



How to Beat AI-Written Copy

A QUICK-REFERENCE GUIDE

Artificial Intelligence is really pseudo intelligence. It's not smart like a person. It's just sophisticated enough to appear that way.

5 Steps for Beating AI at Copywriting

1. Understand How Generative AI Works

Artificial Intelligence (AI) has been around for decades. What the new AI models are able to do is called generative AI. They look at massive sets of past data, and using pattern recognition, generate new data that seems typical of the old information. An AI model can analyze terabytes of text written by people and from that extrapolate new text that can sound like it was also written by a person.

2. Know What It's Good at Doing

- *Accepting detailed instructions:* You can "prompt" (program) an AI chatbot in plain English with detailed parameters.
- *Teaching you about a topic:* It's great at answering very specific questions and tailoring its responses, just a like a one-on-one tutor.
- *Finding authoritative sources:* It can locate highly relevant articles and quotes for you to use. And format them appropriately.
- *Summarizing big blocks of copy:* It can quickly pull relevant information out of longer content pieces.
- *Generating basic copy:* It can give you a rough draft with a specific tone, audience, and word count.

3. Know Its Limitations

AI written copy:

- Often sounds stilted and formulaic, because it uses familiar patterns.
- Lacks hierarchical common sense—it doesn't know which point is most important.
- Is often inaccurate or completely false.

4. Become a Go-To Resource on AI

Be familiar with the strengths and weaknesses of AI so you can give trustworthy advice and offer valuable insight to clients and colleagues.

5. Upgrade Your Own Writing Skill

Be so familiar with what good, human-generated writing sounds like that you can spot AI-generated writing when you see it.