

# How AI helped me write this book

*The following prompts aim to provide you full transparency regarding my usage of ChatGPT throughout the book process. I haven't edited them and they're sometimes messy. I also haven't included the output because it would make this document 100 pages long! They're like a behind-the-scenes snapshot of my processes - and shouldn't be viewed as prompt templates.*

## Getting Started - Sections and chapter outline

*I used ChatGPT to help me come up with the sections for this book and brainstorm names that reflected both the themes and my personality. This all changed as the book developed.*

Good morning! Today, I'd like your help with refining my sections and chapter outline. You can refer to the publishing proposal document. Do you have any questions before we get started?

—

I'd like to break the book down into 3-5 sections. I know that 'Mindset' and 'Action' would be two of them. What others do you recommend based on my themes?

—

Thank you! I need to ensure there's no overlap among the sections. I'm happy with 3 sections if that works better?

—

This could work, thank you! But I need punchier and more exciting labels to replace 'Foundations', 'Skills in Action' and 'Mastery and Adaptation'. Need to better match my brand voice

—

I don't want to use 'Ignite' or 'Power Up'. Please try again. They can be more fun.

<https://chatgpt.com/share/6726da01-4ce8-8011-ac70-0fd6ad830c71>

*For the initial chapter outline, I uploaded my most recent keynotes, articles, rough manuscript notes, and book proposal into my Custom GPT, Belle - The Book Coach. Once we'd decided upon the sections, I asked her to refer to my notes to map out the chapters, including sub-headings. Here are the initial prompts I used.*

*I questioned some areas of overlap and suggested restructuring. At one point, she stopped giving me sub-headings, so I had to give her a little nudge to be consistent and shared the correctly laid out chapters. Once she got the memo, it was updated accordingly.*

Here are sections I'm thinking of - 1. Setting the Stage 2. AI in Action 3. Future-Proofing Your Business -- I've just shared with you my Manuscript NOTES to refer to. Could you please suggest chapters to feature under each of these sections? You can use direct headings from the Manuscript NOTES

–

Could you please break these chapters down even further in section 1? I want to ensure my core messages shine through

–

What would be a good section name that describes the following chapters? Chapter 4: Ethical and Responsible AI usage What is ethical and responsible AI? Why AI needs our human oversight How to mitigate the risks Chapter 5: Issues with Intellectual Property (IP) How AI and IP should play together Hey - that's my work! Why every company needs an AI Policy Chapter 6: Dealing with Data AI and cyber security - The positives and negatives Protecting your data Returning full circle - Where the humans fit in

–

I want something more playful like 'Minding your Mindset'

-

I like Handle with Care. What are 5 more like it?

-

I'm going with Rules of Engagement - thanks! What are 5 section title suggestions that work for chapters about prompt engineering with a focus on training LLMs on your business, brand voice, and audience?

-

What are 5 possible section titles for the 'use case' section - with chapters referring to external (marketing and customer service) and internal (systems and processes) examples

-

Thanks! gonna run with AI in Action. What are 5 fun chapter titles for the chapter referring to external (marketing and customer service)?

## Getting Started - Interviews

*Before my contributor interviews, I often turned to ChatGPT for suggestions of questions to ask.*

Morning! Have you heard of <insert name>? Here are some details about them - <insert link to website>. I plan to feature their thoughts in Chapter x. Here's the draft content for the chapter. <Inserted here> Could you please suggest 10 questions to ask that tie in their expertise and the chapter's topic?

-

I'm interviewing <name> for a chapter in my book about <topic>. What are 10 questions I could ask her? Please rank them in priority order. Remember my audience of overwhelmed business executives.

*Then after the interview, I had it transcribed in Otter.ai and asked for ChatGPT to clean it up. Didn't always get it right though...*

Hello! Could you please review the attached transcript and clean it up for me to help with inclusion in my book? I'd like you to keep the exact same structure, but remove the filler words and insert full stops and new paragraphs where lacking. Do you understand the task?

-

Is that the full transcript?

-

Could you please read this AI-transcript from an interview with <name> and remove all the filler words and repetition to clean it up for quoting in the chapter?

-

Hello! Could you please review the attached transcript and clean it up for me to help with inclusion in my book? I'd like you to keep the exact same structure, but remove the filler words and insert full stops and new paragraphs where lacking. DO NOT paraphrase, summarise, or simplify. I want the responses to remain as close to true form as possible. Do you understand the task?

-

Please try again, but keep the names of the speakers

-

Could you please try again to clean up the attached transcript to make it easier to read and take extracts for my book AI Human Fusion? It's not quite right yet. I loved the way you did <name>'s transcript the other day.

## Final Thoughts and AI-Generated Chapter Summaries

*At the end of each chapter, I always share these two sections. And sometimes I needed a little help with writing a decent close - so I turned to ChatGPT for help.*

*The AI-Generated Chapter Summaries were often a major pain. No matter how I prompted Chatty, it really struggled to ensure a consistent structure for every single chapter. I'd provide samples from the previous chapters constantly but it always took at least two attempts to get a decent starting point before adding the 'human tweaks'. E.g. It would make some parts bold for one chapter, but not the next. And sometimes it was way more brief.*

For the heading, 'Final Thoughts' could you please draft 150-200 words that I could insert?

-

Thanks! Here's the amended section for Final thoughts <insert edited version>. Could you please put in bullet points the main themes of this chapter including exact phrases - without subheadings?

-

Hmm, no it's not quite right. It needs to work more as a chapter summary.

## Prologue: The HABITS Framework

No AI was involved in this chapter.

## Glossary (aka the "Techy Stuff ")

*I used ChatGPT's support for coming up with a first draft of these definitions. I then edited the output to ensure it sounded more like me.*

Hello! I'm writing a chapter for my AI book called 'The Techy Stuff'. I want it to contain a list of definitions related to AI terms that a business executive or entrepreneur needs to know. Could you please provide a list of 10-20 important definitions including 'What is Artificial Intelligence?'

and 'What is a Large Language Model (LLM)?'. 'What is ChatGPT?' 'What is Machine Learning?' 'What is Agentic AI?' and any other terms you recommend. Please explain the terms in the HumanEdge brand voice and keep it jargon free, because it's aimed at beginners.

–

These need to be a lot more professional. For What is Artificial Intelligence, please include the year it was coined and by whom. For each response please make them at least 100 words.

–

Could you please simplify them a bit more?

–

Could you please insert some more details about the launch of ChatGPT, how it was the first of its kind etc? I don't want this response to sound the same as the LLM one.

-

I need your help with these two sections. I don't want people to confuse LLM with Generative AI. Could you please ensure the distinctions are mentioned in each description? Please write them both again.

<Inserted existing copy for 'Large Language Models (LLM)' and 'Generative AI'>

-

I'd like your help with writing two more definitions in the HumanEdge brand voice. One is for RAG and the other is for Hallucinations. Please draft them with a similar length and format to the following - Key AI Terms to Know

## **Part I: Humans**

### **Chapter 1 Let's Press Pause**

*This one started out as a guest article contribution for another publication. I'd already written an article called 'Overcoming AI Overwhelm in Marketing: A Guide for Marketing Managers' and I used ChatGPT to use a combination of that article and my chapter outline for this book to draft a new outline.*

*The outline was fab and it springboarded my article for the publication. I then re-used that original article and expanded it into the full chapter you see in this book. So while it was written by me, it does have AI origins - based on repurposing my own notes!*

Perplexity.ai -

Could you please provide me a list of quotes about Facebook or Youtube being passing trends or similar? Please also advise any other negative comments about inventions throughout time from people who didn't see them as being sustainable. Here's what I already have so far. Please do not mention these.

## Chapter 2 The Importance of Human Connection

No AI was involved in this chapter.

## Chapter 3 Maintaining a “Human-first” Business

*Sought a bit of Perplexity support for this chapter, but it hallucinated a bit. So wound up returning to Google.*

In Perplexity.ai -

What are 5 top organisations that are embracing an AI-first approach?

—

What are other organisations that have been quoted as saying they are AI-First?

—

Could you please create a bullet point summary from this chapter, similar to the recent chapter summary we did together?

—

Please adjust - ensuring one bullet point defines AI-first, one bullet point mentions Salesforce, one bullet point mentions IBM, two bullet points define Human-first, and then insert any other gold nugget takeaways as bullet points too.

-

Could you please read this chapter below and advise which parts of the attached research could be used as backup research? Ideally, I'd like to quote Renée Richardson Gosline and cover topics like her definition of the term why it's important for organisations to maintain a human-first approach in 2025 and beyond – while AI-related topics take over conversations and processes.

Please indicate exactly where you've found the key information within the research document.

-

Thanks. Please indicate the page numbers for each of the extracts provided.

## Part II: Artificial Intelligence

### Chapter 4 Prompt Engineering

*The Magic AI Prompt Formula mentioned in this chapter was established with some ChatGPT support. I asked it to produce an outline of the core elements in my brand voice. I then expanded upon it.*

Could you please provide 5 AI prompt formulas for business executives and leaders - without an specific details? i.e What? Who? Where? Why? OR Word count? Platform? Context? Purpose? Audience? CTA?

-

Thanks. Wasn't what I meant though. Here's a better example. Could you please re-write in my brand voice? Task — The action verb + goal. Start prompts with a clear task. Context — Background info to constrain possibilities. Exemplars — Examples to guide the AI. Persona — Who you want the AI to be. Format — Visualize and specify desired structure. Tone — Casual, formal, excited, etc.

-

Amazing! Could you please adjust all the Examples so they flow on from this example? 1. Task You want to kick things off with a clear action verb and specific goal. Example: "Please create a list of social media post ideas to promote a new product launch." --- In other words, I want them all to relate to the social media posts

-

What's another word for 'Exemplars'? Never used that word in my life!

-

Could you please adjust the examples so they relate to a marketing role?

-

Can you make the marketing campaign related to AI training?

-

Please try again. The Examples are coming from the perspective of a marketer. But they are targetting business executives.

-

Here's the edited copy so far. Could you please adjust the Format example because I'm now asking for draft social media posts, not just the ideas?

-

Loving it! Here's the final version. Could you please extract all the examples and put them into one long prompt?

## Chapter 5 Briefing the Bot About Your Business

No AI was involved in this chapter.

## Chapter 6 Nailing Your Brand Voice

*ChatGPT proved to be quite useful for this chapter when it came to coming up with suitable brand voice examples. I enjoyed seeing what it popped up with and choosing which ones resonated most with me - then adding my own human touch.*

Hey! What's a simple definition of brand voice? In the HumanEdge brand voice please.

-

What are 3 famous examples of an effective brand voice?

-

What about Redbull and Virgin? And Who gives a Crap?

-

Thanks! What are 3 more serious but famous brand voices?

-

Thanks. What are 3 more?

-  
I'll go with Apple and BMW... What are 3 more than aren't related to computers or cars?

-  
What's the difference between brand voice and tone of voice?

-  
Hello! Could you please put this list into alphabetical order?

- Formal
- Casual
- Authoritative
- Inspirational
- Sympathetic
- Humorous
- Sarcastic
- Professional
- Confident
- Enthusiastic

## Chapter 7 Considering Your Audience

*I needed some help with coming up with a hypothetical scenario for this chapter (I ended up referring to the hotel example). Then asked it to replicate the Action Steps it provided me in the past chapter. Ensuring consistency across chapters for the Action Steps and AI-generated chapter summaries was a bit tricky, even when I gave it an exact example to replicate. Ughh.*

*In this chapter, I also include my real-life input and output from ChatGPT.*

Please take a look at this chapter for me and advise how I could enhance it.

-  
Oooh these are soo helpful. Thanks Belle! Could you please add more to 5.?

-  
I like this 'Real-World AI Fail' - where did you source it from?

-  
Yes please - I'd like a real example

-  
What are 2 more examples for '4. Add a Mini-Case Study (Even Hypothetical)'? Needs to be more suitable to a business executive

-  
No, I mean for 4. Add a Mini-Case Study (Even Hypothetical)

-  
No - I'm referring to this section - 4. Add a Mini-Case Study (Even Hypothetical) Since you're writing for business leaders, adding a practical example of AI being trained on audience personas could be powerful.

-  
Thanks! Could you please review the following chapter content and advise how it could be improved? Please include the 'Action Step' task. Really like that! -- Chapter 8: Kicking off the business onboarding process

-  
Thank you! I wanted to keep 'Test to check' and 'action step' separate. I want something more like this one - <Breakout box> Action Step This week, take 15 minutes to do the following -  Upload at least one customer persona to your AI tool.  Test it by having AI rewrite an email or blog post for that persona.  Compare the new version to a generic version. Notice the difference? The more effort you put into training AI on your audience, the bigger the impact you'll see. Now go give it a try!

-  
Could you please create an AI-generated summary, like we've done in the past, for Chapter 10?

## Chapter 8 From Clicks to Conversations

No AI was involved in this chapter.

## Chapter 9 Relationships, Recognition and Revenue

*I asked for a little ChatGPT support with introductory paragraphs for this chapter.*

Why do businesses want to win business awards? Please list 3 benefits as bullet points.

-

Thank you! Could you please summarise the processes involved in writing a grant or tender submission?

## Chapter 10 Bots in the Back Office

*I needed a fair bit of AI support with this particular chapter, which wound up being a fairly tricky one for me to write. I haven't worked in the corporate space for a while and I'm not familiar with all the ways AI can be utilised for roles outside of marketing. But while ChatGPT really helped me out, I played a decent role in massaging the output for inclusion in the book. You'll see there was a fair bit of 'conversation' to get it right!*

Could you please re-word the following questions slightly to make them my own? They were originally taken from a masterclass I attended and don't want to use her IP.

-

What are the 5 more important questions to ask ourselves if choosing to implement AI agents?

-

What's the difference between Generative AI and automation?

-

Could you please write me 2-3 sentences to introduce the topic of 'AI for Strategic Development'? Ensure it maintains the HumanEdge brand voice and speaks to the book's target audience of busy leaders - in the corporate space or entrepreneurs.

-

Please try again in the HumanEdge brand voice

-

Nope. Please try again.

-

I feel like you've used similar lines before. I want something fresher

-

Thanks. Please see below for the first part of this chapter - For strategic planning, AI is an incredible partner. The ability to rapidly generate, refine, and test ideas means what used to take weeks or months can now be condensed into a much shorter time-frame. I reached out to Tracy Anthony from Real Minds AI to talk through some of the opportunities available to you and your team. She says AI plays two major roles: 1.As a co-creator and brainstorming partner, where it helps generate ideas and refine thinking. 2.As a research tool that allows for deep analysis and iterative prompting. ---Could you please expand with a 2-3 sentence explanation for 1. and 2.?

-

What do you mean by 'groupthink'? Is there another way to phrase that?

-

Please draft a 2-3 sentence introduction to kick off the following section - Human Resources (HR)

-

Absolutely love it! Well done. Could you please write a 2-3 sentence introduction for this part? -- Compliance and Risk Management

-

Can anything else be added to this section that readers need to know?

-

Ooh I'm liking this. Could you please format those points so they match the following layout?

-

I have the following draft for AI for Strategic Development....What other departments should I talk about?

-

Thanks. Looking at the Finance and Budgeting section, could you please re-work it with the following in mind? -- Analysis not calculations. Prepare contracts with numbers signed off by qualified human expert - and insured.--- Also please adjust the introduction so it's a more engaging 2-3 sentences?

-

Here's the amended section....Could you please adjust the Sales and Business Development section so it's in a similar format?

-

I'd like a more exciting and engaging conclusion, rather than 'While AI can provide valuable insights, sales success still relies on human expertise, relationship-building, and strategic decision-making. AI supports the process, but the best results come from skilled professionals using it as a tool—not a replacement. '

## Part III: Business Implementation

### Chapter 11 Ethical and Responsible AI

*This was also a complicated chapter to write - especially when 'ethical' and 'responsible' are very ambiguous terms. But together with ChatGPT and my human experts, I'm very happy with how it all came together in the end!*

What does it mean to be an ethical human being?

-

What's The difference between 'ethical AI' and 'responsible AI'?

-

Could you please provide me examples relating to business executives for each of the following? I'd just like a 1 line example - Key principles of Ethical AI include: Fairness and bias mitigation – Ensuring AI doesn't discriminate against individuals or groups. Transparency and explainability – Making AI decisions understandable to humans. Privacy and data protection – Respecting user data and ensuring secure handling. Human-centric approach – Keeping human wellbeing at the core of AI development. Accountability – Ensuring developers and organisations take responsibility for AI outcomes.

-

Could you please expand on these two examples so that they're not just rewording the subheading? Here's an example of what I want - Transparency and explainability – Not hiding or disguising AI usage and pretending content was produced or delivered by humans. It also involves making AI decisions understandable and accessible.

-

Thanks! Please re-write in the HumanEdge brand voice

-

Thanks. I'll stick with the original version for definitions

-

Could you please flesh out the principles of Responsible AI in the same way?

-

Please try again so the tone of voice is more aligned with this one -- Principles of Ethical AI include: <sample inserted here>

-

They need to start with a verb. For example - Governance and compliance – Operating within legal, regulatory, and industry frameworks to prevent ethical and legal missteps. This means adhering to data protection laws, anti-discrimination policies, and industry-specific standards. Establishing clear internal governance ensures AI systems remain aligned with company values and external regulations, reducing the risk of compliance breaches.

-

I need your help with this chapter. I'm feeling a bit stuck about the direction it should take. Here's the content I have so far <inserted draft chapter>.

-

Thank you. That's helpful. Wasn't sure how much deeper I had to go into this subject. What's a good way to wrap up this section? -- The ethics of automation and decision-making

-

When it comes to Showing fairness and avoiding bias for Ethical AI, could you please draft a 2-3 sentence introduction to this topic?

-

Please try again in the HumanEdge brand voice

-

This is worse. Please try again

-

What are 1-2 lines I could insert to wrap up this section? -- Aspects of Ethical AI

-

Hmm, what's something else we could say?

-

Could you please draft 2-3 sentences about AI and Transparency? It will then continue on with the following story <inserted story>

-

Perfect! Could you please draft 2-3 sentences about privacy and data protection, following this sentence - I won't go into too much detail about this aspect here, because I've lined up a deep dive into privacy and data protection in Chapter 6: AI Security without the Stress. I want to just give a top level explanation at this point in regards to ethical AI

-

Please try again. Don't feel it hits the mark

-

Please start it in a different way. It sounds too much like this one - <inserted similar section>

-

Thank you. Much better. Could you please draft a short paragraph about Accountability and Integrity?

-

Is it okay to talk about accountability and integrity in the same section? Or are they very different?

-

Thank you. Yes, please structure 2 paragraphs about accountability and integrity

-

Could you please make them flow more? Without subheadings?

-

Could you please re-write in a way that's more related to ethical AI not responsible AI?

-

What's another way to say 'It's about making AI a tool for good, not just a tool for efficiency.'

-

Could you please draft 2-3 sentences about Risk management under 'Responsible AI'?

-

Could you please write 3 lines to introduce 'Risk management' as a concept? Here are some quotes I'll be referring to after it - <inserted quotes>

-

Thank you! What's a good way to sum up this section - before moving onto <name's> quote?

-

Could you please draft 2-3 lines to introduce Sustainability and social impact? Feel free to use the following resources for inspiration -

<https://www.unep.org/news-and-stories/story/ai-has-environmental-problem-heres-what-world-can-do-about>

[https://www.ey.com/en\\_nl/insights/climate-change-sustainability-services/ai-and-sustainability-opportunities-challenges-and-impact](https://www.ey.com/en_nl/insights/climate-change-sustainability-services/ai-and-sustainability-opportunities-challenges-and-impact)

<https://www.weforum.org/stories/2024/09/ai-accelerator-sustainability-silver-bullet-sdim/>

<https://hbr.org/2024/07/the-uneven-distribution-of-ais-environmental-impacts>

-

Hmm, okay please try again without quoting the sources

-

Could you please re-write these notes in the HumanEdge brand voice?

-

Please try again - keeping the audience of non-techy business executives and entrepreneurs in mind

-

Could you please help me produce an example of unethical usage of AI as a business leader and possible consequences? Maybe suggest a few possible negative outcomes, starting at basic through to extreme to paint the picture for the reader

-

What are two other examples of unethical AI usage?

-

Instead of a telecom company, what's another type of company?

## Chapter 12 Protect Your Business, Protect Your IP

*There was minimal AI input for this chapter since it was co-written with Michelle Gorton. However, I did want to turn a conclusion she wrote into my own words because it flowed better for the section.*

Could you please re-write this conclusion in my brand voice? <insert the original conclusion written in Michelle's content>

## Chapter 13 AI Security Without the Stress

*While I had two awesome experts to work with for this chapter, there were times when I needed a little extra assistance with introductory paragraphs and key aspects to include.*

What are the 3 top issues regarding cyber security that are relevant to ALL business executives, regardless of their role?

-

Please explain the USA Patriot Law in 1-3 sentences in the HumanEdge brand voice.

-

Why do we need to be wary about AI security and privacy? I'd like to answer this question in 2 paragraphs for my book - AI Human Fusion. Which points should I cover? Please don't write it for me.

-

What's involved with taking an 'offline' approach with GenAI servers? Please explain in 2-3 sentences in the humanedge brand voice

-

Perfect, thanks! What's GPU?

-

'Hard to set up - Some offline systems can be difficult for the average non-techy computer user to set up. For example, knowing which commands to type in to install, setup and run. -- I want to avoid saying set up three times.' How can we re-word this sentence?

## **Part IV: Tactical Strategy**

### **Chapter 14 Building an AI-ready Team Culture**

*For this chapter, I only used AI for transcript support.*

### **Chapter 15 Future-proofing with AI literacy**

*As one of the last chapters I wrote, I needed some inspiration for headings and summaries to help me through the brain fog. Haha!*

Could you please draft 2-3 sentences in the HumanEdge brand voice to conclude this section? Do NOT say 'in summary' or 'in conclusion' or similar. - -- Why is AI literacy so vital?

-

Thank you! How do I change this heading so that it's more focused on the value provided by training, rather than the price tag? Here's the content for context - You're choosing based on price alone

-

Thanks. I need your help with coming up with a heading to follow on from the following - The best type of AI training should offer practical, human-centric learning that provides real-world skills you and your team can put to work immediately. This is my core focus at HumanEdge AI

Training. But whether you choose to work with me or go elsewhere, you want to look out for training that - ..... It's all about Prioritising impact over cost. What should the heading be?

-

No, it needs to follow on from 'But whether you choose to work with me or go elsewhere, you want to look out for training that -'

-

Can we include something about the cost or budgets in there?

-

Thanks! Perfect. Could you please draft 2-3 sentences to finish off this section? Ensure it's in the HumanEdge brand voice

-

Bit boring...Can you please make it a bit more exciting and engaging? End on a high

-

I like this part - The right AI training should leave you feeling fired up and ready to put AI to work – not scratching your head wondering what to do next. It's about walking away with skills that make an immediate impact. --- what's another way to wrap up this section?

-

I mean to add onto the following - The right AI training should leave you feeling fired up and ready to put AI to work – not scratching your head wondering what to do next. It's about walking away with skills that make an immediate impact.

-

Could you please draft 2-3 sentences as an introduction to 'Hackathons'? Here's the rest of the chapter for context <insert draft chapter>

*And that's a wrap! There were a few other prompts used throughout the journey, but I think you get the gist.*

*As you can see, AI DID play a part in writing this book about AI. But it was only used as a handy sidekick, not the main writer. Because this was extremely important to me - especially when I have strong opinions about maintaining a human-first approach.*

*Find this resource useful? Any ah-ha moments?*

*If yes, I'd love to hear from you. Please pop me a DM on LinkedIn and share your thoughts!*

<https://www.linkedin.com/in/leanneshelton/>