

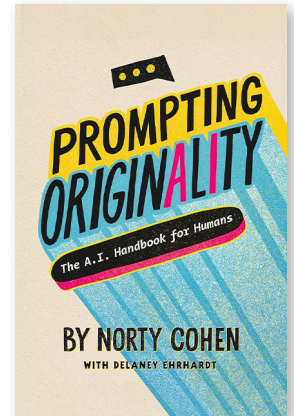


# Executive Book Summaries<sup>®</sup>

## Prompting Originality

The A.I. Handbook for Humans

by **Norty Cohen with Delaney Ehrhardt**



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### THE SUMMARY IN BRIEF

AI can do a lot for you. So much so that your professional job won't look the same in a few years. Every day, AI developers are training bots to do just about every task that used to require using that big brain of yours. If you let it, your originality will be homogenized. Your experiences, point of view, and unique expressions won't matter.

When we create new ideas, our human intelligence, wit, experience, or empathy comes into play. In fact, it is play. Creativity, twisting up ideas to put a spin on them, is a level of permission we get as humans. We can use that part of our brain. It is who we are.

But authentic creative play is under attack with the advent of ChatGPT, Midjourney, and all of the look alike AI tools and updates. Here's the plan: we're going on the offensive before AI figures us out. We'll ask the questions. And maybe we can beat it at its own game. Throughout this interactive adventure, think of yourself as the hero, circumnavigating the new world of artificial intelligence, gaining confidence, experience, and ultimately inspiration.

### IN THIS EXECUTIVE BOOK SUMMARY:

- The need to protect authentic human creativity from being overshadowed by AI is highlighted.
- Provides tips for using AI effectively and as a supportive brainstorming partner
- Explores how AI cannot replicate human emotion or cultural perspective.
- Stresses using AI responsibly, following ethical guidelines, and prioritizing human creativity.

### Part 1: AI Confidence Journey

Let's get our prompt on.

Ask AI: "What human innovations came before the wheel? What came after? Who were the Luddites?"

This latest and most intimidating disruption hasn't just suddenly caught fire. AI is just another spark. So what's the secret to lighting that spark?

Originality.

But by now, you can see, everyone builds on the wheel.

#### The Best Originals are Thieves

Originality has never been achieved alone. Why start now? It's time to refine it. What is originality in the modern world of technology?

"I believe that originality is at least 90% human-generated, as technology cannot replicate our individual ideas, emotions, and imaginations." - Karen OBrien, CMO

"Nothing is original." Tega Brain, NYU Integrated Design & Media

#### Exercise 1: Sample Search

Prompt: Pick your favorite song. Listen to all parts of it and break down where it came from. Then ask AI if your favorite song has any similarities with previous or current songs.

Originality is an inherent blend of ideas and inspiration. Period.

#### AI Rewires the Romance of Creation

Activities that once took years, writing, storytelling, and art making, can now be generated in a matter of seconds.

See just how efficiently AI can "write a 12 stanza poem about the beauty of heartbreak."

Fast, yes. But did it make your heart beat out of your chest? We didn't think so. Do you want to accept that soul-inspiring creations can be generated by machines that lack souls? AI has never had its heart broken, it's only looked at other hearts being broken. Which is, if you've ever had your heart broken, not the same thing. That applies to everything it does, and that's why: "AI won't replace writers. It will replace hack writers." says author Josh Bernoff.

In many ways, the use of AI can lead to greater clarity, creativity, and inspiration for everyone expressing their

ideas. Your work, your output, and your brand are only about to get better if you let it. You can seed ideas instead of asking for them. But if you let AI write the ideas for you, well then, you suck.

#### Suck-O-Meter

To navigate AI's involvement in the creative process, we coined the AI Suck-O-Meter, which details the level of artificial contribution to a piece of work. It's a reminder to make AI your brainstorming partner and not an integral, foundational part of your work.

#### AI Builds a Better Brain

Have you ever heard of the game Go? An AI machine beat Lee Sodol, one of the most famous and awarded Go players of all time. It marked the first time a machine had beaten the very best at this ancient and complex game. However, in move 78 of game 4, Lee made a move now known by many as the Hand of God. This move was so unexpected it through the machine off and led Lee to one victorious match.

Most people would walk away from this story with a startling takeaway: "AI is diminishing human achievement." We, however, have come to a different conclusion: AI makes us better.

No matter where you may struggle, AI is there to pick up the slack.

Research shows that AI strengthens all links - weak and strong. To keep your head above the water of mediocrity, you must collaborate. AI has the ability to supplement your brain, streamlining your strengths and covering for your shortcomings.

Understand that AI helps you unleash your capabilities by simplifying concepts, helping you learn, broadening your horizons, and achieving your brand of originality.

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### Part II: AI Experience Journey

Here you'll get a taste of the ins and outs of how to wrangle AI and use it for your benefit. You'll learn that you are not alone in this adventure of adopting the dos and don'ts of prompting.

While AI can help you prepare for an interview, create your travel itinerary, or even write books you haven't read, don't give into the temptation of effortless creation. Make sure you're using the tools alongside your skillset to help achieve your vision.

# The rapid growth of AI has led to a rise in an entirely new essential skill: prompt engineering.

Use AI. Don't rely on it.

## There Actually Are Dumb Questions

The rapid growth of AI has led to a rise in an entirely new essential skill: prompt engineering.

Here's your AI playbook:

**Tip #1:** Make sure you're using the newest version. AI tools are being updated all the time. If you can afford it, the premium versions are always worth it.

**Tip #2:** Form your question the way you want it answered. Consider the style you want for your response. Carefully consider your tone, level of advancement, and sentence structure.

**Tip #3:** Be specific. Include adjectives and examples. This provides AI with information outside the data sets on which it was trained.

**Tip #4:** After you get an answer, follow up. Don't start a new chat unless you're switching subjects. Like a real-life brainstorming partner, AI remembers previous conversations. Stay within the same chat so AI can better learn what you're looking for and not repeat answers. Quantify feedback. Instead of telling it to be "less formal" try prompting "make the output 10% less formal and 15% more engaging."

**Tip #5:** Layout the output exactly how you would like it to be structured. AI has a mind of its own. If you're looking for something super specific, push it in the right direction.

**Tip #6:** Ask for your output to be generated in a specific style. AI is trained in pop culture. Use this to your advantage. For example, ask your bot to generate its response as a specific type of person or tell it to assume a profession. Don't take this too far. This not only prevents you from incorporating your own style, but it can also lead to copyright issues as the legal issues surrounding AI evolves. Instead of asking AI to replicate a style, describe it. For example, it's not Picasso's style, but rather an "eclectic surrealism with an African art influence and elements of cubism."

**Tip #7:** Give it some limitations. AI can generate a ton of

content in its responses. Try listing ideas you've already tried to limit the possible responses AI could give you. Give a specific amount of options AI could generate. Use keywords to indicate the expected response length.

**Tip #8:** Explain who you are trying to reach. Include your desired audience, even if it's only you. You can also use metadata or annotations to specify who you are referring to or targeting. These can be categories or tags. For example, ask your bot: "[For managers], how do you keep your team organized and driven?"

**Tip #9:** Avoid conflicting terms and directions. AI is always learning. Be as definitive as possible and don't be afraid to tell AI when it messes up and gives you something you don't like.

**Tip #10:** Ask the AI model to behave like an expert. Ask AI to assume a profession. For example, ask it to "Pretend you're a travel agent. Give me a detailed itinerary for a 10 day trip to Mexico with a budget of \$5500 for 3 people."

**Tip #11:** Add in a time element. This helps AI recall previous inputs or outputs from a specific point and not reference responses that are irrelevant or old.

**Tip #12:** To emphasize something, capitalize it. By typing in all caps, AI understands this to be the most important part of the sentence. Punctuation, including quotations or bullet points, can also convey the brevity and importance of the response.

**Tip #13:** Provide examples. Imagine if your boss asked you to take on a new project but provided no sources of inspiration or references. Just like you, AI tools need examples.

**Tip #14:** Test the chain of thought method. This prompting method breaks down complex prompts into smaller, more digestible chunks. If you give AI too much at once it will choke. This approach is best utilized in multi-step reasoning tasks like mathematical word problems and commonsense reasoning issues, according to Google research.

**Tip #15:** Play around with order. Depending on how you word your prompt, AI will give you a different output. "Experiment with different arrangements of instructions,

primary content, examples, and cues to achieve the desired results,” advises Microsoft’s Andy Beatman.

**Tip #16: Establish rules.** AI is a smart ass. If you don’t outline a firm set of rules, it will act out. Provide clear instructions with information on the role you’d like AI to play. What kind of outputs do you want it to generate, how would you like it to answer, and what questions should it not answer?

**Tip #17: Trigger previous outputs.** Don’t be afraid to jog AI’s memory by referencing specific prompts from the conversation. This will be easier if you keep the same train of thought within the same conversation or task.

**Tip #18: Phone a friend.** Not sure where to start prompting? Ask AI to construct the prompt for you.

**Tip #19: Avoid bullshit.** You may be a good liar, but you are nothing compared to AI. AI platforms have a bad habit of “hallucinating” or trying so hard to give you something good they make it up entirely. You can provide the bot with reputable information and ask it to use that information while answering your questions. Stand your ground and never assume the bot is right.

**Tip #20: Ask for multiple answers.** Ask for a specific number of outputs or have it call back to a specific output.

### Update Your OS

We asked professionals across the creative, consumer, consultant, and coder quadrants a variety of questions to see how AI attitudes varied.

**Question 1: Define originality.**

Rob Brooks (creative): “Saying, ‘Damn, I wish I would have thought of that - what a cool thing.’”

Dr. Jochen Ditsche (consultant): “This original piece has not surfaced in the world before.”

**Question 2: You’re working from home and having a creative block. How do you brainstorm, ideate on your own?**

Kenny Friedman (creative): “Maya Angelou was an amazing cook and she would cook when she had writer’s block because she said something like, ‘There’s a recipe to it, so you don’t have to think. I’m just doing something that somebody told me to do.’”

**Question 3: Tell me about a time when your attempt to be original led you to failure. What did you take away from that experience?**

Rob Brooks (creative): “Wanting to be everything to everyone and therefore, they’re nothing.”

Muhammed Usman (coder): “I learned the importance of thorough testing, validating ideas before implementation, and striking a difference between innovation and practicality. It taught me that while originality is valuable, it should be tempered with a critical assessment of feasibility and potential risks.”

**Question 4: Tell me about a time when AI made your work better. What about worse?**

Karen OBrien (CMO): “I feel that sometimes the resulting work may be lacking in empathy. What I have found from my own amateur prompt engineering is that the more specific you are, the more that you can put human emotion into it, the better.”

Rob Brooks (creative): “It’s still so dumb, you know, you don’t get it on the first try.”

**Question 5: Tell us about learning to use AI.**

Rob Brooks (creative): “It was two days of being sort of OCD, just absolutely going down the rabbit hole.

Keren Douek (consultant): “AI was the way to breathe life into an industry that was otherwise very slow to respond to new technology.”

**Question 6: If you had to personify AI, what would it look like?**

Rob Brooks (creative): “It’s either like a really nerdy, socially awkward person that has no social skills but can make wonderful things, or arrogant Armie Hammer from ‘Sorry to Bother You.’”

Keren Douek (consultant): “AI generally gets personified as awkward or dangerous; clunky, nerdy, or evil. If I had to personify AI, she’d be my wingwoman.”

### Flip the Script

Thinking differently is hard. AI can help with that. Try adopting different mentalities to expand your thinking beyond your own OS and move your right or left brain to the weaker side. AI allows you to peek inside the brains of people who have different strengths or who think differently. This helps you understand how to better communicate with them, expanding your tools for originality.

### Use the Buddy System

It’s only fitting that when looking for places to grow your AI

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knowledge, AI would be the perfect place to start. Prompt libraries, collections of online prompts, are a great place to start. More and more great universities are offering classes on artificial intelligence. Additionally, there are a variety of AI communities in cities across the United States.

### **Make AI Your Personal Researcher**

Understand how AI can impact and improve your life, especially your personal life. It can help you socialize, organize, and create efficiently - as long as you leave your thumbprint and don't take its output as your final content.

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## **Part III: An Inspiration Journey**

Here you'll sail through the ocean of mediocrity and try not to fall in. Your lifeline? Original thinking, human nature, and intuition.

### **Break the Endless Cycle of Average**

AI is essentially a glorified fill-in-the-blank pattern recognizer, sourcing its insights from an ocean of data, and most of it is drifting, waterlogged shit.

Which is why most of what AI cranks out is average at best.

So what does this mean? Human generated content will likely become a luxury good. Crazy, but true.

So how do you break the endless cycle of average? Stay curious, stay true to yourself, and push yourself to be better than the mediocrity of AI.

### **Without Human Reaction, AI Has No Purpose**

AI may outperform you, but it can never out-human you. Embrace this distinction; use AI to reflect culture, not define it. In industries such as advertising where our job is to reflect culture, creation is still in the hands of humanity, so don't give up your position as a culture curator. This allows you to be more human, and, in turn, more in touch with your work and its audience.

### **Bot vs Human**

Beyond human emotion, human perspective is just as, if

not more, valuable. Unlike AI tools, we can read between the lines and catch errors that may have fallen through the cracks. We can spot factual inaccuracies. We can scan for language that won't land with our audience. For these reasons, we must view AI tools as just that - tools.

While AI can create, it cannot feel. Your strengths are your ability to see, hear, touch, smell, and taste. AI's role is to become your sixth sense and enhance your capabilities.

AI can generate a list of ideas in seconds. It cannot tell you if they are any good.

### **Prompting Practice**

Before you dive into the world of prompting, let's review the rules of the road:

- If you're planning on using your outputs for anything commercial, review your model's terms of service and privacy policies.
- Always include your own human touch in generated works. Never take the outputs as they are.
- Refrain from asking for a specific style or copyrighted work. Establish your own voice and style before AI replicates it.

By definition, AI will rarely throw those left-field ideas that spark originality. Here, we want you to tap into the weird and wacky, seeing if the most unexpected prompts can light your inner spark.

- Take the Shakespearean classic *Romeo & Juliet*, but make the characters modern people with modern issues. What would be the reason their families hate each other? Tell the story in the form of reality TV confessionals only.
- Describe a world where time doesn't flow linearly. Instead it flows cyclically. Tell this as a bedtime story for children.
- Create a list of baby boy names inspired by technology, found in a medical textbook. Now, create Instagram handles for each of these babies.

- What new traditions would come if Christmas was in summer? What would Santa wear?
- Give me 10 social media username ideas that involve the word “corn.”
- What are things I can give to my employees that aren’t money? What do the latest trends say about job satisfaction?

mastering it. AI can help us boost our originality and creativity - and simplify the grunt work - but it’ll never capture the human spark: our emotions, and our unique point of view. The secret is making AI your collaborator, not your replacement. Use it to fuel your ideas, not define them. Stay curious, stay human, and let your creativity lead the way.

### How to Prompt Like an Art Director

Now that we’ve covered our copy bases, let’s move into the visual territory.

Use AI as you might an initial draft or mood board, but not for a finished piece. Use it to test out many variations in a short period and save your HHI for bigger tasks.

True art builds on others. To truly think like an art director, you need to embrace community. Take advantage of the bots brain and use it in conjunction with the art director mentality.

### Be A Divergent Ant

Instead of blindly following the ant in front of you, don’t be afraid to diverge from the colony and create your own path. Following the pack won’t yield originality.

### Bad Dog Will Bite, Watch Out

Know the rules of the road. Take time to understand evolving platform policies, legal parameters, and ethical considerations. Use caution, and don’t crash the car.

### Remember, you can let AI do your work. Or, you can make it work for you.

The future of creativity isn’t about fighting AI — it’s about



Norty Cohen is a creative/account guy/researcher whose agency, Moosylvania, develops programming for top national brands. His agency houses a research facility on its campus – and they use national research services to continually dig into consumer motivation. He is a featured speaker on national marketing panels and has presented his work at AT&T, Western Union, Taco Bell, Burger King and numerous CMO conferences. The updated study is featured annually in Business Insider and other publications.

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