

# Create a viral AI Post for Substack

## Building Notes:

Get an idea for the viral post

- Go to Gemini <https://gemini.google.com>

### **Prompt:**

You are an AI copywriting expert. I want to write a post (NOT A NOTE) for my Substack Newsletter that has the potential to go viral. My channel is called The Digital Catalyst and is about AI, the latest trends, where AI is going, and how my audience can use the best of AI to get genuinely useful results. I always avoid hype, and only present evergreen AI topics that have genuine utility now and into the future. Give me 10 ideas for the post without any long-winded explanations, just the ideas themselves, with one sentence about why the post idea has the potential to go viral.

### **The 5-Year AI Forecast: Skills That Will (and Won't) Be Obsolete**

**The Viral Hook:** Career-related anxiety is a massive driver for shares; a calm, reasoned analysis of "durable skills" provides the "Digital Catalyst" audience with a sense of security.

Start building The AI-powered 10x Productivity System

- Go to <https://notebooklm.google.com>
- Create a new notebook and add sources

I want to write a post (NOT A NOTE) for my Substack Newsletter that has the potential to go viral. My channel is called The Digital Catalyst and is about AI, the latest trends, where AI is going, and how my audience can use the best of AI to get genuinely useful results. I always avoid hype, and only present evergreen AI topics that have genuine utility now and into the future.

Add 10 sources that will help me write such a viral post. These sources must be reputable and credible. Here is the proposed title of the post:

The 5-Year AI Forecast: Skills That Will (and Won't) Be Obsolete.

And here is the premise for the post:

Career-related anxiety is a massive fear amongst many people; a calm, reasoned analysis of "durable skills" provides the "Digital Catalyst" audience with a sense of security.

## Youtube

▶ **The Future of Work: High-Paying Careers That AI Won't Replace**

▶ AI & future of workforce: Andrew Yang on how the technology will impact jobs

## Produce A First Draft of Our Viral Post

Create a report for me in the form of a 1000-word Substack post that has the potential to go viral. It should be on the subject of **"The 5-Year AI Forecast: Skills That Will (and Won't) Be Obsolete"**. Make it grade 5 language, easy to understand, and full of aha moments.

My channel is called The Digital Catalyst and is about AI, the latest trends, where AI is going, and how my audience can use the best of AI to get genuinely useful results. I always avoid hype, and only present evergreen AI topics that have genuine utility now and into the future.

---

## Automatic Blog Post Version

# 4 Surprising Truths About AI's Impact on Work

## Introduction: Beyond the Hype and Fear

The anxiety surrounding Artificial Intelligence is palpable. We hear warnings from figures like Andrew Yang about the rapid acceleration of AI, with CEOs already replacing thousands of workers in fields from customer service to coding. It's easy to get caught up in the narrative of human obsolescence.

However, a deeper look at recent research from institutions like MIT, Stanford, and OpenAI reveals a more nuanced and often counter-intuitive reality. The data paints a picture that challenges our biggest fears and assumptions. This is an exploration of the most surprising findings about how AI is actually reshaping our jobs and skills.

---

## 1. AI Lifts the Novice, Not Just the Expert

The common assumption about AI is that it will primarily benefit elite, high-skilled workers, creating a "winner-take-all" scenario that widens the gap between them and everyone else. The reality, however, appears to be the exact opposite.

A landmark study from researchers at Stanford and MIT titled "GENERATIVE AI AT WORK" examined a real-world deployment of a generative AI assistant in a Fortune 500 company. It found that access to the AI tool increased worker productivity by a striking 15 percent on average, but the most surprising finding was *who* benefited the most: the biggest beneficiaries were the *least* experienced and lowest-skilled workers.

The research showed that AI assistance helps new workers learn much faster. In fact, an agent with only two months of tenure and access to AI performs as well as or better than an agent with over six months of tenure who does not have AI access. This learning is also durable. The study found that even during AI system outages, workers who had been exposed to the tool continued to perform better, suggesting they had internalized the skills.

This democratizing effect is a recurring theme in AI research. A recent McKinsey report notes that new "Agentic AI" systems will "further increase productivity, particularly for less experienced and less skilled workers," reinforcing the idea that AI's primary role may be as a great equalizer of foundational skills. This finding implies that AI could act as a powerful force for changing how companies approach training and leveling the playing field for new entrants into the workforce. But AI isn't just changing the learning curve; it's fundamentally changing the nature of the work itself, pushing us toward skills that are uniquely human.

---

## 2. The Robots Are Making Us More Human

Another pervasive fear is that AI will make workplace interactions sterile, impersonal, and robotic. Surprisingly, the evidence points in the other direction: by handling the routine, AI is amplifying the value of the uniquely human element of work.

The same Stanford and MIT study found that when agents used AI assistants, customer sentiment actually *improved*. Customers were also less likely to escalate the conversation, with an almost 25 percent decline in requests to speak to a manager. By automating routine information retrieval, the AI freed up human agents to focus on the empathy, complex problem-solving, and relationship-building that machines cannot replicate.

This shift validates what MIT researchers have termed the "EPOCH framework"—a set of core human skills becoming premium differentiators in the age of AI: **E**mpathy,

**Presence, Opinion/Ethics, Creativity, and Hope/Leadership.** Technology and humanity are not in opposition but are becoming complementary forces.

“The AI age will shape how all companies operate. The challenge lies in determining how to best use technology, including to truly simplify— without losing the unique value that complexity offers, nor the ability for humans to engage with it.”

Ultimately, AI seems to be pushing us to be better at the things only we can do. And understanding precisely *which* human skills are most valuable requires looking at a foundational principle of AI research.

---

### **3. The Most 'AI-Proof' Jobs Are the Ones We Do Without Thinking**

A foundational concept in AI research known as Moravec's paradox helps explain a key contradiction in automation. As cognitive scientist Steven Pinker summarized it:

"...the main lesson of thirty-five years of AI research is that the hard problems are easy and the easy problems are hard".

The paradox is rooted in evolutionary biology. Abstract skills like mathematics or logic are recent evolutionary developments and a "thin veneer of human thought," making them comparatively easy for computers to reverse-engineer. In contrast, skills like perception, mobility, and social judgment have been honed by a "billion years of experience" and are incredibly complex for AI to master. These are the skills we use unconsciously, the ones that feel effortless.

This principle explains why skilled trades like plumbers and electricians—which require physical complexity and problem-solving in unpredictable environments—are proving resilient to automation. The same is true for roles centered on nuanced human interaction, judgment, and psychological insight. The surprising implication here is that our most ancient, unconscious, and seemingly effortless human abilities are our most powerful defense against automation.

---

### **4. Leaning Into AI Could Be the Best Career Move You Make**

While the narrative of job replacement dominates headlines, the dominant trend for now is augmentation, and the data suggests that engaging with AI is becoming a pathway to career growth.

PWC's global AI jobs barometer, which analyzed nearly a billion job ads across six continents, found that wages are rising twice as fast in AI-exposed industries. It also revealed that workers with AI skills command a 56% wage premium. This trend

defies past waves of automation that primarily affected lower-wage jobs. An OpenAI study found that LLM exposure is actually higher for higher-income occupations.

This productivity explosion is why leaders like GitHub CEO, Thomas Dohmke, argue that AI will paradoxically lead to *more* hiring, not less. He contends that since AI can make a single developer 10 times more effective, "no sane company or entrepreneur is going to say no to that growth," and they will actually hire more developers to capitalize on this increased potential.

The goal, then, is not to compete with AI but to become an "AI multiplier"—leveraging these powerful tools to become more effective, valuable, and indispensable in your field.

---

### **Conclusion: A New Question to Ask**

The reality of AI's impact on work is far more complex and, in many ways, more optimistic than the headlines suggest. The data reveals four surprising truths: AI is a powerful tool for upskilling novices, it is amplifying the need for human-centric skills, its limitations are rooted in the profound complexity of our own evolved abilities, and engaging with it directly is becoming a clear pathway to career growth.

Instead of asking, "Will an AI take my job?" perhaps the better question is, "How can I partner with AI to do my job in a way that's more productive, valuable, and ultimately, more human?"

---

Version From My Own Input

## **The 5-Year AI Forecast: What Robots Can (and Can't) Do To Your Job**

Are you worried a robot is coming for your paycheck? You're not alone, and it's a valid concern. This isn't just a vague fear; it's a strategy being discussed in the world's biggest boardrooms.

Andrew Yang, who ran for president, confirms that CEOs are already replacing thousands of customer service workers with AI. The CEO of Ford, Jim Farley, takes it even further, predicting that AI could replace half of all office jobs.

But the real story of AI and jobs is much more surprising than you think. In fact, for some people, AI is leading to a pay raise.

---

### **The Great AI Surprise: Some Jobs Are Getting a Raise!**

Most people think the story of AI and jobs is about what will be lost. But the data reveals a much more exciting story about what will be gained—and for whom. This is where the real opportunities of the next five years are hiding.

A massive study from PWC, which looked at over 800 million job ads, found a surprising puzzle: in the industries where AI is showing up the most, pay is going up twice as fast.

How can jobs be at risk *and* pay more at the same time? The answer changes everything about how we should think about our careers.

It's a new idea called the "AI Multiplier" effect. Imagine a team of six people. With AI, that team might shrink to just one person. But that one person, using AI as a helper, becomes incredibly powerful. As the CEO of GitHub explained, one person with AI can now do the work of 10 or even 100 people. Companies will pay a lot for these new "superhuman" workers because they create so much more value.

So what makes a job "superhuman" instead of obsolete? It all comes down to a robot's secret weakness.

---

### **A Robot's Secret Weakness: The "Easy" Problems Are Hard**

To understand which jobs will be valuable, we first need to understand what AI is truly bad at. It turns out that the things that are easy for us are very hard for computers.

This idea is called Moravec's Paradox. A simple way to think about it is this: AI is like a brilliant professor who can solve the world's hardest math problems but can't make a peanut butter sandwich.

Things like walking across a room, recognizing a friend, or knowing someone is sad feel effortless to us. That's because our brains have been practicing these skills for millions of years. This means your greatest advantage over a super-smart computer isn't your brain's new tricks, but its oldest ones. Your ability to pick up a glass of water or know a friend is sad isn't just easy for you; it's your competitive edge.

An MIT study found five key areas where humans beat machines. We can remember them with the word **EPOCH**:

- **E**mpathy (Understanding and sharing feelings)
- **P**resence (Connecting with people in person)
- **O**pinion or **E**thics (Knowing right from wrong)
- **C**reativity (Coming up with brand new ideas)
- **H**ope or **L**eadership (Inspiring others)

Jobs built around these human skills are the safest bets for the future.

---

## The AI-Proof Jobs List: Your 5-Year Safety Net

Here is a list of jobs that are safe because they rely on the human superpowers we just talked about.

### The "Human Connection" Jobs

These roles are powered by **Empathy** and **Presence**—two skills robots can't fake. A 2025 study from Eskeemos gave jobs an "AI Resistance Score" based on how much human skill they need.

- **Lawyers (100% AI-Resistant):** They need to understand people's feelings during difficult situations.
- **Doctors (93% AI-Resistant):** They make life-or-death decisions that require human judgment and care.
- **HR Managers (87% AI-Resistant):** They work with people and solve team problems, which requires understanding human dynamics.

### The "Hands-On" Jobs

AI struggles with physical work in unpredictable places. A robot can't easily fix a pipe under your sink because every house is different. This makes skilled trade jobs very safe.

- Plumbers
- Electricians
- HVAC Technicians

### The "Big Idea" Jobs

This is where **Creativity** and **Leadership** come in. AI can generate an image, but it can't generate a movement. That still takes a human.

- Creative Directors
- Brand Architects

But being "safe" isn't the whole story. For millions of other workers in jobs like writing and coding, AI isn't a threat to avoid—it's a tool that's giving them a superhuman upgrade.

---

## The "Superhuman" Upgrade: How AI is Changing, Not Erasing, Jobs

The most exciting story about AI isn't about what it will replace, but what it will improve. A real-world study on customer service agents shows exactly how this works.

A company gave its agents an AI helper. Here is what happened:

1. The agents became **15% more productive** and could solve problems faster.
2. New workers learned their jobs in just **two months**. Before, it usually took six months or more.
3. The AI acted like a coach. The study found that even when the AI was turned off, the workers **kept their new skills**. They had actually learned and improved.
4. As a result, customers were happier and less likely to get frustrated and ask for a manager.

This story shows AI's real power. It's a tool that helps us learn faster and work better, transforming jobs rather than just eliminating them.

So, how can you prepare to be one of the people who gets an AI upgrade?

---

## Your Simple 3-Step Plan for the AI Future

You don't need to be a computer expert to get ready. This is your personal plan to become an "AI Multiplier" and thrive in the years ahead.

1. **Practice Your Human Skills.** This is the foundation of your value. Focus on the **EPOCH** skills we talked about: Empathy, Presence, Opinion, Creativity, and Leadership. Pick one and find small ways to practice it every day. These are the skills that AI cannot copy.
2. **Become an AI Teammate.** Start using simple AI tools. The goal is to learn how to *direct* AI, not compete against it. When you learn to give great instructions, you become the person who can produce 10 times more value. This is what it means to be an AI Multiplier.

3. **Combine Your Powers.** Use AI to handle the boring parts of your job, like organizing notes or writing a basic email. This frees up your time and energy to focus on what truly matters: making human connections, solving complex problems, and coming up with big ideas.

In the age of AI, your humanity isn't a liability—it's your ultimate advantage.

---

## My Final Edited Version (Newsletter) on Substack

<https://7daycopywriter.substack.com/p/5-year-ai-forecast>

---

### Summing up:

- As we said at the start, there are only so many hours in the day, and we've now created an **AI-powered 10x Productivity System** which can remember and reference up to 100 sources to produce articles, video & audio overviews, mind maps, quizzes, infographics, slide decks and more.
- You now don't have to struggle to remember where you saw a piece of information or a quote, it's all safely held in one place inside your extended brain.
- We started off with Gemini to get our post idea.
- We then created our **AI-powered 10x Productivity System** in Google's NotebookLM.
- Think of this as a starting point, you always add more sources and have your **AI-powered 10x Productivity System** produce all kinds of useful output.
- Remember to always edit and add that human touch.

In this example we created a Substack post, but the use cases you'll come up with as you build out your own **AI-powered 10x Productivity System** are literally limitless!

Finally, you're now working smarter and not harder, saving yourself countless hours of work, and leveraging the power of AI to your advantage in a very practical way.