What's New in Writing & Publishing?

An insight into the future of our craft

"The problem of humanity is: We have Paleolithic emotions, medieval institutions and godlike technology."

— Edward O. Wilson

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  - www.cwcsacramentowriters.org

- Self-Published with 2 novels:

  - ORP Orzel

  - Girl Electric – Twin Falls (*book 2 series is in progress*)

- Technical background in software engineering (Digital TV)

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What I will Cover

- Global Markets

- BookTok

- Artificial Intelligence

- Audio Books

Many other topics are possible, but the above 4 summarize the possibilities.

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Global Markets – Why?
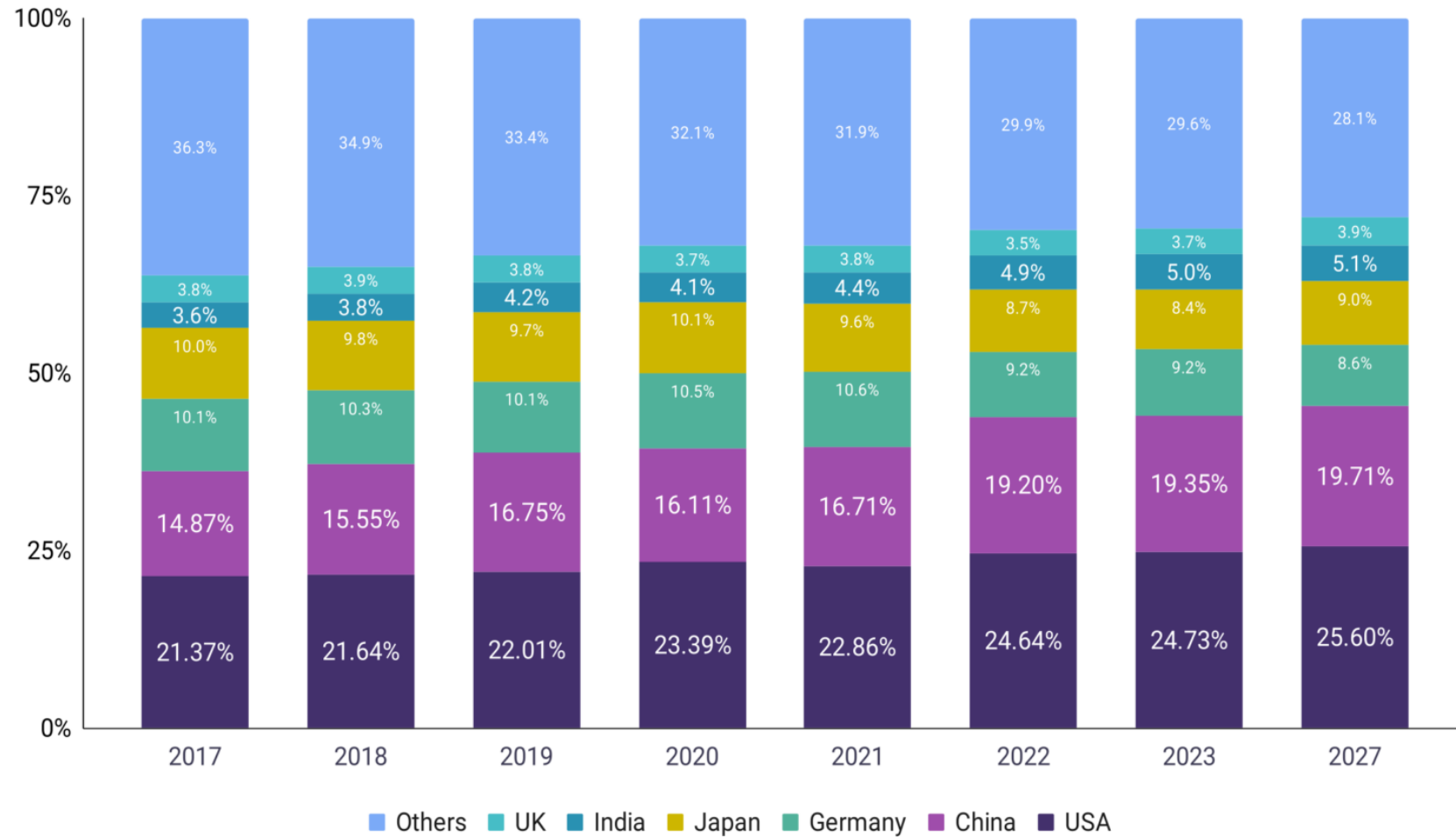
Why would a writer be interested in Global Markets?

- Increase Sales

- Increase credibility

- Increase knowledge

You don't need to power of a corporation to tackle a global market.

Self-Published individuals have the ability.

Share in global book sales by country

Global Markets – Targeting

How do I access a foreign Market?

- Is the market applicable? (culture)

- Is there scope for sales in a given market?

- Do I need a local agent?

- Is local print on demand available?

IngramSpark for UK & EU. Blinkstor, QikInk, Printrove etc. for India.

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Global Markets – Language?

Can I use Google Translate?

- NO!

"The spirit is willing, but the flesh is weak."

Translates to:

"The meat is full of maggots, but the booze is ok."

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Global Markets – Human Translation

Validate a human translator.

- Select sample chapters to translate

- Submit to translator

- Evaluate the returned sample with a foreign speaking friend

Select translator

- Revise the full translation, iterate as appropriate
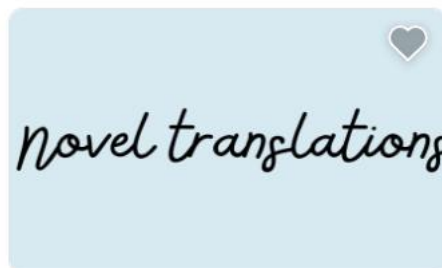
BookTok

BookTok.

- Subset of TikTok, also Author Tok, Writer Tok etc.

- Connect with readers and authors

- Promote your work

- https://www.tiktok.com/@mixtusmedia/video/7238710268081999147?is_from_webapp=1&sender_device=pc&web_id=7265009475899229742

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BookTok

- Social media tends to be a Parasocial relationship

- You must create and manage your public persona

- Be aware of group behavior

- No not respond to negative comments

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Artificial Intelligence

Don't be blinded by the name.

- No reference to sentience is suggested

- AI is a "simulation" of intelligence and how we process information

- The way AI processes data, the decision AI makes can be impossible to assess

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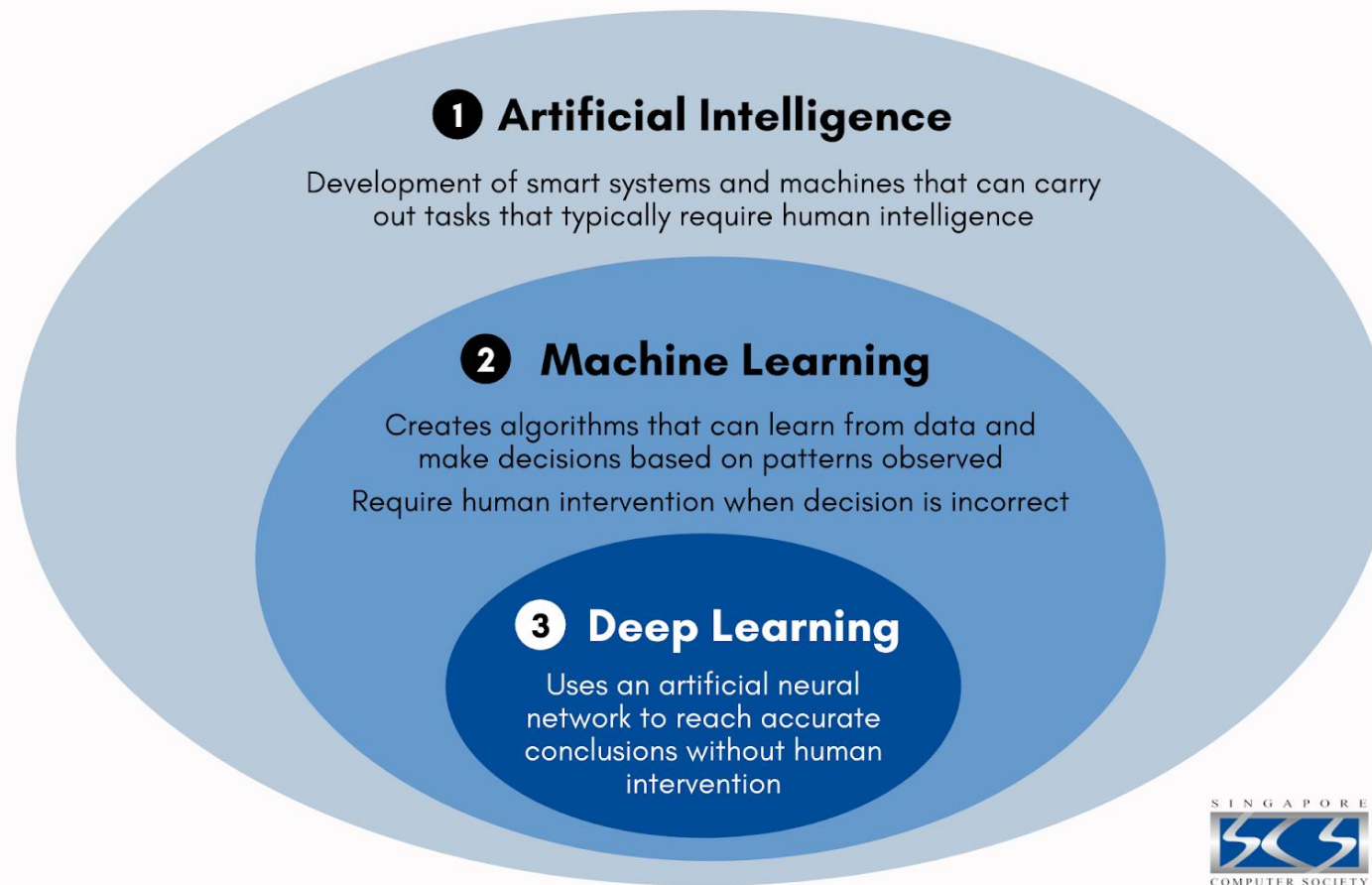# Linear Programming

Linear programs parse through information in a stepwise manner.
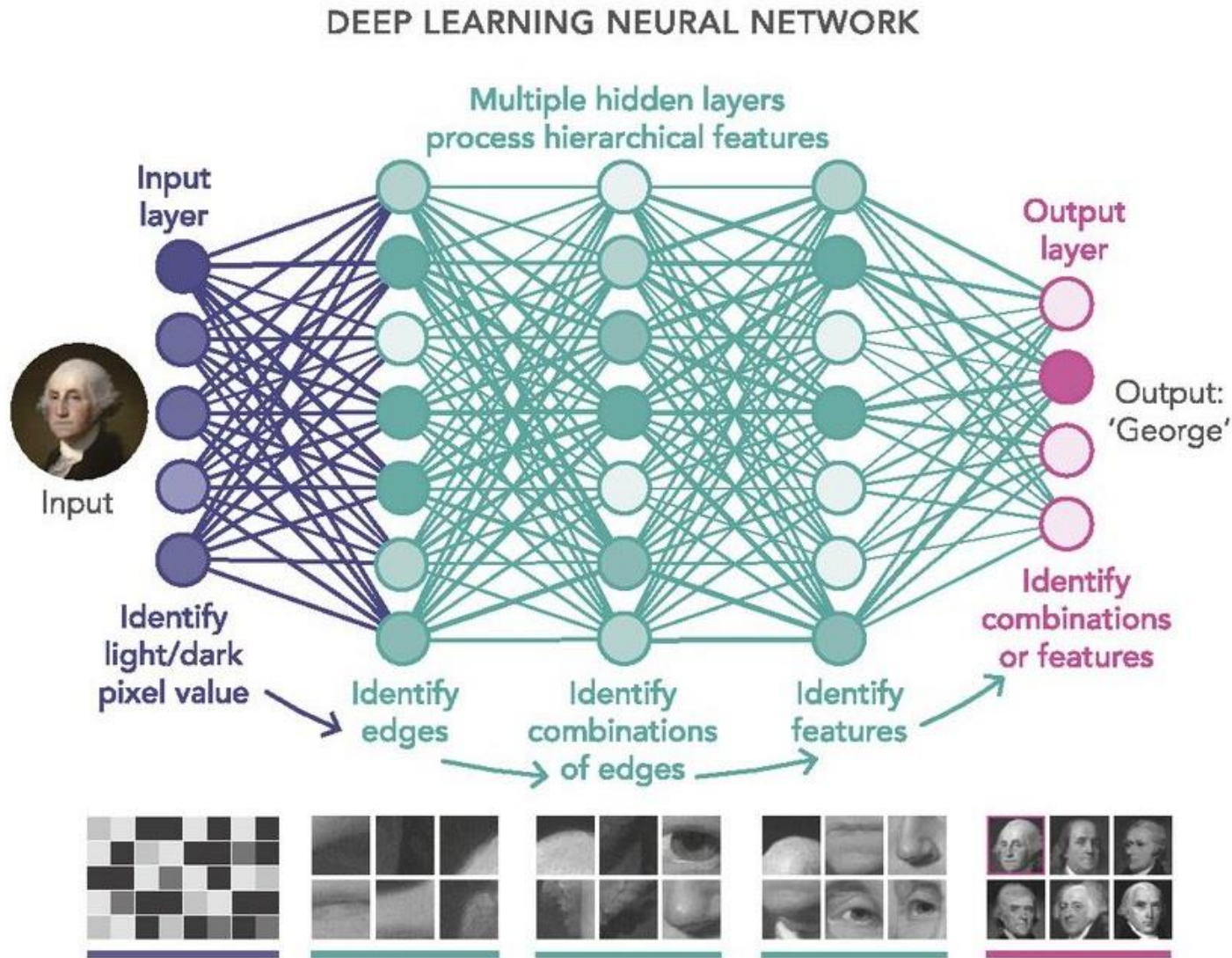
A simplistic example of a computer program:

```
If x = 5 then

    do something else

Else

    continue what you're doing
```

A computer program will execute commands sequentially. Complex systems may have millions of lines of code. Although difficult, it is possible to determine errors and how to fix them.

ARTIFICIAL INTELLIGENCE VS MACHINE LEARNING VS DEEP LEARNING

1 Artificial Intelligence

Development of smart systems and machines that can carry out tasks that typically require human intelligence

2 Machine Learning

Creates algorithms that can learn from data and make decisions based on patterns observed

Require human intervention when decision is incorrect

3 Deep Learning

Uses an artificial neural network to reach accurate conclusions without human intervention

AI – Consequences of Deep Learning

Limited datasets

Optical, audio illusions.

Copyright

AS – Artificial Stupidity

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AI – Tools for Writers

- Graphics:
  - Midjourney
  - Discord
  - Add images (beware book covers)

- Editing & Writing
  - ChatGPT
  - Add Copy, catch phrases, blurb,
  - Books!

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AI - ChatGPT

Usage.

The key is in the program title (it's a chat bot)

Have a conversation!

Ask questions: for instance, "can you explain *something*"

Or give instructions: "give me a story outline for a romance novel"

Iterate, by asking ChatGPT to expand (or shorten) what it provides

 for instance, "change the romance story to occur in Paris"

This can easily be used to help with writer's block.

AI – ChatGPT – Prompt example 1

can you create a custom booklist using pods to display books filtered by author or genre

Yes, Pods can be used to create a custom booklist that displays books filtered by author or genre. Here's an example of how it could be done:
1. Create a new custom post type called "Books" using the Pods plugin.
2. Create custom fields for the book's title, author, genre, and other relevant information.
3. Create a custom taxonomy called "Genres" and associate it with the "Books" post type.
4. Create a new template file for the "Books" post type, which will be used to display the booklist.
5. In the template file, use Pods functions to query the "Books" post type and display the books filtered by author or genre. To display books filtered by author, use the following code:

```
$params = array(
    'where' => 'author.name = "John Doe"',
);
$books = pods( 'books', $params );
```

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AI – ChatGPT – Prompt example 2

Provide me with tag lines for a romance novel, the story involves a man who is a banker, a woman who owns a hotel in California. They are forced together for a financial arrangement and end up falling in love. Suggest 10 lines max 30 characters

"Love's Balance Sheet: A Banker's Heart."
"Checking In to Love: A California Affair."
"Credit by Daylight, Romance by Moonlight."
"When Numbers Collide, Hearts Unite."
"Hotel Hearts: A Love Worth Checking Into."
"Debits and Desires: Banking on Love."
"California Dreams, Banking on Love Streams."
"Room Keys and Heartstrings: A Love Story."
"From Invoices to I Love Yous: A Banker's Tale."
"Checking In, Checking Out, Falling In Love."
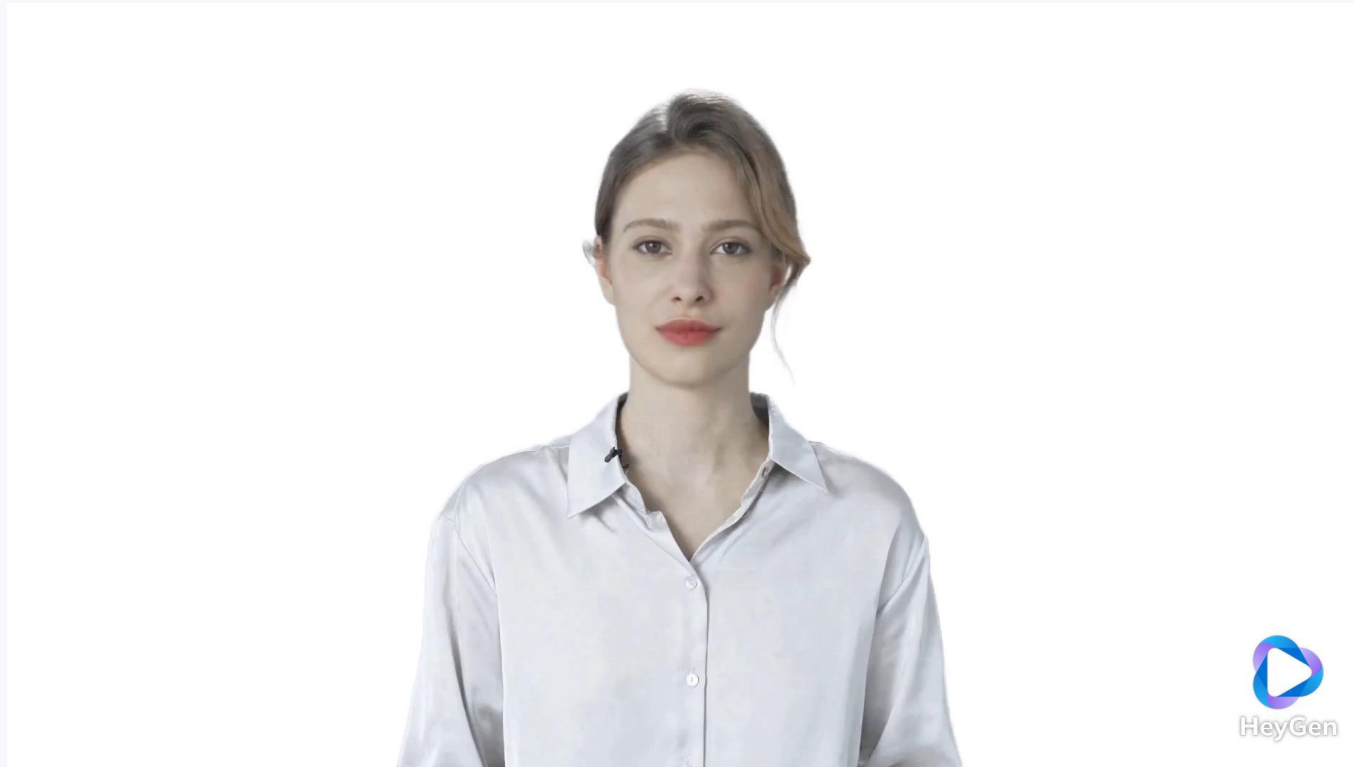
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AI – Video Avatars

Select an avatar, provide it with a script and animate its speech.

Example uses, HeyGen.

Example video

- Select a avatar (male or female)

- Provide the script it must say

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AI – Video Avatars

Audio Books

- AI generated voice(s)

- Narration seems to work the best

- Dialog can be emphasized with emotions

- Different voices can be applied to each character

- Result can be more like an audio play

- Writing can be more like a screen play

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Audio Books – sample script

Mr. and Mrs. W

Mr. W fumbled with his keys in the darkness, eventually managing to unlock the front door. Stumbling noisily into the house, Mr. W was greeted by the sight of Mrs. W standing firmly with arms folded and a very stern look on her face.

"Um, Hi honey, I'm home."

"What time do you call this?"

"Um, 3 o'clock in the morning?"

"So where have you been all night?"

"Well, it's like this, I met up with my buddy, and we went out for a few drinks."

"A few drinks? I think you had more than a few!"

"Oh, but sweetheart, I brought you home a bottle of stout."

"Good! That's something else I can clobber you with!"

Inspired by the song Mums and Dads, by Lionel Bart, the musical Blitz.

Audio Books – Play Script

Make it Your Future!

Bernard Wozny

Contact me at:

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Your Name
Your Question
Your Affiliation

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