

83.Plottr-Storysnap

📅 Wed, Nov 12, 2025 4:52PM ⌚ 40:44

SUMMARY KEYWORDS

Plottr, StorySnap, AI integration, book bible, virtual beta reader, character relationships, writing process, ethical AI use, plotter vs pantsner, community support, mobile app, writing tools, generative AI, privacy concerns, writing organization.

SPEAKERS

Emily Einolander, Cameron Sutter, Speaker 1



Emily Einolander 00:21

Hey, welcome to the hybrid pub Scout podcast helping you navigate the publishing landscape. I'm Emily Einolander, and I explore resources and services so authors can be successful and safe as they pursue publishing. One of my favorite tools that I use in my fiction writing is plotter which I introduced to everybody back in episode 74 it's a program that lets you visualize your story from beginning to end and keep your notes on characters, themes, settings and other plot elements all in one central place. When I interviewed plotters, education and outreach lead back in 2023 I had bought the basic program for myself, which is a tool that you download and use offline. I've used it for at least three different writing projects, and it's helped make my process much more streamlined. So when the folks from plotter reached out to me to chat about new developments, I was excited. However, when I looked into it and saw that they had a new tool that used AI, I got very uncomfortable. I'm way more on the skeptical side of this issue, and I was scared to see another program I used and loved get gobbled up by AI features. But then I got curious, because I noticed that it was being implemented in a different way that we see in products like Google Gemini or Microsoft copilot, or if you listened to my last episode, pro writing aid, the difference is that instead of forcing AI features on plotter users, they offered a choice where users could stick to the completely AI free plotter program, or by the AI powered story snap, either on its own or as an add on. Seriously, it'd be nice if more companies would do that, instead of making you jump through hoops to opt out. Recent surveys verify what you probably have already guessed, that there are profound divisions between writers who use AI and writers who downright refuse. But interestingly, these surveys have also shown that around 60% of writers do use AI tools of some kind, no matter my own feelings. I can understand how that statistic poses a dilemma for software companies that don't want to go out of business. Plotter seems to be trying to create a solution that gives both groups what they want. And I wanted to know more about how that choice was being made and where those lines were drawn. When I interviewed plotters founder Cameron Sutter about the way they're trying to employ ethical AI use, I learned that a lot of careful thought was put into how to deploy AI in a way that avoids using stolen works and doesn't write user stories for them. I'm not here to sell you story snap, but I did make space in this interview to talk about it, even though, as you'll hear, I struggle to pronounce it correctly, to keep it simple, story snap helps series writers create a personal story bible so they can easily maintain continuity throughout each book. Cameron does a good job explaining how they've attempted to address issues about privacy and what measures they've taken to keep the AI from training on users' work. Personally, I'm probably still going to stick to using plotter on its own happily and wholeheartedly, but take a listen and decide for yourself where you draw your line. Who knows you might not even make it past Cameron in my discussion about pizza toppings, but I hope you do. Here's the interview. Cameron Sutter, welcome to the program. Thank you for joining me



Cameron Sutter 03:59

today, Emily, thanks for having me. I'm really excited to be here. You excited to be here. Awesome. I



Emily Einolander 04:04

have a very important icebreaker question first, because I was watching the interview you did, I think, with draft to digital, and I saw that you got a pineapple in your background there. So my important question is, what are your thoughts on pineapple on pizza? Oh, boy. This is a safe space.



Speaker 1 04:24

We'll see, we'll see, see what your audience thinks. No, so I enjoy pineapple on pizza, but it's not my favorite. So I wouldn't root for it necessarily, but I like it. Okay?



Emily Einolander 04:37

You wouldn't choose it as your like top contender in the like bracket. Okay? Definitely not. No. I mean, I love pineapple on pizza, so that's, that's why I asked, because I know that it's controversial topic, and I don't know why, because I think it's great.



Speaker 1 04:50

I know I know Same here. I love pineapples, though pineapples is probably my favorite fruit. I love



Emily Einolander 04:55

it. Yeah, yeah. I mean, I, I never liked it when I was a kid, until I like went. To Hawaii and had fresh pineapple. And it was like, this is a completely different game. This is like, a game changer.



Speaker 1 05:06

Oh, I bet, yeah. I don't know if we had pineapple when I was in Hawaii, I imagine, though, but I'd



Emily Einolander 05:11

never had it fresh before. I'd only had, like, in the can or on pizza. And I was always kind of like, this is gross, but, yeah, nothing like a



Speaker 1 05:18

fresh also with the show psych, how they had a pineapple in every episode. It's one of the reasons I love them, too.



Emily Einolander 05:24

I didn't know that. I actually grew up in Santa Barbara County, and so, yeah, all I really knew about that show was like, they did not film it in Santa Barbara, and it just doesn't look like Santa Barbara at all. It's like, we don't have trees like that.



Speaker 1 05:42

No, yeah, but they hit a pineapple, or a reference to pineapple in some form in every episode. And just this cool thing. My kids, when do I watch it? We're like, Oh, there's the pineapple.



Emily Einolander 05:51

Got it fun little easter egg thing. Yeah, it's cool. It's cool, awesome. Well, now you you could have an episode at your house if you needed to, like, like, several, yeah, our house actually,



Speaker 1 06:04

this is probably going further than you wanted to, but when we bought it, it actually had some pineapple statues. So there's these small, maybe two foot tall pineapple statues right outside the front door, and then there's a pineapple fountain in the back that doesn't work. And then there was pineapples on the wall paper and stuff like that. So it was like the lady that made it said that pineapples are a symbol of hospitality, and so she wanted to feel like her house was hospital



Emily Einolander 06:32

hospitable. Yeah, yeah. I love that. That is really interesting. I'm glad I asked. All right, so let's talk about plotter. Because I talked to Troy a couple of years ago in 2023 and I bought the product, the offline version. So didn't get the community thing. Just got the product. I've used it a ton. Actually, I'm pretty sure, like I wrote, I had the most organized, most, like, smooth running, book writing project I ever had, when I really took the time to sit down for a couple days and, like, plot everything out, get the pictures from the character references that I wanted to use. And then now I'm just like, oh, I want to use that again. And then looking at the website, I'm just like, maybe I should have done the subscription model, because it looks like there's a lot of cool new stuff.



Speaker 1 07:26

There is a lot of new cool stuff, but you should be able to get that if you bought the lifetime.



Emily Einolander 07:32

Yeah, okay, well, we can talk about that part.



Speaker 1 07:35

We can figure that out, but you should be able to get all that new cool stuff. So, okay, yeah, but I



Emily Einolander 07:39

didn't even know I wanted it until yesterday, and I was just like, oh, this is a lot. This is a lot more than, like, I knew. So, yeah, good job. At least that much more money coming in.



Speaker 1 07:49

Yeah, there's a lot of new cool stuff and even more coming so we're really excited about what's up. What's coming up.



Emily Einolander 07:55

Yeah, can you, other than story snap, which we will talk about soon, can you sort of talk about, like, the way that plotter may have changed a little bit over the past couple years, or even, like, longer than that, if you want to talk about some milestones and, like, cool stuff that's happened recently.



Speaker 1 08:12

Yeah, sounds good, man, over the last couple years, I'm trying to think there's been so many changes, but of course, none of them are coming to mind. How that happens better, offline mode. Act. Structure is one thing we did, but one of the most recent things that is the biggest thing is the family tree feature, where you can now visualize your character relationships in a way you never could before. You can have love triangles, military organizations or just a normal family or lost lovers or twins that you didn't know about, those kind of things you know that you can just visualize in a really easy way.



Emily Einolander 08:51

So that's pretty cool. Yeah, and I bet, probably important for some people to keep a secret if there's, like, identity stuff going on, yes, like a little behind the scenes there, if somebody wants to hold it back, that's cool. So it sounds like that makes it so plotter is especially good for people writing series. I don't want to rehash what I talked about last time too much, but like, what would you say the ideal user of plotter is, and has that changed since you started?

S

Speaker 1 09:24

Yes, it has changed. And so originally, it was definitely a hardcore plotter, or maybe not hardcore, but somebody that definitely leans more towards the architect or the plotter type of writer. And as it's grown, we've realized more and more how it's super valuable in every stage of the writing process. And so it's become, and this might sound a little trite, but it's become any writer I think can be really valuable, and I can explain that, but for the people that lean more towards the pantsers or they don't have a plan when they start writing, having the series Bible aspect. Where you have all your details for book, 2345, already in there, so that you don't have to remember what was that one person's eye color, or, you know, those kinds of things, is just game changing, and a lot of them don't have that that organization, especially because they're just pantsing it. But those that take the time to do it are very much rewarded in the next in this books down, down the road in the series. And then on top of that, being able to, so if you're a pantsers, being able to go back after the first draft and edit it within plotter, and just visually, being able to rearrange things and move them around, and think through a high level of your story, not the prose necessarily of your story, but high level, what your your theme is, what you're trying to say with the story and how's the pacing, and how's where the plot holes and things even for a pants are, I think that is really valuable. So, yeah, I, like I said, a little trite, but I think every writer can find a lot of value in every stage of their process.



Emily Einolander 10:59

Yeah, did I see? And this might be, this may have been just like a story snap feature that I'm not sure the difference of, but I saw like a toggle from plotter to pantsers mode in, hmm, in one of the demos you were doing,

S

Speaker 1 11:15

interesting. Oh, I think I know what you probably saw. So I made a demo file where I map out your process in a plotter file, though. So it's like a visual way to see, this is when you use your writing tool. This is when you use plotter this is when you story snap, and so forth. And I had a drop down to switch between, if you're a plotter, you do it this way, if you're a pants or you do it this way. And so that's probably



Emily Einolander 11:40

what you saw. Oh, okay, so it was a demo mode thing. Okay, cool. I just saw that, and I thought it was interesting. But I do love that it is available for because sometimes I'll be in the middle of doing something that I think I can pants, and then I'll, like, have to bring stuff into plotter and be like, actually, this was a bad idea myself, organized. It's, I've kind of, I kind of do both things a lot of the time, as I'll get kind of, like, bored with plotting, and then I'll just start writing, and then I'm like, no, no, no, no. We need to go back and reorient ourselves. Let me open up plotter. Well, yeah,

S

Speaker 1 12:13

I'm certainly somewhere in the middle. I don't, I'm not a hardcore plotter, even though I made a tool called plotter, but I, I definitely don't. I pants a lot of my book, and it's more like I kind of plot maybe a couple scenes ahead of where I am, but seeing further ahead to that is hard for me. So yeah, I'm definitely going back and forth of My style and things like that.



Emily Einolander 12:35

I was definitely trying to, like, write something off the cuff, and it's the second book in a series, and then I was just like, oh, wait, I can put them all next to each other and make this a lot easier on myself. So I actually decided to extend a deadline for myself, because I was like, I just want to take, like, a day and sit here and, like, plot everything out like I did with the other one. I should have done this from the start. It's great,

S

Speaker 1 12:58

yeah, yeah, but have no fear if you if you, if you don't feel like doing that, if you're not a plotter, then story snap actually is going to be a real big help for Pantsers, which we'll get into in a little bit. But yeah,



Emily Einolander 13:08

yeah, why don't? Why don't you kind of give an overview of what stories Hold on? Why don't you give us an overview of what story snap actually is?

S

Speaker 1 13:18

Yeah, sounds good. And I actually always trip over that word. I say story Yeah, I always that's, that's, yeah, yeah, of course. Now I'm not going to mix it up, but I always trip over that word, so don't feel bad at all. So story snap is a separate tool that we've made that it's just a website. It's not something you download, and it has a couple really awesome features, and it does use AI, and I know we're going to get into that AI conversation, but what it does is it either builds a book Bible for you, so it takes your finished manuscript and pulls out all the details of a character world, building your outline, and puts it into a plotter file for you. So that's one thing, and then the second thing is a virtual beta reader team, where it'll give you five AI personalities that'll read through your book, and in five minutes, it'll give you detailed feedback, instead of that, you know, waiting for your best friend maybe for four months to read it and then say it's great and that's it, or to correct your grammar, when Really you want not that level of detail,



Emily Einolander 14:22

you know? Yeah, you're like, I'm gonna rewrite this anyway, right?



14:26

Yeah, this draft doesn't matter. Don't correct my grammar.



Emily Einolander 14:29

I genuinely joined a writing group because my my wonderful online friends that I write with are just so into gassing me up that sometimes I'm just like, I need someone who's meaner to me.



14:42

Yeah, be real with me. Don't tell me it's great. I mean,



Emily Einolander 14:45

I need someone to tell me it's great. So, like, I'm not telling them to stop. I'm just like, I also need people who aren't gonna just tell me, Oh, gotcha, yeah, just use like, chat GPT four, if you want everyone to tell you you're great, right? I. Yeah, exactly a little AI ribbon there. So just because, like, I know a lot of my listeners, and, like, I'm pretty much a skeptic myself, like, are very hesitant about using anything with AI. So can you sort of talk about, like, the what went into developing stories, snory Step, that's a new one. Went into developing that and plotter and you took an interesting turn, like made a choice that a lot of other people didn't make, and probably users wish they would, where you gave people the option of using one or the other or using both together. So people who use platter can still use it without any AI involvement if they want. So can you talk about how like that came to be and where those distinctions lie?

S

Speaker 1 15:55

Yeah, definitely, that is a really good just place to start really good question with people, because it is still, I'll be honest, I'm definitely skeptical too about the the impacts it's going to have on society, and whether or not for a person individually, it's a good thing, and is it going to make You maybe less, maybe take away your desire to work hard at the writing so you get better at the right. Like, there's just so many things. And so I am on board with all those people that are worried about it and the energy concerns, and, you know, all those kinds of things. Like, there are so many, I feel like it's just kind of being pushed on us. And like, that's the way the world is. You got to live with it. And it's like, well, maybe we don't want this, you know, but there is no way to put it back in the box, right? So, at least not for me, you know, if I was maybe somebody more, way more wealthy and more powerful than maybe I could, but I can't. So, so we're trying to take the tact of what is valuable for writers, that is, actually, it still puts them in the driver's seat, but does things for them that is so much that would be a lot of busy work that they that they shouldn't have to do, that doesn't really impact necessarily. That isn't the writing itself. So it's like supporting the writing, but is not the writing and and on top of that, we're also trying to be very careful about not letting AI train on your work, because that's another big concern. Ai stealing people's work, you know, and it feels, it sucks to feel like they're getting value out of your stuff and you're not getting anything for it. And so the way that we've done this is, it's a bit technical, but our servers are talking to chat, GPT and Gemini and those, all those models. And when you do a server to server like that through what they call an API, it's in their terms and conditions that they're not allowed to train on on that work. So, and, you know, we that's their word. It's in, it's in their terms and conditions. So hopefully we can trust that, you know, hopefully, yeah, but we're doing it as safe as we can so that they're not able to train and also, we're not ever sending your manuscript file to their servers. So we're never uploading it to them. It's not stored on their servers, is never in their hands. It's, it's only on our servers. And then lastly, we don't, we don't have our own AI. We're not nearly big enough to have our own AI model, and so we're not training our own thing with your work. So there's, there's no training, and we're not, we're trying to keep it out of their hands as much as possible, and it's never uploaded to their servers. So there's a bit longer. We're trying to be as careful as we can with it

**Emily Einolander 18:48**

pretty bare bones there it sounds like, it sort of sounds like when you use Gemini and you're like, looking for something within your own files, and it doesn't necessarily bring in, like, how much, I guess, like, outside influence from other things on the internet are coming through with that API use. Like, is it, is it the same as, like, going to chat GPT and asking for a bunch of random information, or is it just more like, I'm taking your stuff and I'm organizing your stuff and responding to it in a very like, contained sort of way,

S

Speaker 1 19:17

yeah, yeah, that's how it is. So it's, we're not using any of the models that are allowed to or we're not giving them permission to go search on the web. First of all, because that is something in the API you have to enable, and we're not enabling that. And then second of all, the way we're prompting it is very much, stay on task. Do not pull from anything besides this book, and sometimes still, the darn AI hallucinates things. You know, that's just how it works. But we're finding that it's pretty rare with story snap, because we're keeping it very on task of only stuff from this book and, yeah, just kind of summarizing and organizing. And what's in your manuscript, and not, not even generating new things for you. So we're not in the generation of like ideas or anything like that. That's not what story snap does, okay? And it's not reconfiguring it necessarily. If that makes sense,



Emily Einolander 20:15

like, no, that does make sense, yeah. It's not creating something new, yeah, yeah, yeah, okay, that's, that's less. Would that still be called generative or no?

S

Speaker 1 20:27

Well, I mean, we are generating text from it, but it's not, you know that it's, it's all a summary, I guess, of your book. It's not like you did, yeah, it's not like, Oh, here's your book back. And, you know, we had a few paragraphs or something like that. Isn't like that.



Emily Einolander 20:46

I will say it was nice to, like, watch the demo where, like, you took that file and it just like created, like, out of the I watched, where you took the Great Gatsby and you had them, like, plotted out. And it just was so satisfying to look at just a done plotter file, right?

S

Speaker 1 21:02

How awesome would that be, or how awesome it is because I'm playing with it, that I can just upload my manuscript and, boom, there's a plotter file done for me. You know? I don't have to worry about doing all the work for it.



Emily Einolander 21:12

It sounds like it's probably a better tool for someone who's already written a book, though, like, right? Yeah, it's,



Speaker 1 21:19

it's not for mid process. It's definitely for when you're done. And the book Bible, part of it is meant for you've already got either a first draft or a final draft, depending on how your process goes. If you're a pantsner and you want to do it on the first draft, so that you have implodder and you can move things around. That makes sense. But if you're looking for, I want a series Bible. So that book 234, I don't have to go reread my book to know what happened in it. Then, yeah, then you want to do the final draft, and then the virtual BETA readers that that you could do after one chapter if you wanted to. But it's really set up in chunks of a book. You know,



Emily Einolander 21:56

I did. I also saw there's like, are they plugins, or they're called snaps, or different programs people can use for it, yeah, add ons or snaps, yeah, yeah. Why is it called Snap? Is it because everything, like, snaps into place?



Speaker 1 22:09

So it was meant to be an idea that it's speed the in the snap of a finger, you know? So that story snap and but then somebody else did say that same thing, like, oh, everything snaps into place. I'm like, Oh, yeah. I didn't even think



Emily Einolander 22:24

about that. There you go. Yeah. Okay, cool, yeah, more than one application, yeah. So then there's, like, a very there are several ways to use the programs together or separately or with community or just like, on your own subscription or whatever. Can you kind of like go over the different like ways someone can use these things and pay for them? Yeah?



Speaker 1 22:50

Yeah, yeah. The difficulty with adding new cool things is that makes it more complicated. So let me try and make that more



Emily Einolander 22:58

simple, especially when you let people choose, right?



Speaker 1 23:02

Which is something we're always trying to do, like let you choose and be in control of it, but then it makes it way more complicated. So we kind of shoot ourselves in the foot sometimes, but we're trying. So, yeah, so there's the lowest tier. Is just called plotter, and it is, everything is on your computer, stored as files on your computer and and that's that's basically it. Then there's plotter Pro, which is everything is stored in the cloud on our database and our servers, and we back it up for you, and it can sync between devices, and you can collaborate with other writers. So real time, you can watch them moving pieces of the plotter file around and and things like that. So, so that's really cool, but it's not for everybody. It's if you, if you want it like a cloud backup, or if you want to be able to collaborate with somebody, then it's valuable. But if, if you don't care about that, there's no point, and you can just get the normal plotter and then so the next tier up is plotter Pro Plus community, which is everything in plotter Pro Plus there is this online, private, friendly community, which is not a Facebook community. It's based on mighty networks, and it's just a private community that you can make whatever you want of it. You can organize accountability groups in there. Sometimes there's live events in there, and sometimes it's just for chatting with writers. It's really what you want to make out of it. And it comes with our educational vault, so we have a bunch of educational videos in there, and it has this cool AI feature where you can ask a question about, like, how do I make a sagging middle better or whatever? And then it will give you exact minutes of videos in the educational vault to watch. Instead of having to watch a 45 minute educational video, just watch that minute and learn that one thing. So that is really cool. Yeah, so I'll pause there before I get into the story, snap piece of it. But Did I, did I make anything confusing? Or is



Emily Einolander 25:08

that? No, no, I'm I'm curious about, like, the community that you have there, and like how they've influenced, like what you do as a company, and maybe how robust it is because, because, for me, I'm used to kind of going to a website and it's just like, buy the thing. But, you know, I every video I watch there's, like, a bunch of videos, and there's a lot of people commenting on them, and it's just seems like a very sort of communal area for for people to talk about their writing and making it better.

S

Speaker 1 25:38

Yeah, so we honestly are still kind of developing that and figuring out what we want to do with that. It's kind of a choose your own adventure thing. For a time we were doing these, like set events and stuff, and that just it wasn't sustainable for the size of team that we have for now, but, but right now, we're not doing a lot with it, to be honest, and it's, it's really people kind of get together in groups and do what they want. There's accountability groups in there and things. But, yeah, we're still trying to figure that out and what it means for us and as a company and stuff.



Emily Einolander 26:11

Can you find real life BETA readers there?

S

Speaker 1 26:15

You could actually, that's a really good that's a really good use case. Let me write that one now.



Emily Einolander 26:19

There you go. Yeah, thank you. It's like, if you don't want to use the AI, here are some people who might be interested. Yeah,

S

Speaker 1 26:28

that's an awesome idea. Cool, yeah, because we're definitely not trying to get rid of real life BETA readers with this beta reader feature.



Emily Einolander 26:38

Yeah, yeah. Also, I just know that there's always sort of people who are shy about that sort of thing, and if there's already a built in community like that's, that's always nice to have,

S

Speaker 1 26:47

yeah, yeah, that's a great idea, actually. Thank you. So you,



Emily Einolander 26:51

you're welcome. You're going to talk more about the story snap aspect, yeah, yeah.

S

Speaker 1 26:57

So story snap is a totally separate thing, and partly we've done that because of separating the AI thing. So plotter has no AI in it. I should have mentioned that earlier, and story snap does, but it's separate, and it will create plotter files, but you have to download them and open them within plotter. So it's not like it even connects to your plotter and puts it in there, or anything like that, which we may want to do in the future, but for now, just to keep them completely separate, it does not do that, but it's also not locking you into plotter. You can do so when you create a book Bible, you can download it in a Word file, and it has all the same stuff organized as best as we can in a Word file. And so, so you could just use word you don't need to use plotter at all. But there is that it does work really nicely together, because it'll create a plotter file for you, and plotters a much more visual, searchable way to look at it than than word and and then the second thing is the virtual BETA readers thing, and you can do that right on the story snap website. You'll download anything from there. And that one is a pay per use thing. There's no subscription, there's no commitment. It's just, if you want to run one book through it, go for it, and that's it. Or if you want to do one beta reader read, then that's it. And it's a it's a credit system. So credits are depend on how many you buy at once. They're \$12 a credit, or they goes down to \$9 a credit. I believe, if you buy, buy it in groups, but the beta reader thing is one credit, so it's just \$12 for a beta read. And then the book Bible is just five credits, so 50 bucks essentially for for a book Bible.



Emily Einolander 28:39

Okay, yeah, that's unique. Yeah,

S

Speaker 1 28:42

yeah. And we've always heard that people hate subscriptions as we want to stay away from that, and it's just a pay for what you need it. There's no commitment. That's what we're going for. And hopefully that doesn't make it more confusing in the process.



Emily Einolander 28:56

Well, I think that at this point, with the way that technology is changing, that there's probably a lot of value in people being able to make their own decisions in that area. Sounds like it might be a little inconvenient for y'all, but I know that there's some people who like Under no circumstances, no matter how many assurances there are, will want to have AI touching their work. So like to have plotter by itself without that is probably a good choice for that community of writers.



Speaker 1 29:26

Yeah, yeah, that's what we felt, too, yeah. And then



Emily Einolander 29:30

they can, like, if they do get it, they don't have to be scared that you're gonna add it in later, like, you know Microsoft did.



Speaker 1 29:39

Yeah, we have no plans to add AI to plotter. All right, awesome, cool, yeah. And actually, just to clarify that a little bit, originally, I think it was the beginning of last year, yeah, the beginning of last year, I think we did announce, hey, we're exploring AI and plotter and be, be ready, because we've got some ideas. And what came out of that? Was story snap, and we decided to separate it. And so there's no plans to put AI in plotter anymore. And so if you go back and read our blog and like, hey, but you said you were going to add AI to plotter, yeah, we explored that idea. And we had some, like, generative things. You could create a character and stuff, but we just overall felt like the better step right now was just to do the story, snap things and keep it separate, and no AI and plotter. So that's the plan for



Emily Einolander 30:24

now. Was there, Ed and I can cut this out if you need me to, but was there a little bit of panic in the comments? Is that the implication there?

S

Speaker 1 30:33

You know, we did get a little bit, but not nearly as much as I expected, to be honest. And you don't have to cut it. I was expecting a lot of just panic, and we got very little. So I don't know what that means, but, but, yeah, we there were people that said, you know, I'm done using plotter. You know, you even said that there's gonna be use the word AI, I'm done. I'm out. But wasn't nearly



Emily Einolander 30:58

as bad as we thought. Okay, yeah, I think it's important that even if authors who have, like, no intention of ever using it, like knowing what's going on and how it works, I think is really important, because we don't know where this is going.

S

Speaker 1 31:09

And, yeah, no kidding, no kidding, who knows what these tech companies will do next.



Emily Einolander 31:16

How often do you use Potter for yourself? I know you're probably pretty busy working on the actual program,

S

Speaker 1 31:22

but yeah, so unfortunately, I don't write nearly as much as I used to, because now I'm running the company making a tool for writers to write, but for all my writing, I use it very heavily, and I've also found it really, really useful for lots of things in the business. So like, my roadmap for my plan of features in plotter and story snap is visualized in plotter. We're starting to put like, our marketing plan in plotter. I have yearly goals in plotter. Some of the team members, their family calendar is on plotter. So they're like, there's all these uses where our YouTube videos plan is on we visualize in plotter and stuff like that. So it's been really cool, because not just for our writing, which we do use heavily, but just in all these other ways, it's like this is a great tool for that. So cool,



Emily Einolander 32:11

yeah, I mean, as someone who has, like, notes, and you know, some of my notes are in obsidian, and some of them are in my notes app, and some of them are in Google Docs, like just the idea of being able to organize diverse sets of information. Like, you know, here's a quote I like, but also here's some character information, but also here's, like a PLOT BUNNY. Like, it's, it's nice that plotter kind of has all of those spaces and you can toggle between them pretty nicely. Like, oh, notes, characters, settings, just random stuff. And I thought it was interesting that, I thought it was interesting that, like, story snaps, plotter files, were able to draw out those more nuanced things, like, you know, a completely different line for a different character arc, or just like, here's a here's a notable part of this story. We're just gonna stick it in a note here, like that. That was really interesting to

S

Speaker 1 33:07

me. It's cool, right? Yeah, yeah, seeing it visualize like that, with a different line for each character. The first time I saw that, I was like, I stopped everything, like, Hey guys, check this out. This is so cool. It worked. This is so awesome. Yeah? And then just pulling out, like, magic systems, or recognizing whatever is in the book, and then being able to detail all those things, like technologies, cultures, religion, you know, all those things it was. It's pretty cool



Emily Einolander 33:28

with, have you ever had a hallucination where, like, the the AI was, like, this is a symbol for for some major plot theme in your book that was just completely bonkers, like, I can just see that happening. It's like doing literary analysis on a Galaxy brain level.

S

Speaker 1 33:49

One of the add ons does look at like those, those kinds of things. But no, I don't think anything like that would like you described has happened. That would be kind of cool. My daughter did a book. Yeah, there you go my daughter, she sent, she published her first book this year, which is really exciting. And when she sent it through story snap, there was these. So there's these four cultures in her book, and one of them is only known by what everybody else says about them, and it's just wrong, but, and that's what story snap pulled out. It said this culture is this in this way. And she's like, that's not true, but that's how it's said in the whole book. And so that would make sense, but in my mind, it's this way, and they're just misunderstood. And so those kind of things are valuable, and it's hard to even pull those out, because story snap can't say you meant to do this, but this is what actually showed up on the page. It's just like, you Yeah, yeah. No kidding. That would be a little scary, but so that you as the writers still have to be in the driver's seat and say, okay, story snap pulled this out, and the AI thought it was this, but that's not true. And so I know there's a disconnect. Do I want that disconnect, or do I want to close that gap, you know? And so you still have to be in the driver's seat.



Emily Einolander 34:59

Yeah, yeah, I like that. I mean, I You probably saw this too, but there was this study that, like, even if people were using generative AI and really, like low, low intensity ways, I guess, not just for brainstorming and notes and stuff, their actual like performance while they were writing was lower and their brain activity was lower than if they just did everything themselves. So that concerned me a little bit.



Speaker 1 35:25

Yeah, I saw that study. I didn't, I didn't read the part about the brain activity. That's really interesting. Holy cow.



Emily Einolander 35:30

Yeah, it was just like your brain, the way that you function is just decreased, even if you're just using some generative AI. But, yeah, it's, it's not as fun. That doesn't sound fun to



35:42

me. It doesn't sound good, right? That does not sound good.



Emily Einolander 35:45

It's like the concept of cognitive offloading taken to an extreme that I don't think anyone appreciates.



Speaker 1 35:52

Yeah, yeah. It's like, I thought about this for years, like our phones have become my brain now, like I don't have to remember phone numbers and things like that, and now it's harder to memorize phone numbers because of that, and so same thing with AI. Probably Same thing's gonna happen if we're not careful.



Emily Einolander 36:07

Yeah, and I find, as I get older, I'm just like, I've honestly sometimes I'll just write things on note cards for myself and be like, I actively want to remember what this is later. Gonna train my aging brain a little bit. Yeah, cool. Do you have anything else that you want to plug like you've been talking about some books. I don't know.



Speaker 1 36:32

I am working on a book. I am nowhere near to a point where I can even have a projected date yet, so I'm not gonna say anything about a book, but there is one really cool thing that that we're working on with plotter that I'll tease to your audience. There'll be one of the few that know about this, and depending on when this is published, I don't think it'll be out yet, but we are building a mobile app that where the idea is just to quickly capture your ideas on the go as a writer, so you get an idea about a scene or a character or something, and you'd want to capture it, whether that's a picture because of something that you see in front of you, or that's you just want to talk into your phone and record an audio note or just type it out really quick. The idea is just quickly getting those ideas onto something, and then later, later you'll be able to organize them in plotter back on your your desktop. But we're really excited about that.



Emily Einolander 37:33

I'm really excited about that after what I just told you about my note taking



Speaker 1 37:36

exactly, exactly when you said that, I was like, Oh, I hope I'm



Emily Einolander 37:42

always just like, I'll put it here and like, I'll make sense of it later, and then I know I'm losing stuff,

S

Speaker 1 37:47

right? Exactly. So that's kind of the idea you're waiting in line. You have an idea, and I have the Notes app or a piece of paper notebook, whatever. But this hopefully will put everything in one spot, and then later I can just put it into my plotter files wherever it needs to go. So that's the idea. Oh, one thing I will I do want to talk about, sorry, just real quick, reminded of it. So in November, starting giving. Tuesday, we are going to try to gather, I guess, gather money for a charity. It's called eight to six national and they help youth writers to write, and helps writing actually increases literacy, and it's for underprivileged children that it helps them pull themselves out of that by writing, which I think is just an awesome idea. They have eight chapters throughout the country, and so we're going to start Giving Tuesday till the end of the year, give a percentage of everything to them. And then also we're going to have this website, plot for good.org where you can donate extra. And it's, it's, we're kind of piggybacking off of the wicked for good coming out in November. So plot for good org, and we're hoping to be able to just give them a big check, you know, and like, here help writers, help youth writers, and we're going to give plotter licenses to the kids as well, and and things like that. So, yeah, I just want to plug that really quick.



Emily Einolander 39:09

Yeah, nothing, nothing helps thinking, like writing honestly, like when I feel like my thoughts are getting foggy, like writing always helps me. And I think that bringing that to as many people as possible is going to be a really useful thing right now.

S

Speaker 1 39:22

Oh, yeah, writing just makes you think more deeply, for sure.



Emily Einolander 39:26

Well, thank you so much for talking with me today. This has been really fun.

S

Speaker 1 39:29

Yeah, thanks for having me. This has been really fun, really great. Talking with you.



Emily Einolander 39:34

In the next episode, I plan to talk more about the results of those AI writer surveys I mentioned, and get a little bit more into the ethical issues. Anyone exploring major changes in the publishing industry kind of has to, I'd like to look into how people try to ethically navigate use of AI. And I'm not just talking about generative AI, because that isn't the only kind to the best of their abilities, as well as people. Who swear it off completely. For now, I've included a link in the show notes for a free plotter, 30 day trial, as well as to the plot for good website where you can donate to kids writing programs. You can find both me, Emily Einolander, and hybrid pub scout on LinkedIn, my website, hybridpubscout.com or you can find me on blue sky at Emily I know. Or you can email me emily@hybridpubscout.com thanks for listening. You.