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*All the world's a stage,  
And all the men and women  
merely players.*

JAKUES · AS YOU LIKE IT · ACT II, SCENE 7

*Shakespeare, AI and the craft of selling*

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SWIPE →

*Shakespeare is pop, like AI*

Mauro Fazzari

1599

THEN AND NOW ———

# Why is Shakespeare pop, like AI?

A penny got you into the Globe:  
Shakespeare explained his age to *everyone*.  
AI is changing ours, and most of us still *can't*  
see how far it goes.

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WHY THEATRE

# What does theatre have to do with sales?

Years on stage, in Italy and in France, taught me that nothing goes as rehearsed. You learn to *listen and adapt in real time*. With a client it's the same: the pitch is the script, the deal is in how you react.

WHY AI ———

# Play or work?

We all have AI at our fingertips. You can play with it, or you can put it to work. It looks like the same thing. *It isn't.*



WHY AN APP —————

# Why build an app?

So I chose to play first: to understand AI by using it, and to get people curious about it. I built *YouWill*, a Shakespeare coach: clear a doubt with AI, keep a journal, play, discover the plays. *Jaques* shows you around.



AT WORK —————

# And at work?

It's another game. A business needs **data** it **can trust**, AI woven into real processes, clear limits, and people who answer for the result. That's what I do every day, and it's where this series is going.



TRY IT ———

**YouWill**, a Shakespeare coach in your pocket  
youwill.app · App Store · Google Play soon

**And you? At work, do you  
play with AI, or put it to work?**

NEXT WEDNESDAY ———

Romeo and Juliet

*The tragedy wasn't love. It was a message that never arrived.*

A new episode **every Wednesday** · **#AIWillShakeYou**

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*Shakespeare is pop, like AI*

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