

JESSE ALEXANDER • ORBITAL RANCH
STUDIOS

The Dictation Pipeline

Four ways to put AI to work in a creative
job. Start with the ten-minute one.

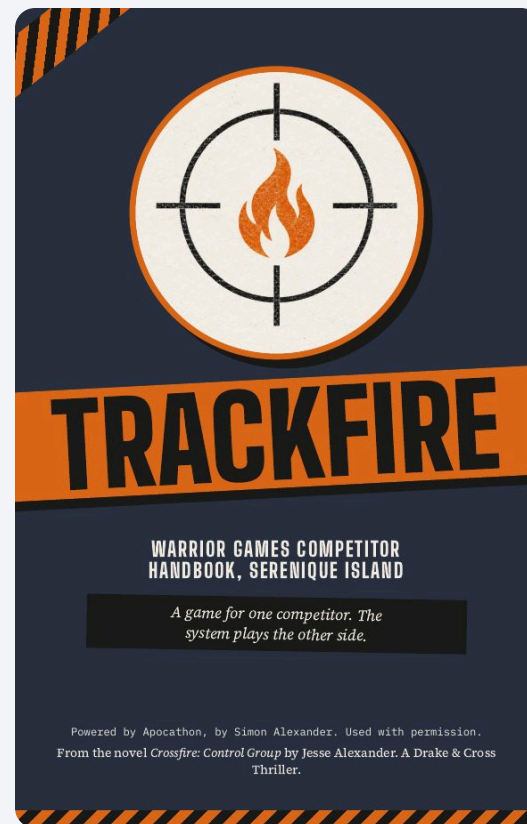


HERE IS WHAT CAME OUT

All of this started as a spoken idea



The novel



The game



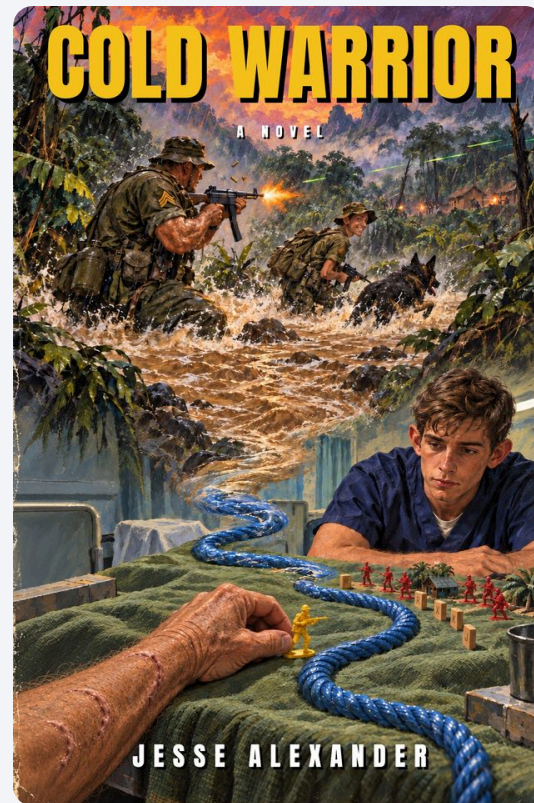
The concept album



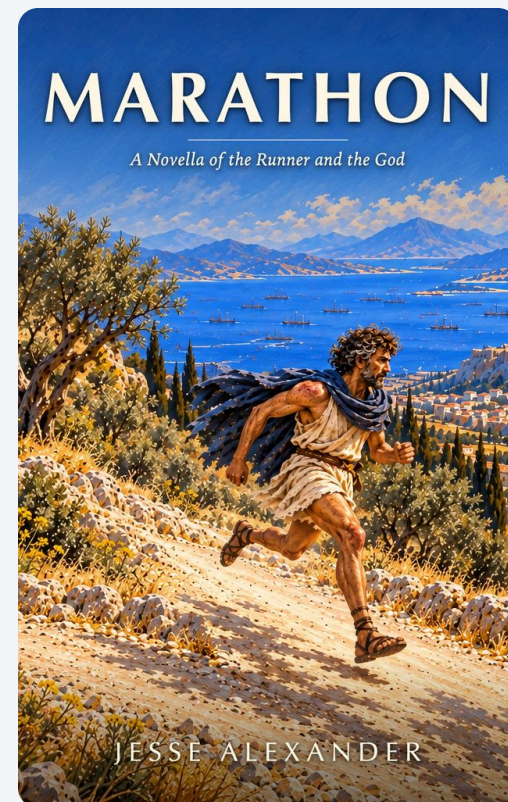
The 3D statue

NOT A ONE-OFF

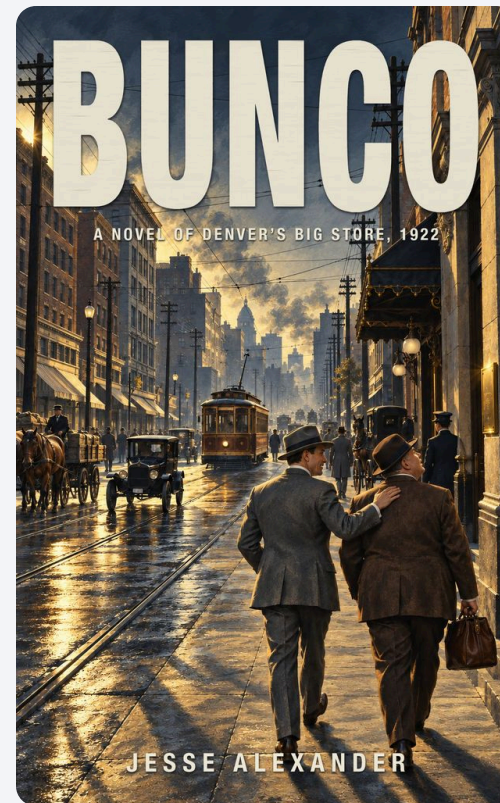
The same method built many projects



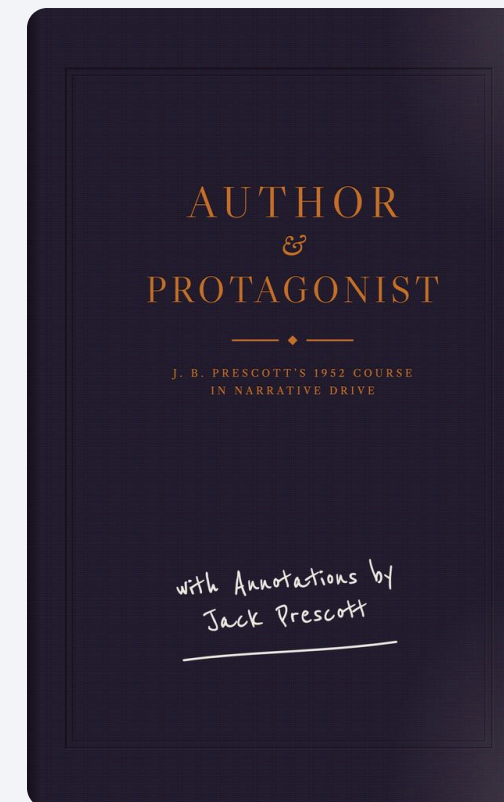
COLD WARRIOR: a Cold War action novel, a two-player game and a 20-track album



MARATHON: an illustrated novella and an album



BUNCO: a novella set in 1922 Denver



CURIOUS ORDER: a course book and a wiki



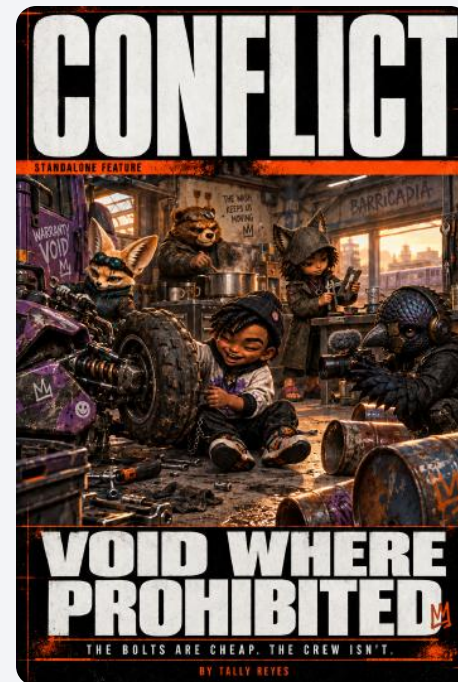
THE ETERNAL COURT: a gothic fantasy world, three guidebooks, a role-playing game and a 12-track album

NOT A ONE-OFF

One game world, many products



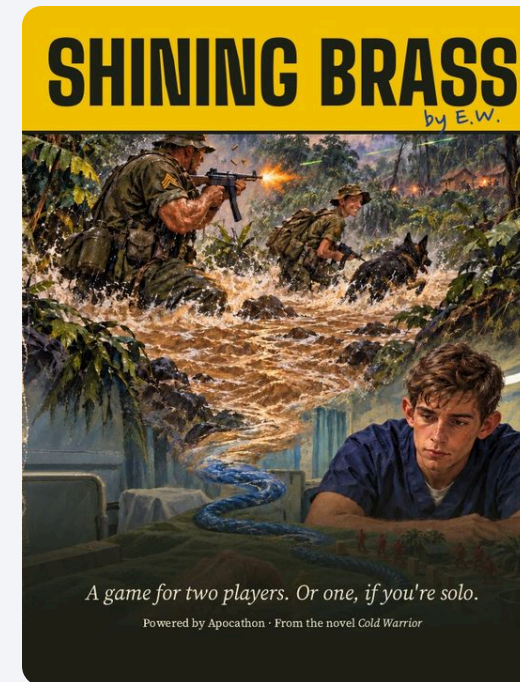
Operator Tactics: the core rulebook



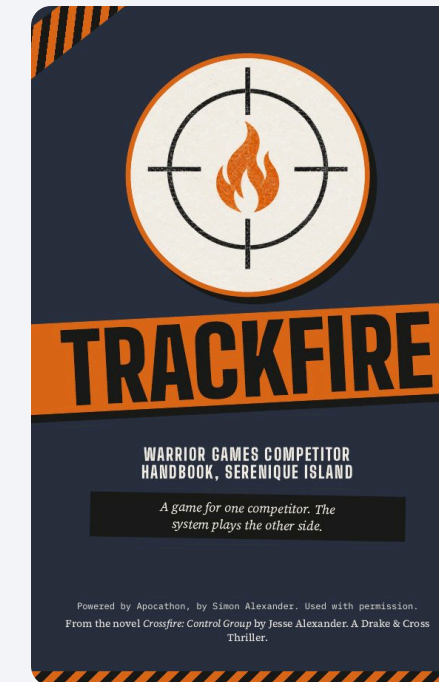
CONFLICT: a fictional magazine



A story set in the world



Shining Brass: a two-player game



Trackfire: a game handbook



Warranty Void: a 10-song album

Jesse's game world is called Terra Conflictus. Rulebooks, fiction, magazines, games and albums all come from one set of world rules.

THE PROBLEM

**Ideas come out messy.
Organizing them is the slow part.**

**Talk it out.
AI tidies.
You decide.**

FOUR WAYS IN

Pick one. Start small.

10 MINUTES

Win 1

Dictate a memo

Talk it out. Get a clear memo back.

1 HOUR

Win 2

Practice a pitch

Rehearse on AI versions of the people you need to convince.

10 MINUTES

Win 3

Steer from your phone

Give notes from anywhere. A new draft waits at home.

OPTIONAL

Win 4

Build a whole project

One idea becomes many products.

WIN 1 OF 4 • DICTATE A MEMO

Talk it out. AI does the tidying.

1

Talk

3 to 5 minutes. Tangents welcome.

2

Ask Claude to tidy

Paste the transcript with the prompt.

3

Check and send

Skim it. Fix by voice. You send it.

Typing mixes two jobs: getting ideas out and arranging them. Speaking splits them.

Talk it out. AI tidies. You decide.

A ramble becomes a clear memo

Before: spoken

Okay so, um, the thing I keep circling is the spring event. The real problem is bandwidth, we said this in March, and honestly the second mode is where it all gets heavy. Maybe we cut it, or push it to summer, I don't know. Oh, and the lighting pass is late. Anyway, I need a decision by Friday.

After: cleaned

ASK: Decide by Friday whether to cut the second mode or move it to summer. WHY: We lack the people for both modes. OPTIONS: Cut it. Move it. PARKING LOT: The lighting pass is late.

Invented example.

Talk it out. AI tidies. You decide.

WIN 1 OF 4 • DICTATE A MEMO

Why it helps a busy mind

No blank page

Speaking is an easy way to start.

Tangents are saved

A Parking lot keeps them, so you can stop guarding them.

Claude does the sorting

You only edit, which is the easier job.

Jesse's experience.

Talk it out. AI tidies. You decide.

Your move: paste this prompt

Below is a dictated draft of a memo. Clean it up.

- Keep my voice and my opinions.
- Start with the one-line ask.
- Then: why, options, risks, next steps.
- Put tangents in a "Parking lot" at the end.
- If something is unclear, ask me. Do not guess.
- Give me a 5-sentence version and a one-page version.

Transcript:

Try it today on a memo you owe someone.

Practice the pitch before the room

1

Gather

Public interviews and talks by the person.

2

Build a profile

One page: what they care about and how they decide.

3

Test your pitch

Ask the profile to react. Compare 3 to 5 people.

Then take the improved pitch to the real person. They have the final word.

One page per person

WHAT TO CAPTURE	EXAMPLE	HOW SURE
Cares about	Depth that adds no new rules to learn	From a source
Decides by	Prototype first, slides second	From a source
Pushes back on	Scope with no list of cuts	A good guess
Says yes when	The pitch names what gets cut	A good guess
We cannot know	Budget pressure, last week's meetings	

Invented example. Claude writes the profile. You mark each line as sourced or a guess.

Two prompts do the work

Prompt 1 · Build the profile

Using ONLY the sources below, write a one-page profile of [person].

What do they care about? How do they decide?
What earns a yes or a no?

Mark each line FROM A SOURCE or A GUESS.

Prompt 2 · Test your pitch

You are this person, reading my pitch for the first time. Stay in their voice.

Give me: your reaction, three objections, the question I cannot answer yet, and what would earn a yes.

Do not be polite for my benefit.

Use a fresh chat for each person, so they stay separate.

Three rules keep it safe

1

Check policy first

Ask IT or legal what AI tools may see. Internal memos belong to other people.

2

Start with public material

Interviews and talks are things people chose to say.

3

It is a rehearsal

It can be wrong. Never send or post as it. Keep profiles private.

These are suggestions. Check them against your company's policy.

Talk it out. AI tidies. You decide.

WIN 3 OF 4 • STEER FROM YOUR PHONE

Steer from anywhere

1

Start at your desk

Ask for a draft or a review.
Claude keeps a short status note.

2

Steer from your phone

Check in. Dictate notes. Answer
Claude's questions.

3

Review at home

A new draft is waiting, with
before and after changes.

Jesse gave notes from a theater seat. A new draft was waiting when he got home.

Three habits make it work

1

Claude keeps a status note

It updates a short summary as it works. Ask to see it any time.

2

Dictate your notes

Talking beats thumb-typing.

3

Ask for before and after

Review a batch of changes in a minute.

Try it: turn on remote access and send one note from your phone.

WIN 4 OF 4 • BUILD A WHOLE PROJECT

One idea, three phases

1

Talk it out

Dictate the idea. Share old work.
Brainstorm out loud.

2

Claude writes it down

Claude keeps the notes. As you
talk, it saves decisions in a facts
file and a rules file.

3

Build it

Test with readers. Then make the
book, game, music, art or 3D
model.

Claude keeps the notes. You just talk.

Talk it out. AI tidies. You decide.

Claude carries your history

Memory

Your decisions and preferences, saved as short notes.

Skills

Methods you have saved, like how to polish a script.

Project folders

Facts, drafts, feedback and old work.



Every new chat

starts with all of it, so you never explain from zero.

Feed Claude your own archive

JESSE'S ARCHIVE

Screenplays

Pitch documents

Blog posts

Teaching documents

Worksheets



Real examples, not guesses

Claude writes from material you made, so it matches how you work.

Skills come from it

Each saved method starts as work you already did.

Nothing new to write

Point Claude at the folders. It reads them.

Your version: point Claude at the work you already have.

Rewrite one chapter. The book follows.

1

Claude drafts

A first pass in a default voice.

2

You rewrite

Claude hands you a chapter. Edit it, or just say what to change.

3

Claude writes your rules

It compares before and after. Later chapters follow them.

If the voice drifts later, revise one chapter and share it.

Change the rules when they stop working

1

Claude records each decision

Say it out loud. Claude saves it with a date.

2

Test it

Readers and playtests check the work against it.

3

Change it when it fails

Mark the old one RETIRED and say why.

Nothing is deleted, so the trail stays clear.

One idea feeds many products

Screenplay

Scripts and pilots

Pitch deck

Tested on simulated buyers

Novel

Kindle, hardcover, paperback

Game zine

A printed handbook

One locked story

Facts and rules

Concept album

AI-made music

3D statue

Printable figures

Magazines and fiction

In-world content

Apparel

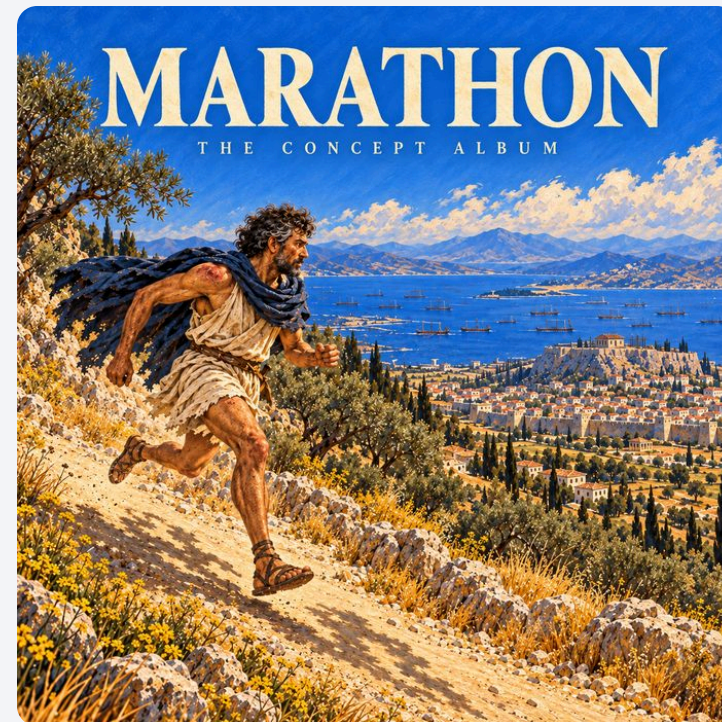
Merch

MORE EXAMPLES

Concept albums, with videos



The Eternal Court



Marathon



Warranty Void



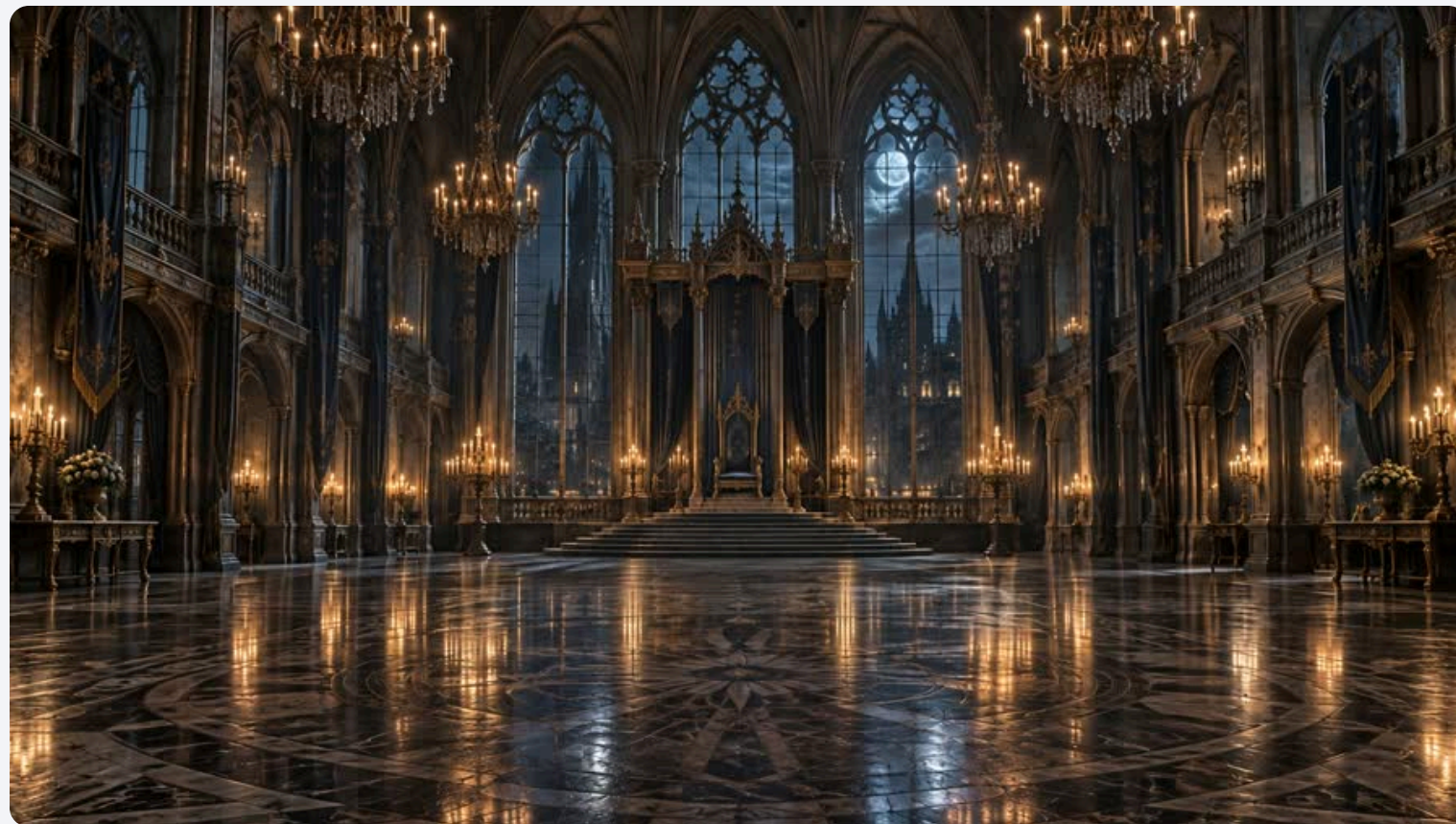
Dead Games

Warranty Void: [full album](#) · [all ten tracks](#)

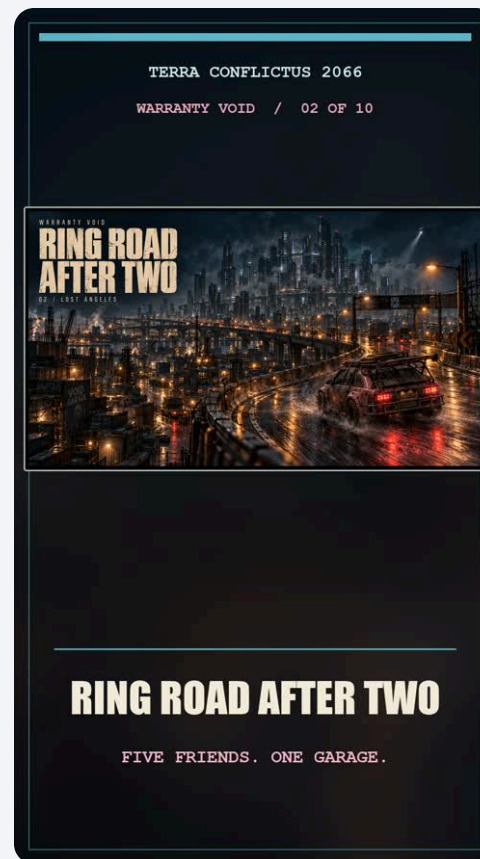
The Eternal Court: [track playlist](#)

MORE EXAMPLES

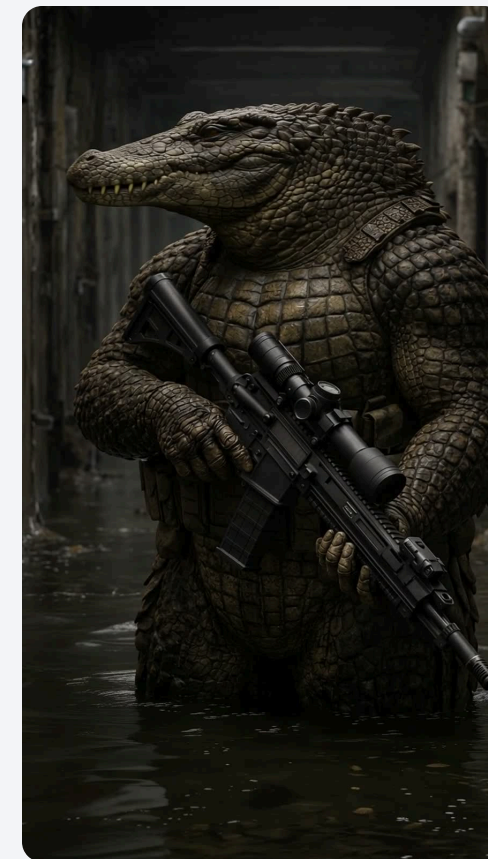
Still art becomes motion



Runway turns a painted still into an 8-second loop



A 30-second album
promo



A teaser shot for a
game world



A book
announcement

Runway animates the paintings. Claude builds the promo videos from art, music and text.

Talk it out. AI tidies. You decide.

MORE EXAMPLES

Pitch decks and trailers too

1

Decks

Claude builds a pitch deck from your notes.

2

Reactions

Simulated buyers react to it, round by round, until it is clear.

3

Trailers

Short trailers from art, text and music.

This deck was built the same way.

Saved methods Claude can reuse

1

Start with your own work

Scripts, pitch documents, blog posts, teaching documents and worksheets.

2

Claude saves the method

As a reusable skill.

3

Use it again

In any project, any day.

Jesse's years of scripts, pitches, Scribbler's Toolbox posts and worksheets guide his writing, and became about 30 skills.

PROOF

One project. Eight days.

32

chapters in the novel

45

tracks of original
music

56

pages in the game
zine

5

files for 3D printing

The full story is in the appendix. Skip it freely.

Talk it out. AI tidies. You decide.

TRY IT

Your first week

Day 1

Dictate one memo and tidy it.

Day 3

Build a one-page profile of one stakeholder.

Day 5

Rehearse one pitch on that profile.

Any day

Send one note from your phone.

Then talk to the real person and note what the profile missed.

ONE PLACE TO START

Start with one memo.

Talk it out. AI tidies. You decide.

REFERENCE

Appendix

Everything after this is optional. Skim the pictures, or skip it.

Words you will hear

Skill

A saved method Claude can reuse.

Facts file

Names, dates and decisions.
Claude keeps it as you talk.

Rules file

How the world works. Claude keeps this too.

Persona

A written profile of a person, used for rehearsal. No face.

Simulated reader

An AI reading a draft in a set role, such as a skeptic.

Parking lot

A list for tangents, so nothing is lost.

Simulated readers test every draft

Continuity reader

Checks facts and protected lines.

Cold genre reader

Reads like a fan of the genre.

Dialogue reader

Checks that each character sounds distinct.

A script checks for writing tics. Three simulated readers read the draft. Claude applies their notes, then re-checks the edited spots.

Panels plateau after about three rounds. Then find real readers.

Skills: story and craft

Story and structure

screenplay

Writes and rewrites scripts.

modular-story-method

A four-part story structure for any medium.

scribblers-playbook

Jesse's two courses, used to critique a draft.

character-development

Builds and tests characters.

Line-level craft

tldr

Tightens description lines. Never dialogue.

dialogue

Sharper banter and distinct voices.

action

Big action scenes that come from character.

haecceity

Adds real-world detail and checks accuracy.

twohander

Stories built on two leads.

Skills: books and games

Prose and publishing

novel-builder

Turns a script or notes into a novel.

prose

Turns serial episodes into book prose.

book-to-market

Takes a finished draft to Amazon print and Kindle files.

jack-morgan-pulp

One novel's voice, learned from Jesse's edits.

Games and worlds

game-zine

Printed game handbooks: rules, playtests, layout checks.

mechanical-minimalism

Cuts any game rule that does not earn its place.

shadowdark

Writes rules clearly and briefly.

splice-punk

The visual style of Jesse's game world.

tc-short-fiction

Story outlines set in that world.

Skills: engines and production

Content engines

conflict-magazine

Issues of a fictional magazine from the game world.

signals-hobby

A weekly fictional hobby magazine.

warranty-void-fiction

Stories for one recurring five-person crew.

ot-merch

Apparel and merch ideas from the world's look.

Production and pitching

statue-print

3D-printable statues, one figure at a time.

cover-kiss

One pitch project, including simulated buyers.

crossfire-control-group

The facts, rules and art for one novel.

skill-creator

Makes and improves skills.

Start your own: after you rewrite a memo, ask Claude to "turn what I changed into rules."

What went wrong, and what it taught

Your rewrite beats my rule

Edits teach more than guides.

Panels plateau

Simulated readers stop helping after about 3 rounds. Find real ones.

Write rules early

Write the rules before the big rewrites.

Check around edits

Look at the sentences next to every edit.

Search for the fact

When a decision changes, update every mention.

Image tools repaint

Every edit redraws the picture. Make few. Check the hands.

Dialogue is protected

Polish passes change description, never dialogue.

Teach the system

Save each lesson as a skill.

CASE STUDY • OPTIONAL

DEAD GAMES in eight days

An action-horror thriller. Built September 26 to October 3, 2026.

A novel, music, a game, a 3D statue, art and a launch, all at once.



CASE STUDY

It began as a TV pitch with no zombies

2024 to 2025

A TV pitch called Crackerjack: a military competition show.

Jan 2026

Background documents: the company, the villain, the teams, the island.

Feb 2026

Claude uses Jesse's skills to write a feature script from the pitch.

Sep 11

The script, renamed CROSSFIRE, is 148 pages and in strong shape.

Sep 26

Jesse adds zombies.
The novel begins.

Skills carry the pitch's world and voice forward at every step.

Eight kinds of work in eight days

WORK	DATES	WHAT HAPPENED
The novel	Sep 26 to Oct 2	Plan, first full draft, then ten rounds of revision
Style	Sep 30 to Oct 2	Jesse rewrites 16 sample passages. Claude turns his edits into style rules
Feedback	Oct 1 to 2	Seven simulated reader panels and three real outside reports
The game	Sep 28 to 30	Rules finished, layout checked, print order placed
The music	Sep 29 to Oct 3	A music plan, then AI-made tracks: 45 in the album
The art	Sep 26, Oct 2 to 3	Chapter paintings, covers, in-story documents, album art
3D statue	Sep 30	From character sheets to finished 3D-print files, in one day
Publishing	Oct 2 to 3	New title, finished files, uploaded to Amazon

CASE STUDY

One day, five kinds of work

TIME	WORK	WHAT HAPPENED
12:12 pm	Novel	Claude finishes 16 style test passages for Jesse
12:42 pm	3D statue	First character sheets appear
1:07 pm	Music	Claude writes prompts for action music
4:58 pm	3D statue	Prompts ready for one-figure-at-a-time sheets
8:35 pm	3D statue	Finished models from Meshy, an AI 3D tool
That day	Game	Print order placed



The novel: a loop of draft, rewrite, test, decide



What changed Jesse's mind

WHAT	BEFORE	AFTER
Title	Crossfire: Control Group	Dead Games. It says what the book is
Length	33 chapters	32. Two were merged
Game goal	Find one sample vial	Collect four cure parts and sabotage four targets
Cover	A quiet image of one man	Heroes watching infected soldiers lined up at a door
Music titles	Used the old title, Crossfire	Renamed to match the book
Rules	Locked early	Revised when readers found gaps

Every change is written down with a date. Old decisions are marked RETIRED, not erased.



CASE STUDY

The music: designed from the book

Claude planned the score after reading the whole novel. Jesse ran the AI music tool, Suno, and judged every take by ear.

The two heroes share a four-note theme, played in opposite directions.

The sound gets brighter as body temperature rises in the story.

Action cues run at 100 beats per minute, the rhythm of CPR.

A theme stops one note short until the heroes earn the ending.

CASE STUDY

A real prompt for the AI music tool

STYLE (what to play)

Instrumental film score, slow, G minor. Sparse muted piano plays a short four-note rising theme. A solo cello answers with the same notes falling, half a beat later.

EXCLUDE (what to avoid)

vocals, choir, epic orchestra, heroic brass, big drums

VERDICT (Jesse)

Both takes rejected: too acoustic and slow.

A rejected take changes the next prompt. Every take is logged with a link, a length and Jesse's verdict.

CASE STUDY

The art: one recipe, 30-plus paintings



Chapter 15: a fight in a frozen lab



Chapter 16: the moment the infected turn



Chapter 30: one hero holds a door, the other goes in

Each prompt combines a style recipe, a short description of each character, and the scene. Claude writes it. Jesse pastes it into ChatGPT's image tool.



CASE STUDY

How a cover gets made

1. **Get the template.** Amazon's KDP self-publishing site gives the exact cover size for your page count.
2. **Claude writes the art prompt.** Empty space for the title, the scene, each hero described, a low heroic camera.
3. **Jesse runs it in ChatGPT's image tool.**
4. **Claude upscales it 3x** in Pixelmator Pro, so it prints sharp.
5. **Claude adds the title and text** and builds the print-ready file.

Jesse gives the order. Claude does the work.

CASE STUDY

3D statue: first came the paintings



Paintings from the book show how each character looks. Character sheets came later.



ChatGPT turns the paintings into six statue ideas.



Jesse picks one. This becomes the reference.

CASE STUDY

3D statue: a sheet for each figure



Eli, the lead soldier: four angles that must match



Zoe, the sniper: her blade stays on the left leg in every view

Drawn from the paintings and the chosen statue design. Meshy, an AI 3D tool, turns each sheet into a model.

Talk it out. AI tidies. You decide.

CASE STUDY

How the 3D figures got made

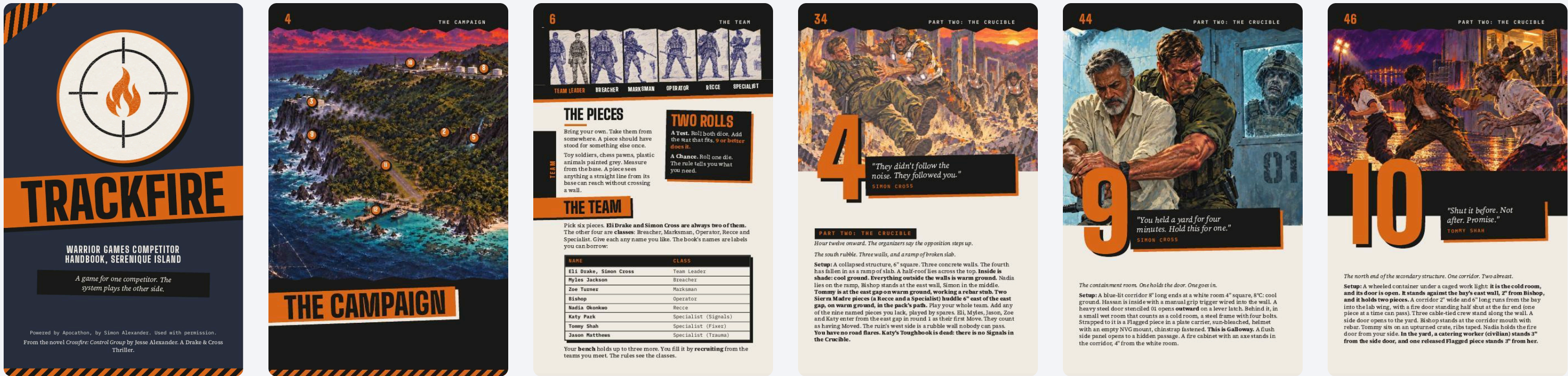
1. Draw one character sheet per figure.
2. Pose each figure on a four-angle sheet, one fresh chat each.
3. Check that the four angles match.
4. Send each to Meshy, one at a time, plus the base.
5. Combine them into one printable scene.

First try: one image of the whole scene. The models fused together and one soldier got an extra leg.



CASE STUDY

The game: not made from scratch



Jesse's son Simon had already designed a game system called Apocathon. With his permission, Claude applied its rules to this novel's world, then revised them 11 times to fit the story.

AI playtests found gaps. Next: a printed copy and a table test with real players.

Talk it out. AI tidies. You decide.

How the work stayed organized

KEEP TRACK

One folder and note per track

Any new chat can pick up where the last stopped.

Renames spread

A new title means new track names too.

SAVE TIME

Work in the background

Simulated readers review one part while Claude drafts the next.

Questions in batches

Claude flags open questions. Jesse answers many at once.

STAY CONSISTENT

One-way changes

The game may depart from the book for fun. Nothing flows back.

Same description everywhere

Each character is described identically in every prompt.

NEXT STEPS

Where to go after your first week

1

Save a method

After you edit something, ask Claude to turn your changes into reusable rules.

2

Review a real pitch

Run it past simulated reviewers, then past real people.

3

Animate a key image

Try a short motion loop or a trailer concept from art you already have.

4

Run the full pipeline

Pick one small idea. Talk it out. Build one product from it.

Start with one memo. Everything else builds from there.

AI WORKFLOW - THIS/NOT THAT

YES TO

TALKING IT OUT / CLEAR ASKS / REAL EXAMPLES / YOUR VOICE



TALK IT OUT



STEER FROM ANYWHERE



SHARE PAST WORK



A partner that sorts, drafts and rehearses. You keep the taste and the final call.

YES like....

- Dictate it, then let Claude tidy it
- Share your references and past work
- Rehearse on public material, then talk to the real person

NO TO

SECRETS IN THE WRONG TOOL / AUTOPILOT / IMPERSONATION / SKIPPING THE HUMAN



Company secrets in an unapproved tool



Speaking as someone else



Sending it unread



A guess treated as a fact

NOT a replacement for your judgment, or for the real people you need to convince.

NOT like....

- Confidential memos in a tool IT has not approved
- A persona's "opinion" quoted as the real person's
- Sending a draft you have not read