

12 Things Writers Can Do That AI Can't

Here are 12 things you can add to your writing to “humanize” it in a way that AI can't, at least for now.

1. **First person:** Writing as “I” creates an intimate tone that AI can't match. It may write something in the first person, but it won't sound real.
2. **Sensory details:** Whether you're writing content or copy, add colors, smells, sounds, and textures to immerse your reader in a physical scene.
3. **Personal anecdotes:** Share your lived experience to show your personal history, insights, and vulnerability. Or put yourself in your reader's shoes and write something that clearly shows you understand their challenges.
4. **Humor:** AI doesn't get jokes, puns, or witticisms, so add humor for a human connection.
5. **Parables:** Sum up a point with an apt parable from a source like the Bible, Aesop's Fables, or other wisdom literature.
6. **Questions:** Include questions that anticipate what a reader may be wondering about right then: Who? What? Why? Where? When? And how?
7. **Pop culture:** Use a line from a recent pop song. Mention a character or situation from a recent movie. This adds relatability.
8. **Wordplay:** A little poetic wordplay can elevate your text and transport readers. Use figures of speech like assonance, sibilance, and onomatopoeia to suffuse your sentences with sound.
9. **Metaphors:** Compare vastly different things to show connections that would never occur to an AI. Find a suitable metaphor that ties together the start and end of your piece. Make that the Big Idea of your piece.
10. **Rhetoric:** Mine timeless rhetorical devices for memorable phrasing. No AI would ever write, “Tomorrow and tomorrow and tomorrow...” or anything else that sounds like Shakespeare or any great orator. Rhetoric is the art of persuading an audience—exactly the same as copywriting.
11. **Literature:** AI has scanned many books, but it seldom draws on them. Use an epigram from a well-known author. Call up a fable, goddess, or myth from antiquity to add depth and resonance.
12. **Compassion, curiosity, empathy, and forgiveness:** Use these supremely human virtues to make every story you write richer and less predictable. Even in B2B content, search for ways to touch on deep human emotions.

Remember that anything cultural, personal, sensual, or unexpected is beyond the scope of what AI can do today. And possibly, for all time.