

LEARNING MADE EASY



Business Writing with AI

for
dummies[®]
A Wiley Brand



Use AI as your
personal writing assistant

Jump into AI
at your own pace

Transform documents
from blah to brilliant

Sheryl Lindsell-Roberts, MA

Author of *Technical Writing For
Dummies* and *Storytelling in
Presentations For Dummies*



Business Writing with AI

by Sheryl Lindsell-Roberts, MA

for
dummies[®]
A Wiley Brand

Business Writing with AI For Dummies®

Published by: **John Wiley & Sons, Inc.**, 111 River Street, Hoboken, NJ 07030-5774, www.wiley.com

Copyright © 2024 by John Wiley & Sons, Inc. All rights reserved, including rights for text and data mining and training of artificial technologies or similar technologies.

Media and software compilation copyright © 2024 by John Wiley & Sons, Inc. All rights reserved, including rights for text and data mining and training of artificial technologies or similar technologies.

Published simultaneously in Canada

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except as permitted under Sections 107 or 108 of the 1976 United States Copyright Act, without the prior written permission of the Publisher. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at <http://www.wiley.com/go/permissions>.

Trademarks: Wiley, For Dummies, the Dummies Man logo, Dummies.com, Making Everything Easier, and related trade dress are trademarks or registered trademarks of John Wiley & Sons, Inc. and may not be used without written permission. All other trademarks are the property of their respective owners. John Wiley & Sons, Inc. is not associated with any product or vendor mentioned in this book.

LIMIT OF LIABILITY/DISCLAIMER OF WARRANTY: THE PUBLISHER AND THE AUTHOR MAKE NO REPRESENTATIONS OR WARRANTIES WITH RESPECT TO THE ACCURACY OR COMPLETENESS OF THE CONTENTS OF THIS WORK AND SPECIFICALLY DISCLAIM ALL WARRANTIES, INCLUDING WITHOUT LIMITATION WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE. NO WARRANTY MAY BE CREATED OR EXTENDED BY SALES OR PROMOTIONAL MATERIALS. THE ADVICE AND STRATEGIES CONTAINED HEREIN MAY NOT BE SUITABLE FOR EVERY SITUATION. THIS WORK IS SOLD WITH THE UNDERSTANDING THAT THE PUBLISHER IS NOT ENGAGED IN RENDERING LEGAL, ACCOUNTING, OR OTHER PROFESSIONAL SERVICES. IF PROFESSIONAL ASSISTANCE IS REQUIRED, THE SERVICES OF A COMPETENT PROFESSIONAL PERSON SHOULD BE SOUGHT. NEITHER THE PUBLISHER NOR THE AUTHOR SHALL BE LIABLE FOR DAMAGES ARISING HEREFROM. THE FACT THAT AN ORGANIZATION OR WEBSITE IS REFERRED TO IN THIS WORK AS A CITATION AND/OR A POTENTIAL SOURCE OF FURTHER INFORMATION DOES NOT MEAN THAT THE AUTHOR OR THE PUBLISHER ENDORSES THE INFORMATION THE ORGANIZATION OR WEBSITE MAY PROVIDE OR RECOMMENDATIONS IT MAY MAKE. FURTHER, READERS SHOULD BE AWARE THAT INTERNET WEBSITES LISTED IN THIS WORK MAY HAVE CHANGED OR DISAPPEARED BETWEEN WHEN THIS WORK WAS WRITTEN AND WHEN IT IS READ.

For general information on our other products and services, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002. For technical support, please visit <https://hub.wiley.com/community/support/dummies>.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at <http://booksupport.wiley.com>. For more information about Wiley products, visit www.wiley.com.

Library of Congress Control Number is available from the publisher.

ISBN 978-1-394-26173-4 (pbk); ISBN 978-1-394-26174-1 (ebk); ISBN 978-1-394-26175-8 (ebk)

Contents at a Glance

Introduction	1
Part 1: Harnessing the Potential of AI in Business Writing	5
CHAPTER 1: Recognizing the Need for Writer Intelligence (WI)	7
CHAPTER 2: Embracing AI as Your Business Writing Assistant	21
CHAPTER 3: Navigating the World of AI at Your Own Pace	35
Part 2: The Write Stuff	49
CHAPTER 4: Discovering All You Can About Your Reader	51
CHAPTER 5: Taking Your Reader on a Storied Journey	63
CHAPTER 6: Demystifying Writer’s Block and Writing a Draft	75
CHAPTER 7: Designing Visuals to Enhance the Reader’s Experience	85
CHAPTER 8: Honing the Tone	103
CHAPTER 9: Polishing the Prose	117
Part 3: Writing Click-Worthy E-Content	129
CHAPTER 10: Turning Emails from Blah to Brilliant	131
CHAPTER 11: Unlocking the Power of E-Marketing	151
CHAPTER 12: Enhancing Web Content	173
Part 4: Crafting Noteworthy Professional Documents ...	189
CHAPTER 13: Writing Instructions and Procedures: Step by Step	191
CHAPTER 14: Articles: From Headline to Byline	211
CHAPTER 15: Reports: “Elementary, My Dear Writer”	225
CHAPTER 16: Being Concise: Abstracts and Executive Summaries	239
CHAPTER 17: Grant Proposals: The Funding Frenzy	253
Part 5: Producing Personalized and Targeted Writing	273
CHAPTER 18: Bios: Being a Shameless Self-Promoter	275
CHAPTER 19: Letters: Forging a Personal Connection	289
CHAPTER 20: Storyboarding: Bringing Your Presentations to Life	303
CHAPTER 21: Business Plans: Preparing Blueprints for a Thriving Business	317
CHAPTER 22: Nonfiction Books: Establishing Bragging “Writes”	333

Part 6: The Part of Tens	345
CHAPTER 23: Ten Tips for Writing Powerful Prompts.....	347
CHAPTER 24: Ten Reasons Why Business Writing Fails	353
Index	359

Table of Contents

INTRODUCTION	1
About This Book	1
Foolish Assumptions	3
Icons Used in This Book	3
Beyond the Book	4
Where to Go from Here	4
PART 1: HARNESSING THE POTENTIAL OF AI IN BUSINESS WRITING	5
CHAPTER 1: Recognizing the Need for Writer Intelligence (WI)	7
AI is Already Part of Your Everyday Life	8
Using AI to Assist WI	9
Enhancing Business Writing, Not Replacing Writers	10
Writing Fields that Will Thrive, Not Just Survive	12
Copywriting and advertising writers	12
Public relations writers	13
Journalists and reporters	13
Marketing writers	14
Freelance writers	14
Proposal writers	14
Technical writers	15
Medical writers	16
Legal writers	16
Academic and research writers	18
Web content writers	18
Panacea, Snake Oil, or Somewhere Between?	18
Quality of output	19
Plagiarism and copyright infringement	19
Doesn't evoke human emotions	19
Errors	19
Ethical considerations	20
Hallucinations	20
CHAPTER 2: Embracing AI as Your Business Writing Assistant	21
Introducing a Buffet of AI Lingo	22
Targeting the Right Audience	23
Cutting Through Writer's Block	23
Generating Content	24

	Creating Visuals	24
	Enhancing the Tone	25
	Researching and Fact-Checking	26
	Enhancing SEO	27
	Creating Language Bridges	28
	Preparing Abstracts and Executive Summaries	29
	Extracting TOCs, Glossaries, and Indexes	30
	Helping with Proofreading and Editing	30
	Determining Readability	31
	Collaborating in Real Time	32
	Detecting Plagiarism	33
CHAPTER 3:	Navigating the World of AI at Your Own Pace	35
	Absorbing Wisdom from the Backseat	37
	Dipping One Toe in the Chatbot Water	38
	Discovering varied information at your fingertips	38
	Embracing the bot revolution	40
	Composing text	42
	Finding chatbot faves	43
	Playing with the Pros	45
	Choosing an AI Writing Tool	46
	Summarizing the Synergy between WI and AI	46
	Considering Copyright Laws	47
	PART 2: THE WRITE STUFF	49
CHAPTER 4:	Discovering All You Can About Your Reader	51
	Using AI as Your Assistant to Understanding the Audience	52
	Kick-Starting Your Writing Success	53
	Bridging Generational Differences	58
	Looking at a Case Study	60
	Scenario	60
	Problem	60
	Fix	62
	Result	62
CHAPTER 5:	Taking Your Reader on a Storied Journey	63
	Using AI as Your Assistant to Craft Compelling Stories	64
	Understanding the Power of the Narrative	65
	Generating Precise Prompts	65
	Creating Tales of Success and Transformation	66
	Realizing that everyone has a story	66
	Starting with paper and pencil (or pen)	67
	Forming connections and creating a list	67
	Making Readers Part of the Journey	68

	Including the Four Pillars of Storytelling	68
	Creating the Story Arc	70
	Sharing Stories in the First Person, Present Tense	71
	Embellishing Stories	72
	Infusing Your Docs with a Dash of Personality	73
CHAPTER 6:	Demystifying Writer’s Block and Writing a Draft	75
	Using AI as Your Assistant to Chop Through Writer’s Block and Write a Draft	76
	Venturing Beyond Chatbots	78
	Karate Chopping Through Writer’s Block without AI	78
	Freewriting	78
	Brainstorming and mind mapping	79
	Outlining	79
	Unleashing the Power of WI	80
	Jumping in and Writing the Draft	81
	Get ready, get set	81
	Don’t get it right — get it written	82
	Sequencing for Maximum Impact	83
	Polishing the Draft	84
CHAPTER 7:	Designing Visuals to Enhance the Reader’s Experience	85
	Using AI as Your Assistant for Dynamic Visuals	86
	Generating Precise Prompts	87
	Peeking Into the World of Infographics	88
	Adding Tables and Charts	90
	Table that thought	91
	Chart your course	91
	Coloring Your Way to Clarity	95
	Digging into Visuals Beyond Graphics	96
	Including white space	96
	Limiting paragraph and sentence length	96
	Preparing strong headlines that tell a story	97
	Putting it on the list	98
CHAPTER 8:	Honing the Tone	103
	Using AI as Your Assistant for the Proper Tone	104
	Tone: The Secret to Captivating Your Audience	105
	Being conversational, formal, or persuasive	105
	Keeping it short	106
	Keeping it simple	107
	Avoiding expressions on steroids	108

Choosing Positive Words	108
Being Active or Passive	109
Using the active voice	109
Using the passive voice.	109
Remembering It's Not All About You	110
Being Consistent and Clear	111
Using Gender-Neutral Pronouns.	112
Using Industry-Related Jargon Appropriately	113
Thinking Seriously about Being Funny.	114
CHAPTER 9: Polishing the Prose	117
Using AI as Your Assistant for Proofreading and Editing.	118
Not Getting Lost in Translation	119
Editing for Content	121
Proofreading for Accuracy and Consistency	122
Turning Your Brain Off when Turning Your Computer On	123
Making a List and Checking It Twice	125
Determining the Readability of Your Documents.	126
Understanding the importance of readability.	126
Using AI readability tools	127
PART 3: WRITING CLICK-WORTHY E-CONTENT	129
CHAPTER 10: Turning Emails from Blah to Brilliant	131
Using AI as Your Assistant for Writing Emails	132
Generating Precise Prompts	134
Navigating Email Boundaries.	134
Knowing when email is appropriate.	135
Knowing when email isn't appropriate.	135
Timing is everything	136
Crafting Seductive Subject Lines	138
Including key information at a glance	138
Delivering the message in the subject line	139
Changing the subject line when replying.	140
Using Cc and Bcc Appropriately	141
Cc:	141
Bcc:	142
Creating Visual Appeal	143
Including informative headlines	143
Including graphics	145
Using other visual cues.	146
Starting and Ending your Message Professionally	146
Including a salutation and closing.	146
Creating a signature block	147

Replying to Messages	147
Eliminating Spam	148
Applying the Art of Email Finesse	149
CHAPTER 11: Unlocking the Power of E-Marketing	151
Using AI as Your Assistant for Email Campaigns	152
Generating Precise Prompts	154
Leveraging the Benefits of E-Marketing	154
Delving into the Different Types of E-Marketing	156
Learning the Lingo	158
Strategizing a Successful Campaign	161
Knowing what's hot	161
Timing it right	162
Getting the Writing Right	162
Creating an incentive-focused subject line	163
Avoiding being dumped into spam	163
Including a salutation and closing	164
Keeping the CTA above the fold	164
Using Digital Marketing	166
Text marketing (SMS marketing)	166
Web marketing	168
Social media marketing	170
CHAPTER 12: Enhancing Web Content	173
Being Web Word Wise (WWW)	174
Using AI as Your Assistant for Writing Web Content	175
Generating Precise Prompts	175
Fashioning a Homepage	176
Keep it engaging and interactive	176
Visuals can be more persuasive than words	177
Knowing the Anatomy of a Landing Page	179
Optimizing for SEO	180
Using keywords and phrases	181
Using alt tags	181
Understanding pay-per-click (PPC)	181
Going organic (non-paid results)	182
Standing Above Your Competitors	182
Crafting compelling and informational headlines	183
Not overwhelming visitors with design or graphics	183
Playing to the senses	184
Being Sensitive to International Visitors	184
Writing for Comprehension	185
Keeping 'em Coming Back for More	186

PART 4: CRAFTING NOTEWORTHY PROFESSIONAL DOCUMENTS 189

CHAPTER 13: Writing Instructions and Procedures:

- Step by Step** 191
 - Using AI as Your Assistant in Writing Instructions Procedures. 192
 - Generating Precise Prompts 193
 - Working Collaboratively 193
 - Transforming Documents from Sidekicks to Superstars. 194
 - Inspiring Action with a Quick Tip Sheet 195
 - Identifying Questions Readers May Need Answered. 196
 - Understanding How People Process Information 197
 - Knowing how the documentation will be used. 198
 - Sequencing for impact 198
 - Moving On to the Instructional Stuff 200
 - Identifying style and formatting 201
 - Determining level of details needed. 203
 - Using the step-action table 206
 - Highlighting Dangers 207
 - Testing, Testing 208
 - Determining FAQs. 208
 - Preparing an Instructional Video. 209

- CHAPTER 14: Articles: From Headline to Byline** 211
 - Using AI as Your Assistant for Writing Articles 212
 - Generating Precise Prompts 212
 - Writing Academic or Non-Academic Articles. 213
 - Unraveling Hypothetical Threads 214
 - Delving Into the Perks of Writing an Article. 215
 - The value of a byline. 216
 - Where your article may appear. 216
 - Reading the Masthead 217
 - Following the Publisher's Guidelines 218
 - Composing a Meaningful and Compelling Title 219
 - Composing a Persuasive Query Letter. 220
 - Understanding the Blogosphere. 222

- CHAPTER 15: Reports: "Elementary, My Dear Writer"** 225
 - Using AI as Your Assistant for Writing Reports 226
 - Generating Precise Prompts 227
 - Positioning for Maximum Impact 228
 - Delivering positive or neutral news 228
 - Articulating negative news 228
 - Considering how the report will be routed 231

	Sequencing Formal Reports from Top to Bottom	232
	Writing Informal Reports	236
CHAPTER 16:	Being Concise: Abstracts and Executive Summaries	239
	Using AI as Your Assistant in Writing Abstracts and Executive Summaries	240
	Generating Precise Prompts	240
	Writing an Abstract	241
	Unlocking the influence of abstracts	241
	Knowing what to include	244
	Looking at different types of abstract	244
	Writing an Executive Summary	247
	Recognizing the bare necessities of executive summaries	247
	Understanding what executives want and need to know	248
	Writing the executive summary after you finish the longer document	249
	Using technical terms cautiously	249
	Showing a positive attitude	249
	Taking charge with the active voice	250
	Sequencing information to have the most impact	250
CHAPTER 17:	Grant Proposals: The Funding Frenzy	253
	Using AI as Your Assistant for Writing Grant Applications	254
	Generating Precise Prompts	255
	Realizing the Human Touch is Crucial	255
	Doing the Preliminaries	257
	Finding grantors	258
	Acquiring guidelines	258
	Starting with the planning	258
	Building partners, not grantors	258
	Taking Your Readers on a Journey	259
	Creating stories that appeal to emotions	260
	Incorporating stories wisely	261
	Including dynamic testimonials	262
	Knowing What to Include in the Grant Proposal	262
	The middle	265
	The conclusion	268
	Remembering the do's and don'ts	269

Understanding the Review Process	269
Reaching the Finals	270
Following Up if Your Application is Denied	272

PART 5: PRODUCING PERSONALIZED AND TARGETED WRITING 273

CHAPTER 18: Bios: Being a Shameless Self-Promoter 275

Using AI as Your Assistant for Writing Bios	276
Generating Precise Prompts	276
Letting Your Inner Rock Star Shine	277
Showing You Have a Personality, Not Just a Pulse	277
Realizing that one size doesn't fit all	278
Showing, not telling	278
Establishing bragging rights	279
Breaking away from the pack	280
Choosing your voice	280
Crafting a One-Page Bio	280
Creating a One-or Two-Paragraph Bio	282
Preparing a bio for a self-introduction	284
Preparing a bio for someone else to introduce you	285
Fashioning a Pithy Elevator Pitch	286

CHAPTER 19: Letters: Forging a Personal Connection 289

Using AI as Your Assistant for Letter Writing	290
Generating Precise Prompts	290
Why Write a Letter?	291
Writing Salutations and Closings	292
Saying hello	292
Bidding adieu	293
Fundraising: Capturing Hearts and Opening Wallets	293
Getting them to open the envelope	294
Including a SASE	294
Grabbing attention with a captivating opening paragraph	295
Presenting the "ask"	295
Ending with a postscript	295
Collection Letters: Payback Time	297
First: Gentle reminder	297
Second: Inquiry	297
Third: Appeal	298
Fourth: Final warning or ultimatum	298
Making Complaints: Grin, Don't Grunt	298
Find the proper recipient	299
Stay focused on your complaint	299

	Include clear details and documentation	299
	Make a specific request	300
	Provide contact information	300
CHAPTER 20:	Storyboarding: Bringing Your Presentations to Life	303
	Using AI as Your Assistant for Creating Storyboards	304
	Generating Precise Prompts	305
	Getting to Know Your Audience	306
	Getting Ready to Storyboard	308
	Types of Storyboard	308
	Traditional storyboard	308
	Additional types of storyboard	309
	Storyboarding in Other Business Contexts	313
	Working Step by Step, Frame by Frame	314
	Naming Your Presentation	315
CHAPTER 21:	Business Plans: Preparing Blueprints for a Thriving Business	317
	Using AI as Your Assistant for Writing Business Plans	318
	Generating Precise Prompts	318
	Brainstorming the Plan and Determining Content	319
	Writing a Simple Business Plan	321
	Creating a Robust Business Plan	323
	Knowing What to Avoid	331
CHAPTER 22:	Nonfiction Books: Establishing Bragging “Writes”	333
	Use AI as Your Assistant to Writing a Nonfiction Book	334
	Generating Precise Prompts	334
	Knowing Who Your Readers Will Be	335
	Getting to Know the Marketplace	336
	Selecting a Title	337
	Creating a Roadmap	339
	Writing Copy for the Back Cover	340
	Writing the Draft	342
	PART 6: THE PART OF TENS	345
CHAPTER 23:	Ten Tips for Writing Powerful Prompts	347
	Appreciating the Importance of Prompts	348
	Understanding the Capabilities of Chatbots	348
	Communicating with AI as You Would a Person	349
	Asking for One Single Task at a Time	349

Providing Specific Guidelines and Instructions	350
Asking Open-Ended Questions	350
Using Specific Keywords or Phrases	351
Encouraging Research	351
Using a Checklist	352
Making the Document Your Own	352
CHAPTER 24: Ten Reasons Why Business Writing Fails	353
Not Using AI as Your Writing Assistant	354
Failing to Address the Target Reader	354
Poor Planning	354
Lacking Clear Objectives	355
Where's the Beef?	355
Lacking Visual Interest	356
Inconsistent Tone	356
Spelling and Grammatical Errors	357
Insufficient Supporting Evidence	357
Management-speak, Buzz Words, and Jargon	358
INDEX	359

Introduction

Artificial intelligence (AI) will continue to impress us with its efficiency, knowledge, and accessibility . . . but realize that it won't replace writer intelligence (WI). While AI can process large amounts of data and generate coherent text, it lacks the creative and emotional depth that human writers bring to their work. Writing should reflect human experiences, emotions, and perspectives. It requires the intuition, empathy, and understanding that AI can't replicate.

AI and WI can work together, with AI enhancing the writing process and humans providing the unique qualities that make writing a deeply human experience. As AI continues to evolve, it's important to stay abreast of the latest developments so you maximize its benefits and mitigate potential risks.

By the way, WI are initials I coined because writer intelligence has been ingrained in human culture since the dawn of civilization. The origins of writing date back to prehistoric times, perhaps when Sumerian texts were used for communication, storytelling, and recording significant events. From ancient civilizations to modern times, skilled writers have been able to capture the imagination of readers and leave a lasting impact — just as they're doing today and will continue to do in the foreseeable future.

About This Book

Get ready to embark on a captivating journey that showcases the transformative potential of AI. Every chapter vividly illustrates how AI can be a valuable assistant throughout the entire document creation process — leaving no stage untouched. You'll find alphabetic lists of AI tools as they relate to each topic as well as how to write prompts so you get the results you want. To ensure easy accessibility, this book is divided into six parts, making it effortless to navigate and implement the insights gained from each:

- » **Part 1: Harnessing the Potential of AI in Business Writing.** This part provides an introduction to AI and its role as a writing assistant. It explains how AI can assist in your writing journey, whether you prefer to observe and

learn, begin with a user-friendly chatbot, or dive right into a comprehensive AI tool. It emphasizes that while AI can be helpful, human skills are still essential as they're necessary to express emotions and make ethical judgments, and validate accuracy of the content — aspects that can't be replicated by AI.

- » **Part 2: The Write Stuff.** I strongly suggest that you immerse yourself in this part completely. It serves as a fundamental guide for composing any business document you'll ever write. Within this section, you'll be introduced to the Kick-Start Brief, which equips you with the tools to understand your audience to the fullest extent. It delves into the art of creating stories to captivate your readers, guiding them on engaging journeys that will ultimately persuade them to take the desired action. Additionally, you'll discover invaluable ways to craft compelling visuals, refine the tone, and perfect the text. To top it off, this section is brimming with trailblazing AI tips that can enhance your business writing savvy.
- » **Part 3: Writing Click-Worthy E-Content.** With email being a significant means of communicating for both general use and e-marketing, this part walks you through the pros and woes of using email like a guru, including how to create dynamic subject lines, compelling messages, and gain customers. It also walks you through how to enhance your website (one of your biggest marketing tools) for search engine optimization (SEO).
- » **Part 4: Crafting Noteworthy Professional Documents.** This book wouldn't be complete without focusing on how AI can be your sidekick for writing a wide array of documents including easy-to-read instructions and procedures, articles that can boost your personal brand, reports written with keen observation and reasoning, abstracts and executive summaries to distill complex ideas into bite-sized brilliance, and grant proposals that can win vital funding.
- » **Part 5: Producing Personalized and Targeted Writing.** This part gets a little more personal. It's not often you get to write about yourself, but you'll learn how to effectively self-promote by writing a captivating bio. Also included are how to write letters that drive action, storyboards that bring presentations to life, business plans for a thriving enterprise, and how to write a nonfiction book for bragging "writes."
- » **Part 6: The Part of Tens.** This section is a beloved staple in the *For Dummies* series. It offers valuable insights for writing prompts to get you the results you want, along with an exploration of ten common pitfalls in business writing and smart strategies to transform them into triumphs.

Foolish Assumptions

Before I began writing this book, I made some assumptions about you — the reader. (I don't normally make assumptions because we all know what happens when we *ass-u-me*.) However, I threw caution to the wind and let the AI genie out of the bottle. I figured that this book is for you if you're:

- » Intrigued by the world of AI and want to journey through the labyrinth of AI knowledge to discover how it can assist you in the future.
- » Ready to dip a toe into the water and use a chatbot to karate chop through writer's block, craft a draft, jazz up headlines and titles, proofread and edit, and more.
- » Prepared to take the plunge and use a comprehensive AI tool as a writing assistant that provides a wide range of features and functionalities such as data visualization, sentiment analysis, predictive modeling, and anomaly detection.

So, whether you're a professional business writer, you're starting a business and have to generate a business plan, you need to write a dynamite bio, you're applying for a grant, you want to gain recognition in your field and write an article, or you send out a countless number of emails each day — or wherever you are on the continuum — this book offers practical advice and guidance, insights and perspectives, and motivation and inspiration. It will resonate with your specific interests, needs, and goals and it can be invaluable to your professional growth and survival.

And that's a sensible assumption!

Icons Used in This Book

Begin an icon-hunting expedition as you search through the margins, where mischievous icons call attention to precious nuggets of information, eagerly beckoning for your attention! Here are the icons you'll see and a description of each:



AI
SPOTLIGHT

This icon trumpets AI as your personal writing assistant.



REMEMBER

This prompts you to recall important information, similar to tying a string around your finger so you don't forget.



SHERYL
SAYS

If I had a chance to speak with you personally, these are the things I'd share.



TIP

Nifty tips that may be time-savers, frustration savers, lifesavers, or just about anything else you'll find useful.



WARNING

Ouch! Avoid these pitfalls to save yourself headaches, heartburn, embarrassments . . . or worse.

Beyond the Book

In addition to the material in the print or e-book you're reading right now, you can access some additional perks on the web. Check out the free access-anywhere Cheat Sheet that includes tips and advice. To get this Cheat Sheet, simply go to www.dummies.com and type "Business Writing with AI For Dummies Cheat Sheet" in the Search box. I've also included a bonus online chapter about collaborative writing — you can access it here: www.dummies.com/go/businesswritingwithaifd.

Where to Go from Here

I realize you won't read this book like a suspenseful mystery novel from cover to cover — but I strongly suggest that you read Part 2 (Chapters 4 to 9) sequentially. Writing mastery is a process of understanding your readers, crafting compelling stories, writing the draft, designing for visual impact, honing the tone, and polishing the prose. After that, feel free to jump around to whatever topic interests you or applies to the writing challenge you face.

A word of caution . . . If you lend your printed copy to anyone, take some safeguards. One way is to write your name in large letters in an obvious place to ensure that it's clearly identifiable as your property. Another way is to request something valuable as collateral. This serves as a form of insurance because borrowers may be so absorbed by the book's treasure trove of wisdom, they might be reluctant to return it.

I hope you'll appreciate the value of this book as you journey through it and will recommend it to others who are entering the world of AI or want to unleash AI's full potential for business writing.

1 Harnessing the Potential of AI in Business Writing

IN THIS PART . . .

Discover the indispensable role of writing professionals in the AI realm — the ones who have distinct attributes such as creativity, critical thinking, emotional intelligence, and adaptability to evolving trends and audience preferences.

Embrace AI as your trusty writing assistant to overcome writer's block, effortlessly generate captivating content, craft amazing visuals, refine the tone, and optimize your search engine rankings.

Enter the realm of AI by absorbing knowledge from the sidelines, dipping your toe into the water with the help of a chatbot, or boldly diving into the depths to play alongside the seasoned professionals.

IN THIS CHAPTER

- » Realizing that AI is already part of your life
- » Discovering how AI assists business writers
- » Understanding that AI helps, not replaces, writers
- » Identifying writing fields that will continue to thrive
- » Exploring the limitations of AI

Chapter **1**

Recognizing the Need for Writer Intelligence (WI)

We're hearing so much about artificial intelligence (AI) and all its wonders, yet we don't hear nearly enough about writer intelligence (WI). Remember that without human intelligence there would be no artificial intelligence. Humans would never create anything to replace themselves, only to make life easier. That's what AI does for business writers; it makes writing easier.

As business writers, it's crucial to stay informed about the latest advancements in AI writing technology and use it responsibly. Striking a balance between human creativity and technological innovation will be pivotal for the success of writers and writing. Never underestimate the lasting significance of genuine human communication — it's paramount. Business writers stand to gain significantly by learning about AI and integrating it into their work to enhance the creative process and improve efficiency. This chapter delves into how writers can benefit from using AI as a writing assistant.

AI is Already Part of Your Everyday Life

If you think you're a newcomer to AI, think again. Apple's Siri and Google's Alexa are powered by AI. They rely on natural language processing (NLP) and machine learning. Every day most of us send and receive emails, many powered by AI (find out more about using AI in your own emails in Chapter 10). And all the annoying pop-up ads we see while searching the Internet are AI enabled. They're based on our search history that's personalized with the goal of getting items in front of us via algorithms and to sell us goods and services.

GPS uses AI for route optimization, historical data, and real-time traffic updates such as congestion and road closures, as well as suggest workarounds to avoid gridlock. If you scan checks with your phone to make deposits, AI is at work behind the scenes. From drug discovery to clinical decision support, AI is transforming the way the medical profession approaches healthcare. AI is used in self-driving cars, trucks, and buses, as well as smart home devices such as thermostats, lighting systems, and security systems. And when we kick back to relax in the evening, many of us turn to streaming services. These services use AI to recommend programming we may like based on our past viewing history.

AI is fast becoming the cornerstone of innovation. Yet AI isn't new. It dates back to the 1950s when Alan Turing published "Computer Machinery and Intelligence" in the academic journal *Mind*, which proposed a test of machine intelligence called *The Imitation Game*. However, it wasn't until 2022 when AI was brought into the mainstream through familiarity with OpenAI's application ChatGPT (Generative Pre-Training Transformer). By incorporating true AI into live chat features, businesses are merging human intelligence with machine intelligence.

REMEMBERING HAL

Perhaps you recall the story of HAL 9000, the killer AI supercomputer in Stanley Kubrick's landmark film *2001: A Space Odyssey*. It tells the story of the struggle of humans faced with extinction by a methodical program of extermination led by HAL, an errant, sentient supercomputer. Since this movie premiered in 1968, AI has been discussed, explored, and is a frequent subject of ongoing conversation. Can this serve as harbinger of contemporary AI issues?

A little-known factoid about HAL: HAL is a one-letter shift from IBM. Supposedly Kubrick sent a letter to Polaris Productions stating his intention to use an IBM supercomputer in the movie. The studio felt it wasn't the best idea to use IBM as a psychotic computer, so Kubrick shifted one letter down from IBM and got HAL. People associated with Kubrick have always denied that there was any significance to the coincidence, but the rumor persists. True or false? Ask AI.

Using AI to Assist WI



SHERYL
SAYS

As you journey through this book, you'll gain familiarity with AI tools that can be applied to a wide array of business writing scenarios. Whether you're new to AI and are simply exploring its capabilities, you're interested in using a simple chatbot, or you're prepared to embrace comprehensive AI tools, this book equips you with the knowledge and skills you need for each stage of your journey.



AI
SPOTLIGHT

As you navigate the chapters of this book, a recurring theme emerges: the importance of generating precise prompts. From a general discussion in Chapter 23 to detailed applications in Parts 3, 4, and 5, the significance of this artistry is underscored. Embracing the art of prompt generation becomes paramount, for it's through these meticulously selected words that dynamic documents come to life, ideas flourish, and minds expand.

AI can assist you with some of the writing you normally do, but there are other aspects of business writing that only humans can do. AI excels at chopping through writer's block, preparing outlines and drafts, summarizing topics, analyzing data, presenting numbers and statistics, maintaining consistency in writing style, proofreading and editing, and optimizing writing for search engine optimization (SEO). AI tools will have a big impact on the future of writers, but here's why WI will never disappear.



REMEMBER

Business writing goes beyond merely assembling words. It requires a deep understanding of human emotions, strategic insights, and perspectives. This is where human writers have a unique advantage. Only humans have the innate ability to create personal connections with readers by sharing relatable stories, personal experiences, nuanced details, and thought-provoking analogies — something that AI technology is incapable of. Additionally, AI lacks the ability to differentiate between emotionally impactful phrases and mundane ones. Readers often rely on their instincts, desires, emotions, and morals when forming judgments, aspects that are detached from logic and analytics.

Another limitation of AI is the absence of original insights. AI can only summarize and reproduce information from existing databases. It can't generate its own thoughts on a subject. Furthermore, AI has limited capabilities to infer the consequences of a particular action. Only human writers possess the higher-level causal thinking required to analyze why things happened and address hypothetical "what if" scenarios.

If you strive to be a thought-leader in your industry (an authority whose innovative ideas and insights influence and guide others), it's WI that will get you there, not AI. Only human writers have the ability to provide original insights and opinions on the most crucial topics — topics that are beyond the current grasp of AI technology.

Enhancing Business Writing, Not Replacing Writers



SHERYL
SAYS

Who will survive? Who will thrive? Here are *my* WI thoughts on why business writers will not only survive, but thrive, and why we can't be replaced by AI:

- » Al writing is robotic. To get a reader's attention, good writers bring text to life with perspective and creativity as we've done since we first showed an ability to put words together.
- » Computers haven't lived our life or the life of the reader. So they can't humanize writing with examples and stories to enliven a document and drive key points home.
- » While lightheartedness in business writing is tricky, it's where we can separate ourselves from machines. The right remark at the right time can help make a point in a way AI can't.
- » Emotional intelligence is necessary to understand and convey emotions effectively. We can tap into the intricacies of human experience, capturing the nuances of feelings and experiences in our writing.
- » AI can mimic human writing, understand complex queries, deliver nuanced responses, and generate text resembling human style. However, only humans can adapt writing style, tone, and voice for different genres, audiences, and purposes, and make revisions and improvements.
- » Humans possess moral reasoning and ethical judgment, which allows us to make conscious decisions about what we write and how we present information.

I asked my AI sidekick You.com why it can never replace writers. Figure 1-1 shows what it “humbly” wrote:

The question of whether AI can replace writers is a complex and debated topic. While AI has made significant advancements in natural language processing and generation, there are several reasons why AI cannot fully replace human writers. Here are some key points from the search results:

Creativity and Depth of Understanding

One of the main reasons why AI cannot replace writers is the creativity and depth of understanding that humans bring to writing 1. AI models like ChatGPT can generate text based on patterns and examples in the data they were trained on, but they lack the ability to truly understand and create original ideas. Writing often requires unique perspectives, emotions, and experiences that are difficult for AI to replicate.

Factual Accuracy and Context

AI-generated text can sometimes lack factual accuracy and context. While AI models can generate text that appears coherent and grammatically correct, they may not always provide accurate or reliable information. AI models like ChatGPT can generate text based on patterns in the training data, which can include both accurate and inaccurate information. Human writers, on the other hand, can fact-check and verify information before including it in their writing.

Human Connection and Empathy

Writing often involves connecting with readers on an emotional level and conveying empathy. Human writers can tap into their own experiences and emotions to create relatable and engaging content. AI models like ChatGPT lack the ability to truly understand and empathize with human experiences, which can limit their ability to create content that resonates with readers.

Unique Writing Styles and Voices

Each writer has their own unique writing style and voice, which contributes to their individuality and appeal. AI models like ChatGPT can mimic certain writing styles, but they lack the personal touch and distinct voice that human writers bring to their work. Human writers can infuse their writing with their own personality, humor, and storytelling techniques, making their work more engaging and memorable.

The Role of AI in Supporting Writers

While AI may not be able to fully replace human writers, it can still play a valuable role in supporting and augmenting their work. AI tools can assist writers with tasks like grammar and spell-checking, generating topic ideas, and providing research suggestions. AI can be a useful tool for writers to enhance their productivity and efficiency, but it is unlikely to completely replace the creative and human aspects of writing.

Overall, while AI has made significant advancements in natural language processing and generation, it is more likely to continue augmenting and supporting human writers rather than fully replacing them 2. The creativity, depth of understanding, human connection, and unique writing styles that human writers bring to their work are difficult for AI to replicate.

FIGURE 1-1:
AI reveals why it
can't replace
writers.

Writing Fields that Will Thrive, Not Just Survive



REMEMBER

AI is not a replacement for human creativity, but rather a tool to augment and inspire the business writing process. By providing writers with tools to automate tasks such as research and data analysis writers can spend more time focusing on the creative aspects. So before you start studying for that real estate license, know that AI isn't going to replace good business writers who keep their skills current.

No one can predict with certainty what AI might look like in the future, but AI is far from being able to reach the standards set by human writers. Tools such as ChatGPT, Grammarly, Jasper, Copilot (formerly Bing), You.com, and a host of others are professional writing tools powered by AI to write drafts, achieve the right tone and length, ensure that writing is error-free, and proofread and edit. These programs can't think independently of human intervention because they're *utilitarian* — merely meant to serve a purpose and get a job done quickly and efficiently. AI doesn't have the ability to collaborate, take suggestions, or critically analyze its work. This means that AI in its current iteration can't produce the same engaging and nuanced content that humans can.

Although it's difficult to identify specific fields of writing that are truly AI-proof, certain types of writing require higher levels of creativity, subtlety, and human interaction. These may include fields (but aren't limited to) the areas of business writing detailed in the following sections.



SHERYL
SAYS

In most chapters, URLs for the AI tools mentioned are enclosed in parentheses for easy reference. However, in this particular chapter, I introduce a few tools as general references without explicitly providing the URLs. Rest assured, you'll find them again in their applicable sections throughout the book.

Copywriting and advertising writers

Tools such as ChatGPT, Grammarly, Copy.ai, Jasper, and others offer a range of features to help business writers create high-quality content and boost their content writing. While AI can automate certain parts of the creative process, there's much it can't do. Therefore, it's unlikely to completely replace copywriters. Copywriting skills require a high level of creativity to craft engaging, persuasive messages that resonate with customers. In addition to creativity, it requires empathy and an understanding of human emotions and behavior. These skills are unique to humans and can't be replicated by machines.

However, AI systems have been introduced in some companies to work alongside copywriters to streamline processes. AI can generate large amounts of copy, which can then be fact-checked, amended, and approved by humans. This can help to speed up the copywriting process and make it more efficient.

Public relations writers

Public relations writers create messages and content that shape and maintain the reputation of a person, company, or brand. The aim is to build relationships, generate publicity, and manage public perception through strategic communication such as media relations and crisis communication. While AI has the potential to routinely automate these tasks and speed up certain processes within public relations campaigns, it's unlikely that PR professionals will be replaced by AI anytime soon.

AI systems such as Looka, ChatGPT, Canva, Bandwidth, and others gather, interpret, and create efficiencies in the process. But agencies won't be letting AI do the pitching or replace human expertise. AI can aid PR professionals to manage communications, identify crises, and provide strategic recommendations. But it won't replace the need for human creativity, emotional intelligence, and critical thinking in PR. And AI can't ensure that the messaging aligns with the company's brand and values.

Journalists and reporters

The news industry is feeling the pinch of social media and AI. Social media outlets are the fastest growing ways for news to reach people. And many newspapers are now turning to AI for featured news stories. However, it's important to note that journalists and reporters add dimension and depth to a story. They interview people with well-crafted questions. They access facts to present the reality of a situation beyond what they read on social media sites. Their writing should captivate readers while concisely presenting the “real” story. Additionally, journalists may work in television and radio broadcasting, print journalism, or online media outlets.

Tools such as ChatGPT, Automated Insights, Wordsmith, and Articoolo offer a range of customizable templates that can help journalists and reporters write news stories, headlines, and summaries. AI writing can analyze data and generate insights that can aid journalists in their research. By using AI, journalists can save time and focus on other important tasks and stories.

One of the key challenges with AI-generated news is ensuring that the content is accurate and trustworthy. Small-town newspapers are disappearing and running with reduced staffing. Local newspapers are turning to AI for stories. However, they're realizing that journalism isn't just about facts. Newspapers will always need human journalists for creativity and analysis, accurate and unbiased stories, and adaptability.



WARNING

Journalists and news writers must be aware that AI has been known to go rogue and deliver misinformation and disinformation. So before distributing any news stories, fact-check, fact-check, fact-check. Also, it's important to address the ethical and societal implications to ensure that the content generated by AI is accurate, reliable, and in line with journalistic standards.

Marketing writers

In contrast to public relations writers, marketing writing centers around selling products, services, and ideas. Writers focus on sales, promotional messaging, paid media, branding and positioning, targeted communications, and measurable matrixes. Using AI tools such as Jasper.ai, Copy.ai, GrowthBar, Copysmith, Hypotenuse AI, Rytr, and Writesonic, marketing writers can generate original, engaging content faster and more efficiently than ever before.

Freelance writers

Freelance writers have the particular challenge of positioning themselves as valuable assets to businesses that seek authentic and impactful content. They must hone their skills in the areas of strategic planning, persuasive copywriting, and storytelling. Tools such as ChatGPT, Jasper, Grammarly, Writesonic, and Jasper can be valuable writing assistants. Freelance writers must develop selling skills and be able to boast of a high return on investment (ROI).



TIP

Whether you're a newbie, certified or degree holder, or highly skilled freelancer, always have a current portfolio to showcase your writing talents. In addition to a paper portfolio, store your portfolio on your blog and/or on sites such as Contently and LinkedIn.

Proposal writers

Crafting a persuasive proposal is challenging at best. Tasks include structuring the proposal, writing an engaging introduction, considering format and design, specifying deliverables, creating a timeline, preparing a budget, using a persuasive tone, and more.