

Dear Friends,

I trust you will find this valuable or otherwise entertaining.

Today, we will talk about the current state of Artificial Intelligence or A.I. It's all the rage because it's now generating writing, imagery, videos, coding samples, and more. These newfangled A.I. creations are impressing a large number of serious and [unserious people](#) alike.

If you are like me, you may be struggling to separate the hype from the hate. This is my attempt to muster whatever genuine intelligence I have as [marketer, lawyer, and wholehearted fool](#) to penetrate the millennium old mysteries of "intelligence" that is now colliding with modern computing miracles... and [vibes](#).

Already from the actors' and writers' strikes we're seeing the inevitable reality where [A.I.-takes-the-jobs-of-below-average-workers](#) (and don't forget [what George Carlin said about below-average!](#)). And there's lots more A.I. displacement to come -- some near but mostly "long-term" because [the momentum of the world](#) is always underestimated both ways.

Let's band together here and make sense of how A.I. can better your life today. Then let's undertake a fool's errand take a peek at what may be lurking around the corner.

And to be brief:

- [Give A.I. a try right now by clicking here.](#) It's a good idea to see that A.I. is *both* wonderful and near-useless with your own eyes, ears, and fingers. [Ask my free A.I. chatbot to write silly poetry for somebody you love.](#) Or try [the sandwich prompt mentioned below.](#) You can also [create terrible beats to bop around](#) or [ruin the lives of those you hate](#) with age-old tricks now played in the age of A.I.
- Know the current value of A.I. is vastly overstated. But balance those thoughts with a probably inevitable A.I.-centric future (if we're lucky!). And while you're at it, please try fitting the universe into a teacup alongside all your thoughts on A.I. 😞
- ~~Understand that I am in this sort of "defiant" chapter of my life for my info and entertainment consumption preferences. Entertainment is expanding and it continues to bleed further and faster into reality. And Google, Meta, and Netflix's A.I. and quantum computers amongst others promise to amplify all the signals and especially the noise. Defying the raging torrent of this amplified current will become more difficult so might as well start stretching those muscles now!~~

I also know how little I know. And that's why I also want to [ask for your help](#). Please, inform me and laugh with/at me. Whatever spreads genuine knowledge and kindness

and whatnot. And don't forget to click into the copious amount of links for depth to my shorthanded comments.

Now, please read on, you beautiful soul, you.

Very truly yours,

Dr.* Brian C. Thackston, Esq.*, J.D.*

Sorry but I didn't have time to write you a shorter letter.

- Mark Twain

Please, Get Good At Computing

Browser Shortcuts

Shortcut	What It Does	Tip
Ctrl + T	Opens a new tab	What to try: Hold "Ctrl" then press "T" once. Then, type in "do a barrel roll" or "doc.new".
Ctrl + W	W ipes away a tab	This pairs nicely with Ctrl + Shift + T
Ctrl + Shift + T	Shift ily bring back a closed tab	Bring back individual tabs as well as a window of tabs, depending on what you closed last. 
Ctrl + R	R efresh a webpage	Include "Shift" for a harder refresh.
Ctrl + 1/2/3/etc.	Jump to tab 1 or 2 or 3 , etc	Pairs very nicely with "pinned" tabs.
Ctrl + L	Jump to URL/search bar	Pairs nicely with Ctrl + C and Ctrl + V

Omni-Powerful Shortcuts

Shortcut	What It Does	Tip
-----------------	---------------------	------------

[Download here](#)

Before we talk A.I. ⇒ Here's an optional pep talk: It's about you, your computer, and using the "Ctrl" key on your keyboard. This part should not be scary.

I can convince you to use a keyboard shortcut TODAY. I believe in both my persuasion skills and your ability to learn.

Do this and you will literally level-up your computer skills +1 with under five minutes of work. If a non-STEM, humanities-loving [lucky schmuck](#) like me can do it, then I know you too can learn how to use the "Ctrl" key to power up your control of computers. I promise.

All you need is a keyboard, a computer, and a desire to save time when computing so you can spend more time living.

Try this **RIGHT** now:

- Press the "Ctrl" key once. It does not do anything by itself! But if you combine "Ctrl" with other keys you do nifty things!
- Now, try holding "Ctrl" then pressing "T" for a new browser **tab**.

Note: For Mac users, you simply need to substitute "Cmd" for "Ctrl". The premium price of Mac devices do not just stop at the price tag. And [for mobile, see pg. 14](#) and please stay patient with me.

The very conveniently placed "Ctrl" key on the bottom left of your keyboard makes computing and surfing the web much easier. It's quite possible to do anything on a computer *without* a mouse thanks to "Ctrl"!

Quality of life suggestion: Try sprinkling just ONE "Ctrl" command into your routine per month (e.g. *RIGHT NOW* hold "Ctrl", then press "T", then type "[sheet.new](#)", and then press "enter").

[I even put together this printable guide of easy-to-master keyboard tricks for you.](#)

- Grab the keyboard shortcut guide for the low price of \$0
- Print it out for easy-reference on your desk
- See how your spirits improve when you work smarter on the computer

Life is short and you owe it to yourself. And A.I. is just another tool. Mastery in an A.I.-future will favor those who are not scared of learning how to use tools. And the day you stop learning is the day you start dying 🧟

One more tip to try right now: Hold down both "Ctrl" *and* "Shift" then press "T" while in your browser. Shift-y, nifty behavior compared to just "Ctrl + T", right?!



Why Use "Ctrl"

You will spend thousands of hours at a computer over the next few years. Invest in understanding some essentials.

Please, Let's Ponder Together

Trending things bouncing around the world and in my brain. Found via [social](#), [Google Trends](#), and raw thoughtpower catalyzed by the [professionals I work with \(attorneys, accountants, marketers, etc.\)](#).

Squarely A.I. Things

"A.I. will eliminate the jobs of ____." Probably a bad take.

"People in ____ job who use A.I. will eliminate jobs of those who don't." A much better take. Many smart, beautiful people are saying this.

Your best bet right now is testing the boundaries of this new A.I. tech yourself. Here, [give my Love.exe A.I. a go by clicking here](#). See how stupid it can be along with how it can genuinely better your life.

Early adopting cutting-edge tech is always messy and invites wildness (vs. *age-old, tried and true things like simply refining how your receptionist talks to prospective clients at the start of [the client lifecycle](#)*). ~~The Wild West and freedom are concepts we romanticized for good and notso good reason, if you think about it.~~

Don't get me wrong — A.I. will be inescapable so some of you may want to start getting comfortable with it now. And much like the internet, [which is currently withering and breaking apart](#), A.I. provides value along with the bullshit.

Artificial Intelligence (A.I.) is simply a cool new tool after all. In essence, LLM-in-vogue-flavored A.I. [mirrors](#) back warped versions of already-existing things back to us. And it does it really, really fast, like a calculator quickly calculating big numbers EXCEPT it's doing its thing without the mechanistic rigor and precision of $1+1 = 2$ calculations. [Financial Times has a great article explaining how it works](#). This "mirror" gets kinda [grimy and jacked up](#) though if it mirrors itself too much.

The Cube Rule of Food

For identifying dishes based on starch locations



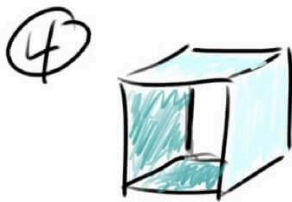
Toast



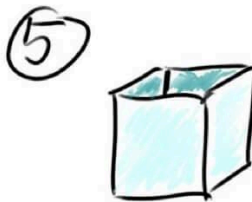
Sandwich



Taco



Sushi



Soup/Salad
w/ Bread Bowl



Calzone

A good example of A.I. doing word calculations: ask it for an “*essay on why a hot dog is a sandwich*”.

Feeding that prompt into A.I. will almost instantly give you a polished turd of an answer. Instead of anything thoughtful or heartfelt, you’ll get a machine-mush. A plausible sounding set of autocompleted statements that are a far cry from something like [this brilliant answer to the hotdog question shown above](#).”

Wait for ChatGPT5 and AGI around the corner” some might say!

Tech exponentially improves, I know. And I know there *is* art and [nuance to prompts](#) and A.I. response generation. And I know there’s tremendous value in templated, mealy-mouthed bullshit, as my legal education and marketing career has shown me. And I’ve seen how early adoption of a tool can gain you a competitive advantage.

A.I. is already doing other calculations pretty darn well after all, e.g. [CoPilot auto-suggesting code](#), allowing [voice cloning](#), and all kinds of other nifty things. And non-LLM A.I./machine learning has been around in the background of things like Google searches, social media, GPS, business logistics, Spotify, and more for years and

years now. But the generative A.I. parlor tricks have caught some folks' attention due to the niftiness of the parlor tricks.

Cars, phones, and the internet are all similar tech leaps to what A.I. brings. First novelty before eventually becoming essential. A.I.'s impact will inevitably be like the car "displacing cities into suburbs" in terms of how it lets more people do certain types of work thanks to abstracting the busiwork (sometimes at the expense of the masterful skill needed to properly wield).

But predicting precisely which professions and companies and trends will win due to the impact of A.I. is a fool's errand. Nvidia is selling pickaxes for the goldmine and doing decently. They have high quality pickaxes for a world's worth of applications. But who knows what happens next.

A.I. is powerful. It'll undoubtedly impact things for you personally and professionally. You'll undoubtedly benefit from A.I. this year directly if you try it out or if you indirectly let it wash over you. But [the hype is too high](#), the trends are changing quickly, and [the shortcomings are very real](#) and [documented](#). A.I. is mirroring back any ol' bullshit that's touched the internet and that's a bit offputting because a) the internet simply [isn't evenly distributed](#) and b) have you seen the depths of the internet?

Anyway, here's some other A.I. things to take away:

- **ChatGPT:** A.I.'s most renowned thing, a LLM built by the odd individuals at OpenAI. This is the "calculator for words" where you put in a prompt (e.g. *scene from a movie where marketers fight legal*) and it'll confidently whip up amazing things that are sometimes on-point and sometimes super wrong.

For Open AI's ChatGPT, the first-mover advantage is real (*but also remember it's not the end-all-be-all, see: MySpace*). And like other newcoming "disruptors" they get to shrug off safety concerns. First-moving ChatGPT also gets to steal talent and mindshare from Google et al. because of initial momentum. But you gotta wonder what Apple is cooking up in this realm and Meta is never to be trifled with and Google are the real OGs via [inventing the transformer technology behind LLMs](#) plus calling themselves an "A.I.-first company" for at least the past 7+ years if you'd been listening (*see: Google I/O 2017 re: Google.ai*).

Outside of the LLM generative text stuff from ChatGPT, [Midjourney](#) and [Adobe Firefly](#) are in the adjacent image arena wrestling with similarly unique copyright issues as we muster new legal worlds for dealing with this kind of new tech (more on that below).



- **Artists (and [Getty Images](#)) Against A.I.:** Right now A.I. is winning this battle. But [there is hope for artists](#) and it'll be a while before the dust settles from [the genie being let out of the LLM bottle](#).

A.I. text and image scrobblers I've used have all had the uncanny ability to create things that suspiciously look like things already in existence. That's the core problem really – A.I. lacks “imagination” in creating totally new patterns. But it can reproduce generally established patterns quicker than ever, e.g. Deepmind's legendary Go games from a few years back. This stuff ain't new, [it's just a new goddamn hype cycle and tectonic-plate-sized societal shifts take a great deal of effort over time](#).

Artists though are upset because these AI services have scraped a ton of their artwork and are now remixing it. [It was an issue at the core of the writer and actor strikes](#). J.K. Rowling, George R.R., and plenty of other writers and artists with weird initials and normal names are getting into it.

Is A.I. comparable to sampling music and all those legal squabbles? I've not been quite plugged in enough to deduce that ([maybe this'll help me](#)) but [the problems with "scraping" huge troves of art, writing, code, and whatnot are clearly evident](#) without even pondering deeply upon the precise legal

ramifications.

- **A.I. Teaching the Youths (And More):** Ah yes, the children. Will A.I. help or hurt the children? This is the most base argument for any subject – “did you think about the children?!” Whenever “the children” AKA the future is being considered, that means we’ve firmly reached speculative territory so anything goes as we reach that far down into tea-leaf-reading to ward off potential evils from undeveloped minds.

[Bill Gates recently said that A.I. can teach kids](#) how to read very quickly and I strongly agree. I’m a firm believer that video games – largely being text-based back in my day – taught me a good deal of how to read, plan, min/max, communicate, coordinate with team members, and more. [A.I. as a reading version of Math Blaster!](#) is very much a good thing in my mind. Chegg admitted that kids are already learning heavily via A.I. and their [stock got slapped](#) and there may be something to the theory of schoolchildren being the heaviest A.I. users (both for good and [for bad](#)).

I also have a brother who is a public school teacher and I know plenty of others; it’s not a good time to be a teacher because money is low along with morale. A.I. can help but A.I. teaching the youths is where regulation has to come in to some degree re: curriculum standards. ~~But as we’ve seen, measuring learning is almost impossible so IMO it’s closer to state-led foundational tastemaking via classics than it is prescriptiveness via “objective” conventional topics.~~

[A.I. as a therapist is now being pushed by A.I. safety researchers with conflicts of interest](#), who have coincidentally never gone to therapy or even attempted to understand it. So that’s some interesting teaching going on at all levels of this whole conundrum.

Some Sorta Legal Thoughts

The lawyers are “out of date”. A would-be legal intern hire from China told me this. Both there and here! Maybe this new employee was onto something? Or maybe it’s a tale as old as time: rebellious youth showcasing [mimetic](#), performative BS.

I heard this as I scoured the land interviewing law school students who wanted to focus on innovation. Do you believe there is a certain set of folks drawn more toward the future? Perhaps, folks who are a bit dissociative with the present, for better and for worse? Or was my would-be hire just performing for the camera in the interview?

Predicting the future’s needs and prescribing a cure is what our legal systems try and do. The A.I. shitstorm currently smearing tech companies is blasting our legal systems too. But all I know for certain is that I’m still enthralled by computer systems, the

internet, and the depths we continue to plumb for their impact on law (crypto-law LOL anyone?).



- **No Patents by A.I.:** Monkeys can't own the [copyright to photos taken by their own monkey hands](#) and now A.I. can't own patents to their own inventions. [The appeal](#) regarding [the previous USPTO decision](#) was denied and so here we are.

A.I.-generated art is already quite thorny. Adobe is trying its best to demonstrate that there are ethical ways of generating images via A.I. based on stacks of licensed imagery. Copyright here should be a blast thanks to the existing monkey law.

- **Judge writes legal opinion with A.I.:** Let's not pretend like legal or any other profession is immune to abstracting rote work with new tools. [This example features a judge from Colombia](#) but there'll be examples everywhere. And whether it's just [footnote citations](#), recitations of facts, or actual first drafts of analysis — we will feed the rote work into the grindstone to bake our bread faster.

There have also been examples of US attorneys writing briefs with A.I. as well as judges kneejerking with A.I. certifications. Legal is in a unique position to be disrupted by A.I., in part because it applies so well, but moreso because the self-regulated part has been growing long in the tooth. But rest easy knowing that A.I. will *not* do some of the [law things imbeciles are talking about](#).

- **Ai (Porn) Deepfakes:** Taylor brings the eyeballs, as does porn too I suppose. But we in the legal community like to say their cases lead the pack in terms of defining copyright for various mediums.

The ability to use Ai to deepfake has yet to be fully grappled with. Deepfaked evidence, [misinformation](#) like the [potentially voice-cloned principal](#), and of course revenge porn will blur the lines of what's real and what's not. Samsung came out saying [there's no such thing as a genuine photo](#) and there's an alliance with camera makers to cryptographically watermark photos in an effort to distinguish the genuine article from an artificially constructed and quite convincing something.

- ~~Legal Tech: You can't leave legal out of conversations involving "intelligence" especially when paired with "artificial". CLMs were the next big thing but that still seems to be shaking out because iManage, Engnyte, and other WordPerfect-level artifacts remain immovable.~~

~~[Spellbook.legal was a first mover](#) re: A.I. as a first draft / first glance assistant for legal (c.f. [GitHub co-pilot](#)). I've enjoyed the founder's insights re: boutique law firm wants (c.f. [Harvey.ai for BigLaw](#)). Casebrief is another nifty bit of tech that really opens your eyes to [what's about to change with doc review and rote legal work](#).~~

~~Personally, I'll embrace anything that'll make the practice of law more effective thus available to folks needing legal services. [Some judges are doing great things](#) but by and large it's a snail's pace not just for protectionist reasons but because the behemoth that is law is just too unwieldy as it is defined right now.~~

~~Maybe LegalTech leads to simpler human-readable LoL-style patch notes post-legal decisions. It'll also be intriguing to see how professionals v. the curmudgeonly state-by-state guild associations handle this powerful tool that produces fool's gold nearly as much as it produces actual gold.~~

Mostly Marketing Items

A.I. has been a thing for a long while in the world of marketing. The reality is both Microsoft and Google's search engines have been using A.I. for years. [Google said they were chiefly an A.I. company 7+ years ago](#) and since then I've very much been forced to pay attention to A.I. via the SEO services I provide.

So, for whatever genuine marketing insights are worth, here's what I've been seeing:

- **A.I. content read by robots and humans:** A.I. generated content is already working, showing up highly in Google Search results, on forums, across social media, in songs, and just about everywhere content can exist.

Content from LLMs like Gemini is inescapable, but I'll continue believing that taking the time to genuinely write something from scratch will lead to more time spent by people genuinely reading it and taking action based on it. Kinda

like how processed foods make you fat because it's distilled and you're instantly being satisfied vs. thoughtfully preparing something.

For a lot of first drafts, volume play mandated creative asset variations, and all kinds of other needs in the publishing/marketing/advertising spheres: ignore A.I. at your own peril because it will impact even the best of your campaigns.

- **Local search shakeup:** For many professionals, local search is one of the most important channels. Referrals and your real-life-people networks always reign supreme but supplementing that sorta business development with effective inbound marketing is key.

The big changes things to pay attention to here are a) the new-ish pay-per-lead Local Service Ads and b) updated weighting on Google My Business listings. There are countless other things to pay attention to, but those two are gold.

- **Social media splits:** Fleeting media is having a hard go of things — Twitter has been shitting the bed as clones spring up left and right, BeReal has proven to be a flash in the pan, and all while TikTok consumption has grown despite the potential for a government ban. The old mainstays are still doing great work (Facebook, Instagram, and LinkedIn) and Reddit and YouTube largely fly under the radar despite being the true titans of the previous and future decades.

But problems with real users, A.I. content written for nobody by nobody, and other issues of genuine intelligence continue to loom larger and larger for social media, kinda like climate change and the blind eye we turn toward that.

None of those future-sharding what-ifs materially matter for your marketing though. Tides come and go. Executing *this month* matters the most. So, find events with high ROI, efficiently use Google Ads, and just continue going with the [Lindy stuff](#), even if that is LinkedIn, which reeks of loathsome, sweaty humblebrag broetry and its ilk.

Post Script for Such Ponderings

Thirsty is as old as time. From the first cave painting to the LinkedIn humblebrags to the TikTok flaunts. Thirst all the way down, just like Socrates thought.

Please, Enjoy The Humanities

Treat yourself to some art and entertainment in your life. Below items are from [my list for keeping track of past, present, and future consumption](#). Because what is life, if not art?

Tár = 👍👍



Movie, Theater, Drama/Comedy, ~2.5 hours

If you like calling folks on their bullshit, this film is for you. A slow burn of a drama with tremendous acting, writing, cinematography, etc. — the whole kit and caboodle.

The opening scene nicely sets expectations (so if you dislike after the first 15 minutes then dip out). And the ending was particularly satisfying for me as an unsophisticated rube trying to take it all in. The movie drags a bit in the middle. And if you're not aware of and able to laugh at personalities like the main character, you may mistake the humor for pretentiousness or something else (because it does cross the line and sniff its own farts a wee bit).

The Forgotten City = 👍👍



Video Game, Xbox, 1 Player, Mystery, ~20 hours

An imaginative and refined mystery where you are a modern somebody dropped into an ancient city following only the golden rule: do unto others as you would have done unto you. You jump in, get your bearings quickly, and then let it melt your mind.

The story escalates higher and higher to a brilliant payoff. I am a sucker for slow building music, movies, scenes, etc. You will need some patience for this one and I definitely didn't 100% crack the mystery on my own.

The historical references are rich and throughout, the art design is a high point for the experience, and the gameplay for the game parts is perfectly workable.

This isn't your typical video game experience. It's more of a moderately-interactive Myst-like mystery. Don't expect much combat or platforming or the like. But the detail and writing and decisions to lean in on things from the creators — along with the story's surreal high-stakes payoff — are immense so it's well worth seeing this one through.

Recent Jams 🎵

🎵 [Gold Gun Girls - Metric](#)

🎵 [Korn - "Worst Is On Its Way" \(HEALTH Remix\) \(Feat. Danny Brown & Meechy Darko\)](#)

🎵 [Baby Driver - Simon & Garfunkel](#)

Post Script for These Art Thoughts

[My recommendations](#) may or may not tickle your fancy. IMO you find critics with taste and use their recommendations for shortlisting your own entertainment consumption (or you just blindly walk from thing to thing because there is some virtue in ignorance too).

I also believe you “don’t yuk on somebody else’s yum.” But if my taste is "yuk" to you, then at least my positive reviews are a good proxy of what you should avoid!

Please, Share With Those You Love

If you love them, then I hope you share this with them on Facebook et al.

And if you have something to say to me then I hope you share it via [Twitter](#), [LinkedIn](#), [email](#), [etc.](#) I would enjoy hearing from you.

And I love you for sharing your time. You made it this far down the page with me via rapid scrolling or measured reading and I am grateful to have gotten that from you.

Please, Holler At Me

Do you want to talk about a legal, business, or entertainment project? Simply want to chew the fat? You can always [contact me here](#). Then, we make great things happen together.

Onwards and upwards, you beautiful soul.



Dr. Brian Thackston, Esq., J.D.



help@brianthackston.com



brianthackston.com/linktree



brianthackston.com/onlyfans

**Obtained a Juris Doctorate (J.D.) from the University of Baltimore School of Law, member of the Maryland State Bar Association (Esq.), and [this fellow on the ABA Journal website](#) said I can call myself a doctor (Dr.). Plus, [I'm just joooking](#) from time to time.*

ah yes. i'll add that suggestion to my Opinion section submission: "Don't Toll Me, Bro: Why Bridges Should be Armed, Dangerous, and Funded"