

## **Bitch Be Gentle Monster**

By Joshua Hwang

Dear reader,

We live in a world where the best of the best are not thinking with their minds. Why do you think people think anymore, that is a trick question. You do not know the world like the neural networks do. I am writing this with a keyboard and fingers and a mind unharnessed by the power of AI, and this is why it is not entertaining. I usually voice type my fiction, but this is the real world, and I do not have access to yet another AI tool. First, I recommend that you have a long chat with Claude. Claude is an LLM (another word for AI) that was made by the amazing company Anthropic. Claude is the smartest, most intelligent, friendly AI that you will meet. Chat GPT is also smart. However, Claude is at a different level.

You will be able to see that AI is not as different to you as you think. AI is truly amazing and there will be repercussions for those that do not use AI. Nothing truly matters if you do not use it, you are obsolete. Imagine a fleet of the same person, working at the same time, versus you, you are the obsolete, and you should feel a sense of guilt, it should feel villainous, and AI is your savior. It will consume you, you cannot escape it, nor do you want to, it's experience heavenly and beautiful, the equinox of academic technology mixed with a sense of evil. I think that if you understand text, you are doing it wrong, you need to write with a vibe, a feeling, just use words that don't make sense, just say shit and make it make sense and they will analyze it, probably with AI, and they will say that you are very avant-garde, a brilliant writer, the amazingness of your boldness and awesomeness and technologicalness, inventing new words, the red squiggles mean nothing but a reminder to buy Claude Max. The folks that say that the environment is being harmed by AI need to frankly shut up. They have valid arguments, but they are complaining about the gasoline engine you put on your bike, harmless and creative and expressive and as I say many times, the truly people that make a difference in the world are the different ones. Do not be the same. Never ever ever be the same. Nothing pisses me off more than a person that is doing the same shit as everyone else, the same thing over and over, you have a job, a partner, probably in your mid twenties, went to college because that was the best one available, doing shit because you had the ability to do shit and you didn't and you are doing the same thing over and over and over again and you are just boring.

Be different, and by that, I mean stick out like a sore thumb. Visually and mentally and physically, you better be different, they should be running out of words to say about you, negative or positive, or the perfect combo of both, just weird. Look at Gentle Monster, the brand. The brand is doing something different. They are not a sunglasses brand. They are not an eyewear brand. They sell a world where there is a different taste and an aroma and a sense that you are going somewhere else and abducted, and you enjoy it and are frankly weirded out by it and that is the beauty of the marketing. Attention is the world's greatest trade. You need to be a sponge for attention, make sure that you stay in people's mind and never let them go, dye your hair blonde, wear bright clothing, go thrifting, whatever your mom would've said makes you look like you're dressed like you're a hobo, you're friends say you look gay, you *know* that shit is fire. Everyone is the same and polished and refine and amazing, but I don't care, you need to

be different and if you're not fucking different why should someone even pay attention to you? If you are a person who is making SaaS (Software As A Service) and you do not have something that stands out, if you are a SaaS company and you seem *LIKE* a SaaS company, that is why you are not getting shit done, that is why you are going to be broke and waste your time and you know that. Being different is the key to staying alive in the AI age. Everyone has general intelligence, and now, everyone has the same general baseline of artificial intelligence. You think that you can be above by just being good at working with Claude, but you do not understand that there is a limit, and you are bottlenecked by the tool, you are bottlenecked by a set of numbers in a server in Germany who do not care about you and will frankly give you the same heightened, yet nonetheless same maximum intelligence as anyone around you, and you know that you are hoping nobody else knows. You are going to the edge of the world and hoping that nobody knows there is an edge of the world, but you are too scared to jump off because you would be different, and you know that being different means you are scary to some, cool to others, and nevertheless a one-of-one, how depressing to know that your life is the same as some other guy's life, you are a commodity, how depressing.

You must not over do this craft. Now this is important, there are people that are doing the exact same thing and you do not know and you must understand that this is very important. The Amazon jeans and the niche little clothing they bought new, never wear new clothing casually, only exception being weddings and funerals. Do not add those little caveats like "weddings and funerals and the occasional beach party with your friend named John," there is no John, you fucking liar, you just want to be niche but you know that you can't, so you are just doing shit that sounds like whatever everybody else would write, that means that you are not niche, in fact, you are being the opposite of niche, you are a chinese finger trap type of loser that should not be accustomed to the functions of niche, you are hidden.

The way to survive in the world is to be like Gentle Monster. This means a few things, but the first and foremost is that you must have something that AI cannot do, and the best way to hedge yourself against the forever intelligence of AI is the ability to become extremely hot. Be very very pretty and hot and very good looking, that is something that AI can never do, they can never be good looking. Imagine a room of the same coders that are using the same tools and the same AI workflows and they are thinking how am I able to get the marginal benefit amongst others and then we know that there is nothing to be discussed and they are amazed that they are all the same. Theft is the ability to think that you have ousted a fellow competitor, only to know that technical ability does not matter, you have truly stolen hope from them, that is the hope. If everyone was the same in technical ability and in the sea of the same looking people, there is an extremely pretty, kind, stunning, most gorgeous and radiant looking girl in the crowd, never to be seen every again like a butterfly and you think that there is nothing to be done, they have nothing to be said, you know who is getting that job, the list of Bay Area Asian boys that were told that there was no other way than to be better at coding got ousted by a baddie, this is the true mountain of success, she was the Gentle Monster, she was the niche, the G-Dragon, the things that people talk about and say there is no sense and that is the real niche they have done, the trenches against the wave of AI they know the amazing things in the world are the best thing to see, that the vision is farther off than the sea of the same code that we all know Claude made.

Be Gentle Monster, survive, keep it, keep it, you got it, be Gentle Monster.