

Do you have any specific questions or topics that you would like the interviews with the showrunners and producers to cover? This could include insights into the writing process, the show's themes, or the challenges of bringing the show to life.

Are there any key production design elements that you would like to showcase in the clip? For example, the set design of Poirot's New York City apartment or the props used in a specific scene.

Would you like any specific music or sound effects to be included in the clip? This could help to create a particular mood or atmosphere.

Finally, do you have any preferred style or tone for the clip? For example, a light-hearted and playful tone, or a more serious and dramatic tone.

Thank you, and I look forward to working with you to create an engaging and informative behind-the-scenes clip for 'Poirot: New York Chronicles'!

Look at that! The model is helping us to refine its own prompts. There is only so much language models can suggest without a better understanding of the content of the show. However, this serves as a useful indication of the additional information we could feed it in order for it to generate a script for a behind-the-scenes video.

EVALUATION AND FEEDBACK

Here, we'll dig into feedback from audiences and critics and learn valuable lessons for how language models can help us synthesise, summarise, and learn lessons from the feedback our work gets.

Analysing Audience Response

In this section, we explore the process of analysing audience responses to movies by utilising the first page of summary reviews from Rotten Tomatoes. By simply pasting these summaries into a language model, we can efficiently gauge the overall audience sentiment. Although this method works for complete reviews as well, it is essential to remember there is a word limit when incorporating content into a prompt, so the more summarised the reviews you paste in, the more you can include.

Let's paste some in with a simple prompt to get a quick summary.

PROMPT:

Here are summaries of audience reviews of The Dark Knight Rises. Please provide a summary of the main points. Give each point an emoji, a catchy title and a short summary

[We pasted in the reviews from here]

RESPONSE:

🎬 **Epic Finale:** Many reviewers found The Dark Knight Rises to be a satisfying and epic conclusion to the trilogy, with great storytelling and powerful performances.

⭐ **Stellar Cast:** Christian Bale, Michael Caine, Gary Oldman, and Anne Hathaway were praised for their performances, and Tom Hardy's portrayal of Bane received mixed but mostly positive reviews.

⌚ **Action-Packed:** The movie was praised for its intense action sequences, which many reviewers found entertaining and well-executed.

🎭 **Plot Twists & Mystery:** Some audience members appreciated the plot twists and mystery elements, but others thought they could have been better executed or found them disappointing.

🎭 **Villain Debate:** Bane as a villain received mixed reactions, with some loving his portrayal and others finding him less memorable than previous Batman villains.

▣ **Comparisons to Predecessors:** Many reviewers felt that The Dark Knight Rises did not quite live up to the high standards of its predecessors, especially The Dark Knight.

▢ **Soundtrack & Cinematography:** The movie received praise for its soundtrack and cinematography, which helped create an immersive and visually striking experience.

▢ **Character Development:** Some reviewers found inconsistencies in character development, but overall, most enjoyed the portrayal of iconic Batman characters.

▢ **Technical Details:** A few audience members found fault in the movie's technical aspects, such as unrealistic portrayals of certain events or poor research.

▢ **Memorable Ending:** The movie's ending was praised as one of the best parts, with many viewers finding it powerful, emotional, and a fitting conclusion to the trilogy.

A pretty good summary! As you'll see from the model's response, it managed to condense the main points of the audience reviews into an easily digestible format. The emojis and the catchy titles really help, right? We find this such a useful tool for quickly understanding audience sentiment at a glance.

There are numerous ways one could approach this task differently or build upon the results. For example, you could ask the language model to focus on specific aspects of the movie or request a comparison to other movies in the same genre. Alternatively, you could provide more detailed prompts to generate insights into the audience's preferences or dislikes, which could be valuable for future projects.

Assessing Critical Reception

We can use the same process to analyse critics' responses to movies that we just used for audience responses. By simply pasting summaries from Rotten Tomatoes into a language model, we can efficiently gauge the overall reaction. Although, as we mentioned before, it is essential to remember there is a word limit when incorporating content into a prompt, so the more summarised the reviews you paste in, the more you can include!

Let's paste them in with a simple prompt to get a quick summary.

PROMPT:

Here are summaries of critics' reviews of The Dark Knight Rises. Please provide a summary of the main points. Give each point an emoji, a catchy title and a short summary

[We pasted in the reviews from here]

RESPONSE:

- 🎬 **Epic Finale:** The Dark Knight Rises is an engaging and exhilarating epic finale that moviegoers deserved, even if it's not the perfect conclusion.
- 🎬 **Masterclass Melding:** The film is a textbook example of blending big-budget spectacle with smart and challenging storytelling.
- 🎬 **Grand Scale:** Christopher Nolan's directing provides the film with an epic scale and enormous set pieces that sometimes threaten to overshadow the story.
- 🎬 **Genre Elevation:** Nolan elevates the superhero genre with a boldly artistic and wildly ambitious production.
- 🏆 **Worthy Threequel:** The film joins the small group of successful third instalments in a series.
- 🎥 **Not Quite Kubrick:** Nolan is not the Kubrick he thinks he is, but he's far from being a Michael Bay.
- 🏆 **Spectacular Yet Uneven:** The film is a spectacular but irregular conclusion to Nolan and Christian Bale's Batman adventures.
- 🏆 **Oscar Winners:** The Dark Knight Rises brings a grimier shade to superhero films and features multiple Oscar-winning actors.
- 🌐 **Power of Revolution:** The film is a brilliant example of the power of revolution as a national myth through a superhero lens.
- 🎥 **Complex Plot:** The lengthy and overly complex plot overshadows some of the more fascinating elements.
- ⌚ **Perfect for Its Purpose:** The Dark Knight Rises is the perfect film for what it needs to be.
- ✿ **Emotional Highs:** The film may not always "click" intellectually, but it delivers some of the most rousing emotional highs of Nolan's career.
- 🎬 **Trilogy Closure:** Nolan brilliantly closes the final chapter of one of the most amazing film trilogies of recent times.
- ⌚ **Great Finale:** The film is a great final instalment for the trilogy.
- 🏆 **Crowning Achievement:** The Dark Knight Rises is Christopher Nolan's crowning achievement and a perfect Batman film.
- 🎬 **Predecessor Comparison:** It's hard to say whether the film reaches the heights of its predecessors, but it does provide the characters with a fitting conclusion.

☒ **Fearsome Turn:** The film's exciting action is kept taut by Tom Hardy's fearsome performance.

☺ **Slippery Themes:** The film tries to honour and conclude the trilogy's politicking on themes of civic responsibility and self-preservation.

✿ **Bittersweet Note:** The Dark Knight Rises ends the trilogy on a high but bittersweet note.

✿ **Gratifying Experience:** The film is rousing, emotionally, and incalculably gratifying.

As with our analysis of audience reviews, this is a pretty good summary! It condensed the main points of the reviews into an easily digestible format. Nice.

Learning Lessons from Feedback

We worked with Brendan Moylan, film and television analyst to dig further into The Dark Knight and The Dark Knight Rises and use a language model to learn some valuable lessons.

First, a little background on the two:

"The Dark Knight" and "The Dark Knight Rises" are both films in Christopher Nolan's Batman trilogy, which also includes "Batman Begins." "The Dark Knight" was released in 2008, while "The Dark Knight Rises" came out in 2012.

"The Dark Knight" is the second film in the trilogy and is considered a seminal work in the superhero genre. It received widespread critical acclaim and was a major box office success, grossing over \$1 billion worldwide, making it one of the highest-grossing films of all time when it was released.

"The Dark Knight Rises" is the third and final instalment of the trilogy. It also received positive reviews, though not as universally lauded as "The Dark Knight." That said, it was also a box office success, grossing over \$1 billion worldwide.

Since The Dark Knight was so critically acclaimed, let's see what we can learn from it.

PROMPT:

What can future superhero movies learn from The Dark Knight?

RESPONSE:

Future superhero movies can learn several valuable lessons from "The Dark Knight" that could help elevate the genre and create more nuanced and thought-provoking films.

- **Focus on Character:** One of the most significant strengths of "The Dark Knight" was its emphasis on character development. The film explored the motivations

and struggles of its main characters in depth, making them feel more human and relatable. Future superhero movies can benefit from focusing on character development and creating more complex, multi-dimensional protagonists.

- **Take Risks:** "The Dark Knight" was a bold departure from traditional superhero films, taking risks in terms of tone, themes, and storytelling. Future films can learn from this and push boundaries by exploring darker, more complex themes, taking storytelling risks, and challenging the status quo.
- **Use Practical Effects:** "The Dark Knight" also made extensive use of practical effects, which helped make the film feel more grounded and realistic. Future superhero movies can learn from this by avoiding overreliance on CGI and instead using practical effects to create more immersive and believable worlds.
- **Hire Top Talent:** "The Dark Knight" benefited from having a top-tier director, writer, and cast. Future superhero movies can learn from this and prioritise hiring the best talent possible to ensure that their films are well-crafted and compelling.
- **Embrace Real-World Relevance:** "The Dark Knight" was also notable for its exploration of real-world issues such as terrorism and surveillance, making the film feel relevant and timely. Future superhero movies can learn from this and use their stories to explore real-world issues and themes, making them more impactful and resonant.

Now let's dig into *The Dark Knight Rises*.

PROMPT:

Evaluate the critical reception of *The Dark Knight Rises*.

RESPONSE:

"*The Dark Knight Rises*" received generally positive reviews from critics upon its release in 2012, but its critical reception was not as overwhelmingly positive as its predecessor, "*The Dark Knight*."

On Rotten Tomatoes, the film has an approval rating of 87% based on 384 reviews, with an average rating of 7.90/10. The site's consensus reads, "*The Dark Knight Rises* is an ambitious, thoughtful, and potent action film that concludes Christopher Nolan's franchise in spectacular fashion." On Metacritic, the film has a score of 78 out of 100, based on 45 critics, indicating "generally favourable reviews."

Critics praised the film's direction by Christopher Nolan, the performances of its cast, particularly Christian Bale as Batman, and its impressive action set-pieces. However, some critics felt that the film was overly long and convoluted, and that it did not quite match the heights of its predecessor. The portrayal of the film's primary villain, Bane, was

also a point of contention, with some critics feeling that the character was not as compelling as the Joker in "The Dark Knight."

Overall, while "The Dark Knight Rises" was not as universally acclaimed as "The Dark Knight," it was still generally well-received and widely regarded as a fitting conclusion to Christopher Nolan's Batman trilogy.

Now let's see what lessons we can learn from The Dark Knight to apply back to The Dark Knight Rises.

PROMPT:

How could The Dark Knight Rises have performed more like its predecessor, The Dark Knight?

RESPONSE:

While "The Dark Knight Rises" was generally well-received, there are a few areas where the film could have improved to match the critical and commercial success of its predecessor, "The Dark Knight."

- **More Compelling Villain:** One of the most significant strengths of "The Dark Knight" was the character of the Joker, who was a complex and fascinating antagonist. "The Dark Knight Rises" struggled to create a villain who was equally compelling, and while Bane was an intimidating presence, some critics felt that he was not as engaging or memorable as the Joker. Future Batman films should prioritise creating equally compelling villains to match the protagonist.
- **Tighter Pacing:** "The Dark Knight Rises" was a longer film than "The Dark Knight," which some critics felt resulted in a slower pace and more convoluted plot. Future films should aim for tighter pacing and more focused storytelling to keep the audience engaged.
- **More Exploration of Themes:** "The Dark Knight" was lauded for its exploration of complex themes such as morality, justice, and the nature of heroism. While "The Dark Knight Rises" touched on similar themes, some critics felt that the film did not delve into them as deeply as its predecessor. Future films should aim to explore complex themes in a thoughtful and nuanced manner.
- **Innovative Cinematography:** "The Dark Knight" was notable for its innovative cinematography, particularly its use of IMAX cameras. "The Dark Knight Rises" did not push the boundaries of cinematic innovation in the same way, which may have contributed to its slightly less enthusiastic reception. Future films should strive to incorporate innovative cinematography and cutting-edge visual effects to create a truly immersive experience.
- **Addressing Criticisms:** "The Dark Knight Rises" received some criticism for its pacing, plot, and portrayal of certain characters. Future films should take these

criticisms into account and strive to address them in a way that improves upon the previous films in the franchise.

Pretty useful! We hope this is a good jumping-off point for you using language models to help create better films by learning from successful ... and unsuccessful movies that came before you. By analysing the successes and shortcomings of previous films, you can draw valuable insights and apply them to your projects.

UNDERSTANDING CONTENT GENOMES

An increasingly common and useful way to look at movies and TV shows is to think about their 'genome.' This is a topic we're really excited about and have seen the power of in our work with television content over the years. We love finding and spreading the word about useful, novel ways of seeing the world. And so, in this final chapter, we introduce this concept of a content genome, show you what language models like ChatGPT can do for you in this area, tell you why it can be so helpful to you and then call in an expert to help us reflect on the model's performance and the future of the content genome.

Let's start by exploring what's meant by a 'content genome'. We can use a language model to help us understand what this means with a very simple prompt.

PROMPT:

A useful way to think about movies and TV shows is to think about their 'genome'

RESPONSE:

Absolutely! Just as a genome contains the genetic information that determines the traits of an organism, a "genome" for movies and TV shows can be thought of as a collection of attributes, elements, and characteristics that define and shape the content. This concept can help us better understand, analyse, and categorise films and series.

Here are some key components to consider when mapping the "genome" of movies and TV shows:

Genre: The primary classification of the content, such as drama, comedy, action, romance, science fiction, etc. Genres can be combined to create sub-genres or hybrid genres.

Themes: The underlying ideas or concepts that are explored throughout the story, such as love, betrayal, redemption, coming of age, etc.

Narrative structure: The way the story is organised and presented, which may include linear, non-linear, or episodic storytelling, as well as the use of flashbacks or multiple perspectives.

Tone and mood: The overall atmosphere, emotional impact, and general feeling evoked by the film or show, such as dark, light-hearted, suspenseful, or melancholic.

Characters: The types and roles of characters, including their personalities, motivations, relationships, and development arcs.

Setting: The time and place where the story unfolds, which can include historical periods, real-world locations, or fictional worlds.

Visual and auditory style: The distinctive visual elements, such as color palette, camera work, lighting, and editing, as well as the soundtrack, sound effects, and dialogue.

Directorial and writing style: The unique approach and vision of the director and/or writers, which can include themes, motifs, and stylistic choices that recur across their body of work.

Target audience: The intended demographic for the content, which may be based on factors such as age, gender, or cultural background.

By examining and comparing these components, we can gain a deeper understanding of movies and TV shows, identify trends and patterns, and make more informed recommendations based on personal preferences. This "genome" approach can also be useful for content creators, as it can help them identify successful elements and make more informed decisions when developing new projects.

PROMPT:

What else could be included?

RESPONSE:

This "genome" concept can be applied to other aspects of movies and TV shows, including but not limited to:

Production and distribution: The companies and studios involved in producing, distributing, and marketing the content, as well as the financial aspects such as budgets, box office revenue, and viewership figures.

Casting and performance: The actors and actresses chosen for specific roles, their chemistry and interactions with other characters, and the overall quality of the acting in the film or series.

Cultural and social impact: The ways in which a movie or TV show reflects, influences, or challenges societal norms, values, and attitudes. This may include considerations of diversity, representation, and political themes.

Reception and legacy: The critical and audience response to the content, which may be reflected in reviews, ratings, awards, and other accolades, as well as the long-term impact on the industry, fan communities, and popular culture.

Intertextuality and adaptation: The connections and relationships between a film or TV show and other works, such as adaptations of books, plays, or real-life events, or references and homages to other films, shows, or cultural artefacts.

Technical aspects: The various elements that contribute to the overall production quality of a film or show, including sound design, visual effects, costume and set design, makeup, and other technical disciplines.

Collaboration and teamwork: The relationships and interactions between the various creative professionals involved in the production, such as the director, producers, writers, actors, and crew members, and how their collaboration shapes the final product.

Innovation and originality: The degree to which a movie or TV show introduces new ideas, techniques, or perspectives, and the influence these innovations may have on future works within the medium.

By expanding the "genome" to include these additional components, we can develop an even more comprehensive and nuanced understanding of movies and TV shows. This holistic approach can be valuable not only for viewers, critics, and content creators, but also for educators, historians, and cultural analysts who are interested in exploring the broader implications and significance of the medium.

Thinking about the 'genome' of your content through this lens will be useful as you develop it. It will help you to make decisions and help you to make sure all of your stakeholders are clear on what your content is and isn't. Also, it will be useful in making sure your content is searchable online and on streaming services. In our experience, a content genome is an invaluable tool for the movie and television industries and can help in so many ways. Including:

- **Producers and Studio Executives:** They can use the content genome to identify successful elements from previous projects and analyse market trends to make informed decisions when commissioning and greenlighting new projects. It also helps them assess the viability and potential audience for a project in its early stages.
- **Writers and Directors:** The content genome can inspire and guide writers and directors to develop a cohesive vision for their projects. It can also help them refine their narrative structure, themes, and visual style, ensuring that their work aligns with the target audience's preferences and expectations.
- **Casting Directors and Talent Agents:** Understanding the content genome can help these professionals identify the right actors for specific roles, based on factors such as character types, chemistry, and demographic appeal. It can also help them recognize emerging talent and recommend actors for projects that align with their strengths and career goals.
- **Marketing and Publicity Teams:** The content genome can provide valuable insights into the target audience, helping marketing and publicity professionals tailor promotional campaigns and materials to resonate with viewers. They can identify the most impactful aspects of a movie or TV show and use them to create trailers, posters, and other marketing materials that effectively communicate the project's appeal.
- **Distribution and Sales Executives:** By analysing the content genome, these professionals can make strategic decisions about where and how to release a movie or TV show, taking

into account factors such as genre, target audience, and market trends. This information can help them identify potential distribution partners and platforms that are best suited to maximise the project's reach and profitability.

- **Critics and Awards Committees:** The content genome can serve as a valuable analytical tool for critics and awards committees, enabling them to assess the quality, originality, and cultural significance of a movie or TV show more systematically and comprehensively.
- **Educators and Film Historians:** By studying the content genome, educators and film historians can gain a deeper understanding of the evolution of the medium and the various factors that have shaped its development over time. This knowledge can inform their teaching, research, and analysis of movies and TV shows from a historical, cultural, and artistic perspective.
- **Content Creators and Production Teams:** A content genome can help content creators and production teams make informed decisions about technical aspects, such as visual effects, sound design, and costume/set design, ensuring that these elements contribute to the overall vision and appeal of the project.

Ultimately a genome can help you to make more informed decisions, optimise your efforts, and ultimately create better, more engaging content for viewers. And that's something that gets us out of bed every morning.

So, let's see how well the language model can classify the genome of a piece of content. We'll do this for a piece of highly discussed and highly relevant content that was released in 1968 - it should be able to do a good job.

PROMPT:

How would you describe the genome of '2001: A Space Odyssey?

RESPONSE:

"2001: A Space Odyssey" is a seminal science fiction film directed by Stanley Kubrick and released in 1968. Based on a short story by Arthur C. Clarke, who also co-wrote the screenplay with Kubrick, the film is known for its ground-breaking visual effects, enigmatic narrative, and thought-provoking themes. Here's a breakdown of its "genome":

Genre: Science fiction, with elements of mystery, drama, and philosophical exploration.

Themes: Human evolution, artificial intelligence, extraterrestrial life, existentialism, and the nature of consciousness.

Narrative structure: Non-linear, featuring multiple storylines that are interconnected through a mysterious black monolith.

Tone and mood: Intellectual, contemplative, and eerie, with a sense of awe and wonderment.

Characters: Astronauts, scientists, and the sentient computer HAL 9000, who undergoes a character arc that explores the implications of artificial intelligence.

Setting: Primarily in outer space, aboard spacecraft and on various celestial bodies, with a futuristic Earth setting as well.

Visual and auditory style: Striking visual effects that were ground-breaking for their time, accompanied by a memorable classical music score, including Richard Strauss's "Also Sprach Zarathustra" and György Ligeti's avant-garde compositions.

Directorial and writing style: Kubrick's meticulous attention to detail, visual storytelling, and preference for long, uninterrupted takes are all evident in the film, as well as Clarke's background in science fiction and scientific accuracy.

Target audience: Mature audiences with an interest in science fiction, philosophical themes, and artistic cinema.

Production and distribution: Produced by Stanley Kubrick Productions and distributed by Metro-Goldwyn-Mayer (MGM).

Casting and performance: Notable performances by Keir Dullea, Gary Lockwood, and Douglas Rain as the voice of HAL 9000.

Cultural and social impact: The film had a significant influence on the science fiction genre and the development of special effects in cinema. It has been widely discussed and analysed for its themes, visual style, and ambiguous narrative.

Reception and legacy: Though it initially received mixed reviews, "2001: A Space Odyssey" is now considered a classic and a landmark in the history of cinema. It has received numerous accolades and consistently ranks among the greatest films of all time.

Intertextuality and adaptation: Adapted from Arthur C. Clarke's short story "The Sentinel" and developed concurrently with Clarke's novel of the same name.

Technical aspects: The film is renowned for its pioneering visual effects, realistic portrayal of space travel, and innovative use of sound and music.

Collaboration and teamwork: The collaboration between Stanley Kubrick and Arthur C. Clarke was integral to the development of the film's story and themes.

Innovation and originality: "2001: A Space Odyssey" is regarded as a ground-breaking work that pushed the boundaries of filmmaking and the science fiction genre, introducing new narrative structures, visual techniques, and thought-provoking ideas.

That's a pretty good overview! We'd strongly advise using language models to help you think through the content you're inspired by using this framework. Unfortunately, language models can only analyse the genome for content that is very well-documented and described in its training set — content that is likely to be big and well-discussed. And certainly, only content

that was released (and discussed) before their training cutoff. And it won't be able to ingest the necessary scripts, production plans and other materials required to come up with a genome for content in the near future.

But let's turn to a real expert on this topic to review the above and consider the broader implications. We asked Dr. Nolan Gasser for his perspective. Nolan designed the content genome at Pandora Radio, wrote *Why You Like It: The Science and Culture of Musical Taste* and is the co-founder of Katch Media, an entertainment data analytics company using their content genome to give programmers and streamers new insights into why people like what they like.

"I've been in the "content genome" business for nearly 25 years now, going back to my work designing the Music Genome Project for Pandora Radio, from early 2000. It is thus a bit eerie that the intuitive and novel approach we took back then — to use a genomic metaphor to describe and organise musical content — is now being expressed as utterly commonplace by a language model for film and TV. Indeed, some of the expressions describing the metaphor and the conceptual structure of a "content genome" sound like things I've written over the years — which I guess is the point. This is even more provocative now that I'm working with a new company — Katch — that I co-founded in 2019, applying a genomic approach to analysing TV and film. What goes around..."

There is definitely a lot to be excited by in the language model's grasp of a genomic approach to film / TV analysis based on these sample prompts. In accord with my thinking as a "genome architect", the model conceives of the "content genome" as a taxonomy of categories (genre, themes, narrative structure, etc.) and likewise takes a comprehensive and holistic approach — covering all dimensions of a title's identity, from setting to characters to plot to cinematography, etc. Indeed, the value of a genomic approach, to my mind, is to capture the full essence and dimensionality of a title in order, as the model states, "to better understand, analyse, and categorise films and series." Similarly, some of the nuances of how the language model defines and illustrates those categories— both in its general answers and also in its specific discussion of 2001: A Space Odyssey — are in keeping with my thinking: from how it defines setting, narrative structure, and visual / auditory style to even some of its specific articulations of "genomic elements" (e.g., coming-of-age, development arc, visual storytelling, etc.).

Not surprisingly, there are also distinctions. One is more semantic: the language model casually combines both intrinsic (setting, character traits, visual style, etc.) and extrinsic (production, casting, reception, etc.) elements as all part of the "content genome". While not wrong per se, I prefer to draw a sharper division between those intrinsic or "genomic"— that is, under-the-hood — elements and those external or "metadata" factors like budget, star power, and reviews — as

important and defining as those factors may be. More troublesome to my mind are the articulations of idiosyncratic details (e.g., black monolith, HAL 9000, Richard Strauss, etc.) that are more “descriptive” than “genomic”; the somewhat random ways in which the categories are articulated, as a prosaic string of words; and the binary way in which the “genes” are “expressed” — since to my mind, the strength of a genome is to articulate the quantitative degrees to which its factors define the title, and not just a descriptive set of “tags”.

And yet there is no doubt that the promise of language models to help flesh out and refine the genomic (as well as metadata) identity of extant films and series is enormous — and not least for a company like Katch. Having hand-coded some 20,000 titles over the past 3 years via our Media Genome of 2500+ genes — together with our gene definitions and scoring rules — Katch will be able to feed our genomic data to language models as a training set, whereby it can work its magic to prime and validate the coding of additional content. I am very optimistic that such models will be a boon for increasing and expediting our capacity to define and organize the “content genome” of titles for media stakeholders of all kinds: on behalf of creative, marketing, curation, and other outcomes. To be sure, and as stated, this will ultimately require language models to extend their data to the present moment, and ideally to be able to ingest and respond to larger prompts like full scripts. But I, for one, am already chomping at the bit to get started!

- Dr. Nolan Gasser, Chief Genomic Officer, Katch

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