The Coral Hart Group

FOR JOURNALISTS, PRODUCERS AND HOSTS

CORALHART.COM/PRESS

IN THE NEWS WORLDWIDE

Coral Hart

romance novelist, publisher, teacher

A South African romance author who has been writing and publishing since 2010, and who became the face of AI in fiction this year.

> *What I do is still an art.*
>
> CORAL HART, YOU MAGAZINE, 12 NOVEMBER 2026



Photograph

AS FEATURED IN

The New York Times · The Guardian · The Atlantic · NPR · France 24 · Le Figaro · Esquire · YOU · DW · The Straits Times

Interviews and quotes
info@coralhart.com · answered within 48 hours

Everything online
coralhart.com/press

AT A GLANCE

Sixteen years of romance, *one very public year.*

500+ BOOKS WRITTEN IN HER CAREER	**2010** WRITING AND PUBLISHING SINCE	**2,400** WRITERS TAUGHT HER METHOD
120+ PIECES OF PRESS COVERAGE	**27** COUNTRIES WHERE SHE WAS COVERED	**14** INTERVIEWS, PODCASTS AND RADIO

SHORT BIO · 50 WORDS

Coral Hart is a South African romance novelist and publisher who has been writing since 2010 and has more than 500 books to her name. An Imbali Award winner, she teaches her craft-first method to authors through PlotProse and leads The Coral Hart Group. Her work has been covered worldwide.

ONE LINE

South African romance novelist Coral Hart, who has written more than 500 books since 2010 and now builds her novels together with AI.

PEN NAME

Coral Hart is a pen name. She writes under pen names to keep her family safe and does not list them.

“

Every book starts as my idea. I develop it with my tools, edit it myself until it flows, check it against what readers want, and then build the book together with the AI, step by step. A person reads every book before it goes on sale. It never runs on its own.

Coral

HOW CORAL WORKS, IN HER OWN WORDS

BIOGRAPHY

From Mills & Boon *to the front page.*



AI-generated still from the Coral Hart Group film, 2026

Coral Hart has spent sixteen years in every corner of the book business: writing, ghostwriting, editing, proofreading, evaluating manuscripts for major publishers and designing covers. She published her first Mills & Boon novel at 26 and won South Africa's Imbali Award from the Romance Writers of South Africa, under her own name, long before AI.

In February 2025 she began an experiment: could a working romance author build a publishing business with AI as a collaborator? Every book still starts as her own idea; she develops it with her tools, edits it herself, checks it against what readers are asking for, and builds it together with the AI. A person reads every book before it goes on sale.

The New York Times told her story in February 2026, and the conversation has not stopped since: NPR, The Atlantic, AFP in more than twenty countries, The Guardian, YOU and Esquire. Coral has answered it in the open, including the critics.

Today she teaches her method to authors through PlotProse and leads The Coral Hart Group, a family of companies that help authors research, plan, write and launch their books.

2010
Starts writing and publishing

BEFORE AI
Imbali Award, Romance Writers of South Africa

FEBRUARY 2025
Begins building books with AI

FEBRUARY 2026
The New York Times: "The New Fabio Is Claude"

OCTOBER 2026
AFP story runs worldwide

NOVEMBER 2026
The Guardian, YOU, Esquire

HOW SHE WORKS

Built together. *Never on autopilot.*

The headlines counted books. The part they left out is the process behind every one of them.

01

Her idea

Every book starts as Coral's own concept: the characters, the hook, the promise to the reader.

02

Developed with her tools

She shapes the concept, the structure and the beats with her tools, the way an architect plans a building.

03

Edited by her, until it flows

She edits the work herself, scene by scene, until it reads in the voice her readers come back for.

04

Checked against the market

She checks every book against what romance readers are actually asking for, trope by trope.

05

Built together, read by a person

The book is built together with the AI, step by step, and a person reads every book before it goes on sale.

> "Writing doesn't have to be hard. Why would you cut the lawn with scissors when you can use a lawnmower?"

CORAL HART IN YOU, 12 NOV 2026

> "Using AI doesn't erase my 16 years of experience as a writer and publisher."

CORAL HART IN YOU, 12 NOV 2026

ON THE RECORD

Where Coral stands, *in plain words.*

The questions every interviewer asks, and Coral's position on each. Use these as background; quotes are hers where marked.

How does she write?

Every book starts as Coral's own concept. She develops it with her tools, edits it herself until it flows, checks it against what readers want, and builds the book together with the AI, step by step. It never runs on its own.

Why pen names?

Like many romance authors, Coral writes under pen names, in her case to keep her family safe. She does not list them.

What about other writers?

Coral stands with writers who are wrongly accused of using AI, and believes the industry needs better answers than detectors.

Does anyone read the books?

Yes. A person reads every book before it goes on sale.

Why does she teach?

Other authors asked how she works, so she teaches it: classes, ready-made series concepts and research tools. What she doesn't sell is a button that writes a book.

Is it still writing?

"What I do is still an art."

CORAL HART, YOU, 12 NOV 2026

INTERVIEW DETAILS

BASED IN	Cape Town, South Africa (UTC+2)
FORMATS	video call, phone, or in person in Cape Town
RESPONSE	within 48 hours
CONTACT	info@coralhart.com

PHOTOGRAPHS

A photograph and logos are in this pack. Further photographs of Coral are available on request.

AFP photographs of Coral Hart (October 2026) can be licensed from AFP: search "Coral Hart" on AFP Forum.

IN THE NEWS

More than 120 pieces *in 27 countries.*



ESQUIRE	The AI Police Are Going After Black Writers	18 Nov 2026
THE GUARDIAN	'It's like the wild west': how AI has rocked the literary world	14 Nov 2026
YOU	Click, write, ka-ching!	12 Nov 2026
FRANCE 24 / AFP	370 books in 20 months: South African author defends her use of AI	23 Oct 2026
LE FIGARO	371 livres écrits en 20 mois avec l'IA : la méthode de la romancière Coral Hart	23 Oct 2026
THE ATLANTIC	On "Daggermouth" and the first AI novels to break through	27 Jul 2026
NPR · 1A	What AI-authored books mean for the publishing industry	15 Apr 2026
THE NEW YORK TIMES	The New Fabio Is Claude	8 Feb 2026

Every piece, including the critics **coralhart.com/press →**

HEAR CORAL

In her own words, *on air.*

Podcasts, radio and video where Coral speaks for herself. All of them are linked at coralhart.com/press.



POWER 98.7 · POWER BREAKFAST

Interview with Lebo Phokela

South Africa · radio · 29 Oct 2026 · 9 min

Listen →



PLAYZN · BREAKFAST @ PLAY

Coral Hart on AI, authorship and the backlash, with Keri Miller

South Africa · video · 28 Oct 2026 · 31 min

Listen →



AFP · VIDEO

South African author defends her use of AI

Worldwide · 23 Oct 2026 · 2 min

Listen →



BRAVE NEW BOOKSHELF · THREE EPISODES

Beyond the New York Times Headlines · The Art and Science of Writing with AI · and more

US · podcast · 2025 to 2026 · 43 to 47 min each

Listen →



WRITING WITH AI

Coral Hart on the Writing With AI podcast

US · podcast · 18 Apr 2026 · 47 min

Listen →



NPR · 1A

What AI-authored books mean for the publishing industry

US · radio · 15 Apr 2026

Listen →



DIVERSIFIED GAME

She wrote 96 books before AI. Now she built an AI publishing machine

US · video podcast · 55 min

Listen →



REDDIT · R/WRITINGWITHAI

Ask-me-anything with Coral Hart

Online · 18 Mar 2026

Listen →

TALK TO CORAL ABOUT

Six angles *she'll go deep on.*

01

Don't die on the hill

Every wave of disruption since 2010, from Kindle to AI, and what the pattern teaches about which authors keep going.

02

Readers are buying feelings, not books

Market-first, trope-first fiction: the single sentence she teaches, and the discipline behind it.

03

Surviving the backlash

Tens of thousands of hateful messages, including death threats, after the New York Times story. What she learned, and what colleagues owe each other.

04

Every hat an author wears now

Creative director, editor, marketer: the roles working authors are taking on, and how to wear them well.

05

The Coral Method

Craft first: know your reader, plan the structure like an architect, build the draft, edit until it flows, publish to get feedback.

06

Writers wrongly accused

Why human writers are being accused of using AI, and why the industry needs better answers than detectors.

"

> The secret is to know your reader, plan the structure like an architect, write the first draft in your own voice and then publish to get feedback.

CORAL HART IN YOU, 12 NOVEMBER 2026

THE CORAL HART GROUP

Everything an author needs, *under one roof.*

PlotProse

Classes, ready-made series concepts and the storefront: where an author starts.

plotprose.com

Tropesmith

Reader-demand research: what romance readers are asking for, trope by trope.

tropesmith.com

Author Services — THE CORAL HART GROUP

A romance writing team that produces an author's whole series: concept by Coral, drafts, editing, a human read, cover and metadata.

coralhart.com/author-services

Micro Drama Studio

A novel turned into a 60-episode micro-drama script, ready for short-form video series.

coralhart.com/author-services/micro-drama-studio

PerfectYear HQ — The Author Command Center

An author's whole publishing year, planned and run for them.

perfectyearhq.com

BookAdPack

Launch kits: ad copy, images and videos for a book, on brand.

bookadpack.com

Authors Starport

Craft tools: line editing and manuscript analysis.

authorsstarport.com

Coralwire

The daily newsroom on AI and books for authors.

coralwire.ai

A manuscript platform that guides a book through five stages, from Foundation to a complete draft.

authorythm.ai

CONTACT

Talk to Coral

INTERVIEWS	info@coralhart.com
RESPONSE	within 48 hours
ONLINE	coralhart.com/press
PHOTOS	coralhart.com/press#kit

Coral

FACTS TO USE

More than 500 books · writing and publishing since 2010 · 2,400 writers taught · Imbali Award (Romance Writers of South Africa) · Coral Hart is a pen name.

PHOTOGRAPHY AND DOWNLOADS

Download everything (ZIP) →

Images for *editorial use.*



PHOTOGRAPH

Coral Hart, portrait, colour. Credit: The Coral Hart Group.

Download the photograph →

LOGOS

The Coral Hart Group lockup, ink and white, transparent PNG.

Ink → **White →**

Further photographs of Coral are available on request (info@coralhart.com). AFP photographs from October 2026 can be licensed from AFP Forum. The images below are AI-generated stills from the Coral Hart Group film (2026); if you publish one, please label it as AI-generated.



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AI-generated film still · Library · **download**



AI-generated film still · Colour wall · **download**



AI-generated film still · Sofa · **download**



AI-generated film still · City office · **download**

SELECTED COVERAGE

The big names, *in their own words.*

Twenty of the biggest names, from more than 120 pieces in 27 countries. Every headline is a link. The full archive, critics included, is at coralhart.com/press.

18 Nov 2026	**Esquire**	The AI Police Are Going After Black Writers	US
14 Nov 2026	**The Guardian**	'It's like the wild west': how AI has rocked the literary world	UK
2 Nov 2026	**YOU**	Click, write, ka-ching! This CT author has churned out 300 books in 20 months and made millions – all thanks to AI	South Africa
2 Nov 2026	**Huisgenoot**	In 'n KI-ts: Sy't binne 20 maande 300 boeke geskryf – en tjop-tjop miljoene rande laat inrol	South Africa
29 Oct 2026	**Power 98.7 · POWER Breakfast · Radio**	How Coral Hart Turned AI Publishing Into Millions in Just One Year	South Africa
28 Oct 2026	**PlayZN · Breakfast @ Play · Radio**	EP 235: Coral Hart on Breakfast @ Play / Author, Coral Hart chats to Keri Miller about her controversial AI assisted writing	South Africa
25 Oct 2026	**IOL · Sunday Tribune**	Coral Hart: South African author defends using AI to publish more than 370 books	South Africa
23 Oct 2026	**News24**	370 books, a million sales and no regrets: Meet South Africa's AI author Coral Hart	South Africa
23 Oct 2026	**The Straits Times**	370 books in 20 months: South African author defends her use of AI	Singapore
23 Oct 2026	**France 24**	370 books in 20 months: S.African author defends her use of AI	France
23 Oct 2026	**20 Minutes**	« Mes livres se vendent »... Qui est Coral Hart, l'autrice qui revendique l'écriture de près de 400 livres avec l'IA ?	France
23 Oct 2026	**ICI Radio-Canada**	371 livres écrits en 20 mois avec l'IA : l'autrice Coral Hart défend son oeuvre	Canada
22 Oct 2026	**Le Figaro**	371 livres écrits en 20 mois avec l'IA : la méthode controversée de la romancière sud-africaine Coral Hart	France
9 Oct 2026	**DW Euromaxx · TV**	The AI controversy shaking up the publishing world	Germany
26 Aug 2026	**WBUR · On Point · Radio**	Is AI Helping Human Creativity, or Harming It?	US
27 Jul 2026	**The Atlantic**	Is This What Comes After AI Slop?	US
19 Feb 2026	**Brave New Bookshelf · Podcast**	Beyond the New York Times Headlines	US
18 Apr 2026	**Writing With AI Podcast · Podcast**	Coral Hart on the Writing With AI Podcast	US
15 Apr 2026	**NPR · 1A · Radio**	What AI-Authored Books Mean for the Publishing Industry	US
8 Feb 2026	**The New York Times**	The New Fabio Is Claude	US