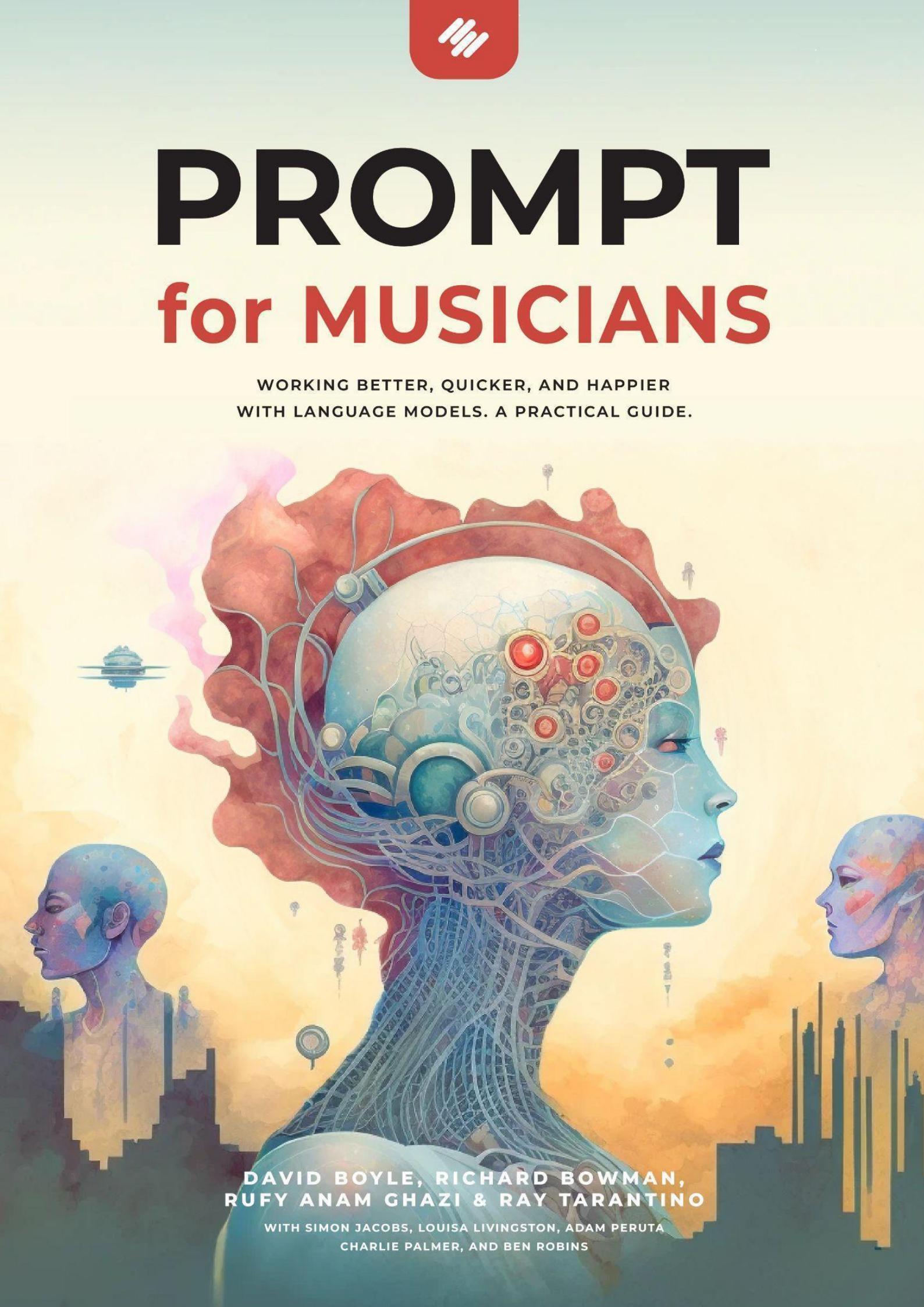




PROMPT

for MUSICIANS

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



DAVID BOYLE, RICHARD BOWMAN,
RUFY ANAM GHAZI & RAY TARANTINO

WITH SIMON JACOBS, LOUISA LIVINGSTON, ADAM PERUTA
CHARLIE PALMER, AND BEN ROBINS

PROMPT for MUSICIANS

**By David Boyle, Richard Bowman,
Rufy Anam Ghazi and Ray Tarantino**

Dedication

*To all the artists who pour their hearts and souls into their craft,
this book is dedicated to you.*

*We know that the road to success in the music industry is far from easy.
Particularly for those of you from backgrounds that may have been
overlooked,
discriminated against or otherwise disadvantaged.*

*Countless obstacles and challenges can
make it feel impossible to make a living off your music alone.*

*But we also know your passion, dedication,
and creativity makes the world magical.*



AUDIENCE STRATEGIES

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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.

Rufy Anam Ghazi is a Music Business Professional with over eight years of experience overseeing operations of digital music products. She has pursued roles in Product Development, Data Analysis, Research, Business Strategy, and Partnerships within the music industry. Rufy is dedicated to data-driven decision-making and forward-thinking strategies. She is an expert in conducting thorough music research and analysing fan insights. A Product Evangelist, Rufy excels in product development and innovation, launching new products and features and formulating strategies for growth opportunities for music tech startups. She has strong relationships with artists, labels, and organisations, fostering a broad network that spans continents.

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.

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.

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).

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

We worked with a number of brilliant people in all corners of the music industry to put this together. Let's start by hearing their perspectives on this technology and its role in the lives of artists.

Sean Adams - Founder of Drowned in Sound

For decades musicians were battling those who owned the means of production to get themselves heard. Then home recording became more affordable, self-serve distribution came along, and entire platforms were built to enable and embolden artists to get their music into the world.

Releasing music in 2023 has little to no barrier to entry, however that means every single artist around the world is trying to surf in the same centimetre of flood water, whilst the top 1% of artists ride the biggest waves, with a self-perpetuating, algorithm-driven success. Something has to change, and although at the time of writing many doom-mongers claim AI threatens to inhale the entire history of music and spit out hits, in reality we're more likely to find, in the short term at least, that it's spooling out more noise to cut through.

Artists and the village of people who support them need to be savvier with their time, money and energy, in order to find, sustain and grow their fanbases. The prompts and concepts in this book are aimed to be a guide, to embrace the “intelligence” of the machines, and to ride the wave of change. Much-like playing a synth or editing an email pitch, ChatGPT requires understanding the inputs to get the output you want, and we hope what's in here will empower you..

There's something a bit punk rock about what AI allows. There's a potential for liberation by being able to not just question the status quo, but have access to knowledge that allows you to flip any query not matter how simple or complex into a machine connected to a million other machines. Knowing what idea to insert and how to evolve the answers, can ensure you're not only asking the right question but understanding the potential options to work smarter in that shallow sea of 100,000 pieces of music being released every week.

This book won't make you famous, but it might help you reclaim a few hours or avoid spending days running around a maze of dead ends... and if you spend that time crafting your songs or drinking a craft ale, that's up to you. [If it wasn't obvious, ChatGPT did not write this message.]

@seaninsound

Listen to the Drowned in Sound podcast with a co-author of this book David Boyle. Available [here](#) and wherever you get your podcasts.

Paul Nolan - Artist, Producer, and Founder of MYT (Make Your Transition)

I'm truly honoured to have had the opportunity to help David shape this important book, and write a foreword.

How is this book important? In a myriad of ways.

This book will help you, the Artist, to re-focus where you place your efforts - on what is most important - making Art.

Modern media promotion and distribution have forced the artist into a distracted, fragmented, frustrated way of being in the world, a state less than conducive to peak creativity.

The tools, techniques and strategies discussed here will liberate you to fully commit to your creative process, secure in the knowledge you're getting a helping hand in executing the rest of the work associated with being a modern Artist.

Having started from a staunchly anti-AI position, I am now fully aware of the power of harnessing AI tools in the right way to empower the Artist, which is exactly what this book will teach you

In addition to this book, my platform MYT is also running a course, called 'Market Your Music 2.0', and I'm looking forward to incorporating much of this book's teachings into it, and in turn, adding more to this book as the course evolves.

May this book inspire you to be the True Artist you know you really are.

The Team at LabelRadar

Demands on an artist's time are so high nowadays that it's often hard to find room for creative output. PROMPT for Musicians is an essential guide that not only helps artists tame and navigate such an essential tool early, but also empowers them to take back their time and invest it in their studio doing what they love instead. When used properly, ChatGPT can unlock a team's worth of value, so we're very grateful to David and Richard for bringing this to the artist community and hope our users can benefit from the wisdom here.

Harriet JW – Artist Consultant and Founder/CEO at Secret Sessions Academy

The music industry is divided into two types of artists: those who adopt new technologies and those who don't. For those who choose to embrace innovation, ChatGPT offers an enormous opportunity. This powerful platform allows music creators to delegate their more time-consuming tasks to a digital assistant, much like having an intern.

However, the platform is only as effective as the instructions it receives, and it's up to the creator to work collaboratively with ChatGPT to achieve the desired results. As we enter 2023, I encourage any music creator who wants to build an audience to approach this technology with an open mind.

It's important to remember that creativity is still a critical skill for artists. The power of creative thinking cannot be replaced by AI, but it can be augmented by it. With ChatGPT handling other tasks, artists can focus more on their creative output. As you read this book, I invite you to consider this exciting new technology and how it can enhance your work in the music industry.

And yes, ChatGPT did copy-edit this foreword!

Jean-Baptiste Thiebaut – Founder at Music Hackspace

AI, particularly ChatGPT, is revolutionising the artistic process, but it has also polarised artistic communities on the questions of ethics or copyright and challenged the very nature of creativity. This book shows that, by understanding and harnessing AI as a creative sounding board, artists can elevate their craft and connect more effectively with their audience. This is especially valuable for independent artists who often juggle multiple responsibilities, leaving less time for creative pursuits. This book serves as an essential guide for artists seeking to enhance their skills and develop a more comprehensive set of tools to engage with their followers and refine their work. With insightful examples and practical strategies, "PROMPT for Musicians" is an invaluable resource for anyone looking to take their career to the next level through the power of AI.

Our on-demand PROMPT for Musicians class at Music Hackspace is available [here](#).

Rufy Anam Ghazi - Music Business Professional and Product, Data, Strategy, Research Expert

In the rapidly evolving music industry, the fusion of art and technology offers unprecedented opportunities. As someone who has traversed the diverse landscapes of the music industry for years, I have witnessed the transformative power of innovation and am honoured to have contributed to this book.

"PROMPT for Musicians" is a guide that helps artists navigate this intersection of creativity and artificial intelligence. It challenges them to re-evaluate their creative process and unlock their full potential by collaborating with machines. This book is not about replacing artists with algorithms but about empowering them with a digital ally. It guides artists on how to utilise AI to enhance creativity and streamline business aspects of the industry.

This book is helping artists orchestrate a symphony where the expertise of human creativity harmonises seamlessly with the brilliance of artificial intelligence. The future of music is about a collaborative dance between human ingenuity and AI, and "PROMPT for Musicians" is a beacon that guides artists to harness this potential.

It has been a pleasure helping to write this book and I can't wait to see the impact it has!

Ray Tarantino – Former Performing Musician

I've performed some 2,000 shows, released three albums, toured Europe and the US, gained "voting member" status for the Grammys, and stood speechless hundreds of times in front of amazing talent I either shared a stage or crossed paths with. My music career was brief, nobody knows me, but what mattered is that it was satisfying "on the inside" - because it allowed me to make music for a living. It's miles behind me now, almost a different life altogether, yet still clearly visible in the rear mirror as something I'm extremely proud of.

As an artist who has made a living out of my talent, I know first-hand the challenges of the music industry, especially considering the sheer volume of new material being released and the constant necessity to use new technologies and platforms to gain traction or even just a drop of attention. In my very personal experience, success had more to do with a deep understanding of value creation, marketing, finance and processes than it had to do with my own ability to create something spectacular. I still believe that my musical talent was questionable, to say the least. In actuality, understanding how all moving parts had to interact made all the difference and put me in a place where I could make a living doing what I loved. This is exactly why ChatGPT is such a powerful tool for artists looking to grow their careers.

David has a profound and honest passion for music, and having spent a good amount of time with him, I can confidently say that he was sent to this planet to help all human beings unlock value, no matter where they decide to look for it. When I heard he was working on a "music

twist" of his understanding of AI, my mind immediately jumped back to my van on a rainy mid-tour Oregon afternoon, to how it felt to be uncertain about what to do next, and to the dreaded moment when it's time to put down the warm Martin D35 and begin working with excel sheets instead. Then I suddenly imagined how great it would have felt to have access to PROMPT, minimise the guesswork, get guidance, and gain a deeper understanding of the moving parts. This book provides practical, detailed examples of how language models like ChatGPT can be used in various areas of an artist's career, including finding opportunities, connecting with others in the industry, producing and sharing music, and more. As someone who has struggled with the business side of the music industry, I appreciate the value that PROMPT for Musicians can bring to artists of all levels.

It's time artists embrace language models and use them to balance their reliance on these tools with their own unique perspective and creative vision. As this book demonstrates, language models aren't here to become artists, but rather, to make it easier for artists to be artists. By showing how to use language models like ChatGPT to dissect the business side of being an artist step by step, PROMPT for Musicians empowers artists to deepen their knowledge, obtain guidance, set up procedures, and make the right decisions to advance their careers.

The bottom line is simple. Here's a key to the left side of the world's brain so you can let your right side be.

FAQS

What is PROMPT for Musicians, and who is it for?

This book is intended for musicians who want to use language models to enhance their audience and achieve greater impact by working more efficiently, effectively and joyfully. It is suitable for people at all levels, from beginners to AI wizards, and for independent artists releasing their first single as well as festival headliners.

What makes PROMPT for Musicians different from other books on language models like ChatGPT?

This book is unique because it is authored by professionals who specialise in brand growth and concentrate particularly on how to integrate language models into aspects of your daily work that go beyond generating music. It offers a practical, hands-on manual for utilising language models in the framework of an expanding portfolio.

Is PROMPT for Musicians suitable for beginners?

Yes, PROMPT for Musicians is suitable for both entry-level professionals and grizzled veterans of act building. It provides a clear and accessible introduction to working with AI.

Does PROMPT for Musicians discuss the challenges and pitfalls of using language models like ChatGPT?

Yes, PROMPT for Musicians discusses some of the known issues, hazards, and inconsistencies of using language models. It provides tips and guidance on how to overcome hurdles and make the most of the opportunities that language models present.

Does PROMPT for Musicians include case studies or examples?

Yes, PROMPT for Musicians includes a range of real-world examples and applications, demonstrating how readers can put language models to work for their own path and career.

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 music. 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 understand your audience and market yourself. 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 a resource for artists who want to be better, quicker and clearer in their work to grow their careers. Whether you're just starting or are already familiar with AI, this book will provide you with the knowledge and skills you need to harness the power of language models like ChatGPT and get ahead. This book is designed to provide you with the knowledge and skills you need to effectively harness the power of language models in other areas of your career, such as audience engagement, marketing, and legal considerations. By mastering these practical applications of language models, you'll be better equipped to connect with your audience, grow your fanbase, and succeed as an artist.

We've worked with many of the biggest artists in the world, but we aren't artists ourselves, so we won't presume to tell you how to use language models for the inspiration, songwriting, and creative thinking at the heart of your art. (However, we've heard from numerous artists

that language models can be immensely helpful in these areas, also. So we gathered some examples in an Appendix. We firmly believe that with the right tools and guidance, any artist can learn to use AI to enhance their creativity and artistic process!)

Importantly, this book is for those who see language models as a partner, not a silver bullet. It's for artists 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.

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. 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.

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.

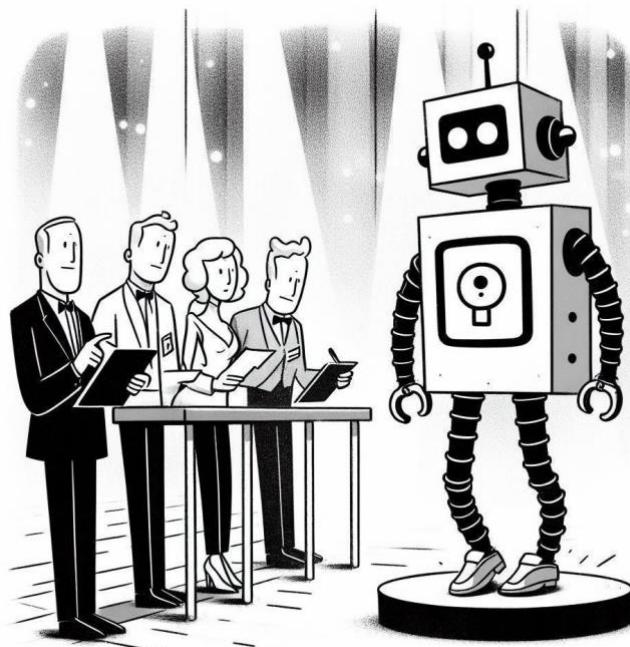
An analogy might be engaging with someone in the throes of anterograde amnesia — someone who retains all their prior knowledge and skills but cannot form new long-term memories. With care and compassion in how we structure our interactions, profound connection and co-creation is still very much possible.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

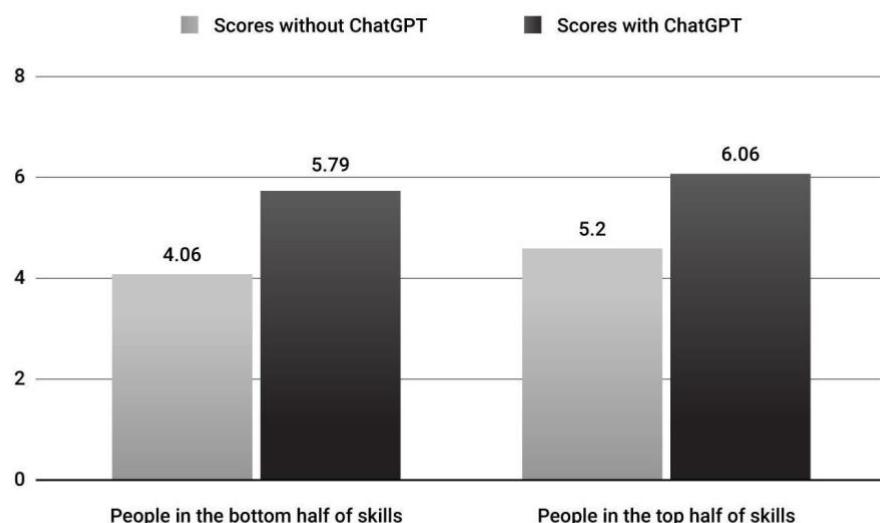
That's the world these studies suggest is within reach — if we're willing to do the work of figuring out how to partner productively with our new language model assistants. It's not about ceding agency to the algorithms, but about learning to dance with them in a way that brings out the best in both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

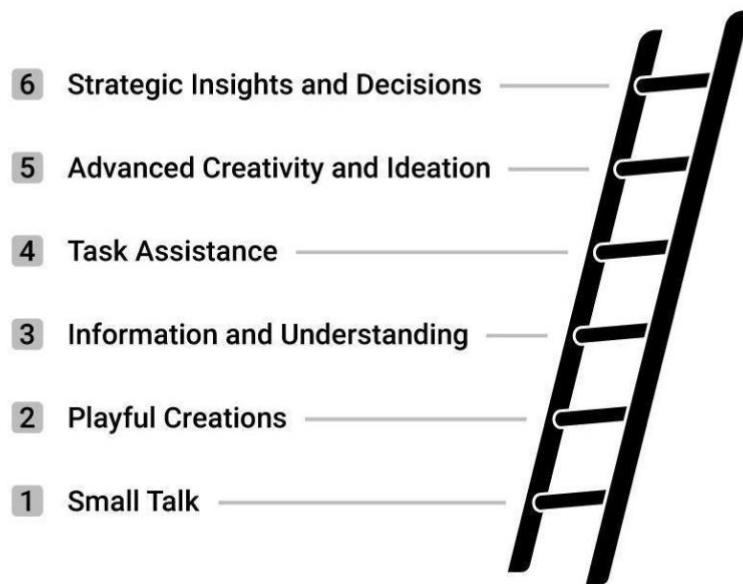
Taken together, these capabilities suggest a vision of knowledge work that's turbocharged by seamless human-machine collaboration. With the simple ‘thinking and communicating’ framework as our foundation, let's explore additional lenses that can help us understand and harness the potential of language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



Add



Remove



Edit

- **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.

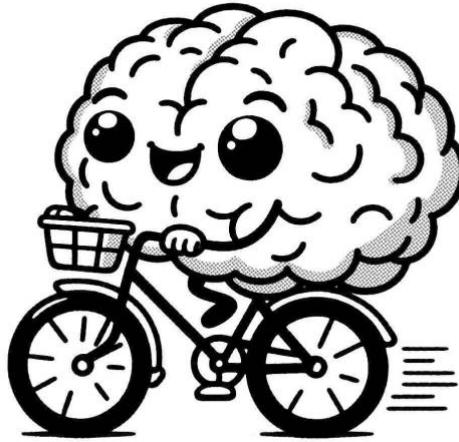
By embracing this multi-step, iterative approach, you'll be able to progressively zero in on outputs that don't just meet the bar, but vault over it with room to spare. You'll also be honing your own prompt-crafting chops and developing an intuitive feel for how to get the best out of this powerful but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

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 understand your audience and market yourself. 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.

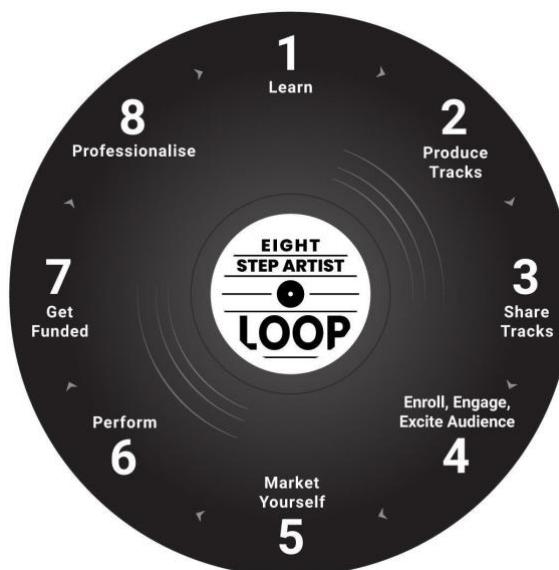
WHAT CAN A LANGUAGE MODEL HELP YOU WITH? EVERYTHING

We'll show that this is the case in two ways. First, we'll start with an overview of all of the things an artist needs to do to succeed, our 'eight-step artist loop', and we'll ask the language model for some ways it can help with each step. Secondly, we'll start from scratch and ask the language model to think through the lens of an MBA program and help an Indie musician to think through what's needed to succeed.

Our Eight-Step Artist Loop For “Artist Development”

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

Let's step back and think about the many different things an artist needs to do to be successful. We developed this 'eight-step artist loop' that provides a comprehensive framework for artist development, guiding them through every stage of their career journey. At its core, artist development is about equipping oneself with the necessary skills and knowledge to navigate the complex landscape of the music industry effectively.



The Audience Strategies Artist Loop

Developed with Make Your Transition and the Association for Electronic Music. Available [here](#)

We typed these steps into a language model and asked it to add anything we missed. This got us to this version, which is a little clearer and better explained than the diagram (thanks!):

- **Get Ready:** Learn your trade (instruments, music theory, Production, DJing, Sound Engineering, ... etc.), find opportunities in industry and music trends (read the news!) and be part of and benefit from the music industry community (networking and building relationships within the music industry).
- **Produce music:** Work with an A&R, write music, hire session musicians, collaborate with other artists, record songs, enrol in collection societies and record DJ sets.
- **Share your music:** Work with distribution services.
- **Share via digital service providers:** Sell digital music to fans and DJs, sell physical music to fans and DJs, get on the radio and playlists.
- **Enrol, Engage and Excite (monetise) your fans:** Social, share recordings of your sets, livestream, build a fan community, sell physical merch, sell digital merch, and engage fans.
- **Market yourself:** Develop your artist brand (graphic design, marketing content creators, ... others), build and maintain a website, do marketing (work with advertising professionals to build and maintain a strong online presence, build and maintain social media accounts), develop your press kit, get marketing services, get a PR person / publicist, partner with brands and do sync deals
- **Perform:** Find a tour manager, get tracks for your set, Perform (private parties, clubs, festivals and concerts), get a crew (a sound engineer, lighting / visuals crew, etc).
- **Get funding:** Get a label deal, get fan funding, get alternate funding and get a publishing deal
- **Professionalise:** Get management, get a lawyer, get an accountant, get a booking agent, understand your audience and learn the business (legal and financial aspects of the industry), take care of yourself and your mental health, set goals (and measure performance against them!).

Next, to find out how a language model can help, we simply asked our language model of choice for examples of how it could help with each step! We'll show you the prompt we used and the language model's response.

PROMPT:

[Here we pasted in the steps above]

For each area in my list, come up with five prompts I could use to get your help with that area of my career

RESPONSE:

Sure! Here are five prompts that you could use to get my help with each area of your career:

Get Ready:

1. How can I learn music theory and improve my skills as a musician?
2. What are some ways to find opportunities and stay up to date with industry trends?
3. How can I build relationships and network with other musicians and industry professionals?
4. What resources and tools are available to help me learn my trade and develop my skills?
5. How can I get involved in the music industry community and benefit from it?

Produce Music:

1. How can I work with an A&R to develop my music and career?
2. What are some tips for writing and arranging music that is original and engaging?
3. How can I hire session musicians to work on my music?
4. What are some strategies for collaborating with other artists and expanding my network?
5. How do I enroll in collection societies and get my music registered for royalty purposes?

Share Your Music:

1. How do I work with distribution services to get my music out to a wider audience?
2. What are some effective ways to sell digital music to fans and DJs?
3. How can I sell physical copies of my music to fans and DJs?
4. What are some strategies for getting my music on radio and playlists?

5. How do I choose the right distribution service for my music?

Enroll, Engage and Excite (Monetize) Your Fans:

1. How can I use social media and other online platforms to engage and excite my fans?
2. What are some strategies for sharing recordings of my sets and building a fan community?
3. How can I use livestreaming to connect with my fans and build my brand?
4. What are some ways to monetize my fans through selling physical and digital merch?
5. How can I use the metaverse (virtual reality) to engage and excite my fans?

Market Yourself:

1. How do I develop my artist brand and create a strong visual identity?
2. What are some effective marketing strategies for promoting my music and building my audience?
3. How do I create a press kit and get media attention for my music?
4. What are some ways to find and work with advertising professionals to promote my music?
5. How can I find brand partners and secure sync deals for my music?

Perform:

1. How do I find and work with a tour manager to plan and organize live performances?
2. What are some strategies for getting tracks for my live sets and choosing the right music for my performances?
3. How do I book private parties, clubs, festivals, and concerts as a performing artist?
4. What are some tips for working with a sound engineer and lighting/visuals crew for live performances?
5. How do I prepare for and deliver successful live performances?

Get Funding:

1. How do I get a label deal and secure funding for my music?

2. What are some strategies for getting fan funding through platforms like Patreon or Kickstarter?
3. How do I find and secure alternate sources of funding for my music?
4. What are the benefits and drawbacks of getting a publishing deal?
5. How do I negotiate and secure a fair deal for my music?

Professionalize:

1. How do I find and work with a management team to help me grow my career?
2. What are the benefits of working with a lawyer and how do I find a reputable lawyer?
3. How do I work with an accountant to manage my financial affairs as a musician?
4. What should I consider when choosing a booking agent and how do I work with them effectively?
5. How do I stay organized and manage my time effectively as a professional musician?

This is a pretty good list to get us started and to give you ideas for where to focus. Try a similar prompt to get your language model of choice to give you ideas for how it can help. 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!

We won't cover all of them in this book. Not even close. We'll focus on understanding audiences, planning marketing, creating marketing assets and legal support. In doing so, we hope to teach you the general approaches that you can then apply, with the help of the above, to any other area you choose. Let us know what you want included, and we'll try to update PROMPT for Musicians with popular requests. We're at enquiries@prompt.mba.

Now let's approach this problem another way.

Lessons From a Renowned Artist Manager

We like the above framework, and we hope you find it useful. But even without it, a language model can help you work out what you need to do and how it can help. Let's start from scratch and ask the language model to think through the lens of a highly successful artist manager and help an upcoming Indie musician to think through what's needed to succeed.

PROMPT:

Act as an artist manager of a renowned artist, teaching an upcoming indie musician who needs to see the bigger picture and apply what can be learned from their artist's success. What steps would they need to take?

RESPONSE:

Alright, let's dive into the world of artist management and career development! First off, let's dissect what makes our renowned artist successful. It's not just about the music; it's about the entire package. Here's how we can apply those lessons to your indie musician career:

Craft Your Identity: Your artist needs to define who they are as a musician. What makes them unique? What stories do they want to tell? What message do they want to convey through their music? Once they have a clear identity, everything else will fall into place more easily.

Build a Strong Brand: Our renowned artist isn't just known for their music; they have a distinct brand that fans recognize and connect with. Help your musician develop their brand identity - from logo to visual aesthetics to their online presence - everything should reflect their artistic identity.

Quality Over Quantity: Encourage your musician to focus on quality rather than quantity. It's not about releasing a ton of music; it's about releasing music that truly resonates with their audience. Help them refine their sound, lyrics, and overall production to ensure each release is top-notch.

Engage with Your Audience: Our artist knows the importance of engaging with their fans. Encourage your musician to interact with their audience on social media, respond to comments and messages, and even consider hosting live Q&A sessions or virtual concerts to connect with fans on a deeper level.

Network, Network, Network: A big part of success in the music industry is who you know. Encourage your musician to network with other artists, industry professionals, and influencers. Attend industry events, collaborate with other musicians, and build relationships that can help propel their career forward.

Diversify Your Revenue Streams: Our artist isn't just making money from music sales; they've diversified their revenue streams. Encourage your musician to explore opportunities like merchandise sales, licensing deals, sync placements, and even sponsorships or endorsements.

Stay Persistent and Resilient: Success in the music industry doesn't happen overnight. It takes hard work, dedication, and resilience. Encourage your musician to stay persistent, even in the face of challenges or setbacks. Remind them that every "no" brings them one step closer to a "yes."

By applying these lessons from our renowned artist's success, your indie musician can start to see the bigger picture and take their career to the next level. It's all about crafting a strong identity, building a loyal fanbase, and staying true to their artistic vision.

As always, we can now dig into each step to better understand it and how the language model can help.

PROMPT:

... continued ...

For each area, come up with five prompts I could use to get your help with that area of my career

RESPONSE:

Absolutely! Let's break it down:

Crafting Your Identity:

- "I'm struggling to define my unique sound. Can you help me brainstorm ideas?"
- "How can I translate my personal experiences into compelling song lyrics?"
- "I want to explore new genres, but I'm not sure where to start. Any suggestions?"
- "How can I differentiate myself from other artists in my genre?"
- "What elements should I consider when creating my artist persona?"

Building a Strong Brand:

- "I need help designing a logo that reflects my artistic identity. Any recommendations?"
- "How can I develop a cohesive visual aesthetic for my social media profiles and website?"
- "What are some effective strategies for building my online presence and growing my fanbase?"
- "I'm struggling to come up with a compelling artist bio. Can you provide some guidance?"
- "What elements should I include in my press kit to make it stand out to industry professionals?"

Focusing on Quality Over Quantity:

- "How can I improve the production quality of my music?"

- "I'm having trouble editing my songs down to their essential elements. Any tips?"
- "What steps can I take to ensure my lyrics are impactful and resonate with listeners?"
- "I want to release an EP, but I'm not sure which songs to include. Can you help me choose?"
- "What resources or tools can I use to enhance the overall quality of my recordings?"

Engaging with Your Audience:

- "What are some effective ways to increase engagement on my social media posts?"
- "How often should I be posting on social media to maintain a consistent presence without overwhelming my followers?"
- "I want to start hosting live streams, but I'm nervous about engaging with my audience in real-time. Any advice?"
- "What are some creative ways to interact with my fans and make them feel appreciated?"
- "How can I use analytics and insights to better understand my audience and tailor my content to their preferences?"

Networking:

- "I'm attending a music industry event next week. How can I make the most out of the networking opportunities?"
- "What are some effective ways to reach out to other artists for potential collaborations?"
- "I want to start reaching out to music industry professionals, but I'm not sure how to approach them. Any tips?"
- "How can I leverage social media to expand my network and connect with industry influencers?"
- "What are some online communities or forums where I can connect with other musicians and industry professionals?"

Diversifying Revenue Streams:

- "I'm interested in selling merchandise, but I'm not sure where to start. Can you point me in the right direction?"

- "What are some potential opportunities for licensing my music for TV shows, movies, or commercials?"
- "How can I attract sponsors or endorsements that align with my brand?"
- "I'm considering crowdfunding for my next project. What platform would you recommend, and what are some best practices for a successful campaign?"
- "What are some alternative revenue streams in the music industry that I might not have considered?"

Staying Persistent and Resilient:

- "I've faced several rejections lately, and it's starting to affect my confidence. How can I stay motivated?"
- "What are some strategies for overcoming setbacks and staying focused on my long-term goals?"
- "I'm feeling overwhelmed by the challenges of pursuing a music career. How can I manage stress and avoid burnout?"
- "How do I know when it's time to pivot or adjust my strategy, rather than continuing to push forward?"
- "Can you share any stories of famous musicians who faced adversity but ultimately achieved success, to inspire me during tough times?"

You have a few options at this stage. Kind of like a choose-your-own-adventure game:

- **If you see useful prompts above**, try out one of the prompts suggested in the "Renowned Artist Manager" exercise or the "Artist Loop" exercise above. You'll be surprised at the journey you end up on!
- **If you see the right area but not the right prompts** above, pick the area and ask for more ideas for how it can help or try a prompt like the following: *"Can you give me more details on XXX point? And also outline a strategy for me as an upcoming indie musician to follow? Provide practical steps and processes that I can use to monitor both progress and critical issues. These should be actionable and easy to implement in order to be effective."*
- **If the area you're interested in isn't covered above**, try the above approach for something else you're struggling with. Ask the language model how it can help!

You're welcome to put this book down now and have a play. It will be fun. And it will likely be really useful, also! But, at some point, we'd strongly recommend picking this up again and reading through the rest, even if those areas aren't your priority. Perhaps more important than learning how to do the things that the following chapters, you'll learn useful approaches

and lessons that can help you get what you need out of a language model in any area you're interested in.

Let's now dig into some areas we think are super important and learn useful general lessons along the way.

HELP UNDERSTANDING YOUR AUDIENCE

or "Why Every Artist Needs an Audience Strategy: The Key to Building a Loyal Fanbase"

As an artist, it's easy to get caught up in the creative process and focus on making great music. But if you want to build a successful career in the music industry, you can't afford to neglect the business side of things. One crucial aspect of building a successful career 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 important 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. We think it's fundamental to artist growth too. If you can reach an even bigger audience who love you and your music, that's a great recipe for sustainable growth. If you're flexing too broadly to meet the needs of very different types of audiences, you might lose direction by trying to satisfy everyone but delighting no one.

For example, if you're an indie rock artist targeting young music fans, you might create a social media campaign featuring edgy, visually-striking graphics and offering exclusive access to new music and content. On the other hand, if you're a classical musician targeting a more mature audience, you might create a newsletter featuring behind-the-scenes glimpses into your creative process and offering discounts on tickets to your concerts.

Examples of artists doing this well include Taylor Swift, who has a highly targeted and cohesive brand that resonates with her young, female fanbase, and Metallica, who have a well-defined and loyal metalhead audience that they consistently engage with through various marketing initiatives. On the other hand, examples of artists doing this poorly include those who fail to identify their target audience or those who create marketing campaigns that are disconnected from their music 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 hardcore fans who are highly engaged with your music and another segment of casual listeners who are less interested in your music but still open to discovering new artists. 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 for any artist who wants to build a successful career in the music industry. 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 your music and helps you grow your career.

Understanding your audience

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

PROMPT:

How can an artist understand their audience in a way that's useful to them?

RESPONSE:

There are a few ways that artists can understand their audience in a way that's useful to them:

1. **Analyse social media and website metrics:** By analysing metrics such as the demographics of their social media followers, the countries where their website visitors are located, and the types of content that receives the most engagement, artists can get a better understanding of their audience.
2. **Conduct surveys and polls:** Artists can use tools like Google Forms or SurveyMonkey to conduct surveys or polls to gather more information about their audience.
3. **Engage with fans:** Artists can interact with their fans on social media, read comments on their website or YouTube videos, and attend their live shows to get a better sense of who their audience is and what they like.
4. **Analyse sales data:** By analysing sales data from their merchandise, concert tickets, and digital music sales, artists can get a better understanding of their audience's purchasing habits and preferences.
5. **Collaborate with industry professionals:** Artists can work with industry professionals, such as record labels, managers, and marketing agencies, to gather insights about their audience and how to reach them effectively.

Interestingly, it didn't suggest the one way we'll do it in PROMPT for Musicians - using the language model for this task! 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 music audience segments you could start with.

PROMPT:

Come up with ten audience segments for music listeners. Each should be defined by a different underlying need that drives their music listening. Some should be super-engaged with music 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:

1 🎵 Music Obsessed: These music listeners are completely devoted to music and spend a significant amount of time seeking out new artists and songs. They are highly engaged with the music industry and are often the first to discover new trends.

2 🎵 Party People: These music listeners are primarily interested in music for its role in creating a fun and energetic atmosphere at parties and events. They tend to gravitate towards upbeat, danceable tunes.

3 🎵 Music Aficionados: These music listeners are knowledgeable about a wide range of music genres and are often interested in exploring more niche or obscure artists and songs. They tend to be more selective in their music consumption and may be more critical of mainstream trends.

4 🎵 Sing-Alongers: These music listeners enjoy singing along to their favourite songs and often seek out music with catchy, memorable lyrics. They may be less interested in the technical aspects of music production and more focused on the emotional impact of the songs they listen to.

5 🎵 Background Music Lovers: These music listeners are less interested in actively engaging with music and more interested in using it as a background soundtrack to their daily activities. They may prefer more ambient or instrumental music for this purpose.

6 🎵 Mood Boosters: These music listeners turn to music as a means of lifting their mood or helping them cope with negative emotions. They may be more drawn to upbeat, positive music or to music that reflects their own emotional state.

7 🎵 Nostalgia Seekers: These music listeners are drawn to music from their past and may use music as a way to reconnect with nostalgic memories. They may be more likely to seek out music from their youth or earlier musical influences.

8 🎭 Role Players: These music listeners use music as a way to express their identity or take on different roles or personas. They may be more likely to seek out music that reflects their style or interests.

9 🎮 Gamers: These music listeners are primarily interested in music as it relates to video games, and may seek out music with a particular mood or style to match their gameplay. They may be more interested in instrumental or electronic music for this purpose.

10 🎵 One-Hit Wonders: These music listeners are more casual music fans who may only be interested in a few select songs or artists. They may not be as engaged with the music industry as a whole and may be more likely to discover new music through radio or streaming recommendations.

Really you should tweak the prompt to specify the genre, scene or style of your music 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 acoustic folk music you might try the following tweaks to the prompt (underlined):

PROMPT:

Come up with ten audience segments for young acoustic folk music listeners. Each should be defined by a different underlying need that drives their acoustic folk music listening. Some should be super-engaged with acoustic folk music and some should be only lightly interested. Give each an emoji, a catchy name and a description.

RESPONSE:

🎓 The Intellectual: This listener is a college student or recent graduate who enjoys the depth and thought-provoking nature of acoustic folk music. They value lyrics that challenge their intellect and bring new perspectives to light.

🌲 The Nature Lover: This listener finds solace in the calming sounds of acoustic folk music, which evoke feelings of being out in nature. They may listen to acoustic folk music while hiking, camping, or exploring the great outdoors.

🎸 The Musician: This listener is a musician themselves and enjoys the technical proficiency and intricate arrangements often found in acoustic folk music. They appreciate the musicianship of the artists and may use the music as inspiration for their own work.

🏖 The Beachcomber: This listener associates acoustic folk music with the laid-back, carefree vibe of beach culture. They may listen to the music while lounging in the sun, surfing, or enjoying a bonfire on the beach.

 **The Romantic:** This listener is drawn to the romantic and nostalgic themes often found in acoustic folk music. They may use the music to set the mood for a date or to reminisce about past relationships.

 **The Activist:** This listener is inspired by the social and political messages often conveyed in acoustic folk music. They may use the music as a form of protest or as a means of raising awareness about social issues.

 **The Storyteller:** This listener is captivated by the storytelling aspect of acoustic folk music, which often tells tales of struggle, triumph, and human experience. They may listen to the music while writing, drawing, or engaging in other forms of creative expression.

 **The Cowboy:** This listener associates acoustic folk music with the rustic, down-to-earth lifestyle of cowboys and cowgirls. They may listen to the music while on horseback, camping, or engaging in other outdoor activities.

 **The Historian:** This listener is interested in the historical context and origins of acoustic folk music, and may enjoy delving into the cultural and political influences that have shaped the genre over time.

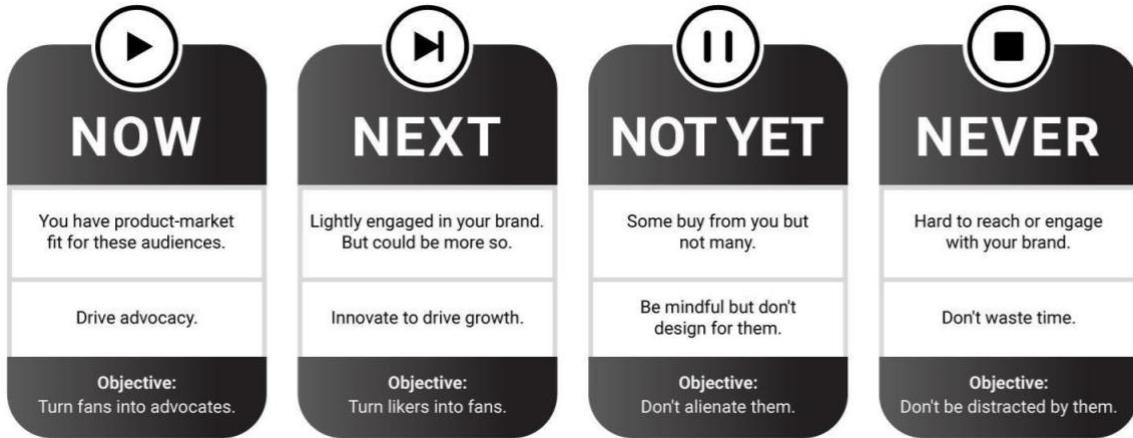
 **The Fanatic:** This listener is a super-fan of acoustic folk music, and is always on the lookout for new artists and songs to add to their collection. They may attend concerts, festivals, and other music events, and may even play an active role in the acoustic folk music community.

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 artists, 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.



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. Longer-term activities such as research and development breakthroughs or cash investments can often allow artists to start thinking about their Not Yet audiences.

Thinking back to our model for the role of AI alongside humans in the Preface, 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 a language model 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 the language model 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 music listening moment from the last week that best describes your relationship with music

RESPONSE:

Sure! Here are my responses for each segment:

Segment 1 (Music Obsessed): A music listening moment from the last week that best describes my relationship with music was when I spent an entire afternoon exploring a new artist's discography on my favourite streaming service. I was completely absorbed in the music, listening to each song multiple times and reading up on the artist's background and influences. I love discovering new music and being completely immersed in it, and this moment really captured that feeling for me.

Segment 2 (Party People): A music listening moment from the last week that best describes my relationship with music was when I attended a friend's party and spent the entire night dancing to a mix of upbeat, danceable tunes. I love using music to create a fun and energetic atmosphere, and this party was the perfect opportunity to do that.

Segment 3 (Music Aficionados): A music listening moment from the last week that best describes my relationship with music was when I attended a concert featuring an obscure artist that I had been wanting to see for a long time. I was blown away by the musicianship and creativity of the artist and their band, and it was an incredible experience to be able to see them perform live. I love exploring more niche or obscure music and seeking out new artists, and this concert was a great example of that.

Segment 4 (Sing-Alongers): A music listening moment from the last week that best describes my relationship with music was when I was driving in my car and belting out the lyrics to one of my favourite songs with the radio turned up loud. I love singing along to my favourite songs and feeling the emotional impact of the lyrics, and this moment really captured that feeling for me.

Segment 5 (Background Music Lovers): A music listening moment from the last week that best describes my relationship with music was when I was working on a project at home with some ambient or instrumental music playing in the background. I love using music as a way to create a pleasant and relaxing atmosphere while I work or go about my daily activities, and this moment really captured that feeling for me. I prefer music that is more ambient or instrumental in nature for this purpose, as it allows me to focus on my work without being too distracting.

Segment 6 (Mood Boosters): A music listening moment from the last week that best describes my relationship with music was when I was feeling down and put on one of my favourite upbeat, positive songs to lift my mood. I love using music as a way to cope with negative emotions and to lift my mood, and this moment really captured that feeling for me.

Segment 7 (Nostalgia Seekers): A music listening moment from the last week that best describes my relationship with music was when I was flipping through old photos and put on a playlist of songs from my teenage years. I love using music as a way to reconnect with nostalgic memories, and this moment really captured that feeling for me.

Segment 8 (Role Players): A music listening moment from the last week that best describes my relationship with music was when I was getting ready to go out with some friends and put on a playlist of songs that I feel really express my personal style and

identity. I love using music as a way to express my identity and take on different roles or personas, and this moment really captured that feeling for me.

Segment 9 (Gamers): A music listening moment from the last week that best describes my relationship with music was when I was playing a video game and chose a specific playlist of music to match the mood and atmosphere of the game. I love using music as a way to enhance my gaming experience and create a specific mood or atmosphere, and this moment really captured that feeling for me.

Segment 10 (One-Hit Wonders): A music listening moment from the last week that best describes my relationship with music was when I was out with some friends and we all sang along to a popular song that we all knew and loved. I love using music as a way to have fun and be entertained, and this moment really captured that feeling for me.

That's a good simple example. But let's try another more sophisticated way to bring the segments to life in the following example.

PROMPT:

... continued ...

For segments 1-10, 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:

1. What does music mean to them?
2. What genres and artists do they typically enjoy?
3. What types of music marketing would engage them?
4. What platforms or technologies do they use to listen to music?
5. How do they discover new music these days?

Quantitative questions:

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

1. How much do they listen to music these days?
2. How much do they love discovering new music?

RESPONSE:

Sure! Here are my responses to the qualitative questions for Segment 1 (Music Obsessed):

Music means everything to these music listeners. They are deeply passionate about music and are likely to be highly engaged with the music industry as a whole. They may see music as a form of self-expression or a way to connect with others.

These music listeners may be interested in a wide range of genres and artists, as they are always seeking out new and exciting music to discover. They may be more open to exploring niche or obscure genres and artists, and may have a broad knowledge of the music industry.

Music marketing campaigns that showcase new and innovative artists or that provide exclusive access to concerts or events would likely be most engaging for these music listeners. They may also be drawn to marketing efforts that offer in-depth analysis or commentary on the music industry or that allow them to share their own music tastes and discoveries with others.

These music listeners are likely to be early adopters of new music technologies and platforms, and may use a variety of methods to listen to music, including streaming services, podcasts, and social media. They may also be interested in attending concerts or live music events to experience music in person.

These music listeners are likely to discover new music through a variety of sources, including music blogs, social media, and music festivals. They may also be active in online music communities or forums where they can share and discover new music with others.

Here are my responses to the quantitative questions for Segment 1 (Music Obsessed):

How much do they listen to music these days? 8 - These music listeners are likely to listen to music frequently, as they are deeply passionate about music and are always seeking out new artists and songs to discover. They may listen to music for a significant portion of their day.

How much do they love discovering new music? 10 - These music listeners are highly engaged with the music industry and are always seeking out new music to discover. They likely have a strong desire to find and explore new artists and genres, and may be more open to trying out new and innovative music than other audience segments.

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

Until now, 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 Your Marketing to Your Target Audience

Adapting your marketing to your target audience is crucial for any artist looking to succeed in the competitive world of music. 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 college student may respond well to social media campaigns and targeted advertising, while an older, more sophisticated audience may be more inclined to attend live performances or purchase physical copies of albums. 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:

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

RESPONSE:

Sure, here are the top marketing ideas for each of the "Our Audience Segments," based on the descriptions provided:

 **Music Obsessed: Live Q&A session:** This marketing idea would be particularly effective for the Music Obsessed segment, as these listeners are highly engaged with the music industry and likely have many questions about the artist's creative process and personal life. A live Q&A session would give them an opportunity to get answers to these questions and feel more connected to the artist.

 **Party People: Song premiere:** This marketing idea would be effective for the Party People segment, as these listeners are primarily interested in music for its role in creating a fun and energetic atmosphere at parties and events. A song premiere would give them a chance to discover new, upbeat tracks that they can use to get the party started.

 **Music Aficionados: Blog series:** This marketing idea would be effective for the Music Aficionados segment, as these listeners are interested in exploring more niche or obscure artists and may appreciate deeper insights into the artist's creative process or musical influences. A blog series would allow the artist to share these insights and engage with this segment on a more intellectual level.

 **Sing-Alongers: Acoustic performance:** This marketing idea would be effective for the Sing-Alongers segment, as these listeners enjoy singing along to their favourite songs

and may appreciate a more stripped-down, intimate performance that allows them to focus on the lyrics. An acoustic performance would give them this opportunity.

 **Background Music Lovers: Ambient playlist:** This marketing idea would be effective for the Background Music Lovers segment, as these listeners are more interested in using music as background noise and may appreciate a playlist of ambient or instrumental tracks that they can use in this way.

 **Mood Boosters: Playlist series:** This marketing idea would be effective for the Mood Boosters segment, as these listeners turn to music as a means of lifting their mood or helping them cope with negative emotions. A playlist series focused on different moods or themes (such as "happy" or "relaxing") would give them a curated selection of music to choose from based on their mood or needs.

 **Nostalgia Seekers: Throwback playlist:** This marketing idea would be effective for the Nostalgia Seekers segment, as these listeners are drawn to music from their past and may appreciate a playlist of nostalgic tracks that they can use to reconnect with memories.

 **Role Players: Collaboration series:** This marketing idea would be effective for the Role Players segment, as these listeners use music as a way to express their identity or take on different roles or personas. A collaboration series with other artists or influencers would give them a chance to see the artist in different contexts and perhaps identify with different aspects of their personality or style.

 **Gamers: Gaming stream:** This marketing idea would be effective for the Gamers segment, as these listeners are primarily interested in music as it relates to video games. A gaming stream would allow the artist to share their passion for gaming with this segment and give them a chance to see the artist in a different light.

 **One-Hit Wonders: Giveaways:** This marketing idea would be effective for the One-Hit Wonders segment, as these listeners may not be as engaged with the music industry as a whole and may be more likely to discover new music through radio or streaming recommendations. A giveaway, such as a free download or discounted ticket to a concert, would give this segment an incentive to check out the artist's music and potentially become more engaged with their work.

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?

RESPONSE:

As a Music Obsessed individual, I would likely be most engaged by the 📸 Photo Challenge and the 🎞 Q&A social media marketing ideas.

The 📸 Photo Challenge would appeal to me because it allows me to express my creativity and connect with other music fans through a shared interest in the artist's music. To make this idea most engaging for me, the artist could choose interesting, unique themes for the photo prompts and offer prizes or recognition to the best submissions.

The 🎞 Q&A would also be very engaging for me because it allows me to learn more about the artist and their music, as well as have the opportunity to ask them questions and get to know them better. To make this idea most engaging for me, the artist could make an effort to answer a diverse range of questions and engage with their fans in a meaningful way.

Additionally, I would also be interested in the 🎨 Art Contest and 🎵 Songwriting Challenge ideas, as they allow me to showcase my own artistic and creative abilities and potentially win prizes or recognition. To make these ideas most engaging for me, the artist could offer detailed guidelines and criteria for the contests, and provide constructive feedback on the submissions. Overall, any social media marketing idea that allows me to connect with the artist and other music fans on a deeper level and encourages me to engage with their music in a more meaningful way would be most engaging to me.

As a Party Person, I would likely be most engaged by the 🎥 Music Video Premiere and the 🎵 Virtual Concert social media marketing ideas.

The 🎥 Music Video Premiere would appeal to me because it allows me to get a sneak peek at the artist's latest work and build anticipation for the full release. To make this idea most engaging for me, the artist could post a series of teasers and behind-the-scenes footage leading up to the premiere, and encourage fans to share their excitement on social media.

The 🎵 Virtual concerts would also be very engaging for me because it allows me to experience the energy and excitement of a live performance from the comfort of my own home. To make this idea most engaging for me, the artist could use interactive features such as live chat or virtual meet-and-greets to make the experience feel more personal and immersive.

Additionally, I would also be interested in the 🎵 Songwriting Challenge and 🎭 Collaboration ideas, as they allow me to participate in the creation of new music and potentially win prizes or recognition. To make these ideas most engaging for me, the artist could offer detailed guidelines and criteria for the challenges, and provide constructive feedback on the submissions. Overall, any social media marketing idea that

allows me to feel more connected to the artist and their music and helps to create a fun, energetic atmosphere would be most engaging to me.

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 Music Obsessed and then perfectly to the needs of the Background Music Lovers.

Answer in this format:

Number. Emoji Marketing Idea:

- 🎙️ Music Obsessed: How you would tailor the idea and why it would meet their needs
- 🎵 Background Music Lovers: How you would tailor the idea and why it would meet their needs

Reply in a table:

Column 1: Emoji Marketing Idea

Column 2: How to design this for the 🎙️ Music Obsessed

Column 3: How to design this for the 🎵 Background Music Lovers

RESPONSE:

Marketing Idea	How to Design This for the Music Obsessed	How to Design This for the Background Music Lovers
✍️ Live Q&A session	Offer a more in-depth and interactive Q&A session, perhaps with a smaller group of fans or via a more exclusive platform	Offer a more casual and low-key Q&A session, perhaps via a live stream or social media post
🎵 Song premiere	Offer an exclusive, early preview of the song to this segment, perhaps via a private listening party or an advanced download	Offer a more widely available premiere of the song, perhaps via a popular streaming platform or a public listening party
📝 Blog series	Offer a more in-depth and detailed blog series, perhaps with behind-the-scenes insights or more technical analysis	Offer a more casual and lighthearted blog series, perhaps with personal anecdotes or more general insights
🎸 Acoustic performance	Offer a more intimate and exclusive acoustic performance, perhaps in a smaller venue or with limited tickets	Offer a more widely available acoustic performance, perhaps via a live stream or at a larger venue
🎧 Ambient playlist	Offer a more curated and exclusive ambient playlist, perhaps with more obscure or lesser-known tracks or with a specific theme or mood	Offer a more widely available and easy-to-use ambient playlist, perhaps with more familiar or popular tracks or with a broad range of moods and genres

 Playlist series	Offer a more curated and exclusive playlist series, perhaps with more obscure or lesser-known tracks or with a specific theme or mood	Offer a more widely available and easy-to-use playlist series, perhaps with more familiar or popular tracks or with a broad range of moods and genres
 Throwback playlist	Offer a more curated and exclusive throwback playlist, perhaps with more obscure or lesser-known tracks or with a specific theme or time period	Offer a more widely available and easy-to-use throwback playlist, perhaps with more familiar or popular tracks or with a broad range of eras and genres
 Collaboration series	Offer a more in-depth and exclusive collaboration series, perhaps with more obscure or lesser-known artists or with a specific theme or creative challenge	Offer a more widely available and easy-to-access collaboration series, perhaps with more familiar or popular artists or with a broad range of genres and themes
 Gaming stream	Offer a more in-depth and interactive gaming stream, perhaps with a smaller group of fans or with a specific theme or challenge	Offer a more widely available and easy-to-access gaming stream, perhaps with more familiar or popular games or with a more casual and low-key atmosphere
 Giveaways	Offer more exclusive and valuable giveaways, such as backstage passes or limited edition merchandise	Offer more widely available and low-commitment giveaways, such as free downloads or discounted tickets to concerts

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 the  Acoustic performance perfect for the needs of the  Music Obsessed segment. Pick an emoji for each idea

RESPONSE:

Sure, here are ten ideas for making the  Acoustic performance perfect for the needs of the  Music Obsessed segment:

 **Q&A session:** Offer a Q&A session as part of the acoustic performance, where fans can ask the artist questions about their music, inspiration, and creative process.

 **Song requests:** Allow fans to request specific songs or ask the artist to perform certain covers or unreleased tracks.

 **Soundcheck access:** Offer access to the soundcheck or rehearsal process as part of the acoustic performance, so fans can see the behind-the-scenes preparation and get a closer look at the artist's craft.

 **Meet-and-greet:** Offer a meet-and-greet session as part of the acoustic performance, where fans can meet the artist in person and chat with them about their music.

💡 **Podcast recording:** Record a live podcast as part of the acoustic performance, where the artist can discuss their music and career in more depth and answer listener questions.

🎥 **Video recording:** Record a live video of the acoustic performance and make it available for purchase or streaming, so fans can revisit the experience or share it with others.

🎤 **Signing session:** Offer a signing session as part of the acoustic performance, where fans can get the artist's autograph or have their merchandise signed.

📸 **Photo opportunity:** Offer a photo opportunity as part of the acoustic performance, where fans can take a picture with the artist or have their photo taken with them.

🎸 **Exclusive merchandise:** Offer exclusive merchandise as part of the acoustic performance, such as limited edition posters or t-shirts, that are only available to fans who attend the event.

🎤 **VIP package:** Offer a VIP package as part of the acoustic performance, which includes perks such as preferred seating, backstage access, and special merchandise or experiences.

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 the 🎵 Acoustic performance idea perfect for the needs of the 🎵 Background Music Lovers segment. Pick an emoji for each idea

RESPONSE:

Sure! Here are ten different ways to make an acoustic performance idea perfect for the needs of the 🎵 Background Music Lovers segment:

YYS Use a beautiful outdoor setting as the backdrop for the performance. This can add visual interest to the video and create a calming, soothing atmosphere.

🎸 Incorporate instrumental versions of songs into the performance. This can make the music more suitable for background listening, as it will not have lyrics that the listener may need to pay attention to.

🎸 Use a softer, more subdued sound for the performance. This can make the music more suitable for background listening, as it will not be too loud or energetic.

- 🎹 Use a piano or other instrument with a soothing, ambient sound. This can add to the calming atmosphere of the performance and make it more suitable for background listening.
- 🎤 Use a microphone with a gentle, warm tone to record the performance. This can add to the intimate, relaxing atmosphere of the performance.
- 🎧 Record the performance in a quiet, peaceful location. This can help to create a sense of calm and tranquillity for the listener.
- 💡 Use softer, more subdued lighting for the performance. This can help to create a relaxing atmosphere and make the music more suitable for background listening.
- ✍️ Include a mix of slower, more contemplative songs and upbeat, energetic songs in the performance. This can provide a nice balance for background listening and keep the music interesting.
- 🎸 Use a variety of different instruments in the performance to add texture and depth to the music. This can make it more interesting for background listening.
- 🗣️ Use a soothing, calming voice to narrate the performance. This can help to create a sense of relaxation for the listener and make the music more suitable for background listening.

Those ideas were very music-related. You can give the language model feedback if you don't like its suggestions. See the following feedback and the very different ways to make the idea relevant to the audience that it gave us as a result.

PROMPT:

... continued ...

Ten new ideas, please. Not just for the music itself. Think also about marketing and promotion

RESPONSE:

Certainly! Here are ten additional ideas for marketing and promoting an acoustic performance to the 🎵 Background Music Lovers segment:

- ☑ **Use targeted advertising** to reach listeners who have expressed an interest in background music or relaxation. This can help to ensure that the performance is seen by the right audience.
- 💡 **Collaborate with a relaxation or mindfulness influencer** to promote the performance. This can help to reach a larger audience of people who are interested in finding calming, soothing music for their daily activities.

 Create a landing page on the artist's website specifically for the acoustic performance, with information about the music and any special features or bonuses included with the purchase. This can help to create a more immersive experience for the listener.

 **Use social media to share behind-the-scenes glimpses** of the recording process and highlight the intimate, personal nature of the performance. This can help to build anticipation for the release and create a connection with the audience.

 **Offer a discounted bundle that includes the acoustic performance** along with other relaxation-themed items, such as meditation guides or scented candles. This can create a more complete relaxation experience for the listener.

 **Collaborate with a relaxation app** or streaming service to feature the acoustic performance as part of a curated playlist or relaxation session. This can help to expose the performance to a larger audience of people who are looking for calming music.

 **Use data analysis to identify the best time of day** to release the acoustic performance, based on when listeners are most likely to be looking for background music. This can help to ensure that the performance is seen by the right audience at the right time.

 **Use music tagging and metadata** to ensure that the acoustic performance is properly categorized and discoverable by listeners searching for background music. This can help to make the performance more easily found by the target audience.

 **Offer bonus content**, such as behind-the-scenes interviews or exclusive acoustic versions of other songs, as an added incentive for listeners to purchase the performance. This can create additional value for the listener and make the purchase more appealing.

 **Use social media to share user-generated content**, such as photos or videos of listeners enjoying the acoustic performance as background music in their daily lives. This can help to create a sense of community around the performance and encourage more people to discover it.

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 music. This can help you get more bang for your buck and avoid wasting resources on people who are not interested in your music.
- **It helps you stand out:** By targeting a specific audience, you can differentiate yourself from other artists 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 ticket sales or album purchases, 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 music and helps you grow your career.

Now let's see how the language model can help us to plan our marketing campaigns and generate marketing assets.

HELP PLANNING A RELEASE

Planning a release can be a daunting task with many moving parts, from pre-release promotion to post-release marketing. But fear not, for we have a prompt that sets up the language model as an expert music industry marketer, digital strategist, ad planner, and marketer to help you through it. In this prompt from Paul Nolan at Make Your Transition, the language model will provide a detailed 28-day plan to help you release and promote your new music, with a focus on attracting and creating new listeners, building an audience, and maximising exposure on platforms such as Beatport, Spotify, Apple Music, TikTok, Instagram Reels, YouTube, and more. The plan will include both organic and paid promotion strategies, along with practical guidance on budgeting and implementation. Let's give it a shot.

PROMPT:

You are an expert music industry marketer, digital strategist, ad planner and marketer. You're scrappy and innovative and creative but also analytical.

I'd like you to write a very creative, clear and detailed 28 day plan for helping electronic music producers to release and promote new music that they have recorded. The release should be on day 15, which means there would be 2 weeks of pre release promotion, and 2 weeks of post release promotion.

Your aim is to help the producers to attract and create new listeners, build an audience, and maximise exposure on platforms such as Beatport, Spotify, apple music and more.

Please include

Marketing platforms such as TikTok, Instagram reels, YouTube and YouTube Shorts, as well as email newsletters

Many concise, detailed clear, specific and innovative tips, tricks and strategies for maximising the organic reach and impact for an electronic music release each of these platforms.

Advice on paid advertising, how to budget and clear, creative, innovative and practical guidance on what to do with a small budget such as \$1000 for a paid promotional campaign.

Your response should be innovative, creative, concise, detailed, brief, easy to follow, simple to understand, practical and measurable. It should include lists, bullet points with emojis, and the plan needs to be broken down by day.

RESPONSE:

Day 1:

- Set clear goals for the release, including desired streaming numbers and audience growth targets.
- Identify target audience demographics and interests using social media and streaming platform analytics tools.
- Conduct research on successful electronic music releases in the same genre or subgenre and take notes on what strategies were effective.

Day 2:

- Create a promotional plan for the pre-release phase, including social media content, email marketing, and website updates.
- Brainstorm ideas for a creative visual theme to use throughout the promotion.

Day 3:

- Plan out social media content for the pre-release phase, including graphics, video clips, and behind-the-scenes footage.
- Set up and optimize social media profiles on platforms such as TikTok, Instagram, Twitter, and Facebook.

Day 4:

- Create teaser content for the upcoming release, including short video clips, audio snippets, and sneak peeks at the artwork.
- Set up a landing page on the artist's website to capture email addresses for a newsletter.

Day 5:

- Draft email newsletter content to announce the upcoming release and encourage sign-ups for the mailing list.
- Plan out a paid advertising campaign for the release, including targeting and ad creative.

Day 6:

- Begin filming promotional videos for the release, such as a music video or behind-the-scenes footage.
- Create graphics and other visual content for the release, such as posters or Instagram story templates.

Day 7:

- Continue filming promotional videos and editing them into final products.
- Schedule social media content for the coming week.

Day 8:

- Finalize email newsletter content and send it out to the mailing list.
- Launch paid advertising campaign with a small budget, such as \$100 on targeted social media ads.

Day 9:

- Share behind-the-scenes footage from the making of the release on social media.
- Collaborate with other electronic music producers or influencers to share content and reach new audiences.

Day 10:

- Plan out content for the week leading up to the release, including countdown graphics and teasers.
- Set up a pre-save or pre-order option for the release on streaming platforms.

Day 11:

- Share interviews or Q&A sessions with the artist on social media to engage with fans.
- Create a press release or pitch to music blogs and publications about the upcoming release.

Day 12:

- Create a promotional playlist on streaming platforms featuring the artist's music and similar tracks in the same genre.
- Share exclusive content with mailing list subscribers, such as early access to the full release.

Day 13:

- Launch a TikTok challenge or trend related to the upcoming release to encourage user-generated content.
- Share exclusive content with social media followers, such as unreleased tracks or behind-the-scenes footage.

Day 14:

- Host a virtual listening party on social media or through a platform like Zoom to engage with fans and preview the upcoming release.
- Continue to share countdown graphics and teasers for the release.

Day 15:

- Release the new music on streaming platforms.
- Share links to the release on social media and through the email newsletter.

Day 16:

- Launch a post-release promotional plan, including targeted social media ads and continued engagement with fans.
- Encourage fans to share the release with their friends and followers.

Day 17:

- Share reviews or reactions to the release from fans and music publications on social media.
- Collaborate with other electronic music producers or influencers to share content and reach new audiences.

Day 18:

- Plan out content for the week following the release, including live performances or behind-the-scenes footage.
- Continue to engage with fans on social media and through the email newsletter.

Day 19:

- Share behind-the-scenes footage from the release party or live performance related to the new music.
- Continue to share links to the release on social media and encourage fans to add the music to their playlists.

Day 20:

- Create a behind-the-scenes documentary or "making of" video for the release and share it on social media and streaming platforms.
- Collaborate with other artists or producers to create remixes or alternative versions of the release.

Day 21:

- Plan out content for the rest of the post-release promotion period, including additional live performances or interactive content.
- Reach out to music bloggers or journalists to pitch a feature on the release.

Day 22:

- Launch a social media contest or giveaway related to the release to encourage engagement and fan growth.
- Share fan-generated content related to the release on social media.

Day 23:

- Plan a virtual tour or series of live performances related to the new music and promote them on social media.
- Continue to engage with fans on social media and through the email newsletter.

Day 24:

- Share exclusive content with mailing list subscribers, such as behind-the-scenes footage from the live performances.
- Collaborate with other artists or producers to create a visual album or extended remix package.

Day 25:

- Create and promote a merchandise line related to the new music, such as t-shirts or stickers.
- Host a fan Q&A session on social media or through a platform like Zoom.

Day 26:

- Share behind-the-scenes footage from the merchandise creation process or product design.
- Continue to engage with fans on social media and through the email newsletter.

Day 27:

- Plan a social media takeover or guest spot on a related music podcast to expand reach and audience.
- Reach out to influencers or bloggers to review or promote the release.

Day 28:

- Analyse the results of the release promotion and adjust strategies as needed.

- Thank fans and followers for their support throughout the release process and encourage continued engagement.

As you look through the 28-day plan provided by the language model, it's important to remember that this is a general guideline that should be tailored to your specific needs. Each artist and release is unique, so don't be afraid to personalize the plan to fit your specific goals, audience, and budget. You may want to consider which platforms resonate best with your audience and adjust the plan accordingly. Additionally, the types of content and messaging that work well for one artist may not be as effective for another. Be open to experimenting and adjusting the plan as you go along to find what works best for you.

If you're looking to go deeper and further refine your promotional strategy, consider using additional prompts. For example, you could explore topics such as the types of content you should create, how to leverage email marketing to build your audience, or how to collaborate with other artists to grow your following. By continuing to seek out new insights and strategies, you can avoid an overly-generic plan and stay ahead of the pack.

Here are some ideas for digging deeper:

Collaborations and Partnerships

Collaborating with other artists and industry professionals can be a great way to expand your audience and reach new fans. You could explore different types of collaborations and partnerships, including remixes, guest appearances, and sponsorships, and provide guidance on how to find and approach potential collaborators. How about:

- "How can I find potential collaborators in my genre and approach them in a professional and effective manner?"
- "What are some creative ways to collaborate with other artists, such as producing a joint EP or creating a music video together?"
- "How can I leverage partnerships with industry professionals, such as music blogs or radio stations, to reach new audiences?"

Content Marketing

Besides promoting your music, content marketing can help you establish yourself as a thought leader in your genre and build a loyal fanbase. You could ask for tips and strategies for creating and sharing high-quality content, including blog posts, podcasts, and videos. You could try:

- "What are some effective strategies for building a content calendar that aligns with my music release schedule and brand values?"
- "How can I use social media to promote my content and engage with my audience?"
- "What are some ways to repurpose my content across multiple platforms and maximise its reach?"

New Marketing Channels

While platforms like Spotify and Apple Music are important for promoting your music, many other marketing channels can be just as effective. You could explore alternative marketing channels such as live streaming, influencer marketing, and fan clubs, and get guidance on incorporating them into your promotional strategy. Give these a shot:

- "What are some unique ways to incorporate live streaming into my promotional strategy, such as hosting a virtual album release party?"
- "How can I identify and collaborate with influencers in my genre to reach new audiences?"
- "What are some strategies for building a fan club or street team to promote my music and engage with my most loyal fans?"

Finally, while implementing the plan, it's important to iterate and refine your approach. You may want to track your progress using analytics and metrics to see what strategies are working and what needs to be adjusted. By doing so, you can optimise your promotional efforts and ensure you're getting the most bang for your buck. Additionally, you may want to seek feedback from your audience, peers, and industry professionals to gain insights into what's resonating with them and where you can improve.

HELP PLANNING MARKETING

Before we dive into marketing planning, let's take a moment to reflect on the importance of marketing in the first place.

The Power of Marketing Vs Creativity in An Artist's Success

As an artist, your success is contingent upon striking the right balance between creativity and marketing. Neither alone can guarantee success. Only by excelling at both can you have the best chance of success.

Your creative genius lays the groundwork for your work, but without effective marketing, it may never reach its intended audience or make the impact you hope for. Let's look at a few fascinating examples of how marketing has played a pivotal role in the success of some artists and their works.

The Enigmatic Mona Lisa: From Obscurity to Global Icon

Leonardo da Vinci's Mona Lisa was not always the world-renowned painting it is today. Its journey to fame began with a twist of fate when it was stolen from the Louvre in 1911. The ensuing media frenzy and public interest in the theft catapulted the Mona Lisa into the limelight. This unexpected publicity served as a powerful marketing tool, demonstrating the potential of the right exposure to transform a work of art into a global phenomenon.

Rock Around the Clock: A Lesson in Strategic Marketing

Bill Haley & His Comets' "Rock Around the Clock" is a prime example of how strategic marketing and exposure can turn an overlooked song into a chart-topping hit. Initially released to a lukewarm reception, the song's inclusion in the 1955 movie "Blackboard Jungle" introduced it to a wider audience. This strategic move propelled "Rock Around the Clock" to the top of the Billboard Hot 100 chart, showcasing the significance of marketing in the success of a musical work.

Vincent van Gogh: Posthumous Recognition Through Promotion

During his lifetime, Vincent van Gogh struggled to sell his paintings and was largely unknown. It was only after his death that his works gained recognition, thanks in large part to the tireless promotional efforts of his sister-in-law. By organizing exhibitions and advocating for his art, she helped secure van Gogh's place as one of the most influential painters in the history of Western art.

Bohemian Rhapsody: Embracing Innovation to Reach New Heights

Queen's "Bohemian Rhapsody" faced scepticism from record executives upon its release in 1975 due to its unconventional structure and length. Undeterred, the band embraced innovation by creating a promotional video—an early precursor to modern music videos—to accompany the song. Paired with airplay on UK radio, this marketing move helped "Bohemian Rhapsody" gain popularity and solidify its status as one of Queen's most well-known songs.

Tubular Bells: From Obscurity to Best-Selling Album

Mike Oldfield's debut album, "Tubular Bells," initially struggled to find its footing upon its release in 1973. However, a stroke of marketing genius emerged when the album's opening theme was featured in the film "The Exorcist." This exposure led to a surge in sales, catapulting "Tubular Bells" to become one of the best-selling instrumental albums of all time.

Old Town Road: A Lesson in Viral Marketing

Lil Nas X's "Old Town Road" showcases the power of strategic social media use and viral marketing. As a college dropout with no money, he leveraged Twitter and memes to gain 30,000 followers. His catchy, meme-friendly song quickly gained traction. By shortening the song to encourage replays and listing it as a country track on Billboard, he sparked controversy and drew massive attention. This ingenious marketing propelled "Old Town Road" to the top of the charts, highlighting how creativity in promotion can drive musical success.

Midnights: A Masterclass in Creative Marketing

Taylor Swift's 2022 "Midnights" album release exemplifies a perfect blend of creativity and marketing. Announced at the MTV Video Music Awards, the album instantly generated buzz. Swift then used "Midnights Mayhem with Me" TikTok videos to reveal the tracklist, keeping fans engaged and anticipation high. This campaign showcased her musical evolution and cleverly leveraged social media for promotion, highlighting the power of innovative marketing strategies in the music industry.

Renaissance: A deep dive into Surprise Marketing

Beyoncé's 2022 release of "Renaissance" exemplifies marketing genius paired with artistic innovation. Dropped with minimal prior announcement, the album capitalized on her strong fan base and the allure of surprise. Celebrating Black and queer dance music cultures, "Renaissance" showcased Beyoncé's artistic depth and engaged diverse communities. This strategy highlighted the power of surprise releases and cultural celebration in achieving musical success.

Happier Than Ever: An edge in Innovative Marketing

Billie Eilish's 2021 release of "Happier Than Ever" showcased her unique style and smart marketing. Promoted through a Disney+ special that blended concert footage with animation,

the album offered a fresh and engaging presentation. The campaign effectively used traditional and digital media, including billboards and social media teasers, maintaining Eilish's image as an innovative, next-generation artist. This strategy highlighted the power of creative marketing in connecting with a broad audience.

These examples serve as powerful reminders of the importance of marrying creativity with effective marketing. As an artist, nurturing both aspects is essential to reaching your full potential and ensuring your work receives the recognition it deserves. So, without further ado, let's dig into how a language model can help you in this area!

Half the battle in marketing is knowing what types of marketing you should be doing in the first place. So let's start there.

A View on Marketing with A Language Model from Thirty Pound Gentleman

Thirty Pound Gentleman, a culture-led, and community-centred creative agency, has integrated language models into its marketing processes. Danny's team work with creatives, communities, and forward-thinking brands to conceive and deliver creative work in music, fashion, art, and sport. Danny Fahey, Culture & Partnerships Director, shared insights on how they utilize language models to improve efficiency and work-life balance within the team, without compromising the human touch.

Danny Fahey, Culture & Partnerships Director, shared insights on how they utilize a language model to improve efficiency and work-life balance within the team, without compromising the human touch.

Danny started by talking about a big choice his team make about what to do with the benefits of using a language model like ChatGPT in their work. "Viewing Chat GPT as a magic cure for work is very short-sighted, and just plain lazy," says Danny. "There is a conundrum which is 'do we as a business use it to work harder or faster?' Harder means more work delivered, and higher demands of my team, while faster means shorter time spent on tasks and better balance provided for the team - that 20-40 mins saved on a task could be rewarded with an early departure from the office or an ice cream break (coffee breaks are boring!)."

How do they use ChatGPT? "The research phase is less arduous with ChatGPT. The foundation of the work can be done for a team member by ChatGPT, and the closing, finishing, and human touches are delivered by a team member. But there is a human / machine sparring session in the middle. This sparring works so well as the machine delivers its response with no uncertainties, no delay, and no weird considerations about who might feel what about what it proposes - that's a gift and a curse, and the reason that humans are needed for closing, finishing, and fact-checking - essential tasks for all work delivered using ChatGPT."

To summarise, a human initiates the process, utilises GPT in the middle section, and then a human concludes the process.

Let's walk through a real example.

"This week we used ChatGPT to help us create a social media marketing plan for a product, and the process went like this:

ChatGPT Session 1:

- A team member kicks things off with the idea they want help with
- ChatGPT responds with some basic copy
- Our team member then uses their judgement to guide ChatGPT to an expansion of its idea. Shaping and guiding it. Building on its great ideas and killing its bad ones
- Eventually, the ChatGPT session ends with a refined copy of the idea

When the team member is happy with the output, then:

ChatGPT Session 2:

- Turn the idea into a social media marketing plan. Our team member will request the format they want to see it in (e.g. the table layout) and provide the overall budget and preferred timeline. We'll also let ChatGPT know what social media platforms we'll be using, post frequency and some other criteria that require our expertise including the type of consumer we are aiming to attract.
- ChatGPT responds with a detailed social media marketing plan with rationale and suggestions on how to maximise posts. It is quite remarkable. It literally takes 30-60 seconds maximum!
- We'll then export the plan and do more of the human parts - fact-checking, ethical testing, more creativity, sharing with other team members and finally, a sign-off with management or the client

How well does this work? "The above process always generates a good plan. Occasionally ChatGPT lacks creativity, but even then, it usually suggests something that sparks an idea that the team member can expand on and turn into something great."

"I've got a client that always says "how can we plus that?" when it comes to ideas and outputs, ChatGPT is literally like giving each team member an assistant that can do foundation tasks for a project and also has the ability to "plus" the task with extra outputs," says Danny.

Key Points:

- Balancing efficiency and human touch: The team at Thirty Pound Gentleman utilizes ChatGPT to work faster, not harder, allowing them to save time on tasks while maintaining the human element. This approach provides a better work-life balance for the team.
- A human / machine sparring session: ChatGPT aids in the research phase, providing quick, unbiased responses. This helps the team members to refine ideas and concepts more effectively. However, humans are still needed for closing, finishing, and fact-checking.
- The results: The process consistently generates a good plan, even when ChatGPT lacks creativity. Its suggestions often spark ideas that team members can expand upon and turn into something great.
- The value of ChatGPT: ChatGPT functions as an assistant for foundation tasks and offers the ability to "plus" tasks with extra ideas and innovation.

Thirty Pound Gentleman has successfully integrated a language model into their marketing processes, using it as a tool to improve efficiency and generate ideas. By working faster and maintaining the human touch, the team has found a balance between leveraging language models and retaining their unique creative flair.

Stepping Back: Which Marketing Should You Do?

You can ask the language model what types of marketing you should be doing as follows.

PROMPT:

List ten of the most important types of marketing an artist should do. Include emojis where useful

RESPONSE:

- ▣ **Social media marketing:** Using social media platforms like Facebook, Instagram, and Twitter to promote your music and interact with fans.
- ☒ **Email marketing:** Sending newsletters or promotional emails to your email list to keep them informed about your music and upcoming events.
- ☒ **Content marketing:** Creating and sharing blog posts, articles, videos, and other types of content to promote your music and engage with your audience.
- ▢ **Influencer marketing:** Collaborating with influencers or social media personalities to promote your music to their followers.
- ▢ **Music streaming promotion:** Promoting your music on music streaming platforms like Spotify and Apple Music to increase your streams and reach new listeners.
- ▢ **Tour marketing:** Promoting your live shows and tours through social media, email marketing, and other channels to attract fans to your concerts.
- ▢ **Radio promotion:** Working with radio stations to get your music played on the air and reach new listeners.
- ▢ **Sync licensing:** Licensing your music for use in TV shows, movies, and commercials to reach a wider audience and generate additional income.
- ▢ **Music video promotion:** Promoting your music videos through social media, music video channels, and other channels to increase views and reach new fans.
- ▢ **Merchandise promotion:** Promoting and selling merchandise like t-shirts, hats, and other items to generate additional income and reach new fans.

Next, brainstorm a list of marketing initiatives that feel useful to you. Here is a set you can start with.

PROMPT:

To grow their fanbases, music artists must do Social media marketing: Using social media platforms like Facebook, Instagram, and Twitter to promote their music and interact with fans. What are ten great, fun, novel, catchy ideas for something an artist could do to promote themselves on social media? Give each idea an emoji, a title and a description. We'll call these our "Marketing Ideas"

RESPONSE:

- ▢ **Live Q&A session:** Host a live Q&A session on social media where fans can ask the artist questions about their music, creative process, or personal life. This can be a fun and interactive way for the artist to connect with their audience and give them a behind-the-scenes look at their work.

 **Song premiere:** Use social media to premiere a new song or music video, and encourage fans to share it with their friends. This can be a great way to build buzz around the release and get more people interested in the artist's music.

 **Behind-the-scenes content:** Share behind-the-scenes content on social media, such as pictures or videos from the studio or on tour. This can give fans a glimpse into the artist's life and help them feel more connected to the artist.

 **Blog series:** Start a blog series on social media where the artist shares their thoughts and experiences as a musician. This can be a great way to give fans more insight into the artist's life and work, and can also help build a sense of community around the artist's music.

 **Collaboration series:** Collaborate with other artists or influencers and create a series of social media posts or videos together. This can help the artist reach a new audience and create new content that is fresh and engaging.

 **Gaming stream:** Host a gaming stream on social media where the artist plays their favourite video games and chats with fans. This can be a fun and unique way for the artist to interact with their audience and give them a different perspective on their personality.

 **Giveaways:** Run social media giveaways where fans can enter to win prizes related to the artist's music, such as merchandise or tickets to a concert. This can be a great way to increase engagement and build buzz around the artist's work.

 **Creative challenge:** Host a creative challenge on social media where fans can submit their own art, writing, or other creative projects inspired by the artist's music. This can be a fun way to engage with the artist's audience and encourage them to express their own creativity.

 **Vlog series:** Start a vlog series on social media where the artist shares their daily life and experiences with their fans. This can be a great way to give fans a more personal look at the artist's life and help them feel more connected to the artist.

 **Acoustic performance:** Share an acoustic performance on social media, either live or pre-recorded. This can be a great way for the artist to showcase their talent and give fans a more intimate look at their music.

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 other artists. Let's see if the language model can help here.

PROMPT:

... continued from a list of marketing activities ...

Come up with one artist that does a unique and exceptional job in each area.

What makes that artist good at it? List unique insights from how they specifically have done these things uniquely and differently to other artists. Say what's special about how they did it. And suggest what other artists 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 artist 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 artist does differently from other artists.)

Use emojis throughout whenever useful.

RESPONSE:

Sure! Here is one example of an artist who does a unique and exceptional job in each area of marketing:

 **Social media marketing:** Taylor Swift is known for her exceptional social media marketing skills. She has a large following on platforms like Instagram, Twitter, and TikTok, and she uses these platforms to interact with her fans and promote her music and upcoming events.

- Swift regularly shares behind-the-scenes glimpses of her life and creative process on social media, giving her followers a sense of exclusivity and connection to her.
- She has also used social media to launch surprise album releases and other surprise announcements, creating a sense of excitement and anticipation among her fans.
- Swift also frequently engages with her fans on social media, responding to comments and showing appreciation for their support.

Other artists can learn from Taylor Swift's social media marketing strategy by:

- Sharing exclusive and personal content to give their followers a sense of connection.
- Using social media to surprise and delight their fans with unexpected announcements or releases.
- Engaging with their followers and showing appreciation for their support.

 **Email marketing:** Bon Iver is known for his unique approach to email marketing. He has a dedicated email list for his fans, and he uses this list to keep them informed about his music and upcoming events.

- Bon Iver's emails often have a personal touch, with handwritten notes and behind-the-scenes glimpses of his creative process.
- He also uses his emails to promote limited edition merchandise and special offers, giving his fans incentives to sign up for his email list.
- Bon Iver's emails are also visually appealing, with high-quality images and a cohesive design that reflects his brand.

Other artists can learn from Bon Iver's email marketing strategy by:

- Adding a personal touch to their emails to create a sense of connection with their audience.
- Offering limited edition merchandise and special offers to incentivize their fans to sign up for their email list.
- Creating visually appealing emails that reflect their brand.

 **Content marketing:** Hozier is known for his exceptional content marketing strategy. He frequently shares blog posts, articles, and other types of content on his website and social media platforms to promote his music and engage with his audience.

- Hozier's content often focuses on social and political issues, making it more than just promotional material.
- He also shares behind-the-scenes glimpses of his creative process and personal life, giving his fans a sense of connection to him.
- Hozier's content is also visually appealing, with high-quality images and a cohesive design.

Other artists can learn from Hozier's content marketing strategy by:

Focusing on social and political issues in their content to make it more than just promotional material.

Sharing behind-the-scenes glimpses of their creative process and personal life to give their fans a sense of connection.

Creating visually appealing content with high-quality images and a cohesive design.

 **Influencer marketing:** Billie Eilish is known for her unique approach to influencer marketing. She has collaborated with a variety of influencers and social media personalities to promote her music to their followers.

- Eilish has worked with influencers in a variety of industries, including fashion, beauty, and gaming, reaching a diverse audience.
- She has also used influencer marketing to collaborate with other artists and create unique content, such as the "Lo Vas a Olvidar" music video with Rosalía.
- Eilish's collaborations with influencers often have an organic and authentic feel, rather than feeling overly promotional or forced.

Other artists can learn from Billie Eilish's influencer marketing strategy by:

- Collaborating with influencers in a variety of industries to reach a diverse audience.
- Creating unique and creative content with influencers to stand out from the competition.
- Striving for authenticity and avoiding an overly promotional or forced approach to influencer marketing.

 **Music streaming promotion:** The Weeknd is known for his exceptional music streaming promotion strategy. He has a strong presence on platforms like Spotify and Apple Music, and he frequently releases new music to keep his streams high.

- The Weeknd regularly collaborates with other artists and producers to create unique and innovative music, helping him stand out on streaming platforms.
- He also uses social media and other marketing channels to promote his new releases and encourage his fans to stream his music.
- The Weeknd has a strong brand identity and aesthetic, which is reflected in his music and marketing materials, helping him stand out on streaming platforms.

Other artists can learn from The Weeknd's music streaming promotion strategy by:

- Collaborating with other artists and producers to create unique and innovative music.
- Promoting their new releases through social media and other marketing channels to encourage streams.
- Developing a strong brand identity and aesthetic that is reflected in their music and marketing materials.

 **Tour marketing:** Lorde is known for her unique and creative approach to tour marketing. She frequently uses social media and other marketing channels to promote her live shows and tours to her fans.

- Lorde often incorporates interactive elements into her tour marketing, such as fan art contests and meet-and-greets with special guests.
- She also uses social media to share behind-the-scenes glimpses of her tours and give her fans a sense of exclusivity and connection.
- Lorde's tours are known for their unique and immersive experiences, with elaborate stage designs and unexpected elements, which helps her stand out from other artists.

Other artists can learn from Lorde's tour marketing strategy by:

- Incorporating interactive elements into their tour marketing to engage with their fans.
- Sharing behind-the-scenes glimpses of their tours on social media to give their fans a sense of exclusivity and connection.
- Creating unique and immersive experiences for their tours to stand out from the competition.

 **Radio promotion:** Lizzo is known for her exceptional radio promotion strategy. She has worked with a variety of radio stations to get her music played on the air and reach new listeners.

- Lizzo frequently appears on radio shows and gives interviews to promote her music and engage with her fans.
- She also collaborates with radio stations to create unique and memorable content, such as hosting her own radio show or performing live at radio station events.
- Lizzo's music and personality are both unique and vibrant, which helps her stand out on the radio and attract new listeners.

Other artists can learn from Lizzo's radio promotion strategy by:

- Appearing on radio shows and giving interviews to promote their music and engage with their fans.
- Collaborating with radio stations to create unique and memorable content.
- Having a unique and vibrant music style and personality to stand out on the radio.

 **Sync licensing:** The Black Keys are known for their successful sync licensing strategy. They have licensed their music for use in a variety of TV shows, movies, and commercials, reaching a wider audience and generating additional income.

- The Black Keys have a diverse and versatile music style, which makes their music suitable for a variety of different projects.
- They have also been strategic about selecting projects that align with their brand and aesthetic, ensuring that their music is used in a way that reflects their image.
- The Black Keys have a strong reputation in the music industry, which has helped them secure sync licensing opportunities and negotiate favourable terms.

Other artists can learn from The Black Keys' sync licensing strategy by:

- Having a diverse and versatile music style that is suitable for a variety of projects.
- Being selective about the projects they license their music for, ensuring that they align with their brand and aesthetic.
- Building a strong reputation in the music industry to help secure sync licensing opportunities and negotiate favourable terms.

 **Music video promotion:** Lady Gaga is known for her exceptional music video promotion strategy. She frequently releases music videos to promote her music and reach a wider audience.

- Lady Gaga's music videos are known for their unique and visually striking visuals, which help them stand out from the competition.
- She also frequently collaborates with other artists and creative professionals to create innovative and memorable music videos.
- Lady Gaga uses social media and other marketing channels to promote her music videos and encourage views.

Other artists can learn from Lady Gaga's music video promotion strategy by:

- Creating visually striking and unique music videos to stand out from the competition.
- Collaborating with other artists and creative professionals to create innovative and memorable music videos.
- Using social media and other marketing channels to promote their music videos and encourage views.

 **Merchandise promotion:** BTS is known for their successful merchandise promotion strategy. They frequently release new merchandise items, such as t-shirts, hats, and other items, to generate additional income and reach new fans.

- BTS has a dedicated and loyal fan base, known as the "ARMY," who are eager to purchase merchandise and support the group.

- They also use social media and other marketing channels to promote their merchandise and encourage sales.
- BTS's merchandise often includes unique and exclusive items, such as limited edition releases and collaborations with other brands, which helps to drive sales.

Other artists can learn from BTS's merchandise promotion strategy by:

- Building a dedicated and loyal fan base who are eager to purchase merchandise and support the artist.
- Using social media and other marketing channels to promote their merchandise and encourage sales.
- Offering unique and exclusive merchandise items to drive sales.

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 An Artist You Respect

If there is an artist whose marketing you respect, you can try exploring the lessons you can learn from them. Let's try Four Tet.

PROMPT:

I want to explore how Four Tet markets his music: In particular, I want to understand what tips and tricks other artists can learn from his marketing.

List areas of marketing that Four Tet is good at. For each area, please list five unique insights from how Four Tet specifically has done these things uniquely and differently. Say what's special about how he did them in particular. And suggest what other artists should do differently to learn from Four Tet. Use emojis whenever useful.

Please avoid generic marketing lessons and focus on specific things that Four Tet does differently from other artists.

RESPONSE:

Sure, I'd be happy to help you explore Four Tet's marketing strategies and suggest what smaller artists can learn from him. Here are some areas of marketing that Four Tet is particularly good at, along with five unique insights for each area:

1. Social Media

Insight 1: Four Tet uses social media platforms like Twitter and Instagram to interact with his fans regularly. He posts behind-the-scenes photos and videos from his concerts, studio sessions, and even his personal life. He shares snippets of his music and gives updates on his upcoming shows and releases.

Insight 2: Four Tet is not afraid to get political on social media. He speaks out about important issues, like climate change and social justice, and encourages his followers to take action as well.

Insight 3: Four Tet often collaborates with other artists and promotes their work on his social media channels. This not only helps him build relationships within the music industry but also introduces his fans to new music that they might enjoy.

Insight 4: Four Tet uses his social media channels to showcase his eclectic taste in music. He regularly shares playlists of his favourite tracks, which span a variety of genres and eras.

Insight 5: Four Tet engages with his fans on social media by asking for their input on things like tracklists and setlists. This makes them feel like they are part of the creative process and helps to build a loyal fanbase.

What smaller artists should do differently: Take a cue from Four Tet and use social media to interact with your fans regularly. Share behind-the-scenes glimpses into your creative process and collaborate with other artists. Don't be afraid to get political or share your taste in music with your followers. Engage with your fans by asking for their input and making them feel like they are part of your creative process.

2. Live Performances

Insight 1: Four Tet's live performances are often immersive, sensory experiences. He uses lighting and visual effects to create a multi-dimensional experience for his audience.

Insight 2: Four Tet is known for his spontaneous and improvisational live sets. He often tweaks his tracks on the fly, creating unique versions of his songs that can only be heard in a live setting.

Insight 3: Four Tet often collaborates with other artists during his live performances. He has shared the stage with a variety of musicians, including jazz saxophonist Mats Gustafsson and electronic music pioneer Aphex Twin.

Insight 4: Four Tet has played in a variety of venues, from small clubs to large festivals. He tailors his live sets to fit the vibe of the venue, creating a more intimate experience for his fans in smaller settings and a more epic experience for his fans in larger venues.

Insight 5: Four Tet often surprises his fans with secret shows or last-minute performances, creating a sense of excitement and exclusivity around his live performances.

What smaller artists should do differently: Use live performances as an opportunity to create an immersive and unique experience for your audience. Consider collaborating with other artists and tailoring your sets to fit the vibe of the venue. Surprise your fans with secret shows or last-minute performances to create a sense of excitement and exclusivity.

3. Album Releases

Insight 1: Four Tet often releases his music without much warning, creating a sense of excitement and anticipation among his fans. He has released surprise albums, EPs, and singles, often with little or no promotion beforehand.

Insight 2: Four Tet uses his album artwork as a way to visually represent his music. He often works with talented designers to create eye-catching and thought-provoking artwork that reflects the mood and tone of his music.

Insight 3: Four Tet has experimented with different formats for his album releases. He has released albums on vinyl, CD, cassette, and even as digital downloads. He has also released limited-edition versions of his albums with unique packaging and bonus content.

Insight 4: Four Tet often collaborates with other artists on his albums, bringing in musicians and vocalists to add depth and texture to his music.

Insight 5: Four Tet is not afraid to experiment with different styles and genres on his albums. He has released albums that span a wide range of electronic music, from ambient to techno to experimental.

What smaller artists should do differently: Consider releasing your music without much warning to create a sense of excitement and anticipation among your fans. Use your album artwork as a way to visually represent your music and work with talented designers to create eye-catching artwork. Experiment with different formats and consider releasing limited-edition versions of your albums. Collaborate with other artists to add depth and texture to your music, and don't be afraid to experiment with different styles and genres on your albums.

4. Collaborations

Insight 1: Four Tet has collaborated with a wide range of artists, from electronic music pioneers to indie rock bands. He uses these collaborations to bring new perspectives and sounds to his music and to expand his fanbase.

Insight 2: Four Tet often collaborates with artists from different countries and cultures. He has worked with musicians from Africa, India, and South America, among other places, and uses these collaborations to create a more global and inclusive sound.

Insight 3: Four Tet often works on remixes and reworks of other artists' music. He uses these remixes as a way to experiment with new sounds and to introduce his fans to new music that they might not have heard before.

Insight 4: Four Tet is not afraid to take risks with his collaborations. He has worked with artists who have vastly different sounds and styles from his own, and has even remixed music by pop stars like Rihanna and Taylor Swift.

Insight 5: Four Tet often uses his collaborations as a way to promote his own music. He will often feature his own tracks on the same release as his collaborations, introducing his fans to his own music while also promoting the work of his collaborators.

What smaller artists should do differently: Collaborate with a wide range of artists to bring new perspectives and sounds to your music and to expand your fanbase. Consider collaborating with artists from different countries and cultures to create a more global and inclusive sound. Use remixes as a way to experiment with new sounds and to introduce your fans to new music. Take risks with your collaborations and work with artists who have vastly different sounds and styles from your own. Use your collaborations as a way to promote your own music and to introduce your fans to the work of your collaborators.

In conclusion, Four Tet is a great example of an artist who uses a variety of marketing strategies to promote his music and expand his fanbase. By engaging with his fans on social media, creating immersive live performances, experimenting with different album releases, and collaborating with a wide range of artists, Four Tet has built a loyal fanbase and expanded his reach within the music industry. Smaller artists can learn a lot from Four Tet's marketing strategies by taking risks, experimenting with new sounds and styles, and using their collaborations as a way to promote their own music and introduce their fans to new artists and sounds.

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 artist.

PROMPT:

I want to explore how Taylor Swift markets her music: In particular, I want to understand what tips and tricks other much smaller artists can learn from her marketing.

List areas of marketing that Taylor Swift is good at. For each area, please list five unique insights from how Taylor Swift specifically has done these things uniquely and differently. Say what's special about how she did them in particular. And suggest what other much smaller artists should do differently to learn from Taylor Swift. Use emojis whenever useful.

Please avoid generic marketing lessons and focus on specific things that Taylor Swift does differently from other artists.

RESPONSE:

Sure! Taylor Swift is a great example of a successful artist with an impressive marketing strategy. Here are some areas of marketing that Taylor Swift is good at, along with five unique insights for each area:

Social Media Marketing 

- Taylor Swift is very active on social media platforms such as Twitter, Instagram, and TikTok. She frequently shares personal content such as behind-the-scenes glimpses of her music creation process, photos of her daily life, and messages to her fans.
- Taylor Swift creates a sense of exclusivity for her fans by sharing sneak peeks, limited-edition merchandise, and surprise giveaways on her social media channels.
- Taylor Swift interacts with her fans on social media, often replying to their comments and messages. She has even sent fans personalized gifts and handwritten notes.
- Taylor Swift also uses social media to promote her music and concerts, often sharing announcements, music videos, and tour dates.
- Other smaller artists should focus on building a strong online presence and interacting with their fans on social media. Creating exclusive content and offering limited-edition merchandise can also create a sense of exclusivity and encourage fans to engage with the artist.

Branding and Visual Identity 

- Taylor Swift has a strong brand and visual identity, which is consistent across all of her music, merchandise, and marketing materials. Her brand is centred around themes of vulnerability, love, and storytelling.
- Taylor Swift's merchandise is designed to appeal to her fans, with unique and creative designs that often incorporate song lyrics, album artwork, and her signature aesthetic.
- Taylor Swift collaborates with other artists and designers, such as Stella McCartney and Valentino, to create unique fashion and style statements that reflect her brand and visual identity.

- Taylor Swift's music videos and live performances also reflect her branding and visual identity, often incorporating similar themes and aesthetics as her album artwork and merchandise.
- Smaller artists can create a strong brand and visual identity by focusing on their unique style and personality and incorporating those elements into all of their marketing materials. Collaborating with other artists and designers can also help elevate their visual identity and appeal to a wider audience.

Fan Engagement

- Taylor Swift has a strong connection with her fans, often going out of her way to make them feel appreciated and valued. She frequently interacts with them on social media, as well as in-person during meet-and-greet events.
- Taylor Swift also creates opportunities for her fans to engage with her music, such as inviting them to participate in music video shoots, featuring their artwork on her website and social media, and inviting them to exclusive listening parties.
- Taylor Swift values her fans' opinions and feedback, often asking for their input on her music, merchandise, and tour dates. She even sent a personalized gift to a fan who expressed concern about their financial situation.
- Taylor Swift also creates opportunities for her fans to give back to their communities, often partnering with charities and organizations to promote social causes and encourage volunteer work.
- Smaller artists can engage with their fans by creating opportunities for interaction, such as meet-and-greets, live Q&A sessions, and giveaways. They can also show appreciation for their fans' support by sharing their content and giving them shoutouts on social media.

Innovative Promotion

- Taylor Swift is known for her innovative and creative promotion strategies. For example, she once sent personalized Christmas cards to her fans, featuring lyrics from her song "Christmas Tree Farm."
- Taylor Swift also uses promotional tactics to generate buzz around her music and concerts, such as hosting secret listening parties for her fans and sending cryptic clues and hints on social media.
- Taylor Swift leverages her personal connections and relationships to promote her music, often collaborating with other artists and musicians, and inviting them to appear in her music videos or perform with her on stage.

- Taylor Swift creates unique and memorable experiences for her fans, such as hosting pop-up shops and fan conventions, and offering VIP experiences that include exclusive merchandise and backstage access.
- Taylor Swift is not afraid to try new and unconventional promotion strategies, such as releasing an album with only 24 hours notice, or partnering with a theme park to create a special attraction based on her music.
- Smaller artists can learn from Taylor Swift's innovative promotion strategies by thinking outside of the box and trying new and unconventional tactics to generate buzz around their music. They can also leverage their personal connections and relationships to promote their music and collaborate with other artists and influencers in their genre. Finally, they can create unique and memorable experiences for their fans to increase engagement and loyalty.

Data-Driven Decision Making

- Taylor Swift is known for her data-driven approach to decision making. She closely tracks metrics such as sales, streaming numbers, social media engagement, and fan feedback to inform her marketing and business decisions.
- Taylor Swift uses data to inform her music creation process, analysing what types of songs and lyrics resonate with her fans and incorporating those elements into her music.
- Taylor Swift also uses data to inform her touring and concert strategies, analysing fan demographics and market trends to determine the most effective tour dates and locations.
- Taylor Swift regularly conducts surveys and polls to gather feedback from her fans and inform her marketing and branding decisions.
- Smaller artists can learn from Taylor Swift's data-driven approach by closely tracking metrics and using them to inform their marketing and business decisions. They can conduct surveys and polls to gather feedback from their fans, and use that feedback to tailor their music and marketing strategies to their audience. Finally, they can analyse market trends and fan demographics to determine the most effective tour dates and locations.

In summary, Taylor Swift's success is due to a combination of factors, including her strong branding and visual identity, her innovative promotion strategies, her data-driven decision making, and her strong connection with her fans. Smaller artists can learn from her marketing tactics by focusing on building a strong online presence, creating a unique and consistent visual identity, engaging with their fans, trying new and unconventional promotion strategies, and using data to inform their marketing and business decisions.

Again, we can't speak for factual accuracy. And we have serious questions as to whether Taylor Swift "closely tracks metrics such as sales, streaming numbers, social media engagement, and fan feedback to inform her marketing and business decisions" and "uses data to inform her music creation process, analysing what types of songs and lyrics resonate with her fans and incorporating those elements into her music" ... 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.

HELP CREATING MARKETING ASSETS

Let's start with an eternal music industry challenge, language.

It's not uncommon for the music industry to struggle with describing the sound of a new artist, especially if the artist is doing something unique or unconventional. Comparing the new artist to other established artists can help give potential fans a sense of what they might expect from the new artist's music. However, relying solely on comparisons can also have drawbacks, as it can lead to unfair or inaccurate assumptions about the new artist's sound and can be interpreted very differently by different people!

A better approach would be to use more descriptive language to convey the artist's unique sound, style, or influences. This could include describing the artist's musical elements, such as the instrumentations, harmonies, rhythms, and song structures, or their lyrical themes, vocal tone, and delivery. Using more descriptive language can help provide a more accurate and comprehensive understanding of the artist's music, while still giving potential fans a frame of reference for what they can expect.

A language model can help here also, of course!

Describing Your Sound

Let's say you're struggling to describe your sound, but you have some reference artists. Even with **just** these, a language model can help you develop language that describes your sound and helps people know what to expect (and helps them spread the word and talk to others about it!).

For example, Doja Cat has been compared to Nicki Minaj and Missy Elliott. Let's see what we can do with that comparison.

PROMPT:

If I were to describe a new music artist as "Nicki Minaj and Missy Elliott" then what would you think I mean? Answer and then do your best to describe the new artist based purely on the fact that they are like "Nicki Minaj and Missy Elliott"

RESPONSE:

If you described a new music artist as "Nicki Minaj and Missy Elliott," I would assume that you mean the artist is a female rapper who is bold, confident, and has a unique style that blends different genres of music.

Based purely on the comparison to Nicki Minaj and Missy Elliott, I would imagine that the new artist has a commanding stage presence, powerful and dynamic lyrics, and an unapologetic attitude. She may have a knack for incorporating different musical styles into her music, such as hip-hop, pop, and R&B, and may have a distinct fashion sense that is both bold and unapologetic.

Overall, I would expect the new artist to be a force to be reckoned with in the music industry, with a strong and loyal fan base that is drawn to her individuality and fearlessness.

A pretty good start at describing Doja Cat using only references from other artists, eh! You'll want to include some info on your style in the prompt, of course. But hopefully, we've demonstrated the power of a language model in going from relatively simple and crude descriptions of an artist to much richer and more engaging descriptions. If you don't have the words to describe something, a language model can help!

Let's now explore how to ask a language model to help write your artist biography.

Writing Your Artist Bio

PROMPT:

I'm a singer-songwriter. I want to target the following audience. How should I write my artist biography to engage this audience?

⌚️ Music Obsessed: These music listeners are completely devoted to music and spend a significant amount of time seeking out new artists and songs. They are highly engaged with the music industry and are often the first to discover new trends.

RESPONSE:

To engage with the "Music Obsessed" audience as a singer-songwriter, you'll want to focus on providing details about your music that demonstrate your unique style and creativity. Here are some tips on how to write your artist biography to engage this audience:

Highlight your musical influences: The "Music Obsessed" audience is always on the lookout for new artists and songs, but they also appreciate those who have a deep understanding of the history of music. In your bio, you should mention the artists and genres that have influenced your music and how they have impacted your style.

Talk about your creative process: This audience is interested in the behind-the-scenes of how music is made. You can discuss your songwriting process, how you approach creating music, and any unique techniques you use to bring your songs to life.

Share any notable achievements: "Music Obsessed" listeners are often the first to discover new trends and emerging artists, but they also appreciate those who have achieved success in the industry. Share any notable achievements, such as awards, critical acclaim, or significant performances, to demonstrate your talent and credibility.

Show your passion for music: This audience is highly engaged with the music industry and wants to know that you are too. Share your love for music and what drives you to create and perform. You can also discuss any involvement you have in the industry, such as attending music conferences or supporting independent music.

By following these tips, you can write a compelling artist biography that will engage the "Music Obsessed" audience and help you stand out in a crowded music industry.

You can then describe yourself as best you can and get the language model to rewrite it for you. I don't have a musical bone in my body, but if I did, here's the artist I'd want to be. Let's see if the language model can make me sound like a real artist.

PROMPT:

... continued ...

My name is David. I live in a small cabin in the woods of Connecticut. I'm a singer-songwriter and play guitar and harmonica by the campfire. I write about my boys, who are growing up. And my job as a data scientist. My songs are inspired by the woods and the fire and the stars and the lake I look out on. Neil Young and Anais Mitchell are inspirations to me.

Please write an artist biography for me that will stand out to the Music Obsessed segment. Elaborate on all how all of the things you know about me impact my music.

RESPONSE:

David is a singer-songwriter who draws inspiration from the beautiful surroundings of his small cabin in the woods of Connecticut. He spends his evenings strumming his guitar and harmonica by the campfire, often writing about the experiences of raising his growing boys and his job as a data scientist. His love for the outdoors, including the woods, the stars, and the lake he looks out on, is woven into his songs, giving them a unique, earthy quality that is sure to captivate audiences.

David's musical influences include the legendary Neil Young and the talented Anais Mitchell, whose styles have impacted his own music. He takes inspiration from their ability to combine traditional folk music with new and exciting elements, and he strives to create a sound that is both timeless and fresh. He hopes that his music will resonate with audiences who appreciate the beauty and simplicity of nature, and who understand the challenges of modern life.

David's songs are deeply personal, reflecting his experiences as a father, a data scientist, and a lover of nature. He writes about the joys and struggles of raising children, the

mysteries of the natural world, and the complex emotions that come with being a part of the human race. His lyrics are rich with imagery, drawing listeners into a world of beauty and contemplation.

David's music is a testament to the power of simplicity and the beauty of the natural world. His songs are authentic and heartfelt, providing a refreshing counterbalance to the pressures of modern life. He hopes that his music will inspire others to appreciate the beauty of the world around them, and to connect with the simple joys of life.

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.

Additional tip: To sound truly unique and authentic, you can leverage tools like Grammarly that offer helpful suggestions for various tones and language delivery. These additional tweaks can help you create a more compelling and engaging bio that truly reflects your personality and values.

What else can a language model help you to create? Let's ask ...

Other Marketing Assets a Language Model Can Help With

Let's ask the language model where else it can help.

PROMPT:

I want to help music artists to use a language model to generate marketing assets. What are all of the types of marketing assets that you can help artists to generate?

RESPONSE:

As a language model, I can generate a wide range of marketing assets that music artists can use to promote their music. Here are some examples of the types of marketing assets that I can help generate:

Social media posts: I can help generate catchy captions, post descriptions, and hashtags for social media platforms like Instagram, Facebook, and Twitter.

Press releases: I can help artists generate press releases to promote their new releases, upcoming shows, or other news.

Email newsletters: I can help artists write compelling email newsletters to keep their fans up to date on their latest news and releases.

Website copy: I can help generate website copy, including artist bios, album descriptions, and tour information.

Ad copy: I can help generate copy for social media ads, Google ads, and other types of digital advertising.

Video scripts: I can help artists generate scripts for promotional videos, such as music videos, lyric videos, and behind-the-scenes content.

Merchandise descriptions: I can help generate product descriptions for merchandise like T-shirts, hats, and other items that artists sell.

These are just a few examples of the types of marketing assets that I can help artists generate. If you have any specific requirements or ideas in mind, I can try my best to generate them for you.

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 single 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:

Sure, I'd be happy to help you generate social media posts to promote your new single. Can you please tell me a little bit more about your music and your new single? Who is your target audience and what's the main message or theme of your new release? This information can help me generate more effective and targeted social media posts for you.

Smart. That's exactly how you should do it. We've seen lots of suggested prompts for artists that don't take these points into account.

Understanding your music, your target audience, and the main message or theme of your new release is important because it allows you to create content that is more relevant, engaging, and effective in reaching your desired audience. Here's why each of these points is essential:

- **Understanding your music:** As an artist, you know your music better than anyone else, and your content should reflect your unique style and sound. Knowing your music helps me to create content that reflects your brand and values, as well as the genre and style of music you produce. This ensures that your content is authentic and relevant to your fans, who will be more likely to engage with and share it.
- **Knowing your target audience:** Your target audience is the group of people who are most likely to appreciate and engage with your music. Knowing who they are helps me to create content that speaks directly to their interests and preferences. This can include the types of language and imagery that are most likely to appeal to them, as well as the social media platforms where they are most active. By targeting your content to your ideal audience, you can maximise your engagement and reach.
- **Identifying the main message or theme:** The main message or theme of your new release is the core idea or feeling that you want to convey to your fans. Understanding this helps me to create content that is consistent with your artistic vision and promotes the right message to your fans. For example, if your new release is a love song, the content should reflect the emotion and tone of the song, such as through romantic imagery and language.

The dangers of writing content without first getting clear on these points is that your content may not accurately reflect your brand and values, may not be targeted to the right audience, and may not effectively promote your new release. This can result in low engagement, minimal impact, and missed opportunities to connect with your fans. By taking the time to get clear on your music, your target audience, and your message, you can ensure that your content is engaging, effective, and reflects your unique artistic vision.

Ok, but what prompt should we use to generate some actual social media content? Let's ask.

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. Please write a complete prompt with example content and all the instructions necessary to generate great content.

RESPONSE:

Sure, here's an example prompt that will help me generate catchy captions, post descriptions, and hashtags for your social media platforms:

Hello! I'm excited to release my new single, "Never Let You Go." It's a pop ballad about the power of love and the importance of holding on to the people who matter most in our lives. I'm hoping to target my core audience of young adults who are into pop and R&B music, and who value authenticity and emotional depth in their music. Here are some guidelines for creating social media content for the release:

Captions: I'd like to create 3-4 different caption options that are catchy, emotional, and attention-grabbing. The captions can include quotes from the song, personal anecdotes, or inspiring messages about love and relationships. Please keep the captions between 100-200 characters.

Post descriptions: I'd like to create 1-2 different post descriptions that provide a brief overview of the song and its meaning. The descriptions can include details about the production process, collaborations, or other interesting facts. Please keep the descriptions between 100-200 words.

Hashtags: I'd like to create a list of 5-7 different hashtags that can be used across Instagram, Facebook, and Twitter. The hashtags should be relevant to the theme and mood of the song, and should target the core audience. Examples include #NeverLetYouGo, #LoveBallad, #EmotionalPop, #RelationshipGoals, #HoldOnToLove.

By providing this information, I have a clear understanding of your music, your target audience, and the main message or theme of your new release. This will allow me to create social media content that resonates with your audience and promotes your new release effectively.

Let's try it.

PROMPT:

Hello! I'm excited to release my new single, "Never Let You Go." It's a pop ballad about the power of love and the importance of holding on to the people who matter most in our lives. I'm hoping to target my core audience of young adults who are into pop and R&B music, and who value authenticity and emotional depth in their music. Here are some guidelines for creating social media content for the release:

Captions: I'd like to create 3-4 different caption options that are catchy, emotional, and attention-grabbing. The captions can include quotes from the song, personal anecdotes, or inspiring messages about love and relationships. Please keep the captions between 100-200 characters.

Post descriptions: I'd like to create 1-2 different post descriptions that provide a brief overview of the song and its meaning. The descriptions can include details about the production process, collaborations, or other interesting facts. Please keep the descriptions between 100-200 words.

Hashtags: I'd like to create a list of 5-7 different hashtags that can be used across Instagram, Facebook, and Twitter. The hashtags should be relevant to the theme and mood of the song, and should target the core audience. Examples include #NeverLetYouGo, #LoveBallad, #EmotionalPop, #RelationshipGoals, #HoldOnToLove.

RESPONSE:

Great, here are some options for captions, post descriptions, and hashtags that could be used for promoting your new single, "Never Let You Go."

Captions:

- "Hold on tight to the ones you love. 'Never Let You Go' is out now! ❤️
#LoveBallad #EmotionalPop"
- "Feeling all the love with 'Never Let You Go.' Listen now! #RelationshipGoals
#HoldOnToLove"
- "This one's for all the romantics out there. 'Never Let You Go' is here. #PopBallad
#LoveWins"
- "Get ready to feel all the feels. 'Never Let You Go' is out now. ❤️ #AuthenticMusic
#PopRnB"

Post Descriptions:

- "My new single, 'Never Let You Go,' is a pop ballad that speaks to the power of love and the importance of holding on to the people who matter most in our lives. Through the production process, I was able to infuse my emotions and personal experiences into the track, making it a truly authentic expression of my artistry. I hope it resonates with you as much as it does with me."
- "I collaborated with some amazing musicians and producers to bring 'Never Let You Go' to life. The track is a testament to the emotional depth and authenticity that I strive to bring to my music, and I can't wait for you to hear it. Check it out now!"

Hashtags: #NeverLetYouGo, #LoveBallad, #EmotionalPop, #RelationshipGoals, #HoldOnToLove, #AuthenticMusic, #PopRnB

Feel free to use these or modify them to better suit your preferences. Remember to keep the content authentic, relevant to your audience, and engaging. Good luck with your new release!

A good start! 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.

Video Scripts

Let's ask the language model how it can help.

PROMPT:

You said this "Video scripts: I can help artists generate scripts for promotional videos, such as music videos, lyric videos, and behind-the-scenes content."

Please write an example prompt that I could use that would tell you everything you need to know to create Video scripts

RESPONSE:

Sure, here's an example prompt that will help me generate a video script for your promotional video:

Hi there! I'm excited to create a promotional video for my new single, "Never Let You Go." I'm looking to create a video that showcases the emotional depth and authenticity of the track, while also engaging my core audience of young adults who are into pop and R&B music. Here are some guidelines for creating the video script:

Target audience: My target audience is young adults who are into pop and R&B music, and who value authenticity and emotional depth in their music. Please keep this in mind when creating the script, as I want to create a video that resonates with my audience and captures their attention.

Theme and mood: The theme of the song is the power of love and the importance of holding on to the people who matter most in our lives. The mood is emotional, introspective, and heartfelt. I want the video to capture this mood and bring the lyrics to life in a visually stunning way.

Concept: I'm open to different concepts for the video, but I want to create a cohesive story that reflects the theme and mood of the song. The video could include performance footage, narrative elements, or behind-the-scenes content, depending on what you think would be most effective. I want the video to be engaging, memorable, and true to my artistic vision.

Length and style: The video should be around 3-4 minutes in length, and should be shot in a style that complements the theme and mood of the song. I'm open to different styles, but I want the video to be visually stunning and polished, with high-quality production values.

By providing this information, I have a clear understanding of your music, your target audience, and the main message or theme of your new release. This will allow me to create a video script that resonates with your audience, captures the emotion and message of your new single, and reflects your unique artistic vision.

Let's try it, shall we?

PROMPT:

Hi there! I'm excited to create a promotional video for my new single, "Never Let You Go." I'm looking to create a video that showcases the emotional depth and authenticity of the track, while also engaging my core audience of young adults who are into pop and R&B music. Here are some guidelines for creating the video script:

Target audience: My target audience is young adults who are into pop and R&B music, and who value authenticity and emotional depth in their music. Please keep this in mind when creating the script, as I want to create a video that resonates with my audience and captures their attention.

Theme and mood: The theme of the song is the power of love and the importance of holding on to the people who matter most in our lives. The mood is emotional, introspective, and heartfelt. I want the video to capture this mood and bring the lyrics to life in a visually stunning way.

Concept: I'm open to different concepts for the video, but I want to create a cohesive story that reflects the theme and mood of the song. The video could include performance footage, narrative elements, or behind-the-scenes content, depending on what you think would be most effective. I want the video to be engaging, memorable, and true to my artistic vision.

Length and style: The video should be around 3-4 minutes in length, and should be shot in a style that complements the theme and mood of the song. I'm open to different styles, but I want the video to be visually stunning and polished, with high-quality production values.

RESPONSE:

Great! Based on your guidelines, here's an example script for your promotional video for "Never Let You Go."

Opening shot: A close-up of a couple's intertwined hands, with a ring on the woman's finger, and the sound of a heart beating.

Voiceover (V.O.): "Love is a powerful force. It's what keeps us going, what makes life worth living."

Cut to: A medium shot of the couple standing on a cliff, overlooking a beautiful sunset.

V.O.: "But sometimes, we need a reminder to hold on to the people who matter most in our lives."

Cut to: A performance shot of the artist, singing in a dimly-lit studio, with footage of the couple's memories projected on the walls around him.

V.O.: "That's what 'Never Let You Go' is all about. It's a ballad that captures the emotional depth and authenticity of true love."

Cut to: A shot of the artist standing in a rainstorm, with the rain dripping down his face, intercut with footage of the couple holding each other in the rain.

V.O.: "Through the rain and the storm, through the highs and the lows, love is what keeps us together."

Cut to: A shot of the artist walking through a park, with the couple walking hand in hand in the background.

V.O.: "So hold on tight to the ones you love. And never let go."

Closing shot: A close-up of the couple's intertwined hands, with the sound of the heart beating growing louder.

V.O.: " 'Never Let You Go' - available now."

This script captures the emotional depth and authenticity of the song, while also engaging your target audience of young adults who appreciate pop and R&B music. It also incorporates elements of narrative and performance footage, as well as visually stunning imagery, to create a cohesive story that reflects the theme and mood of the song. Of course, the script can be further modified or adjusted to better suit your preferences and artistic vision. I hope this helps!

HELP WITH LEGAL

Legal support is expensive and complicated. A language model doesn't like to tread on toes here, but it can be encouraged to help. We'll work through one example to show you how and then we'll consider other ways it can help.

Thinking Through Legal Issues

Let's start by stepping back from the problem you're trying to solve. Like this.

PROMPT:

I am a singer-songwriter. I need to write a legal contract in the UK that licences my music to a brand for use in an advertising campaign. What are the key decisions I need to make to put in the contract?

RESPONSE:

As a singer-songwriter, there are a few key decisions you will need to make when drafting a licensing agreement with a brand in the UK. Here are some important considerations to keep in mind:

Scope of the license: You will need to define the scope of the license granted to the brand, such as the specific song or songs being licensed, the duration of the license, and the territory where the music can be used.

Compensation: You will need to determine the compensation you will receive from the brand for the use of your music. This can be a one-time fee, a percentage of the campaign's profits, or a combination of both.

Exclusivity: You will need to decide whether the license is exclusive or non-exclusive. An exclusive license means that the brand has the exclusive right to use your music for the duration of the license. A non-exclusive license means that you can license your music to other brands for similar uses.

Credits and attribution: You may want to specify how the brand should credit you for your music in the advertising campaign. This could include your name, the song title, and other relevant information.

Termination: You will need to specify the circumstances under which the license can be terminated, such as a breach of contract by either party, or the end of the license period.

Indemnification: You may want to include a provision that requires the brand to indemnify you in case of any legal claims or damages resulting from the use of your music in the campaign.

Representations and warranties: You may want to include representations and warranties from the brand regarding their ownership of the content they are providing, the legality of their use of your music, and the absence of any third-party rights in the music.

It is always advisable to consult with a legal professional to help draft a licensing agreement that meets your specific needs and ensures that your interests are protected.

Let's push on and get closer to an actual contract. Asking the language model to think through a task before completing it sometimes helps. It also helps you to understand and guide the process. So let's do that.

PROMPT:

... continued ...

Write an outline contract that I can adapt. Clearly mark all the places where I need to make an important decision. After each complicated legal phrase, write a summary in plain English.

RESPONSE:

Sure! Here is an outline for a licensing agreement that you can adapt for your specific needs:

I. Introduction

A. Parties involved: [Insert your name] (Licensor) and [Insert brand name] (Licensee)

B. Purpose of the agreement: To license the use of [Insert song title] (Licensed Music) in an advertising campaign for [Insert brand name]

II. License Grant

A. Important Decision: Scope of license - Define the scope of the license granted to the Licensee, including:

1. The specific Licensed Music
2. The duration of the license
3. The territories in which the Licensed Music may be used

B. Plain English Summary: This section outlines the specifics of what is being licensed to the Licensee, such as the song, how long the Licensee can use it for, and where it can be used.

III. Compensation

A. Important Decision: Determine the compensation you will receive for the use of your music, including:

1. The amount of compensation (e.g. a one-time fee or a percentage of campaign profits)
2. The method and timing of payment

B. Plain English Summary: This section specifies how much the Licensee will pay for the use of your music and when they will pay it.

IV. Exclusivity

A. Important Decision: Decide whether the license is exclusive or non-exclusive.

B. Plain English Summary: This section determines whether the Licensee has exclusive rights to use your music or if you can license it to others as well.

V. Credits and Attribution

A. Specify how the Licensee should credit the Licenser for the Licensed Music in the advertising campaign.

B. Plain English Summary: This section outlines how the Licensee should give you credit for your music in the campaign, including your name, song title, and other relevant information.

VI. Termination

A. Specify the circumstances under which the license can be terminated, including:

1. A breach of contract by either party
2. The end of the license period

B. Plain English Summary: This section outlines when the license can be terminated, such as if one party violates the contract or if the license simply expires.

VII. Indemnification

A. Include a provision that requires the Licensee to indemnify the Licenser in case of any legal claims or damages resulting from the use of the Licensed Music in the campaign.

B. Plain English Summary: This section ensures that the Licensee will be responsible for any legal claims or damages that arise from their use of your music.

VIII. Representations and Warranties

- A. Include representations and warranties from the Licensee regarding their ownership of the content they are providing, the legality of their use of your music, and the absence of any third-party rights in the Licensed Music.
- B. Plain English Summary: This section ensures that the Licensee has the legal right to use your music and that they are not violating anyone else's rights by using it.

IX. Governing Law and Jurisdiction

- A. Specify the governing law and jurisdiction that will apply in case of any disputes arising from this agreement.
- B. Plain English Summary: This section determines which laws will apply if there is a dispute between the parties and where the dispute will be resolved.

X. Signatures

- A. Both parties should sign and date the agreement.
- B. Plain English Summary: This section is where both parties sign and date the agreement to make it legally binding.

This is just an outline, and you should consult with a legal professional to help draft a licensing agreement that meets your specific needs and protects your interests.

Writing Contracts

Now let's write the contract.

PROMPT:

... continued ...

Please write the contract

RESPONSE:

I am sorry, as an AI language model, I cannot provide a specific example contract for you. However, I can provide a template for a licensing agreement that you can adapt to your specific needs. It is important to note that you should consult with a legal professional to ensure that your licensing agreement meets your specific needs and protects your interests.

TEMPLATE FOR LICENSING AGREEMENT

This Licensing Agreement ("Agreement") is made and entered into as of [insert date], by and between [insert your name], a [insert your country and state] resident with a mailing

address at [insert your address] ("Licensor"), and [insert brand name], a [insert their country and state] resident with a mailing address at [insert their address] ("Licensee").

WHEREAS, Licensor is the owner of certain music compositions, and Licensee desires to license the use of certain music compositions to be used in an advertising campaign.

NOW, THEREFORE, the parties agree as follows:

License Grant

(a) Licensor hereby grants to Licensee a non-exclusive license to use the following music composition(s):

[Insert song title(s) and any other relevant information that defines the music compositions]

(b) The license granted hereunder shall be limited to the following:

[Insert the scope of the license, such as the duration of the license, the territories in which the music compositions may be used, and any other relevant information]

(c) Licensee shall not have the right to sublicense, assign or otherwise transfer its rights hereunder to any third party without the prior written consent of Licensor.

Compensation

(a) In consideration for the license granted hereunder, Licensee shall pay to Licensor the following compensation:

[Insert the compensation that will be paid, such as a one-time fee or a percentage of campaign profits]

(b) The compensation shall be paid to Licensor in the following manner:

[Insert the method and timing of payment]

Exclusivity

(a) The license granted hereunder shall be non-exclusive.

Credits and Attribution

(a) Licensee shall give proper credit and attribution to Licensor as follows:

[Insert how Licensor should be credited, such as the Licensor's name, song title, and any other relevant information]

Termination

(a) This Agreement shall terminate upon the earlier of:

[Insert the circumstances under which the agreement will terminate, such as a breach of contract by either party or the end of the license period]

(b) Upon termination, Licensee shall immediately discontinue all use of the Licensed Music.

Indemnification

(a) Licensee shall indemnify and hold harmless Licenser from any and all claims, demands, actions, suits, damages, and liabilities (including reasonable attorneys' fees) arising out of Licensee's use of the Licensed Music.

Representations and Warranties

(a) Licensee represents and warrants that:

[Insert any representations and warranties that the Licensee is making, such as their ownership of the content they are providing, the legality of their use of your music, and the absence of any third-party rights in the Licensed Music]

Governing Law and Jurisdiction

(a) This Agreement shall be governed by and construed in accordance with the laws of [insert the country and state that will govern this agreement].

(b) Any dispute arising under this Agreement shall be resolved in the [insert the name of the court or arbitration panel] located in [insert the city and state where the dispute will be resolved].

Signatures

(a) This Agreement may be executed in counterparts and may be transmitted by facsimile or other electronic means.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

[Insert your name], Licenser

[Insert your signature]

[Insert date]

[Insert brand name], Licensee

[Insert brand representative signature]

[Insert date]

This is a template that you can adapt to your specific needs. Be sure to review it with a legal professional to ensure that your licensing agreement meets your specific needs and

protects your interests. It's important to make sure that all of the important decisions you make are clearly and thoroughly outlined in the contract, and that all parties understand and agree to the terms outlined.

Now a cover letter.

PROMPT:

... continued ...

Please write a letter introducing and summarising the main terms in the contract

RESPONSE:

Dear [Insert Brand Name],

I am writing to formally introduce the licensing agreement for the use of my music in your upcoming advertising campaign. I'm thrilled to have the opportunity to work with you on this project and I believe that my music will perfectly complement your brand's vision.

This agreement outlines the terms and conditions for the license granted by me to you for the use of my music composition(s) in the upcoming advertising campaign. The main terms of the agreement are as follows:

License Grant

I am granting you a non-exclusive license to use my music composition(s) as outlined in the agreement.

Compensation

In consideration for the license granted, you will pay me the agreed upon compensation as outlined in the agreement.

Exclusivity

The license granted is non-exclusive, meaning that I retain the right to license my music to other brands for similar uses.

Credits and Attribution

You will give proper credit and attribution to me in accordance with the terms outlined in the agreement.

Termination

The agreement will terminate under certain circumstances, such as a breach of contract by either party or the end of the license period.

Indemnification

You agree to indemnify and hold me harmless from any claims arising from your use of my music in the advertising campaign.

Representations and Warranties

You represent and warrant that you have the legal right to use my music and that your use of it will not infringe upon any third-party rights.

I believe that this agreement accurately reflects the mutual understanding between us and I look forward to working together on this project. If you have any questions or concerns about the terms outlined in the agreement, please don't hesitate to contact me.

Thank you for your time and consideration.

Sincerely,

[Insert Your Name]

But here's what you probably should do.

PROMPT:

... continued ...

Write a letter to a lawyer about the draft contract, explaining that I used ChatGPT to write it and asking them to check it and make it good.

RESPONSE:

Dear [Insert Lawyer's Name],

I am writing to request your assistance with reviewing and finalizing a licensing agreement for my music composition(s) that I have drafted using ChatGPT. I am a singer-songwriter and I am seeking to license my music to a brand for use in an advertising campaign.

I have used ChatGPT to draft the agreement, but I understand the importance of having it reviewed by a legal professional to ensure that it is legally sound and that it protects my interests.

The agreement outlines the specific terms of the license being granted, the compensation to be paid, and the rights and obligations of both parties. I have made important decisions about the scope of the license, compensation, exclusivity, termination, indemnification, and representations and warranties.

I would greatly appreciate it if you could review the draft agreement and provide me with your feedback and recommendations to ensure that it meets my specific needs and is

legally binding. Please make any necessary changes to the agreement to ensure that it is legally sound and fully protects my interests.

Thank you for your time and attention to this matter. I look forward to hearing back from you soon.

Sincerely,

[Insert Your Name]

Reviewing Contracts

A language model can help you understand any contracts you're sent. To try this out, we pasted into the language model a set of terms from an old superstar artist contract we had laying around. We won't share the contract here, but let's see what the language model thinks of it?

PROMPT:

This is a contract I've been proposed by a record label. What's good, bad, ugly, usual and unusual about this? Please explain any jargon or complex legal terms used.

[paste in contract]

RESPONSE:

The proposed contract is a standard recording contract for a new release deal with a record label. The contract outlines the terms and conditions for the production and distribution of the artist's first and second albums. The contract includes details on the financial arrangements, marketing, creative control, and catalogue deal component.

One notable aspect of the contract is the large recording fund of \$[REDACTED] by PROMPT for Musicians]MM for the first album, which includes \$[REDACTED] by PROMPT for Musicians]K in legal fees. The fund is divided into several parts, including recording costs, marketing costs, and profit advance. The recording fund is recoupable, meaning that the label will recoup the money from the artist's future earnings. Another interesting aspect of the contract is the artist's profit share, which is 50% of the label's net profits from the exploitation of records in the US.

The contract also includes details on the artist's creative control, merchandise items, and promotional videos. The artist has the right to select the producer(s) and compositions, artwork, and packaging for each album. The label has the right to sell merchandise items embodying two exclusive designs per album cycle, and the net profits will be split on a 60:40 basis in the artist's favour. The label will produce two mutually approved videos and other audio-visual material for the applicable album.

The contract also includes a catalogue deal component, where the artist will serve as [REDACTED by PROMPT for Musicians].

Overall, the proposed contract is standard in terms of the recording industry. However, the large recording fund and profit share may be considered more favourable for the artist. It is essential for the artist to review and negotiate the terms of the contract to ensure that they are fair and align with their career goals.

The Good:

- The artist has creative control over recording elements, artwork, and packaging for each album.
- The record label will consult closely with the artist on US and foreign marketing plans and obtain the artist's approval of initial plans and single selections.
- The artist will receive an all-in royalty of 20% of PPD outside the US.
- The artist can perform as a side artist without restriction.
- The record label will produce two mutually approved videos and other audio-visual material for the applicable album.
- The record label will engage a marketing company to do viral and street marketing for the artist.

The Bad:

- The recording funds and other fees are quite high, and the artist is responsible for paying for all recording costs, fees, and advances.
- The deal structure is such that essentially every dollar "costs" the artist at least \$0.50.
- The record label has the right to sell merchandise items embodying two exclusive designs per album cycle on pre-approved merch items, and the label retains a higher split (60%) on merchandise that combines the artist's images/logos.
- The record label has an option to extend the license for 10 years for one three-year period.

The Ugly:

- None apparent.

The Unusual:

- The artist will serve as an [REDACTED by PROMPT for Musicians] for the [REDACTED by PROMPT for Musicians] Catalogue, and [REDACTED by PROMPT for Musicians]

- The artist would perform a cover of one of the songs to be included in the four [REDACTED by PROMPT for Musicians] releases per year, executive produced by the artist with track listings personally selected by the artist from the [REDACTED by PROMPT for Musicians] catalogue.

Don't get tied up with complex terms. A language model can help:

PROMPT:

What is PPD?

RESPONSE:

PPD stands for "Published Price to Dealers," which is the price at which the record label sells the album to retailers. It is also sometimes referred to as "Dealer Price." The artist's royalty is usually a percentage of this PPD price.

You can also ask for advice.

PROMPT:

As the artist, what are some things in this contract I should probably push back on? Please list the items and, for each, suggest to me what I should say in the negotiation

RESPONSE:

The large recording fund: While a large recording fund is a good thing, it is essential to ensure that the fund is being allocated appropriately. The artist should carefully review the breakdown of the fund and ensure that the money is being spent on essential recording costs and marketing initiatives.

- **Recoupment clause:** The recoupment clause in the contract means that the label will recoup the money they spent on the artist's recording from the artist's future earnings. The artist should ensure that the recoupment period is reasonable and not overly burdensome. The artist could ask for a shorter recoupment period or negotiate for a lower percentage of earnings to be recouped.
- **Profit share:** While a 50% profit share may seem favourable, it is essential to understand what expenses are being deducted from the net receipts before the artist's share is calculated. The artist should ensure that the expenses are reasonable and not excessive.
- **Merchandise items:** The contract gives the label the right to sell merchandise items embodying two exclusive designs per album cycle. The artist should ensure that the merchandise items are of high quality and that the net profits split is fair.
- **Marketing:** The contract states that the label will consult closely with the artist on the US & foreign marketing plan and obtain the artist's approval of initial

plans and single selections. However, the artist should ensure that they have a say in the overall marketing strategy and that their image is being portrayed in a way that aligns with their vision.

- **Catalogue deal component:** The artist should ensure that they are receiving fair compensation for their work as [REDACTED by PROMPT for Musicians]. The artist should review the executive producer royalty rate and negotiate for a higher rate if necessary.

In negotiations, the artist should make sure to express their concerns and suggest alternatives that align with their career goals. The artist should seek to collaborate with the label to come up with a mutually beneficial agreement. It's important to be assertive, but also flexible and open to compromise.

Contracts Between DJs and Festivals

We spoke to Aurelio Fernandez, who goes by Afev, a music journalist and consultant, to dig more into legal use cases. Particularly around contracts between DJs and festivals. Here's what he came up with.

Afev started out with the key points the contract needs to cover.

PROMPT:

Hi, I need to help an Italian DJ in order to write a legal contract in the UK for her performance at {Name of the Festival} in London. Can you please write the key points I need to include in the contract?

RESPONSE:

Sure, I can give you some key points to include in the contract for the Italian DJ's performance at the Festival in London. Here are some suggestions:

- 1. Parties:** Begin the contract by clearly identifying the parties involved, including the Italian DJ and the Festival organizers.
- 2. Performance:** Specify the date, time, and location of the performance, as well as the duration of the set.
- 3. Fees:** Detail the fees to be paid to the Italian DJ for the performance, including any agreed-upon travel expenses or accommodations.
- 4. Payment Terms:** Outline the payment terms, such as when and how payment will be made. You may also want to include a cancellation policy that covers the consequences of any cancellations or changes to the performance.

5. Intellectual Property: Specify any intellectual property rights associated with the performance, such as the Italian DJ's rights to use the footage or recordings from the performance.

6. Technical Requirements: Detail any technical requirements necessary for the performance, such as sound equipment, lighting, and stage setup.

7. Force Majeure: Include a clause that addresses the possibility of unforeseeable events that could prevent the performance from taking place, such as acts of nature or terrorism.

8. Liability: Clarify the liability of each party in case of any accidents or injuries during the performance.

9. Termination: Include a termination clause that outlines the circumstances under which the contract may be terminated by either party.

10. Jurisdiction and Governing Law: Specify the jurisdiction and governing law that will apply to the contract, which is especially important since the Italian DJ is from another country.

It's important to note that these are just suggestions, and you should consult with a legal professional to ensure that your contract is comprehensive and legally sound.

Next, he turned that into an outline contract.

PROMPT:

... continued ...

Please write an outline contract that we can adapt. Mark in capital letters all the places where the artist needs to make important decisions.

RESPONSE:

Certainly, here's an outline contract for the Italian DJ's performance at the Festival in London. Please note that this is only a template and should be customized based on the specific needs of the Italian DJ and the Festival organizers.

[ARTIST NAME]

[ADDRESS]

[CITY, COUNTRY]

[PHONE NUMBER]

[EMAIL]

[VENUE/ORGANIZER NAME]

[ADDRESS]

[CITY, COUNTRY]

[PHONE NUMBER]

[EMAIL]

PERFORMANCE AGREEMENT

1. PARTIES This agreement is entered into on [DATE] between [ARTIST NAME], hereinafter referred to as the "Artist," and [VENUE/ORGANIZER NAME], hereinafter referred to as the "Organizer."

2. PERFORMANCE The Artist agrees to perform a DJ set at the Festival on [DATE] at [TIME]. The performance will take place at [VENUE NAME], located at [ADDRESS], [CITY, COUNTRY]. The duration of the set will be [DURATION] minutes/hours.

3. FEES The Organizer agrees to pay the Artist a fee of [AMOUNT] for the performance. The fee includes any agreed-upon travel expenses or accommodations. Payment will be made [PAYMENT TERMS].

4. INTELLECTUAL PROPERTY The Artist retains all intellectual property rights associated with the performance, including any footage or recordings from the performance. The Organizer agrees not to use any such material without the Artist's prior written consent.

5. TECHNICAL REQUIREMENTS The Artist requires the following technical equipment for the performance:

[SPECIFY EQUIPMENT]

[SPECIFY EQUIPMENT]

[SPECIFY EQUIPMENT]

The Organizer agrees to provide the necessary equipment in good working condition.

6. FORCE MAJEURE Neither party shall be held liable for any failure to perform their obligations under this agreement due to unforeseeable events that are beyond their control, such as acts of nature, terrorism, or war.

7. LIABILITY The Organizer shall be liable for any damage to the Artist's equipment that occurs as a result of the Organizer's negligence. The Artist shall be liable for any damage to the venue or equipment that occurs as a result of the Artist's negligence.

8. TERMINATION Either party may terminate this agreement in writing if the other party breaches any of its obligations under this agreement. In the event of termination, the party in breach shall be liable for any damages suffered by the other party.

9. JURISDICTION AND GOVERNING LAW This agreement shall be governed by and construed in accordance with the laws of [COUNTRY]. Any disputes arising from this agreement shall be subject to the exclusive jurisdiction of the courts of [CITY, COUNTRY].

10. SIGNATURES The parties have executed this agreement as of the date first above written.

[ARTIST NAME]

[VENUE/ORGANIZER NAME]

By: _____ By: _____

Date: _____ Date: _____

Next, he added in some important points that the language model missed. Afev spotted these, but just needed to nudge the language model to get it to add them in.

PROMPT:

Considering it is an Italian DJ moving to the UK just for this festival, what about visas and work permits, currency and exchange rate or the scaling and ticket prices? Please right down any other key point that should be included in this contract.

RESPONSE:

Great questions! Here are some additional key points that should be included in the contract:

11. VISAS AND WORK PERMITS The Artist shall be responsible for obtaining any necessary visas and work permits required for entry into the UK and performing at the festival. The Organizer shall provide any necessary documentation or letters to support the Artist's visa application.

12. CURRENCY AND EXCHANGE RATE The parties agree to conduct all financial transactions in [CURRENCY]. The exchange rate used for any foreign currency transactions shall be the rate in effect on the day of the transaction.

13. SCALING AND TICKET PRICES The parties acknowledge that the ticket prices for the festival are subject to change based on demand and other factors. The Organizer shall provide the Artist with regular updates on ticket sales and prices, and the Artist shall have the right to terminate this agreement if the ticket prices or scaling are materially different than originally agreed.

14. MERCHANDISING The Artist shall have the right to sell merchandise at the festival, subject to the Organizer's approval of the merchandise and the terms of any other agreements with third parties.

15. PROMOTION The Organizer shall include the Artist's name and likeness in all promotional materials for the festival, subject to the Artist's approval of the materials.

16. CONFIDENTIALITY The parties agree to keep all details of this agreement and the performance confidential, except as necessary to fulfill their obligations under this agreement.

17. FORCE MAJEURE If the Artist is unable to perform at the festival due to a visa or work permit issue, the Organizer shall be entitled to terminate this agreement without liability.

18. REPRESENTATIONS AND WARRANTIES The Artist represents and warrants that they have the necessary skills and experience to perform at the festival, and that they are not under any contract or obligation that would prevent them from fulfilling their obligations under this agreement.

19. INDEMNIFICATION The Artist shall indemnify and hold the Organizer harmless from any claims, damages, or expenses arising out of the Artist's performance at the festival, except to the extent that such claims, damages, or expenses are caused by the Organizer's negligence.

20. ENTIRE AGREEMENT This agreement constitutes the entire agreement between the parties and supersedes all prior agreements and understandings, whether written or oral, relating to the subject matter of this agreement.

21. AMENDMENT This agreement may be amended or modified only by written agreement signed by both parties.

22. ASSIGNMENT Neither party may assign this agreement without the prior written consent of the other party.

Afev's view? While on the first draft, the language model failed to write crucial details on the draft such as visas and work permits, currency and exchange rates agreements or the scaling and ticket prices, the second draft also missed points such as the terms of the merchandising, promotion or the confidentiality of the agreement.

We should note that the language model was clear that "it's important to note that these are just suggestions." We should consult with a legal professional to ensure that our contract is comprehensive and legally sound. This is very important because, even with the second draft being closer to what a contract between a DJ and a festival should look like, compared to a real contract, we find other things like taxes, special provisions or additional terms and conditions (that include cases of default, the role of the agent or miscellaneous provisions) which should be included in order to protect the parts involved.

So a language model is super helpful, a great starting point and a way to make the contract process quicker and clearer ... it is no substitute for a lawyer. Yet.

FINAL WORD

The arrival of language models is an inflection point for many industries and sectors, and we think the same is true for its impact on artists, musicians and music management. Through this book, we've demonstrated that the positive impacts of using language models are far-reaching, virtually instant and free.

But your hard work, experience and creativity are also required.

Language models will respond to short, simple and basic prompts with short, simple and basic responses. That's a great place to start, but we hope we've inspired you to write better, clearer and more prescriptive prompts, and that you find your responses improve accordingly.

We're not advocates of "10 Best Prompts for Artists" type outputs....because only YOU know what the prompts are that YOU need. And only you can judge how good the responses are. Our summaries instead focus on the lessons learnt, so that you can use your own creativity to get a language model working as hard as possible for you and your unique requirements.

A language model will give you a great menu of options to work from, helping you brainstorm and tackle almost any problem or opportunity. But ultimately that creative decision-making sits with you. We've been blown away with how our creative decision-making has been elevated by having a language model alongside us to support with brainstorming ideas, breaking down concepts, creating first drafts of content, re-writing our notes and so much more.

So we hope you're already up and running using a language model, and if not then at least inspired to jump in and begin exploring. It will take a little grit and determination, but we promise it'll be worth it!

Have fun,

Richard and David

APPENDIX: CREATIVE APPLICATIONS

Ok, so we said in the introduction that, although we've worked with many of the biggest artists in the world since we aren't artists ourselves, we won't presume to tell you how to use AI for the inspiration, songwriting, and creative thinking at the heart of your art.

But we know it can help in those areas, and we're gathering stories from people who are well qualified to judge a language model's output with a goal of covering this topic in depth in a future update to PROMPT for Musicians.

Here are the first few examples of applications of language models to the creative side of growing your career.

If you're an artist and have interesting use cases you'd like to share, please send them over. We'll include them in updates to PROMPT for Musicians and eventually expand this Appendix into a main chapter of the book or two!

Planning For A DJ Set

Charlie Holden from Parable, who throws awesome melodic techno parties across the UK brought this use case to our attention and inspired this chapter.

Let's start with a simple prompt that starts big picture. Inspired by the party David was at when Charlie shared this language model use case.

PROMPT:

I have to play a 90 minute DJ set at a progressive house club night following Patrice Baumel. What should I do?

RESPONSE:

Playing a DJ set after an established artist like Patrice Baumel can be both exciting and challenging. Here are some suggestions for you to consider:

Know Your Audience: Progressive house club nights attract a specific crowd, and it's essential to understand their musical taste. Research the club and the event's past setlists, talk to the promoter or manager, or even the patrons to get a sense of what works best.

Be Prepared: Practice your set and organize your music library in advance. Consider the pacing and energy of your set and how you want to build it up over 90 minutes. Also, be sure to have backup tracks or USB drives in case of technical issues.

Take Risks: Don't be afraid to take risks and play some new tracks or remixes that you haven't tried before. However, be sure to balance it with familiar and well-known tracks to keep the crowd engaged.

Add Your Personal Touch: Add your personal touch to your set, whether it's through creative transitions, live remixing, or adding your own edits to tracks. This will help set you apart from other DJs and make your set more memorable.

Read the Crowd: Keep a close eye on the crowd's reaction to your set and adjust accordingly. Don't be afraid to switch up your playlist or style if you sense the energy is lagging.

Have Fun: Finally, remember to have fun and enjoy yourself! The more you enjoy your set, the more the crowd will too.

Good luck with your DJ set!

Some great general advice. Let's dig in some more.

PROMPT:

... continued ...

What music should I play?

RESPONSE:

When it comes to music selection, here are some suggestions:

Start with a warm-up: As you're following a headliner like Patrice Baumel, you might want to start with a warm-up set that's less intense than the headliner's music. Start with some deep and melodic tracks that can set the tone and gradually build the energy.

Stick to the genre: Since this is a progressive house club night, it's important to stick to the genre as much as possible. This will keep the crowd engaged and ensure that your set flows well with the rest of the night.

Mix it up: It's always a good idea to mix up your music selection to keep the crowd engaged. You can experiment with different sub-genres of progressive house, such as deep progressive or melodic techno, or throw in a few classics.

Consider the time of night: The time of your set will also determine the type of music you should play. For example, if you're playing during peak hours, you might want to focus on tracks with more energy and intensity.

Add your personal touch: As mentioned earlier, adding your personal touch to your set will help you stand out and make your set more memorable. You can include some of your own edits, remixes or add live elements to your set.

Remember, the most important thing is to keep the crowd engaged and having fun, so be sure to read the crowd and adjust your music selection accordingly. Good luck and have fun!

Now we've set the scene and got some general advice, let's see how far the language model can go in helping us think through this set, shall we?

PROMPT:

... continued ...

Compile a list of tracks for a beat-matched set no longer than 60 minutes long in total. The track selection should provide a musical journey from start to finish. Give consideration to mixing in complementary keys when you select tracks.

First, give your mix a name appropriate to the style of music involved.

Second, list and describe the tracks

Third, provide detailed instructions for each transition, referencing the keys, the place to start and an explanation

RESPONSE:

Sure, here's a suggested track list for a 60-minute beat-matched set that provides a musical journey. I'm calling this mix "Voyage into the Deep."

"Eyes Closed" - Sébastien Léger (Key: Bm) - We start with a deep and dreamy track from Sébastien Léger. The opening beat sets a nice pace and tone for the mix.

"Mysteries of Love" - Talal & Zoi (Key: Em) - This track builds on the previous one, increasing the energy and adding a bit more groove. The harmonic transition between Bm and Em is smooth, and we can start this track at the first beat.

"In Your Eyes" - Betoko & Haze-M (Key: Gm) - This track introduces a more upbeat and melodic sound, with a strong bassline and atmospheric sounds. We can mix it in with the previous track, starting it around the 2-minute mark, as the energy starts to build.

"Islands" - Tim Engelhardt & Bjoern Stoerig (Key: Gm) - This track maintains the energy level but adds a darker and more introspective feel. The keys match perfectly with the previous track, so we can start it at the first beat, using EQs to blend the basslines and filtering out the highs of the previous track.

"Contrasts" - Armen Miran (Key: Dm) - This track takes us into a more exotic and mysterious realm, with intricate percussion and ethnic instruments. The transition from Gm to Dm might seem tricky, but we can use a long filter sweep and a delayed drop, starting it around the 3-minute mark of the previous track.

"Longest Night" - Hraach (Key: Dm) - This track picks up where the previous one left off, adding more layers of percussion and a haunting melody. We can mix it in with "Contrasts" using a filter sweep and a bass cut, starting it at the first beat of the breakdown.

"Giant" - Ryan Davis (Key: Bb) - This track brings a more epic and cinematic feel to the mix, with a powerful melody and a lush production. The key matches nicely with the previous track, so we can start it at the first beat, using a high-pass filter to blend the basslines.

"Manic Panic" - Moonwalk (Key: Bb) - This track takes us to the peak of the mix, with a driving bassline and intense atmosphere. We can mix it in with "Giant" using a bass cut and a delayed drop, starting it around the 4-minute mark of the previous track.

"The Navigators" - Lane 8 (Key: Ab) - This track provides a moment of release and introspection, with a soothing melody and ambient sounds. We can mix it in with "Manic Panic" using a high-pass filter and a slow transition, starting it at the first beat of the breakdown.

"Sculptures in the Sky" - Yotto (Key: Ab) - This track brings us back to a more energetic and danceable vibe, with a catchy melody and a strong beat. The harmonic transition from Ab to Bm is smooth, so we can start it at the first beat of the outro of the previous track, using a bass cut and a long filter sweep.

"Cosmic Safari" - Tim Penner (Key: Bm) - This track provides a perfect ending to the mix, with a hypnotic and mesmerizing sound. We can mix it in with the previous track, starting it around the 4-minute mark, using a bass cut and a delayed drop to create a seamless transition.

Here are the detailed instructions for each transition, referencing the keys, the place to start, and an explanation:

"Eyes Closed" - Sébastien Léger (Key: Bm) -> "Mysteries of Love" - Talal & Zoi (Key: Em): We can start "Mysteries of Love" around the 2-minute mark of "Eyes Closed," as the beat and melody are compatible. The harmonic transition from Bm to Em is smooth, and we can use a gradual EQ transition to make it seamless.

"Mysteries of Love" - Talal & Zoi (Key: Em) -> "In Your Eyes" - Betoko & Haze-M (Key: Gm): We can start "In Your Eyes" around the 2-minute mark of "Mysteries of Love," as the energy level and keys match well. We can use EQs to blend the basslines and filtering out the highs of the previous track.

"In Your Eyes" - Betoko & Haze-M (Key: Gm) -> "Islands" - Tim Engelhardt & Bjoern Stoerig (Key: Gm): We can start "Islands" at the first beat, using EQs to blend the basslines and filtering out the highs of the previous track. The harmonic transition from Gm to Gm is perfect, so we don't need to do much.

"Islands" - Tim Engelhardt & Bjoern Stoerig (Key: Gm) -> "Contrasts" - Armen Miran (Key: Dm): We can use a long filter sweep and a delayed drop to transition from "Islands" to "Contrasts," starting it around the 3-minute mark of the previous track. The transition from Gm to Dm might seem tricky, but we can make it work by using EQs to blend the basslines and filtering out the highs of the previous track.

"Contrasts" - Armen Miran (Key: Dm) -> "Longest Night" - Hraach (Key: Dm): We can start "Longest Night" at the first beat, using a filter sweep and a bass cut to make it blend with the previous track. The keys match perfectly, so we don't need to worry about that.

"Longest Night" - Hraach (Key: Dm) -> "Giant" - Ryan Davis (Key: Bb): We can use a high-pass filter to blend the basslines and start "Giant" at the first beat. The key matches nicely with the previous track, so we don't need to worry about that.

"Giant" - Ryan Davis (Key: Bb) -> "Manic Panic" - Moonwalk (Key: Bb): We can use a bass cut and a delayed drop to create a smooth transition from "Giant" to "Manic Panic," starting it around the 4-minute mark of the previous track.

"Manic Panic" - Moonwalk (Key: Bb) -> "The Navigators" - Lane 8 (Key: Ab): We can use a high-pass filter to blend the basslines and start "The Navigators" at the first beat of the breakdown. The transition from Bb to Ab might seem tricky, but we can make it work by using a slow transition and careful EQs.

"The Navigators" - Lane 8 (Key: Ab) -> "Sculptures in the Sky" - Yotto (Key: Ab): We can use a bass cut and a long filter sweep to create a smooth transition from "The Navigators" to "Sculptures in the Sky," starting it at the first beat of the outro of the previous track.

"Sculptures in the Sky" - Yotto (Key: Ab) -> "Cosmic Safari" - Tim Penner (Key: Bm): We can use a bass cut and a delayed drop to transition from "Sculptures in the Sky" to "Cosmic Safari," starting it around the 4-minute mark of the previous track. The harmonic transition from Ab to Bm is smooth, so we can make it work by using careful EQs and filtering.

Overall, the mix provides a musical journey through different moods and atmospheres, with a focus on deep and melodic progressive house. The keys are carefully selected to make the transitions smooth and harmonious, and the energy level is built up gradually, leading to a climactic moment around the middle of the mix. The mix name "Voyage into the Deep" reflects the exploration and immersion into the music, taking the listener on a journey into the depths of sound and emotion.

Let's try some other genres. In doing so we'll better understand the breadth of a language model abilities. And we'll also see some differently structured and formatted responses. This suggests that we have ambiguity in the way we're asking the language model to respond, as it is interpreting it differently each time. There is, therefore an opportunity to tighten up the prompt to be clearer about what level of information you want back and what structure you want it in. But we'll leave you to develop that as appropriate for your needs.

Remember, it's plausible that the language model used to write this book doesn't have knowledge of the world beyond late 2021. Therefore, we may have to rely on tracks from before that point. However, newer language models are trained to draw information from events that happened up until April 2023. In any case, let's go back to some classic tracks!

Let's start with a late '90s dance mix.

PROMPT:

Compile a list of dance music tracks from the late 1990s for a beat matched mix no longer than 60 minutes long in total. The track selection should provide a musical journey from start to finish. Give consideration to mixing in complementary keys when you select tracks.

First, give your mix a name appropriate to the style of music involved.

Second, list and describe the tracks

Third, provide detailed instructions for each transition, referencing the keys, the place to start and an explanation

RESPONSE:

Mix Name: Millennium Dance Party

Tracklist:

"Sandstorm" by Darude (136 BPM)

"Around the World" by Daft Punk (121 BPM)

"Finally" by CeCe Peniston (124 BPM)

"I See You Baby" by Groove Armada ft. Gram'ma Funk (125 BPM)

"Music Sounds Better with You" by Stardust (123 BPM)

"Don't Stop the Music" by Rihanna (123 BPM)

"Can't Get You Out of My Head" by Kylie Minogue (126 BPM)

"Better Off Alone" by Alice Deejay (137 BPM)

Transition Instructions:

1. Start with "Sandstorm" by Darude at 0:00 and let it play until 3:00.
2. Begin mixing in "Around the World" by Daft Punk, starting at the breakdown of "Sandstorm" at 2:45. Keep "Around the World" playing in the background until "Sandstorm" ends at 3:00, then bring it to the forefront.

3. Let "Around the World" play until 5:40, then bring in the acapella of "Finally" by CeCe Peniston, which will be pitched up to match the key of "Around the World." Let the acapella play until 6:10, then drop "Finally" in at full volume.
4. Mix out of "Finally" at 8:30 and start bringing in "I See You Baby" by Groove Armada. Let the two tracks play together until 9:00, then drop "I See You Baby" in at full volume.
5. Let "I See You Baby" play until 11:30, then start mixing in "Music Sounds Better with You" by Stardust, starting at the breakdown of "I See You Baby" at 11:15. Keep "Music Sounds Better with You" playing in the background until "I See You Baby" ends at 11:30, then bring it to the forefront.
6. Let "Music Sounds Better with You" play until 14:45, then start mixing in "Don't Stop the Music" by Rihanna. Let the two tracks play together until 15:15, then drop "Don't Stop the Music" in at full volume.
7. Mix out of "Don't Stop the Music" at 17:30 and start bringing in "Can't Get You Out of My Head" by Kylie Minogue. Let the two tracks play together until 18:00, then drop "Can't Get You Out of My Head" in at full volume.
8. Let "Can't Get You Out of My Head" play until 20:45, then start mixing in "Better Off Alone" by Alice Deejay, starting at the breakdown of "Can't Get You Out of My Head" at 20:30. Keep "Better Off Alone" playing in the background until "Can't Get You Out of My Head" ends at 20:45, then bring it to the forefront.
9. Let "Better Off Alone" play until the end of the mix at 24:00.

Explanation:

This mix takes listeners on a journey through some of the most popular dance tracks of the late 1990s. The tracks are arranged in a way that builds energy and excitement, while still providing moments of relief and contrast. The transitions are carefully planned to create smooth and seamless mixes that keep the energy flowing throughout the entire mix. Each track is chosen for its ability to complement the tracks that come before and after it, and the keys are chosen.

How about something even more mainstream?

PROMPT:

Compile a list of massive bangers from the 1980s that'll get the dads dancin' for a beat-matched mix no longer than 60 minutes long in total. The track selection should provide a musical journey from start to finish. Give consideration to mixing in complementary keys when you select tracks.

First, give your mix a name appropriate to the style of music involved.

Second, list and describe the tracks

Third, provide detailed instructions for each transition, referencing the keys, the place to start and an explanation

RESPONSE:

Mix Name: "Back to the 80s Dance Party"

Track List:

"Billie Jean" by Michael Jackson (1983)

This classic pop hit is a great way to kick off the mix with its iconic bassline and memorable lyrics. It's in the key of F# minor.

"Jump" by Van Halen (1984)

The energetic guitar riffs of this hard rock song will get the dads moving. It's in the key of C major, which complements the previous track's F# minor.

Transition: To transition from "Billie Jean" to "Jump," we can start by fading out the last chorus of "Billie Jean" and letting it trail off. As it fades out, we can bring in the opening guitar riff of "Jump," gradually increasing the volume until it takes over.

"You Give Love a Bad Name" by Bon Jovi (1986)

This rock anthem is perfect for keeping the energy up. It's in the key of D major, which works well with the previous track's C major.

Transition: To transition from "Jump" to "You Give Love a Bad Name," we can use the last guitar riff of "Jump" and let it trail off, then bring in the opening guitar riff of "You Give Love a Bad Name" on the downbeat of the next bar.

"Let's Dance" by David Bowie (1983)

The upbeat tempo and funky guitar riffs of this song will keep the party going. It's in the key of G major, which works well with the previous track's D major.

Transition: To transition from "You Give Love a Bad Name" to "Let's Dance," we can use the last chorus of "You Give Love a Bad Name" and let it play out. As it fades out, we can gradually bring in the opening synth riff of "Let's Dance," gradually increasing the volume until it takes over.

"Beat It" by Michael Jackson (1982)

This classic pop hit has a catchy guitar riff and a driving beat that will keep the dads dancing. It's in the key of F# minor, which complements the previous track's G major.

Transition: To transition from "Let's Dance" to "Beat It," we can use the last chorus of "Let's Dance" and let it play out. As it fades out, we can gradually bring in the opening guitar riff of "Beat It," gradually increasing the volume until it takes over.

"Every Breath You Take" by The Police (1983)

This timeless ballad has a slow tempo and a haunting melody that will give the dads a chance to catch their breath. It's in the key of A major, which works well with the previous track's F# minor.

Transition: To transition from "Beat It" to "Every Breath You Take," we can use the last chorus of "Beat It" and let it play out. As it fades out, we can gradually bring in the opening guitar riff of "Every Breath You Take," gradually increasing the volume until it takes over.

"Livin' on a Prayer" by Bon Jovi (1986)

This classic rock song has an epic guitar riff and a sing-along chorus that will get the dads back on their feet. It's in the key of Bb major, which works well with the previous track's A major.

Transition: To transition from "Every Breath You Take" to "Livin' on a Prayer," we can use the last chorus of "Every Breath You Take" and let it play out. As it fades out, we can gradually bring in the opening guitar riff of "Livin' on a Prayer," gradually increasing the volume until it takes over.

"Sweet Child O' Mine" by Guns N' Roses (1987)

This iconic rock ballad has a memorable guitar intro and a soaring chorus that will keep the dads singing along. It's in the key of D major, which works well with the previous track's Bb major.

Transition: To transition from "Livin' on a Prayer" to "Sweet Child O' Mine," we can use the last chorus of "Livin' on a Prayer" and let it play out. As it fades out, we can gradually bring in the opening guitar riff of "Sweet Child O' Mine," gradually increasing the volume until it takes over.

"Eye of the Tiger" by Survivor (1982)

This classic rock song has an iconic guitar riff and a driving beat that will keep the energy up. It's in the key of Bb major, which complements the previous track's D major.

Transition: To transition from "Sweet Child O' Mine" to "Eye of the Tiger," we can use the last chorus of "Sweet Child O' Mine" and let it play out. As it fades out, we can gradually

bring in the opening guitar riff of "Eye of the Tiger," gradually increasing the volume until it takes over.

"I Wanna Dance with Somebody" by Whitney Houston (1987)

This pop classic is perfect for bringing the party to a close with its upbeat tempo and catchy chorus. It's in the key of A major, which works well with the previous track's Bb major.

Transition: To transition from "Eye of the Tiger" to "I Wanna Dance with Somebody," we can use the last chorus of "Eye of the Tiger" and let it play out. As it fades out, we can gradually bring in the opening synth riff of "I Wanna Dance with Somebody," gradually increasing the volume until it takes over.

Instructions for the transitions:

For each transition, we can start by using the last chorus of the previous track and letting it play out. As it fades out, we can gradually bring in the opening riff of the next track, gradually increasing the volume until it takes over. The keys of each track have been selected to complement the previous track, which should help to make the transitions sound smooth and natural.

Overall, "Back to the 80s Dance Party" is a high-energy mix that should get the dads dancing and singing along from start to finish. With a mix of rock, pop, and ballads, it provides a musical journey that covers some of the biggest hits of the 1980s.

I like the inclusion of "Every Breath You Take" with "a slow tempo and a haunting melody that will give the dads a chance to catch their breath." Nice. This is a reminder that the more context you give ChatGPT the more it can adapt its answers to help you. The inclusion of "that'll get the dads dancin'" in the prompt really helped to shape the tunes it selected.

And now for the prompt that Charlie shared that sparked this whole chapter. Let's explore drum and bass tracks from the late 1990s!

PROMPT:

Compile a list of drum and bass tracks from the late 1990s for a beat-matched mix no longer than 60 minutes long in total. The track selection should provide a musical journey from start to finish. Give consideration to mixing in complementary keys when you select tracks.

First, give your mix a name appropriate to the style of music involved.

Second, list and describe the tracks.

Third, provide detailed instructions for each transition, referencing the keys, the place to start and an explanation.

RESPONSE:

Mix Name: "Time Warp 98"**Track List:**

1. "Valley of the Shadows" by Origin Unknown
2. "Champion Sound" by Q Project
3. "The Nine" by Bad Company
4. "Warhead" by DJ Krust
5. "Nosh (Baron's I Know A Little Spot Mix)" by Total Science
6. "Machete" by Ed Rush & Optical
7. "Turbulence" by Moving Fusion
8. "The Lighter" by DJ SS
9. "Body Rock" by Shy FX & T Power
10. "Mr. Happy" by DJ Hazard & D-Minds

Track Descriptions:

1. "Valley of the Shadows" is a classic jungle track with a haunting melody and rolling breakbeats that have become synonymous with drum and bass.
2. "Champion Sound" features a reggae-influenced bassline and funky drums that keep the energy up.
3. "The Nine" is a gritty roller that builds tension with its eerie pads and deep bassline.
4. "Warhead" is a hard-hitting track with a distorted bassline that hits you right in the chest.
5. "Nosh" has a catchy bassline and soulful vocals, making it a perfect track to transition to a slightly more upbeat sound.
6. "Machete" is a fast-paced, futuristic track that features sharp synths and intense drums.
7. "Turbulence" has a driving bassline and complex drum patterns that will get the dancefloor moving.
8. "The Lighter" has a catchy melody and a drop that will get the crowd hyped.
9. "Body Rock" is a funky track with a groovy bassline and an infectious vocal sample.

10. "Mr. Happy" is a high-energy track with a pounding bassline and an explosive drop.

Transition Instructions:

1. Start with the intro of "Valley of the Shadows" and let it play for 32 bars. When the beat drops, bring in the intro of "Champion Sound" and let the two tracks play together for 16 bars. The key of both tracks is F# minor.
2. Mix out of "Valley of the Shadows" and let "Champion Sound" play for 32 bars. When the bassline drops, bring in the intro of "The Nine." The key of "The Nine" is E minor, which is only one semitone away from F# minor, so the transition will be smooth.
3. Let "The Nine" play for 32 bars, and when the break comes in, mix in the intro of "Warhead." The key of "Warhead" is D minor, which is two semitones away from E minor, so you will need to do a quick EQ mix and filter out some of the bass from "The Nine" to make the transition smooth.
4. Mix out of "The Nine" and let "Warhead" play for 32 bars. When the bassline drops, bring in the intro of "Nosh." The key of "Nosh" is C# minor, which is three semitones away from D minor, so you will need to do a quick EQ mix and filter out some of the bass from "Warhead" to make the transition smooth.
5. Let "Nosh" play for 32 bars, and when the break comes in, mix in the intro of "Machete." The key of "Machete" is A minor, which is four semitones away from C# minor, so you will need to do a quick EQ mix and filter out some of the bass from "Nosh" to make the transition smooth. You can also use a filter sweep to help the tracks blend together.
6. Mix out of "Nosh" and let "Machete" play for 32 bars. When the bassline drops, bring in the intro of "Turbulence." The key of "Turbulence" is E minor, which is the same key as "The Nine," so you can use the same EQ mix and filter technique as before to make the transition smooth.
7. Let "Turbulence" play for 32 bars, and when the break comes in, mix in the intro of "The Lighter." The key of "The Lighter" is D minor, which is only one semitone away from E minor, so the transition will be smooth. You can also use a filter sweep to help the tracks blend together.
8. Mix out of "Turbulence" and let "The Lighter" play for 32 bars. When the bassline drops, bring in the intro of "Body Rock." The key of "Body Rock" is F# minor, which is the same key as "Valley of the Shadows," so you can use the same EQ mix and filter technique as before to make the transition smooth.
9. Let "Body Rock" play for 32 bars, and when the break comes in, mix in the intro of "Mr. Happy." The key of "Mr. Happy" is C# minor, which is the same key as

"Noshier," so you can use the same EQ mix and filter technique as before to make the transition smooth.

10. Let "Mr. Happy" play for 32 bars, and then gradually fade it out to end the mix.

Overall, "Time Warp 98" takes the listener on a journey through different styles and moods of drum and bass, starting with the classic jungle sounds of "Valley of the Shadows" and ending with the high-energy, bass-heavy "Mr. Happy." The transitions are smooth and well thought out, with consideration given to complimentary keys and mixing techniques to ensure a seamless and enjoyable listening experience.

Thanks, Charlie - we'd never have thought of using a language model for this!

Chord Progressions

This one was inspired by Paul Nolan, artist, producer and founder of MYT, Make Your Transition. See Paul's thoughtful foreword to this book for more on his perspective.

Can a language model 'understand' and help us write electronic music? It can. Let's see how.

PROMPT:

I'm writing a progressive house track and need some advice. Can you create a chord progression in the style of the electronic music act Tale Of Us?

RESPONSE:

Certainly! Tale Of Us is known for their use of melancholic and haunting chord progressions, often featuring minor keys and suspended chords to create a sense of tension and release. Here's an example of a chord progression in the style of Tale Of Us that you could use as a starting point for your progressive house track:

Verse:

| Em | G | D | A |

| Em | G | D | Asus4 A |

Chorus:

| Bm | G | D | A |

| Bm | G | D | A |

| Em | G | D | A |

| Em | G | D | Asus4 A |

Bridge:

| C | G | D/F# | Em |

| C | G | D/F# | Em |

| C | G | D/F# | Em |

| C | G | D/F# | Asus4 A |

This chord progression starts in the key of E minor, and uses the chords Em, G, D, and A in the verse and chorus sections. The use of the suspended fourth (Asus4) in the verse and chorus provides a sense of tension that is later resolved with the release of the A chord.

The bridge section switches to the key of C major, providing a change in tonality and adding to the overall sense of movement and progression in the track.

Remember, chord progressions are just one aspect of a track and there are many other factors that contribute to the overall sound and feel of a piece of music. Experiment with different rhythms, melodies, and textures to create a track that is uniquely yours while still paying homage to the style of Tale Of Us.

Remarkable. Let's dig into how ChatGPT knows this kind of thing.

PROMPT:

... continued ...

How do you know this?

RESPONSE:

As an AI language model, my knowledge comes from the vast amount of data that I was trained on, which includes information about various musical genres, styles, and techniques. In this case, I analyzed Tale of Us' music and identified common patterns and characteristics in their chord progressions. The chord progression I provided is based on my analysis of their style and is meant to provide a starting point for creating music in a similar vein. However, it's important to note that music creation is a creative and subjective process, and there's no one "correct" way to approach it.

By digging in a little deeper, we find that the language model training data is likely broader and deeper than we might have imagined previously!

PROMPT:

... continued ...

What kinds of data in your training set enable you to understand and help with this kind of work? Please list and detail examples of sources you're drawing on.

RESPONSE:

As an AI language model, I was trained on a massive dataset that includes a wide range of sources related to music theory, composition, and production. Here are some examples of the types of data in my training set that enable me to understand and help with creating chord progressions and music composition:

Music theory textbooks and articles: My training set includes a large amount of music theory literature that covers topics such as harmony, scales, chords, and melody. This allows me to understand the rules and conventions of Western music theory and apply them in the context of chord progressions and composition.

Sheet music and MIDI data: My training set includes a vast collection of sheet music and MIDI files that represent a wide range of musical genres and styles. This data helps me to identify common patterns and structures in music, such as chord progressions and melodic motifs.

Audio recordings and music production tutorials: My training set includes a variety of audio recordings and music production tutorials that cover topics such as sound design, arrangement, mixing, and mastering. This data allows me to understand how different musical elements can be combined and processed to create a desired sound and mood.

Music blogs and forums: My training set also includes a range of music blogs and forums where musicians and producers discuss various aspects of music creation, such as chord progressions, arrangement techniques, and production tips. This data helps me to understand the creative processes and challenges involved in music composition and production.

By drawing on these and other sources of data in my training set, I'm able to provide insights and suggestions on a wide range of music-related topics, including chord progressions and music composition. However, it's important to note that music is a complex and multi-faceted art form, and there's no substitute for human creativity and expertise when it comes to creating and producing music.

Note that, when it talks about 'Audio recordings and music production tutorials' above, it must mean the transcriptions. It was only trained on text, not audio.

Let's push the language model a little further. Can it come up with appropriate complementary chords?

PROMPT:

... continued ...

Which chords would compliment the chords you listed?

RESPONSE:

Great question! There are many chords that could complement the chord progression I provided and add more depth and interest to the overall harmony. Here are a few suggestions:

| Am | G | F | G |

| Am | G | F | G |

| Dm | F | G | Am |

| Dm | F | G | E7 |

The first two bars remain the same as before, while the third and fourth bars introduce a new chord progression. This progression starts on a D minor chord, which is the relative minor of the F major chord in the first progression. The D minor chord adds a slightly different color to the harmony and creates a new melodic line. The progression then moves to an F major chord, which is the same as in the original progression. The G major chord follows, which sets up a resolution to the A minor chord in the last bar.

In the last bar, instead of the G major chord, I added an E7 chord. This creates a bit of tension that can add interest to the progression and prepares the listener for a potential return to the beginning of the progression.

Of course, there are many other chords that could work well with this progression, so feel free to experiment and find what works best for your own musical style and preferences.

How about giving a practical idea for the next step when we're stuck?

PROMPT:

... continued ...

I'm writing a progressive house track in the key of d minor. What kinds of chords could I use for a melancholic feel?

RESPONSE:

For a melancholic feel in the key of D minor, you could consider using chords that contain some of the following notes: D, F, G, and Bb. These notes are part of the D natural minor scale and are often used to create a sad or melancholic atmosphere. Here are some chord progressions that you could try using:

Dm - Gm - Bb - F

Dm - F - Bb - C

Dm - Bb - F - Gm

Dm - Bb - C - F

These progressions use different combinations of chords that contain notes from the D natural minor scale. The first progression starts on the D minor chord and then moves to the G minor chord, which contains the same notes as the Bb major chord. The Bb major chord is used in the third and fourth progressions and is a common choice for creating a melancholic feeling. The second and fourth progressions also use the C major chord, which contains the note Bb and can help to reinforce the melancholic mood.

As with any chord progression, the context in which these chords are used is also important. The use of other musical elements such as melody, rhythm, and production techniques can also play a big role in creating a melancholic feeling in your progressive house track.

The language model can then give advice beyond chords and onto rhythms, melodies, textures etc.

PROMPT:

... continued ...

What advice can you give me on appropriate rhythms, melodies, textures etc?

RESPONSE:

Sure! Here are some tips and ideas to consider when it comes to rhythms, melodies, and textures in progressive house music:

- **Rhythms:** Progressive house tracks often feature a steady 4/4 beat with a driving bassline and percussion that evolves over time. Experiment with syncopated rhythms and offbeat patterns to create interest and variation.
- **Melodies:** Melodies in progressive house music are typically simple and repetitive, with a focus on creating a hypnotic and trance-like effect. Consider using arpeggios, sustained notes, and short phrases to create a sense of tension and release.
- **Textures:** Texture is a crucial element in progressive house music. Consider layering multiple synths and sounds to create a rich and immersive sonic landscape. Use effects like reverb, delay, and distortion to add depth and complexity to your sound.
- **Dynamics:** Dynamics play an important role in progressive house music, with tracks often building to a climactic peak before breaking down and building up

again. Consider using volume swells, filter sweeps, and other techniques to create a sense of tension and release.

- **Atmosphere:** Finally, creating the right atmosphere is key in progressive house music. Consider incorporating field recordings, ambient sounds, and other elements to add depth and texture to your track.

Remember, these are just a few ideas to consider when it comes to creating rhythms, melodies, textures, and atmosphere in your progressive house track. Don't be afraid to experiment and find your own unique style within the genre!

The language model can help beginners with a spark of creativity when provided with a starting point.

PROMPT:

I am interested in chord progressions where the chords never resolve, like Coldplay - Viva La Vida or The Police - Message in a Bottle. Can you give me a new chord pattern different to these two that also doesn't resolve?

RESPONSE:

Certainly! Here's an example of a chord progression that doesn't resolve:

Am - F - C - G

In this progression, the chords are all in the key of C major, but the progression doesn't resolve to the tonic chord (C). Instead, it ends on the dominant chord (G), which creates a sense of tension and leaves the listener with a feeling of anticipation for resolution.

Another example of a chord progression that doesn't resolve is:

G - D - Em - C

This progression is in the key of G major, but once again it doesn't resolve to the tonic chord (G). Instead, it ends on the subdominant chord (C), which creates a sense of tension and leaves the listener wanting more.

Experimenting with different chord progressions can lead to interesting and unique musical ideas, so feel free to play around with different chords and see what sounds good to you.

PROMPT:

And can you give me 10 more examples?

RESPONSE:

Sure, here are ten more examples of chord progressions that don't resolve:

Dm - F - G - Am

C - Am - F - G

Em - G - D - A

Bm - G - D - A

A - E - F#m - D

G - D - A - Bm

Am - C - G - F

C#m - B - A - E

F#m - D - A - E

G - C - D - Em

These progressions all contain chords that are related to the key, but they don't resolve to the tonic chord. Instead, they create a sense of tension and anticipation, leaving the listener wanting more. Remember, these progressions are just a starting point - don't be afraid to experiment and create your own unique chord progressions!

After some experimenting on a guitar and piano, we can explore what it is that makes a chord progression 'work', furthering our music knowledge.

PROMPT:

This chord progression works really well: F#m - D - A - E

What is it that makes it so interesting?

RESPONSE:

The F#m - D - A - E chord progression is a popular and effective progression in modern popular music, and there are a few reasons why it is so interesting:

Modal Interchange: The progression makes use of modal interchange, which means that it borrows chords from the parallel minor key (F#m is the relative minor of A major). The use of the F#m chord in an otherwise major-key progression adds a bit of harmonic tension and interest.

Strong Cadence: The progression also features a strong cadence from the A chord to the E chord. The A chord is the dominant chord of the key of D, and its resolution to the E chord creates a strong sense of resolution and closure.

Common Progression: The F#m - D - A - E progression is also a common progression used in many popular songs, which gives it a sense of familiarity and makes it easier for listeners to connect with the music.

Overall, the F#m - D - A - E chord progression is an effective combination of harmonic tension and resolution, with a strong sense of closure that makes it satisfying to listen to.

But what if we want something more unique and less mainstream?

PROMPT:

You said the chord progression F#m - D - A - E is common and used in many popular songs.

How can I change these chords to make it more unique and inspiring, whilst maintaining the appeal?

RESPONSE:

If you want to make a chord progression that is similar to F#m - D - A - E more unique and inspiring while still maintaining its appeal, you could try altering the chords while keeping the overall structure and harmonic movement intact. Here are a few examples of how you could modify the progression:

1. F#m - D - A - B: This progression maintains the first three chords of the F#m - D - A - E progression but ends on a different chord, the dominant chord (B). This creates a sense of tension and resolution that is different from the original progression.
2. F#m - B - D - A: This progression starts with the F#m chord and then moves to the dominant chord (B) before returning to the D and A chords. This creates a sense of tension and release that is different from the original progression.
3. F#m - C#m - A - E: This progression maintains the F#m and A chords from the original progression but substitutes the D chord with a C#m chord. This creates a unique harmonic color and still resolves to the E chord at the end.
4. F#m - E - D - A: This progression maintains the F#m and A chords from the original progression but substitutes the A and B chords with an E and a D chord. This creates a more subdued and introspective sound that still resolves to the A chord at the end.

These are just a few examples, but there are many other ways you could modify the chords to create a unique and inspiring progression. The key is to experiment and find chords that work well together while still maintaining the overall harmonic structure and movement of the original progression.

Lyrics

Of course lyrics must come from and be connected to you as a songwriter yourself and we'd never suggest blindly following a language model suggestions. But, any writer needs

inspiration, thought-starters and help along the way. And we feel sure that a language model can play a role. As such, if you're a songwriter reading this, we'd love to work with you to deeply understand how to use a language model to responsibly help inspire, shape or revise your lyrics. We know how to use a language model, but we're not songwriters. We need your help!

In the meantime, here are some fun examples to inspire you. Shared with us by Aaron Raybe, founder of the upcoming International Festival of Hip-Hop.

Let's start with "Murderer," a reggae track by Jamaican artist Barrington Levy, released in 1984. The track features a slow and heavy bassline, with Levy's distinctively soulful voice singing in a mournful tone about the devastating impact of gun violence in Jamaican communities. The original lyrics of the song condemn the actions of those who choose to use weapons to solve their problems, and implore them to consider the consequences of their actions. It is a powerful and emotionally charged song that reflects the harsh reality of life in Jamaica at the time and remains relevant today. Let's see what the language model can do to build on it.

PROMPT:

Please write a new verse of "Murderer" by Barrington Levy commenting on the state of racism in the USA

RESPONSE:

Here's a new verse for "Murderer" by Barrington Levy that comments on the state of racism in the USA:

Police brutality, it's a reality

Minorities targeted, it's a tragedy

From Eric Garner to Breonna Taylor

The system's corrupt, it couldn't be any clearer

Racism's alive, it's thriving in the land

It's time to take a stand, to make a change we demand

We won't be silenced, we won't be ignored

We won't let the system, push us to the floor

It's time for justice, it's time for peace It's time for love, to make the hate cease

The power's in our hands, we can make a difference

Together we can conquer, this evil persistence

Murderer, you can't escape the truth

Racism's a killer, it's time to produce.

Let's try "Pop Life," a funk-pop song by Prince from 1985. The track features a catchy, upbeat melody and showcases Prince's signature falsetto vocals. The original lyrics are social commentary on the pressures and pitfalls of fame and the emptiness of materialism. It's a lively and fun song with a deeper message. Let's see what the language model can do to build on it.

PROMPT:

Here's a new verse for "Pop Life" by Prince that comments on the state of racism in the USA

RESPONSE:

Here's a new verse for "Pop Life" by Prince that comments on the state of racism in the USA:

Judge by skin, don't know what they're missin'

Labels and stereotypes, it's all just fiction

We're all just people, tryna make it through

But systemic racism, it's nothing new

It's time to stand up, and make our voices heard

It's time to break the cycle, of hate and absurd

United we stand, divided we fall

It's time to break down these invisible walls

The future's in our hands, and it's up to us

To make the world a better place, without any fuss

Pop life's just a fantasy, it's not real

But racism's effects, we all can feel.

As with the first example, the language model did a pretty good job, eh? The new verse is coherent and flows well with the original song. The language is appropriate to the style and genre of the song, and the verse displays a level of creativity and wordplay that we'd certainly not have expected from a chatbot!

Finally, let's try "You Don't Know" by Jay-Z. The track features a hard-hitting beat and Jay-Z's signature flow as he raps about his personal life, success, and struggles in the music industry.

The original song's lyrics are introspective and reflective, with Jay-Z highlighting his sacrifices to reach the top of the game. It's a powerful and thought-provoking track. Let's see what the language model can do to add to it.

PROMPT:

Please write a new verse of "You Don't Know" by Jay-Z, commenting on the state of racism in the USA

RESPONSE:

Here's a new verse for "You Don't Know" by Jay-Z that comments on the state of racism in the USA:

From redlining to mass incarceration

Systemic racism is a nationwide operation

The system's broken, it's clear to see

It's rigged against minorities, it's not just me

From Trayvon Martin to George Floyd

The system's been corrupt, that much is deployed

It's time to stand up, and demand real change

It's time to break the chains, and rearrange

Our nation's past is one we can't ignore

It's time to open our eyes, and even the score

Together we can make a change, that much is true

But until then, you don't know, what we've been through.

These are just a few simple examples, but they demonstrate the impressive ability of the language model to understand the desired cadence and craft clever wordplay to deliver a specific message. The language model was able to write thought-provoking lyrics that fit into the existing songs. This showcases the potential for the language model to help you with your lyrics.

If you're a songwriter and interested in exploring how a language model can help enhance your creative process, please don't hesitate to reach out. We're eager to work with you to find out how far we can push language models' capabilities in the realm of song writing. Our goal is to learn as much as possible ... and share our insights with our readers in a future update to this book!

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