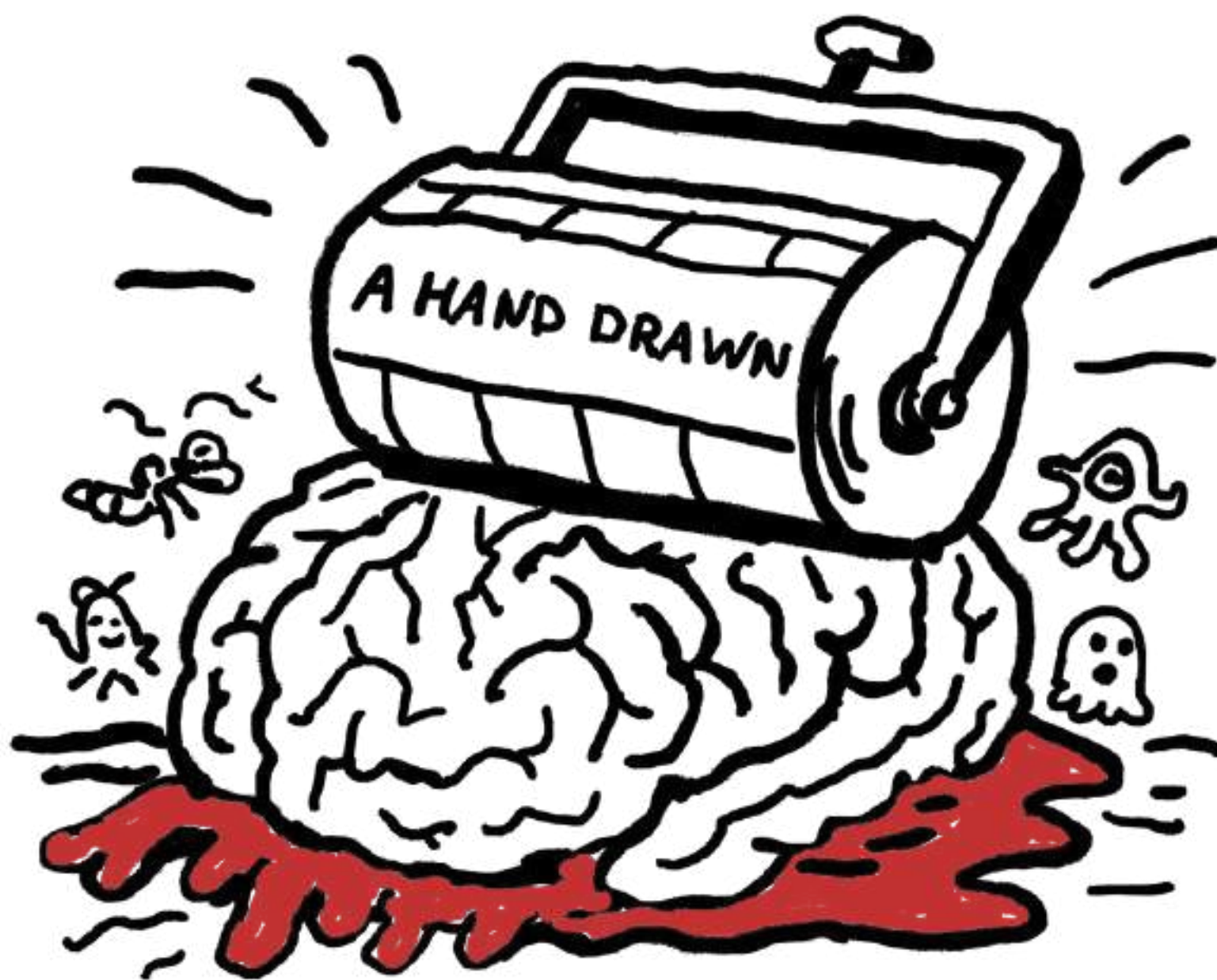


THE GREAT FLATTENING

OR WHY TRULY CREATIVE PEOPLE
SHOULD NOT FREAK OUT ABOUT AI



ADVERTIZINE BY
JUSTIN OBERMAN

**REMEMBER WHEN
INSTAGRAM FILTERS
FIRST CAME OUT?**



**EVERYONE LOOKED LIKE
A GODDESS. PERFECT SKIN.
PERFECT LIGHTING.
PERFECT EVERYTHING.**

THEN SOMETHING INTERESTING HAPPENED



When everyone could look
perfect perfect became about
something else...

personality...

Energy...

moved...

The way someone

Their actual features.

**TOOLS THAT
WERE SUPPOSED
TO HIDE
FLAWS**

ENDED UP HIGHLIGHTING
WHO ACTUALLY HAD
SUBSTANCE
UNDERNEATH

**THIS IS
HAPPENING**



AGAIN.

BUT



BIGGER.

AI VIDEOS
FEATURING
AVATARS
DISCUSSING
EXISTENTIAL
TOPICS ARE
FLOODING
LINKEDIN



THEY'RE THE NEW
"MOTIVATIONAL QUOTE
OVER SUNSET PHOTO" -
EVERYWHERE,
INDISTINGUISHABLE,
AND INCREASINGLY IGNORED

Welcome to what I call

THE GREAT FLATTENING

where the creative landscape
is being leveled,
and only those with genuine
elevation will remain visible.



**AND BEFORE YOU
STOP READING
ANOTHER "AI BAD"
RANT,
STICK
WITH ME**

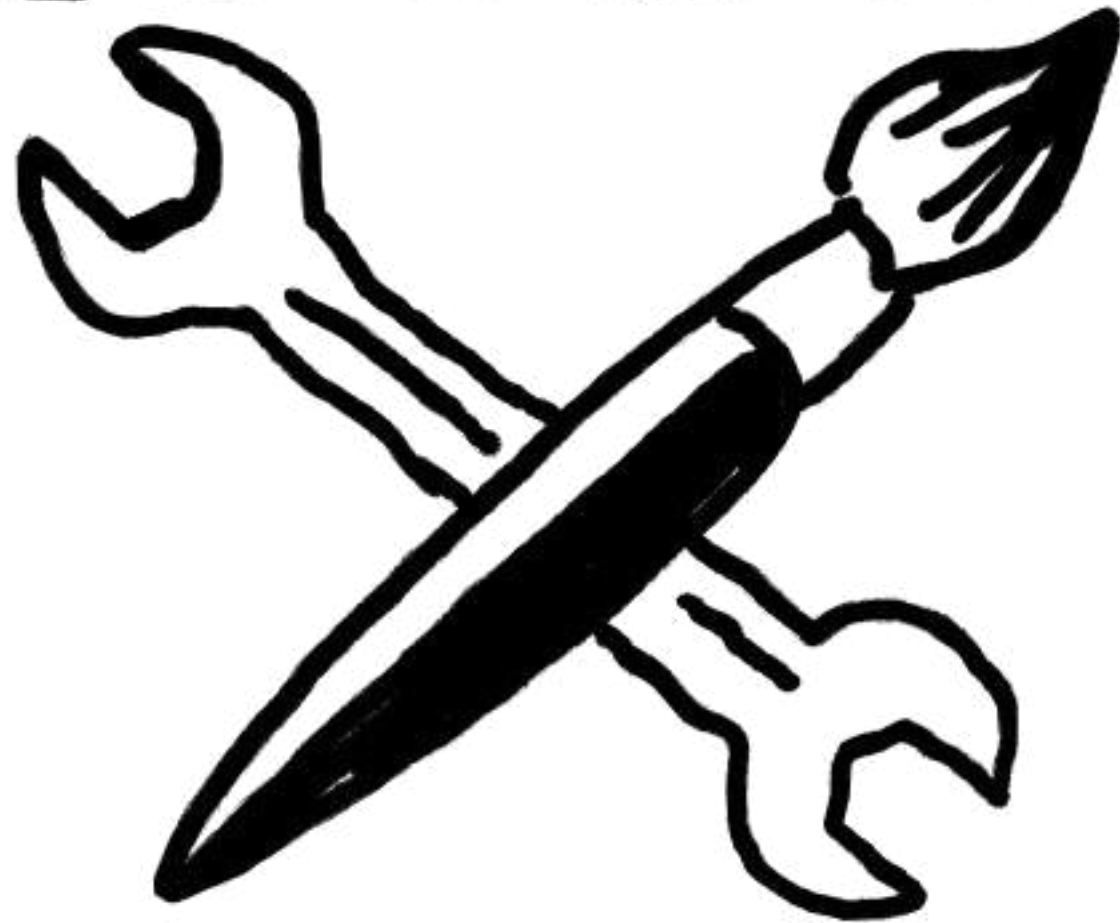
BECAUSE

THIS ADVERTIZINE
ISN'T ABOUT WHY
AI IS BAD



IT'S ABOUT WHY AI MIGHT
BE THE BEST THING TO
HAPPEN TO YOUR
CREATIVE WORK.

**WHEN EVERYONE
HAS ACCESS TO
THE SAME TOOLS**



**THE TOOLS BECOME
IRRELEVANT**

**WHAT MATTERS IS
WHAT YOU DO WITH
THEM**

PROOF:



**IN 1991, NIRVANA
RELEASED
"SMELLS LIKE TEEN
SPIRIT,"**



EVERY GUITAR MAGAZINE
RUSHED TO DECODE
KURT COBAIN'S
"SECRET."

WHAT
EFFECTS
PEDALS?

WHAT
AMP
SETTINGS?

WHAT
STRUMMING
TECHNIQUE?



THEY MISSED THE POINT ENTIRELY.

THE MAGIC WASN'T IN THE GEAR. ANY
GARAGE BAND COULD BUY THE
SAME FENDER MUSTANG AND BOSS
DS-1 DISTORTION PEDAL



WHEN GRUNGE EXPLODED,
IT DIDN'T MAKE
ROCK MUSIC EASIER.
IT MADE AUTHENTICITY



FOR A TIME
THE ONLY CURRENCY
THAT MATTERED.

SUDDENLY, HAIR METAL BANDS
WITH \$50,000 OF GEAR
SOUNDED DATED NEXT TO THREE
GUYS WHO BARELY KNEW THEIR
INSTRUMENTS BUT HAD
SOMETHING REAL TO SAY.

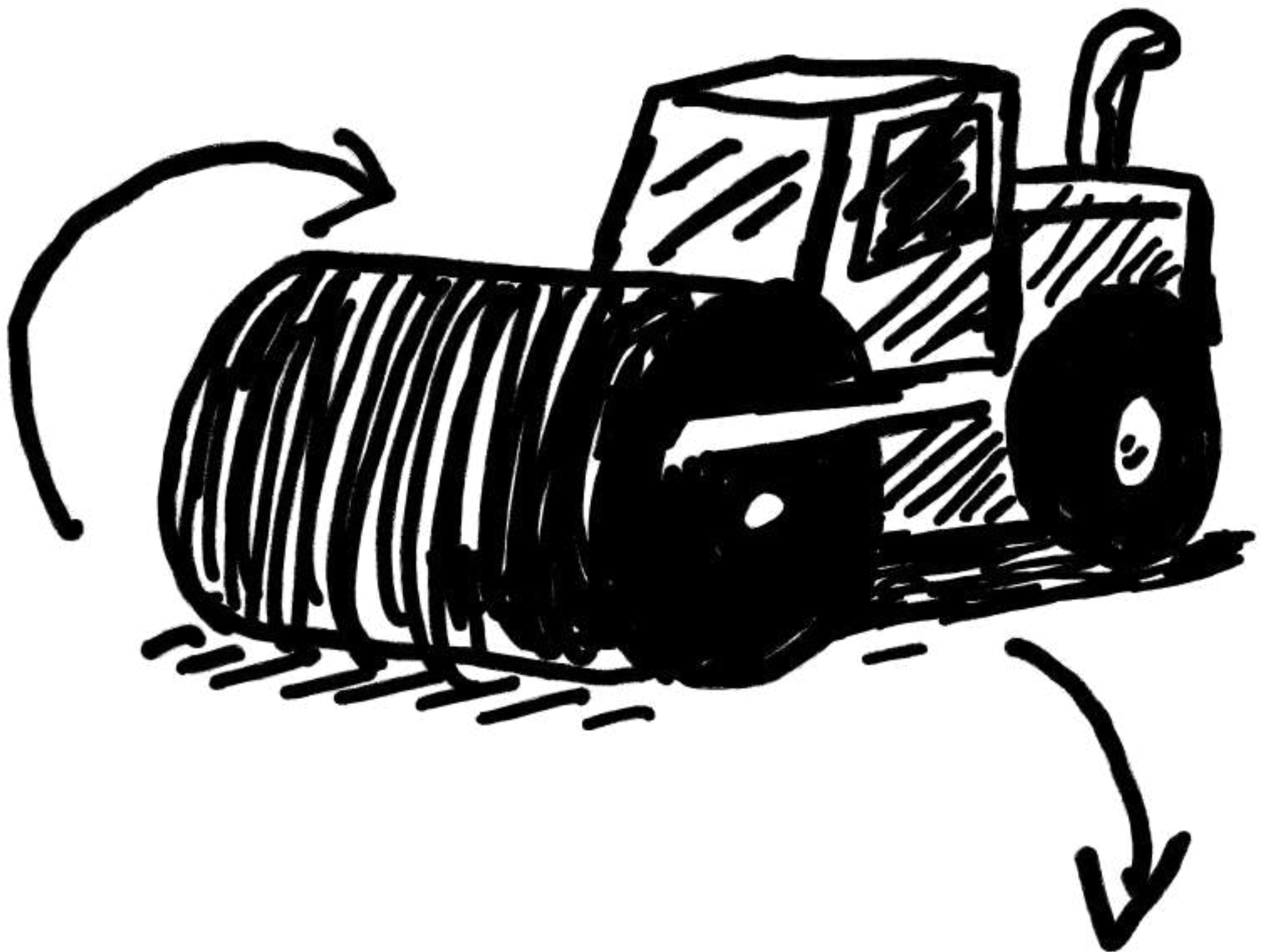


**THIS IS WHAT
AI IS DOING**



**TO MARKETING,
ADVERTISING, AND
ANY TYPE OF CONTENT
CREATION**

THE FLATTENING FORMULA



Here's what's actually happening
using copywriting as an example:

BEFORE AI:

Good writing =
20% skill

Bad writing =
80% skill
issue

AFTER AI:

Good writing =
80% substance

Bad writing =
100% substance
issue

AFTER AI, YOU CAN'T
HIDE BEHIND

~~I DON'T KNOW~~
HOW TO WRITE

~~I DON'T HAVE~~
THE TECHNICAL
SKILLS

AFTER AI
YOU CAN'T
HIDE
ANYTHING
EXCEPT
THE TRUTH:

DO YOU HAVE SOMETHING
WORTH SAYING?



**THIS TERRIFIES
MOST PEOPLE.**

**BUT IF YOU'RE
TRULY A
CREATIVE
PERSON
IT SHOULD
EXCITE
YOU.**



THE THREE RESPONSES TO THE FLATTENING

1. PANIC



2. QUIT



3. GET
REALLY



LEVEL 1: THE EXTINCTION EVENT.



THESE ARE THE
"CREATORS" WHO
WERE NEVER
CREATING. THEY WERE
REFORMULATING.
REPACKAGING, PLAYING
SOPHISTICATED GAMES
OF TELEPHONE WITH
OTHER PEOPLE'S IDEAS.



AI CAN DO THEIR JOB BETTER THAN
THEY CAN BECAUSE THEIR JOB WAS
ALWAYS JUST COMBINING EXISTING
PATTERNS.

THEY'RE ALREADY DISAPPEARING.
GOOD RIDDANCE.

LEVEL 2: THE ADAPTATION PHASE

Smart creators
who understand
tools are
amplifiers, not
replacements.

They use AI like
Hendrix used
feedback, as
one element
in a larger
creative vision



They maintain their voice
while leveraging technology.

THESE CREATORS WILL SURVIVE AND THRIVE

LEVEL 3

THE EVOLUTION



**WHEN EXECUTION BECOMES
COMMODITIZED VISION
BECOMES PRICELESS.**

**WHEN INFORMATION IS INFINITE,
PERSPECTIVE BECOMES
SCARCE.**

**WHEN ANYONE CAN SOUND SMART,
BEING GENUINELY INTERESTING
BECOMES THE ULTIMATE
DIFFERENTIATOR.**

THE BJÖRK PROTOCOL



IN THE MID-TO-LATE
1990s, ELECTRONIC
MUSIC BEGAN TO
EMERGE ONTO THE
SCENE. CRITICS
SAID IT WOULD KILL
ARTISTRY.

AND THEN BJÖRK RELEASED
"HOMOGENIC" IN 1997.

SHE COMBINED ORCHESTRAL
STRINGS WITH HARSH
ELECTRONIC BEATS,

PROGRAMMED
COMPUTERS TO
SOUND ORGANIC
AND MADE
MACHINES
SING
LULLA-
BIES



THE TECHNOLOGY DIDN'T
DIMINISH HER HUMANITY.
IT AMPLIFIED WHAT WAS
ALREADY UNIQUELY HERS.

SHE PROVED THAT
WHEN YOU HAVE
A UNIQUE INNER
WORLD,
EVERY
TOOL
BECOMES
AN
INSTRU-
MENT OF
EXPRE
SSION

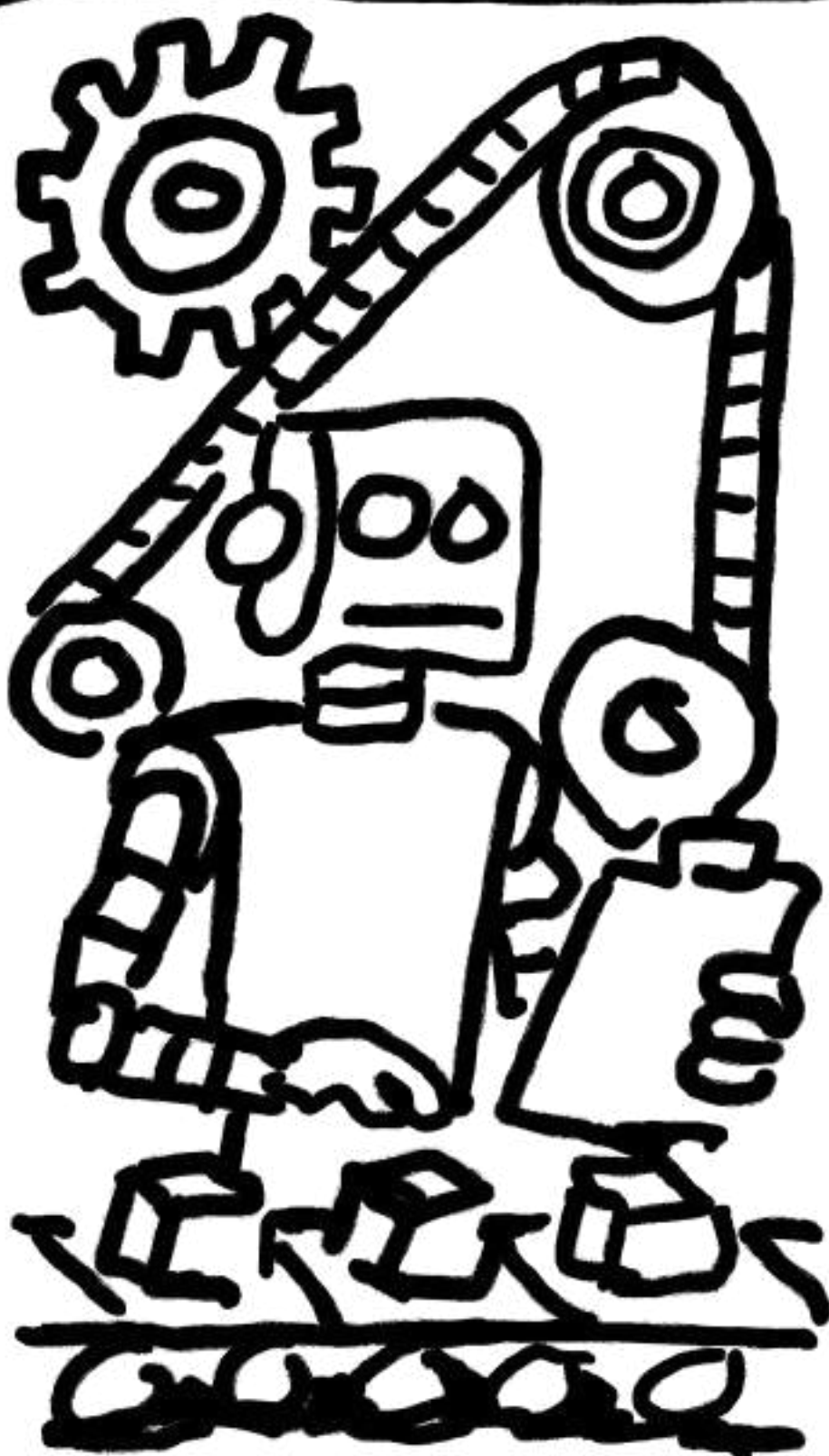


**TOOLS
REVEAL**



**THEY DON'T
CREATE**

**AUTOMATION
ALWAYS KILLS
THE TEDIVUM
NOT THE TALENT**



PHOTOGRAPHY DIDN'T
KILL PAINTING

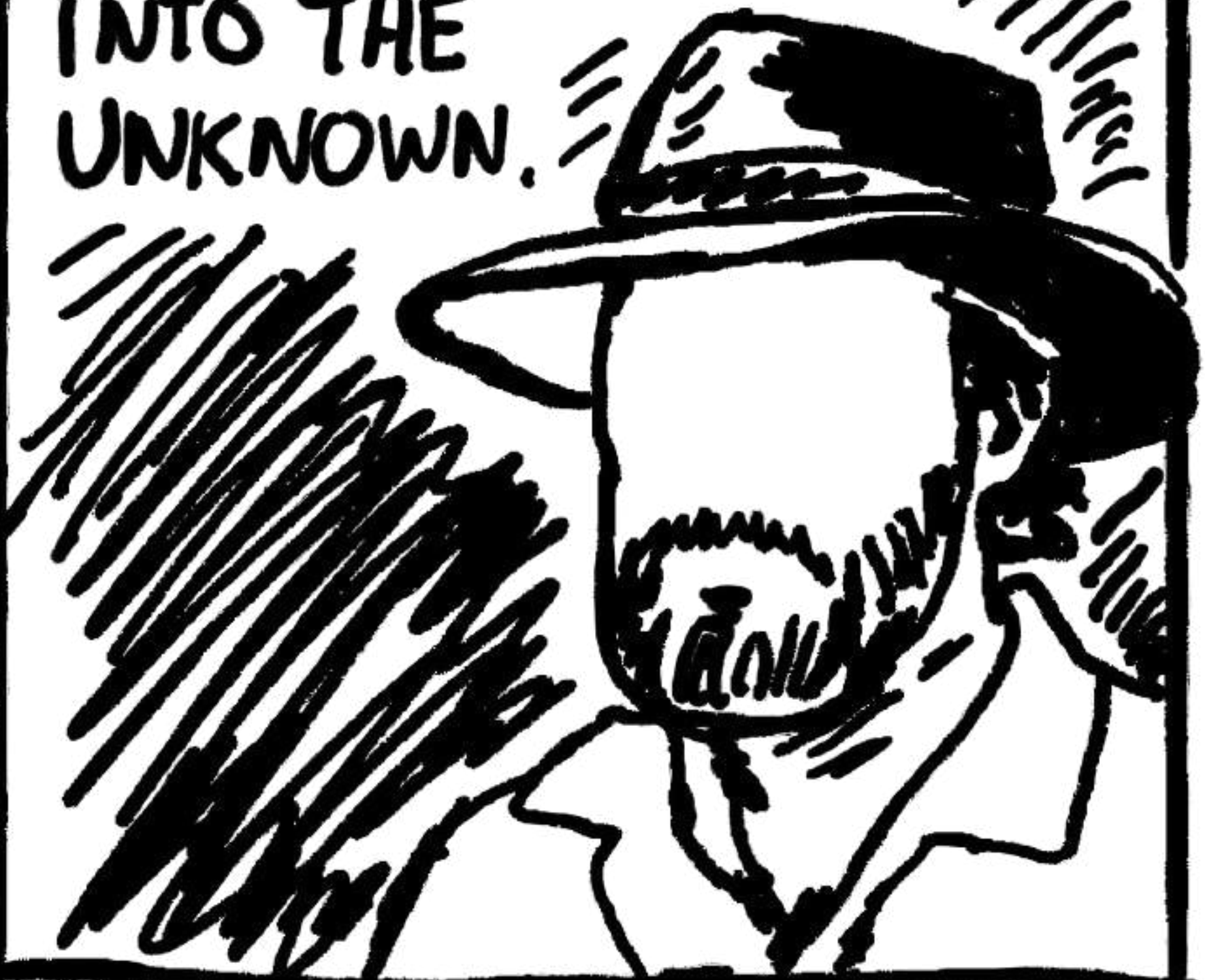
IT FREED PAINTERS
FROM THE BURDEN
OF REPRESENTATION AND
GAVE US IMPRESSIONISM,
CUBISM, &
ABSTRACT
EXPRESSIONI
SM.





GPS DIDN'T
KILL
EXPLORATION.

IT FREED ADVENTURERS
TO PUSH FURTHER
INTO THE
UNKNOWN.



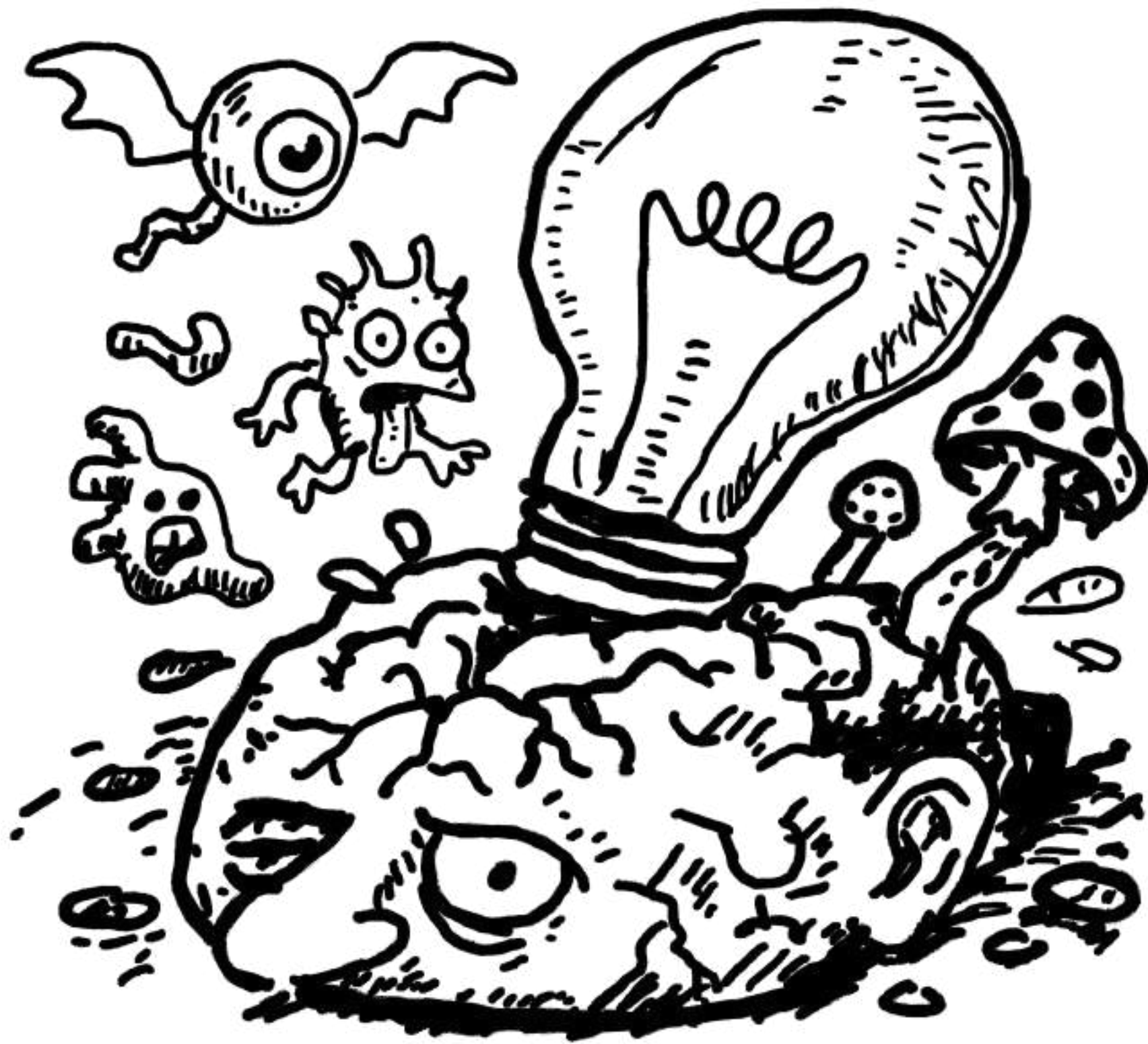
**THE PRINTING PRESS
DIDN'T KILL
STORYTELLING**

**IT KILLED THE
SCRIBES WHO
JUST COPIED
OTHER PEOPLE'S
STORIES**

**BIG
DIFFERENCE**



Technology doesn't kill creativity



It kills **CREATIVITY'S IMITATORS**

EVERY TECHNOLOGICAL
DISRUPTION FOLLOWS
THE SAME PATH:

1 MASS ADOPTION BY
THOSE SEEKING SHORTCUTS

2 IMMEDIATE
COMMODITIZATION
OF BASIC SKILLS

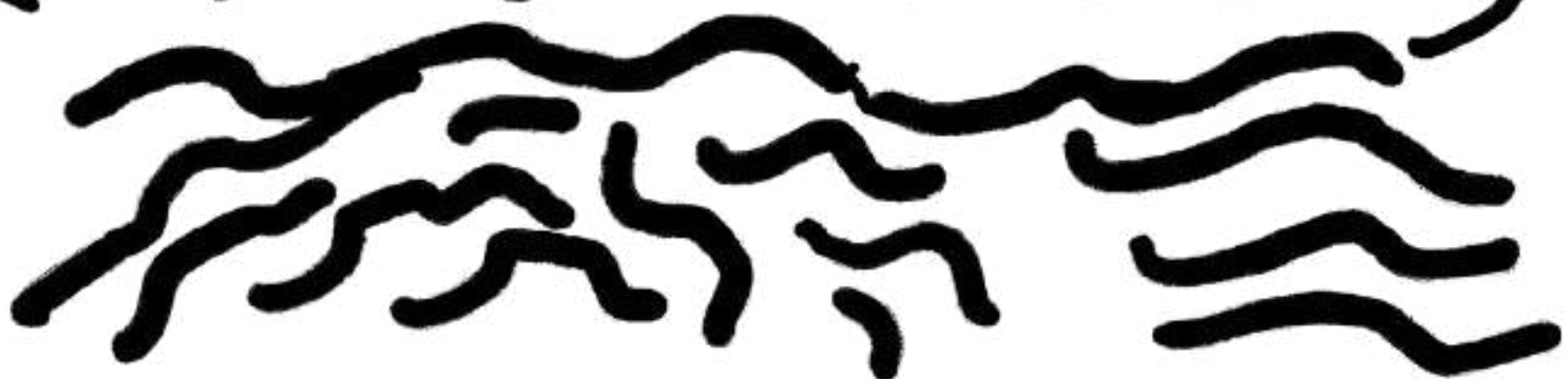


3 EXODUS OF THOSE
WITHOUT REAL
SUBSTANCE

4 RENAISSANCE
FOR THOSE WITH
GENUINE
CREATIVITY



(WE'RE BETWEEN STEPS 2
AND 3 RIGHT NOW)



**YOUR
ANTI-**

FLATTENING

PROTOCOL



STEP 1: AUDIT YOUR UNIQUENESS

Write down 10 ideas
you've had that you've
never seen anyone
else express.

Can't think of 10?

You have work to do

And that work isn't
learning better prompts.



STEP 2: DEVELOP YOUR PERSPECTIVE



YOUR EXPERIENCE +
YOUR INTERESTS +
YOUR STRUGGLE =
YOUR PERSPECTIVE.

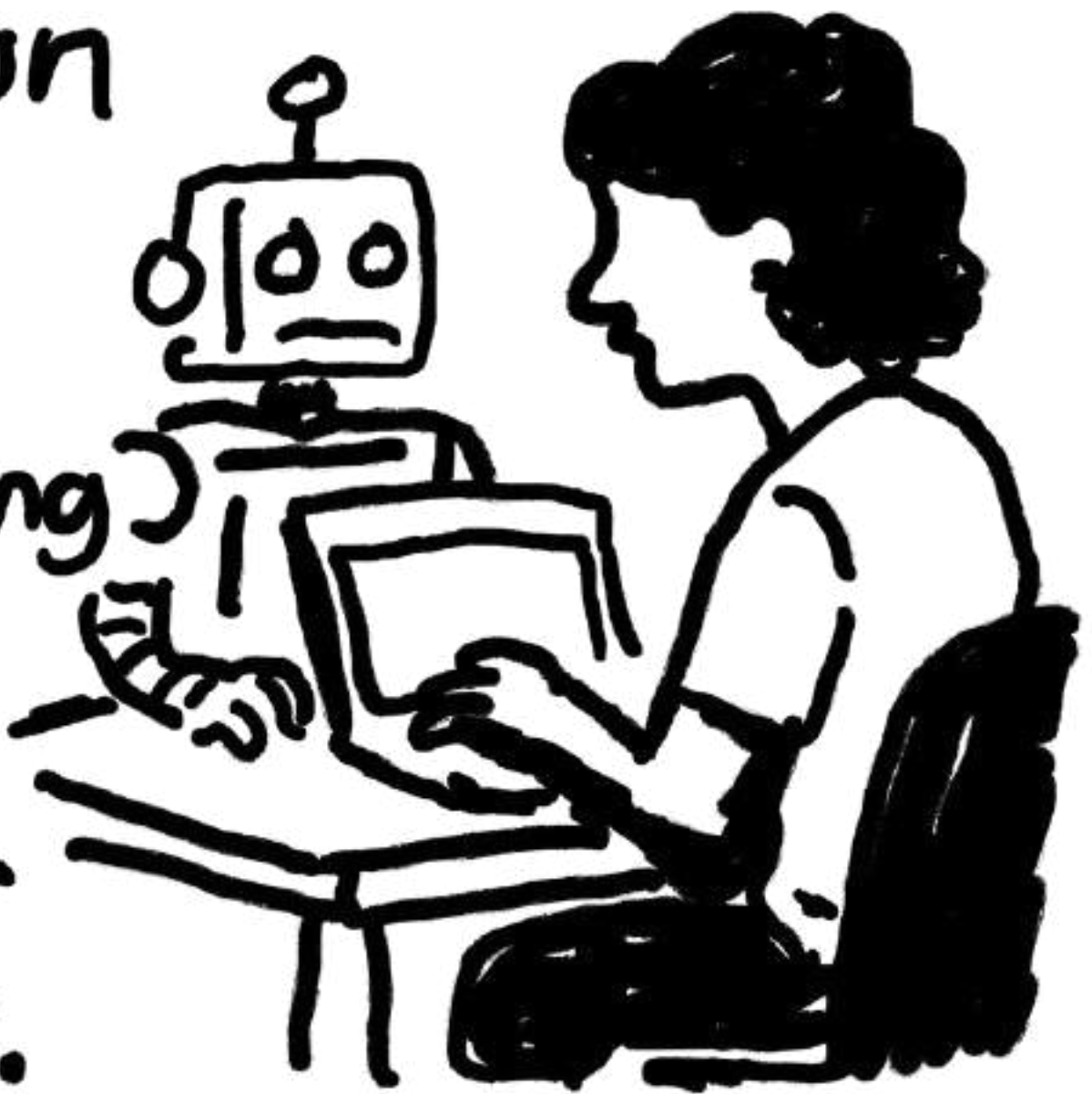
AI can simulate knowledge.
It can't simulate your
specific journey through life.

STEP 3: USE AI AS A MULTIPLIER, NOT A REPLACEMENT

- AI for research and exploration
- AI for technical execution
- AI for rapid prototyping

But never
AI for your
core ideas.

That's like asking someone
else to live your life for you.

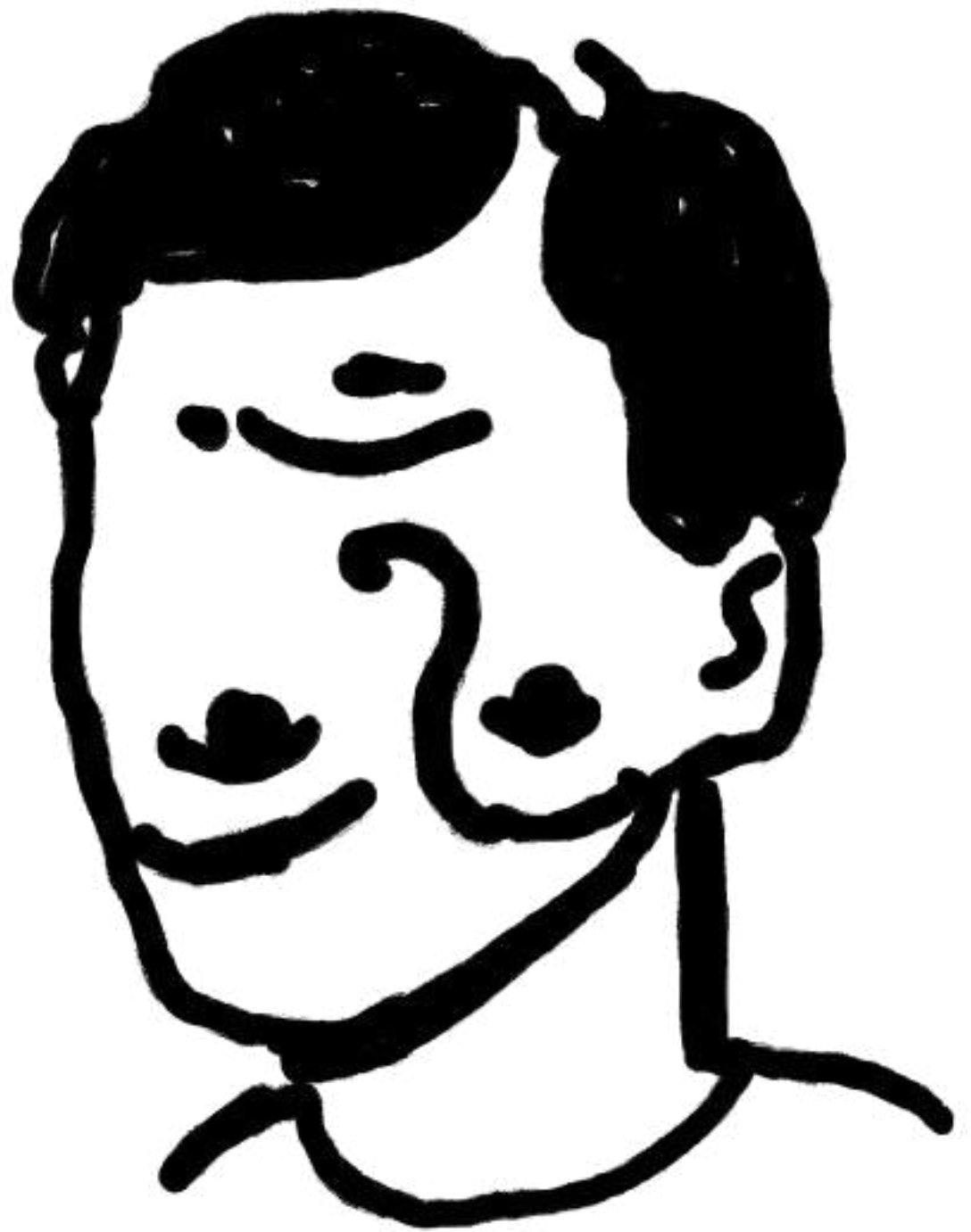


STEP 4:

CREATE YOUR OWN LANGUAGE

- BUILD YOUR OWN VOCABULARY
- YOUR OWN FRAMEWORKS
- YOUR OWN LENS FOR REALITY

Concepts like 'The Great Flattening' can't be replicated because they emerge from a unique way of seeing the world. And anyone who tries will just be marketing for me



STEP 5: EMBRACE THE PURGE

THE CREATORS WHO ARE
PANICKING RIGHT NOW SHOULD
PANIC. THEY'VE BEEN EXPOSED.



BUT IF YOU HAVE SOMETHING
REAL TO SAY, AI JUST HANDED
YOU THE GREATEST GIFT:

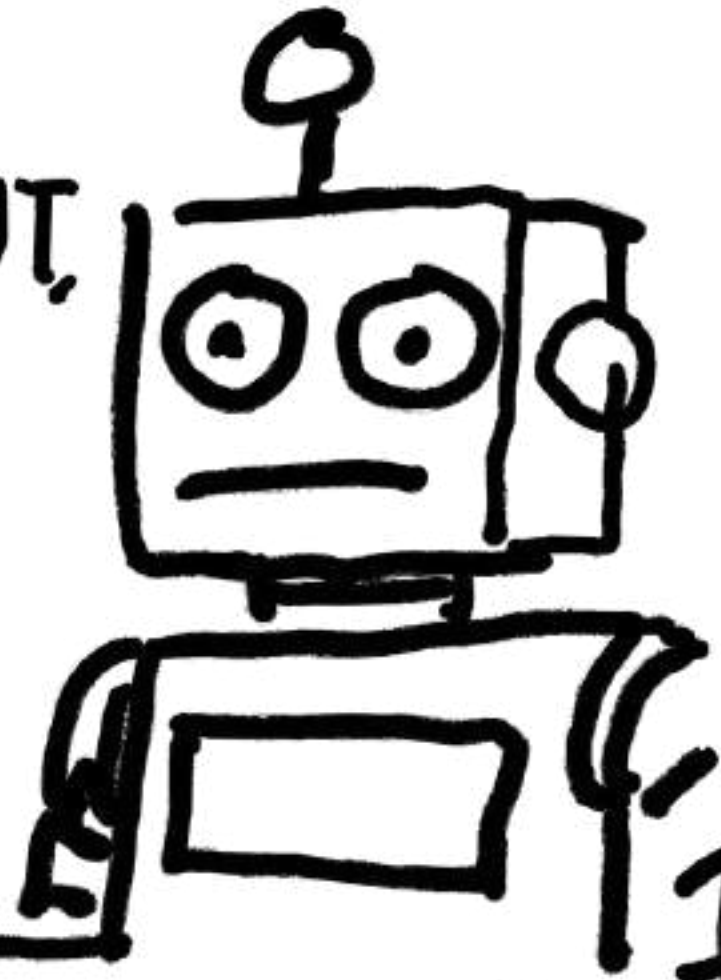
AN AUDIENCE THAT'S
DESPERATELY SEEKING
SUBSTANCE IN AN OCEAN
OF GENERATED SAMENESS.

**THIS IS WHY I'M BULLISH
ON HUMAN CREATIVITY.
NOT DESPITE AI.
BUT BECAUSE OF IT.**



**THE ROBOTS ARENT
COMING FOR YOUR JOB
THEY'RE COMING
FOR YOUR EXCUSES.**

IN THE AGE OF
INFINITE CONTENT,
THE ONLY
CURRENCY IS
IRREPLACEABLE
PERSPECTIVE.



**DEVELOP YOURS
OR DISAPPEAR.**

**WELCOME TO
THE GREAT
FLATTENING**



**MAY THE MOST
INTERESTING
PEOPLE WIN.**

HI I'M **JUSTIN OBERMAN**

and I help people
and companies
build brands
FOR PEOPLE
instead of **ROBOTS**



Got an advertising
or marketing project
you need some help
with? DM me
then **LET'S** talk

MADE BY HAND

on a

reMarkable

