

THE COPY
POSSE'S

POSSE PROMPTS

15 A.I. PROMPTS, TIPS & TOOLS TO
SPARK YOUR CREATIVE FLOW

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HOW TO MASTER A.I.

Learn how to use A.I. the right way and optimize your results with the Copy Posse's proven prompts.

INSIDE THIS GUIDE

We're sharing all our best tips, fave A.I. tools (and how we use them at the Copy Posse) and the #1 thing you must do to rise above the generic, boring or inaccurate "robocopy" flooding the internet right now.



INTRODUCTION

It's no secret that here at the Copy Posse, we value **real human connection and empathy** more than anything else.

But it's *also* no secret that as A.I. technology continues to grow and evolve, it will change the way copywriters, marketers and business owners work, communicate and serve our clients and customers.

It's important to **learn how to leverage these tools** (in the right way) to stay relevant and become even better at what we do without compromising our values, empathy and ethics.

I believe that A.I. can help spark and streamline your creative flow by generating quick ideas, accelerating the research process and helping you produce more content faster – BUT...

A.I. is faaaaaaaaaar from perfect.

Sure – it can pump out a sales page in less time than it takes you to unpack your laptop, but that doesn't mean it's any good.

A.I. is notorious for producing bland copy that is completely devoid of emotional intelligence and empathy...

Not to mention accuracy or relevancy to your ideal audience or campaign.

Sure – it'll give you 50 blog posts and 100 headline variations on command, but they will lack originality and creativity and may even be plagiarized or completely inaccurate because A.I. simply creates and regurgitates content it finds on the internet (*and we all know that just because it's on the internet doesn't mean it's true*).

Sure – it can analyze data and provide key insights...

But it's completely incapable of making moral or ethical decisions or deeply understanding what your audience *really* needs right now...

And while it can message your community at lightning speed, I think we can all agree that there's nothing more infuriating than getting generic answers from a bot when all you really want is to have a conversation with a real human.

Simply put – A.I. is **not** a shortcut for building a brand that people trust.

As long as it's HUMANS on the receiving side of our marketing, empathy, integrity and trust will still matter above anything else...

That will never, ever, ever change.

And here's the best news ever for copywriters, marketers and creatives...

As more and more crappy A.I.-generated copy and content floods the internet, the PREMIUM on human creativity, empathy and originality will continue to rise. **Read that last sentence again.**

My friend and mentor, Karl Krummenacher, serial tech entrepreneur, said it best when he said...

“AI + HI = ROI”

Artificial Intelligence + Human Intelligence = Return on Investment.

The smartest businesses will NOT be relying on A.I. alone when it comes to their marketing... And anyone who does would never invest in a copywriter or marketing expert anyway.

Just like before A.I. hit the scene, if you’re a copywriter, **your business will grow by working with clients who understand the value of amazing content and copy**. Period.

There are *countless brands* out there that are looking for incredible writers and marketers, so they can float to the top 1% while everyone else is sucked up by the “create-regurgitate-create” A.I. loop.

Yes, A.I. tools can help you work smarter and faster, but you need **human intelligence** to take it to the next level...

- To input powerful prompts...
- To fact-check the copy...
- To personalize the messaging so it actually makes sense to your audience...
- To add real and relevant stories...
- To edit, tweak and refine...

So while we are ALL FOR embracing technology as it becomes available to us...

A word of caution: DO NOT rely upon A.I. for creating original, unique and EMPATHETIC content that serves your community...

And when everyone zigs... ask – *how can I zag?*

How can I double down on being HUMAN to rise above the generic, inaccurate or lame-ass robocopy flooding the internet right now?

At the Copy Posse, our A.I. policy is clear.

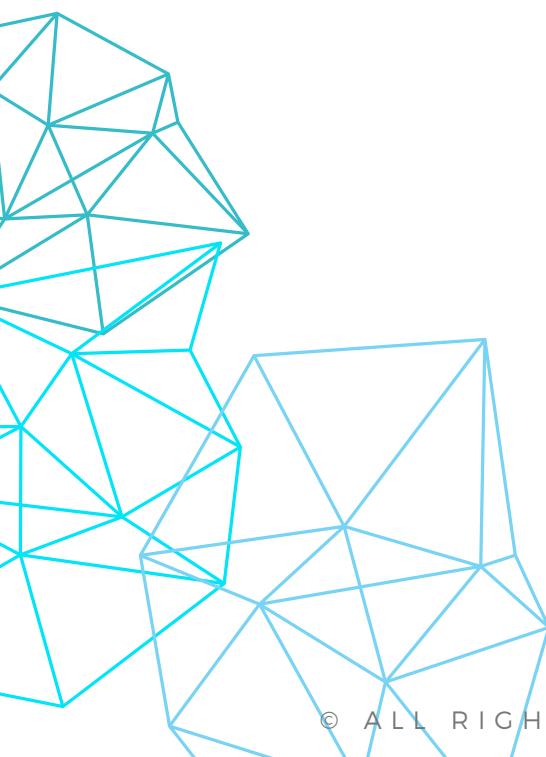
We *only* use A.I. if:

- *It improves the customer experience/accessibility and helps them get results faster...*
- *Or helps us produce the same high-quality (or higher-quality) content faster...*
- *And we'll always be transparent when using A.I. so our community never feels duped.*

Our goal with this guide is to share how you can use A.I. to spark and streamline your UNIQUELY HUMAN creative process.

Got it? Good.

So with that out of the way, let's get into the prompts, tips and tools you can use to maximize your results with A.I.



PART ONE

15 POSSE PROMPTS

The #1 thing you need to remember with A.I. is that the output is only as good as the input.

So if you want great results, you're going to have to start feeding the machine better *input*. The messenger masters the machine, not the other way around. Using tools like [Jasper.AI](#) or [ChatGPT](#), here are 15 prompts you can try.

FEED THE MACHINE

To get output that follows the same style, flow and cadence as your content, try these, feeding the machine with examples for it to follow.

#1: "Mimic The Style"

Feed A.I. some copy you've already written in your brand voice and ask it to mimic the style.

E.g. I'm going to feed you some copy. I want you to use this copy as a reference for the style and tone of voice I want you to mimic.

...wait for response...

[PASTE IN EXAMPLE COPY]

...wait for response...

Keeping in mind the style and tone from the copy above, write a [ASSET] that [GOAL] [AUDIENCE] on [TOPIC].

E.g. "Keeping in mind the style and tone from the copy above, write an Instagram caption that educates hobby gardeners on the 5 steps to planting a herb garden."

Sure, here's an Instagram caption that educates hobby gardeners on the 5 steps to get started planting a herb garden, while mimicking the style and tone of the provided copy:

"Listen up, my fellow green thumbs! If you're ready to level up your gardening game and bring some fresh flavor to your kitchen, it's time to start your own herb garden. And don't worry, it's easier than you think! Here are the 5 steps to get you started:

1. Pick your herbs - choose your faves based on what you like to cook and what grows best in your area.
2. Find your spot - herbs love sunshine, so pick a spot in your yard or on your balcony that gets at least 6 hours of sun a day.
3. Prep your soil - mix in some compost or potting soil to give your herbs the nutrients they need to thrive.
4. Plant your herbs - dig a small hole for each plant and cover with soil. Make sure to give them some space to grow.
5. Water and watch - give your herbs a good soak after

#2: "Follow This Template"

Feed A.I. a template to follow to match length, format and flow.

E.g. I'm going to feed you some copy. I want you to use this copy as a template. This copy is just for your reference. Wait for further instructions. Type "..." when you're ready for more instructions.

...wait for response...

[PASTE IN EXAMPLE COPY]

...wait for response...

Using the template above, write me a/an [ASSET] about/for [TOPIC/PRODUCT].

E.g. "Using the template above, write me a **product description** for a self-cleaning cat litter box."

The screenshot shows a conversation between a user and an AI. The user asks for a product description for a self-cleaning cat litter box. The AI responds by providing a detailed description of the product, highlighting its automatic scooping and waste separation features.

Understood, thank you for providing me with the template. How can I assist you with this information?

Using the template above, write me an product description for a self-cleaning cat litter box.

Sure, here's a product description for a self-cleaning cat litter box based on the template you provided:

The Self-Cleaning Cat Litter Box is the ultimate solution for pet parents looking to streamline the chore of litter box cleaning. With its innovative design, the litter box automatically scoops and separates waste from clean litter, making it easier than ever to keep your cat's litter box fresh and odor-free.

FINDING SOURCES

Treat A.I. as your handy research assistant! Use it to find sources, stats and references to use in your copy. **IMPORTANT: Remember to always double-check your stats and sources. A.I. can LIE!** Here are some example prompts:

#3: Stats

Create a list of statistics that support [CLAIM].

E.g. "Create a list of statistics that support the benefits of getting 8 hours of sleep every night. Include your sources."

The screenshot shows a conversation where the user asks the AI to provide statistics supporting the benefits of getting 8 hours of sleep every night. The AI responds by listing three benefits: improved cognitive performance, physical performance, and reduced risk of obesity, each supported by a specific source.

Create a list of statistics that support the benefits of getting 8 hours of sleep every night. Include your sources.

Sure, here are some statistics that support the benefits of getting 8 hours of sleep every night:

1. Better Cognitive Performance: People who sleep for 8 hours a night on a regular basis have better cognitive performance than those who do not. Specifically, they have better memory, attention, and creativity. (Source: National Sleep Foundation)
2. Improved Physical Performance: Athletes who sleep for 8 hours a night have better physical performance, including faster reaction times, better accuracy, and more endurance. (Source: National Institutes of Health)
3. Reduced Risk of Obesity: People who get less than 8 hours of sleep a night are more

#4: Expert References

List 3 quotes from 3 different experts on [TOPIC] that support [CLAIM]. Include the names, credentials, and sources of each quote.

E.g. “List 3 quotes from 3 different experts on psychology that support the importance of positive self-talk. Include the names, credentials, and sources of each quote.”

AC

List 3 quotes from 3 different experts on psychology that support the importance of positive self-talk. Include the names, credentials and sources of each quote.



Here are three quotes from three different experts on psychology that emphasize the importance of positive self-talk:



1. "The way we talk to ourselves impacts our mood, our actions, and our outcomes. By changing our self-talk, we can change the way we think, feel, and behave." - Dr. Judith Belmont, MS, LPC, author of "The Power of Positive Self-Talk"
2. "Positive self-talk can provide the confidence and motivation needed to accomplish our goals. It can help us feel more capable, which in turn leads to greater success." - Dr. Barbara Markway, Ph.D., author of "The Self-Confidence Workbook"
3. "The way we speak to ourselves directly affects our emotional state and our ability to perform well. Negative self-talk can trigger the release of stress hormones, while positive self-talk can help us feel calm and focused." - Dr. Tamar Chansky, Ph.D., author of "Freeing Yourself from Anxiety: Four Simple Steps to Overcome Worry and Create the Life You Want"

Sources:

1. Belmont, J. (2015). The Power

Regenerate response

to Conquer Negativity and

IDEATION

Use A.I. to come up with content and hook ideas! Remember, the more specific your input, the higher quality your output!

While this is a handy shortcut, I don't recommend copying and pasting anything exactly word for word. Rather, use it as **inspiration** and then add your own angle and flare.

#5: Hook Ideas

Give me [X] ideas for attention-grabbing hooks about [TOPIC].

E.g. "Give me 10 ideas for attention-grabbing hooks about how to get more sleep."

More Specific: Give me [X] ideas for attention-grabbing hooks to use at the beginning of a/an [ASSET] for a/an [PRODUCT/SERVICE] that helps [AUDIENCE] with [BENEFIT]. Make it [ADJECTIVE 1], [ADJECTIVE 2], and [ADJECTIVE 3].

E.g. "Give me 10 ideas for attention-grabbing hooks to use at the beginning of an opt-in page for a free ebook that helps new moms get more sleep. Make it cheeky, sassy, and funny."

AC

Give me 10 ideas for attention-grabbing hooks to use at the beginning of a/an opt-in page for a free ebook that helps new moms get more sleep. Make it cheeky, sassy, and funny."



Sure, here are ten attention-grabbing hooks that could work for an opt-in page for a free ebook about helping new moms get more sleep:



1. "Attention all new mamas: tired of looking like a zombie from The Walking Dead? Let us help you get some sleep!"
2. "Sleepless in [insert location]? Don't worry, we've got you covered. Grab our free ebook and get ready to catch some zzz's."
3. "Babies are cute, but sleepless nights? Not so much. Get our free ebook and kiss those dark circles goodbye."
4. "Who needs a fairy godmother when you have our free ebook? Get ready to turn sleepless nights into peaceful slumber."
5. "Are you ready to say goodbye to the night feedings and hello to a full night's rest? Our free ebook can help you get there!"
6. "Sleep is the new black, and we've got the perfect accessory for new moms. Get your hands on our free ebook today."

#6: Content Ideas

Give me [X] trending topics for a [MEDIUM] [ASSET] about [TOPIC].

E.g. “Give me 10 trending topics for a YouTube video about the right way to use ChatGPT.”

More Specific: Give me [X] trending topics for a [MEDIUM] [ASSET] about [TOPIC]. For each, include an attention-grabbing and SEO-optimized title that will get more clicks and views.

E.g. “Give me 10 trending topics for a YouTube video about the right way to use ChatGPT. For each topic, include an attention-grabbing and SEO-optimized title that will get more clicks and views.”

CUSTOMER INSIGHTS

Use A.I. to better understand your customer avatar and ideal audience. While the BEST way to understand your customers is to – *gasp* – talk to them, if you’re writing for an unfamiliar audience, new product or brand, this can be a helpful way to streamline your research process.

#7: "As If"

Act as a [CUSTOMER AVATAR] struggling with [PROBLEM]. Tell me how you feel, what your challenges are, what pain you are experiencing physically and emotionally, and what you want to feel better.

E.g. “Act as a caring new pet owner struggling with training your dog to stop barking at passersby, leash-pulling and poor recall. Tell me how you feel, what your challenges are, what pain you are experiencing physically and emotionally, and what you want to feel better.”

AC

Act as a caring new pet owner struggling with training your dog to stop barking at passerbys, leash-pulling and poor recall. Tell me how you feel, what your challenges are, what pain you are experiencing physically and emotionally, and what you want to feel better.



As a new pet owner, I am struggling with training my dog to stop barking at passerbys, leash-pulling, and poor recall. It has been a challenging and frustrating experience that has left me feeling overwhelmed and exhausted.



I feel like I'm constantly on edge whenever I take my dog out for a walk, and I can never relax and enjoy the experience because I'm so worried about my dog's behavior. It's embarrassing when my dog barks uncontrollably at other people and dogs, and I feel like I'm being judged by others for my lack of control over my pet.

Physically, I am experiencing pain in my arms and shoulders from trying to control my dog's pulling on the leash. It's becoming increasingly difficult to take my dog for a walk because of the physical strain it puts on my body. Emotionally, I feel drained and discouraged by the lack of progress I'm making with my dog's behavior.

#8: Common Pain Points

List [X] bullet points on the most common pain points [CUSTOMER AVATAR]'s experience when it comes to [SUBJECT].

E.g. *"List 10 bullet points on the most common pain points new pet owners experience when it comes to training their dog."*

AC

List 10 bullet points on the most common pain points new pet owners experience when it comes to training their dog



Sure, here are 10 common pain points that new pet owners may experience when it comes to training their dog:



1. Housebreaking: One of the most challenging aspects of training a new puppy is teaching them where to go to the bathroom and avoiding accidents in the house.
2. Biting and nipping: Puppies tend to explore the world with their mouths and may bite or nip their owners, which can be painful and frustrating to deal with.
3. Chewing: Puppies and dogs may chew on furniture, shoes, and other household items, which can be expensive and time-consuming to replace or repair.
4. Excessive barking: Dogs may bark excessively, which can be disruptive to neighbors and household members.
5. Jumping: Dogs may jump up on people, which can be dangerous and uncomfortable, especially for young children or elderly individuals.
6. Pulling on the leash: Dogs may pull on the leash during walks, making it difficult and sometimes even dangerous to control them.

#9: Objections

List [X] objections a [CUSTOMER AVATAR] might have that are stopping them from [THE DESIRED ACTION].

E.g. “List the 5 objections a *freelance copywriter* might have that are stopping them from *downloading a lead magnet about using A.I. tools to optimize their work.*”

AC

List the 5 objections a freelance copywriter might have that are stopping them from downloading a lead magnet about using A.I. tools to optimize their work.



1. Lack of Familiarity: One objection a freelance copywriter might have is a lack of familiarity with A.I. tools. They may not have used these types of tools before, and they might not feel comfortable using them to optimize their work.
2. Fear of Being Replaced: Another objection a freelance copywriter might have is a fear of being replaced by A.I. tools. They might worry that if they start using these tools, they will become less valuable to their clients, and that their clients will start using A.I. tools instead of hiring them.
3. Cost: Cost is another objection a freelance copywriter might have. They might worry that A.I. tools will be too expensive to use, or that the cost of these tools will outweigh any benefits they might provide.
4. Time: Time is another objection a freelance copywriter might have. They might worry that learning how to use A.I. tools will take too much time, or that the time they spend learning how to use these tools will take away from the time they have to work on client projects.



SALES & POSITIONING

Use A.I. to help you come up with even juicier (*aka more specific*) benefits for the product or service you’re writing for.

Again, while this is a **handy shortcut**, I don’t recommend copying and pasting anything exactly word for word. Rather, use it as inspiration and then add your own angle and flare.

#10: Common Benefits

List [X] bullet points on the top benefits [CUSTOMER AVATAR]s are looking for when it comes to [DESIRED SOLUTION].

E.g. *"List 10 bullet points on the top benefits overworked professionals are looking for when it comes to avoiding burnout."*

#11: Juicy Bennies

List [X] bullet points on the top benefits [CUSTOMER AVATAR]s are looking for when it comes to [DESIRED SOLUTION]. Include specific scenarios and emotions they are looking to experience and why achieving this will help change their life.

E.g. *"List 10 bullet points on the top benefits overworked professionals are looking for when it comes to avoiding burnout. Include specific scenarios and emotions they are looking to experience and why achieving this will help change their life."*



List 10 bullet points on the top benefits overworked professionals are looking for when it comes to avoiding burnout. Include specific scenarios and emotions they are looking to experience and why achieving this will help change their life.



1. Work-Life Balance: Overworked professionals desire to achieve a better balance between their work and personal life, allowing them to spend more time with their family, friends, and pursue hobbies and interests outside of work. This can lead to reduced stress levels, increased happiness, and improved overall well-being.
2. Time Management: Efficient time management allows professionals to be more productive during work hours, giving them more time for relaxation and personal activities outside of work. By having control over their time, professionals can avoid feeling overwhelmed and stressed, leading to a better quality of life.
3. Clear Boundaries: Setting boundaries and clear expectations with their colleagues and managers allows professionals to prioritize their workload and avoid taking on additional responsibilities that could lead to burnout. By maintaining clear boundaries, professionals can maintain a healthy work-life balance and avoid being overloaded with work.
4. Healthy Lifestyle: Adopting healthy habits such as regular exercise, healthy eating, and

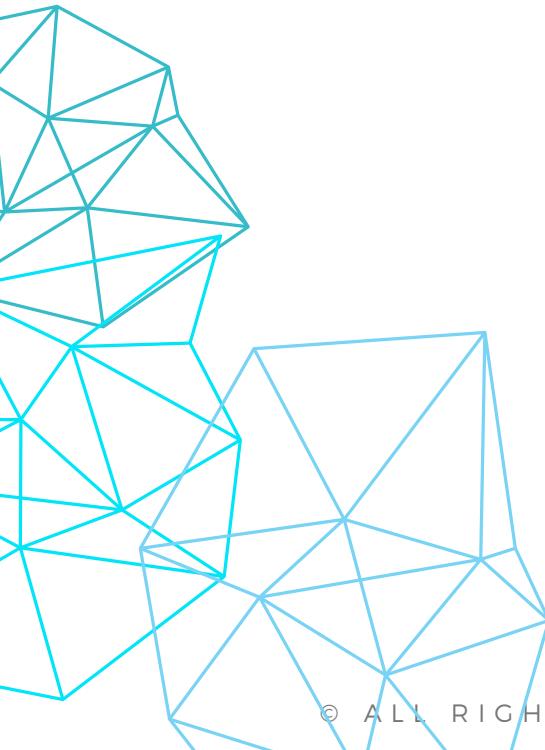
#12: "Write a Story"

Based on the benefits above, tell me a hypothetical story about a [CUSTOMER AVATAR] who used [PRODUCT/SERVICE] to achieve these benefits. Include specific emotions they felt and why this product was better than anything else they tried before.

E.g. *"Based on the benefits above, tell me a hypothetical story about an overworked professional woman who used the 10-Step Reset Protocol to achieve these benefits. Include specific emotions they felt and why this product was better than anything else they tried before."*

The program encouraged Emily to take regular breaks and vacations, allowing her to recharge and return to work feeling refreshed and re-energized. She also pursued learning and development opportunities, which provided her with new skills and knowledge, leading to a greater sense of achievement and job satisfaction.

Overall, Emily felt a significant change in her life after completing the 10-Step Reset Protocol. She no longer felt overwhelmed, stressed, or burned out. Instead, she felt more in control, relaxed, and energized. She was able to achieve a better work-life balance, spend more time with her family and friends, and pursue her hobbies and interests outside of work. The 10-Step Reset Protocol was better than anything she had tried before because it provided a comprehensive, holistic approach that addressed all areas of her life, leading to lasting change and a better quality of life.



COPY EDITING & FIRST DRAFTING

Yes, A.I. can be your editor! Give A.I. copy you wrote and ask how it can be improved. It goes without saying that this should be taken with a grain of salt. Remember, you are the expert!

This can be handy, though, when you're stuck with what to write/tweak/edit/refine to improve your copy or content.

#13: Copy Critique

Pretend you're a marketing copywriter. Critique the following [ASSET], pointing out what works well and what can be improved for more [GOAL]: "[PASTE COPY HERE]."

E.g. You're a marketing copywriter. Critique the following opt-in page copy, pointing out what works well and what can be improved for more opt-in conversions: "[PASTED OPT-IN PAGE COPY]."

 Overall, the copy on this opt-in page is effective in conveying the value of the free guide and the expertise of the author. Here are some specific strengths and opportunities for improvement:

Strengths:

- The headline promises a specific benefit ("Create an Irresistible Sales Page") and mentions a valuable resource ("Hot Offer Checklist").
- The copy highlights the key benefits of the guide, including learning the 10 copywriting components, getting a simple checklist, and boosting sales through the power of words.
- The language is clear and easy to understand, with no jargon or unnecessary complexity.
- The author's credentials are mentioned, including their experience helping copywriters and entrepreneurs, as well as their recognition by publications and events.

Opportunities for improvement:

- The headline could be more specific about what the 10 triggers are, in order to generate more interest and curiosity. For example, "Discover the 10 Psychological Triggers That Drive Sales and Boost Conversions".

Like Share

#14: First Draft

Write the first draft of a/an [ASSET] for a/an [PRODUCT/SERVICE] on [SUBJECT]. Include a [COMPONENT 1], [COMPONENT 2], and [COMPONENT 3].

E.g. “Write the first draft of a landing page copy for a free masterclass on the 5 fundamental laws of working with your fascia. Include a sample breakdown of the lesson, 3 benefits statements on healing the fascia, a bio on the instructor, social proof, and an email sign-up form.”

AC

Write the first draft of a landing page copy for a free masterclass on the 5 fundamental laws of working with your fascia. Include a sample breakdown of the lesson, 3 benefits statements on healing the fascia, a bio on the instructor, social proof, and an email sign up form.



Welcome to the free masterclass on the 5 fundamental laws of working with your fascia. In this class, you'll learn how to unlock your body's natural healing potential and achieve optimal health and mobility by understanding the essential principles of fascia.

Fascia is the connective tissue that surrounds and supports every muscle, bone, and organ in your body. By learning how to work with your fascia, you can release tension, improve posture, and alleviate pain and discomfort. This masterclass will teach you the 5 fundamental laws of working with your fascia and give you the tools to unlock your body's full potential.

Here's a sample breakdown of the lesson:

- Introduction to fascia and its role in the body
- The 5 fundamental laws of working with your fascia
- How to apply these laws to release tension, regenerate response, and improve mobility

#15: Rewrite

Re-write this [ASSET] to [GOAL] for this [PRODUCT/SERVICE]: “[PASTE COPY HERE].” Include a [COMPONENT 1], [COMPONENT 2], and [COMPONENT 3].

E.g. “Re-write this ad to get more clicks and conversions for this new night cream: “[PASTED COPY].” Include a strong open loop in the first sentence, a benefit of the night cream, and a call-to-action.”

AC

Re-write this ad to get more clicks and conversions for this new night cream: “Our NEW night cream is infused with Glacial Glycoproteins derived from microbes in Antarctic Waters. Rejuvenate your skin and promote tissue regeneration and collagen production whilst you sleep..” Include a strong open loop in the first sentence, a benefit of the night cream and a call-to-action.”



Are you tired of waking up with dull and lifeless skin? Say goodbye to lackluster skin with our NEW night cream! Infused with Glacial Glycoproteins derived from microbes in Antarctic Waters, this cream will not only rejuvenate your skin but also promote tissue regeneration and collagen production while you sleep.



Experience the revitalizing benefits of our night cream and wake up with smoother, firmer and more radiant skin. Don't wait any longer to transform your skin and feel confident every day.

Order now and be one step closer to achieving your dream skin!



PART TWO

Tools We Use (& LOVE)

- [Grammarly](#) (free & paid options) – A writing assistant that helps users improve their writing by providing suggestions for grammar, spelling, punctuation, style and tone. It also provides feedback on writing clarity, readability, and engagement and can suggest ways to adjust tone or vocabulary.
- [Descript](#) (free & paid options) – A video and audio editing tool that uses text-based editing to simplify the process of creating and editing video content. Features include: transcription, translation, automatic captioning, making cuts, rearranging content, and deleting sections with simple text commands. Descript also includes a range of video and audio editing tools, like the ability to add effects, change the speed, and adjust the volume. This is the A.I. tool that we use the most here at the Copy Posse!
- [Jasper.ai](#) (free & paid option) An A.I. writing assistant that helps you write blog posts, reports, emails, stories & marketing materials, integrate keywords for SEO, create art for ads & thumbnails, and more.
- [ChatGPT](#) (free & paid options) – An A.I. language model designed to simulate human-like communication and answer questions on a wide range of topics. Use it to help you with research, finding customer data, creating lists, generating ideas, and more.

- [Hemingway Editor](#) (free & paid options) – A writing tool designed to help you improve the readability and clarity of your writing. The tool analyzes text and highlights areas that are difficult to read, suggests simpler alternatives, and provides a readability score.
- [Answer The Public](#) (free & paid options) – A keyword research tool that generates a visual map of questions and phrases related to a particular topic or keyword. This will help you discover the questions and topics that people are actively searching Google and Bing for.
- [VidIQ](#) (free & paid options) – A YouTube optimization and analytics tool that offers a range of features, including keyword research, analyzing competitors, tracking performance metrics, and optimizing their video metadata and tags. We mostly use it to help us identify trending topics and popular search terms.
- [TubeBuddy](#) (free & paid options) – A YouTube optimization and management tool that offers a range of features, including help with video SEO, keyword research, channel management and audience growth. TubeBuddy also gives tips and suggestions to improve search rankings and attract more views. And provides features for bulk processing, video and comment management, and A/B testing for thumbnails and titles. We're just getting started with TubeBuddy, but excited to see how it can help us optimize our YouTube process!
- [ManyChat](#) (free & paid options) – A chatbot tool that allows businesses to automate customer interactions and engagement with their audience in a conversational and personalized way. You build the chat sequences yourself, so you dictate what it says and how it says it! We mostly use ManyChat for lead generation on Instagram.

- [**Grain.Co**](#) (free & paid options) – An A.I. tool that automatically records and transcribes your live Zoom meetings. After each meeting, you'll get an accurate summary of your calls that allows you to easily recall, clip and share key moments.
- [**Searchie.io**](#) (free trial & paid options) – Searchie is a software tool that allows you to create and manage your course content in one convenient place. Designed by content creators themselves, Searchie is a powerful, easy-to-use platform for your online courses or private memberships. Plus, we love how it makes your course content more searchable, digestible and accessible.

PART THREE

A.I. Best Practices

Now that you know how to use prompts to give you the best results possible with A.I., here are some best practices to keep in mind...

- **A.I. is biased based on the input it's given**, which means it can easily produce false or inaccurate results. It can even make up fake statistics and sources. *Be diligent about fact-checking.*
- Remember that A.I. is like a huge search engine – the results it gives you are compiled from everything else that's floating around out there on the internet. This means that it can produce unoriginal or plagiarised work. Always, always run anything you use from A.I. through a plagiarism checker. **Better yet – never use anything word for word.** Here at the Copy Posse, we treat A.I. like a rough draft or outline to get us started. Then we go through to add our own flare, wording, and structure.
- Always be transparent when using A.I. What I know for sure is that A.I. is going to create even *MORE distrust in the industry*, which is why it's important to not go off the deep end with it, or you may lose the trust of your audience that you worked so hard to build. **For example:** Whenever we use A.I. to send automated messages to my Instagram Community, we *always* identify the bot (if you [follow me on Instagram](#), then you've probably met Benny the Posse Bot)
- Beware of misinformation and bias. As A.I. technology gets bigger and more A.I. content is created – A.I. will eventually begin absorbing other A.I.-produced content, recycling it all over and over again – like a snake eating its own tail. Please NEVER rely solely on A.I. – use your beautiful, creative and unique BRAIN.

PART FOUR

How To Rise Above Generic, Boring & Inaccurate Robocopy

There's no doubt A.I. is a powerful tool that we can (and should) be using to our advantage.

But as I said above...

A.I. is *not* a shortcut for building a brand that people trust.

So how do you create trust?

Well, first, you need to have a solid understanding of WHO you are, WHAT you stand for, and HOW you want to communicate that to your audience...

In other words – you need a clear and distinct [Brand Voice](#) to guide your messaging.

And A.I. can't help ya there, honey.

Without a strong brand voice – your messaging falls flat.

And guess what that means?

It means your customers don't feel connected to your mission. And if your customers don't feel connected to your mission, they won't be very loyal to your brand...

That's why it's so important for brands to prioritize their messaging FIRST – before doing anything else (or letting A.I. take the reins).

It's so important to create a clear and memorable Brand Voice that reflects your:

- ✓ USP + Competitive Advantage
- ✓ Core Beliefs
- ✓ Mission
- ✓ Origin Story
- ✓ Values
- ✓ Archetype

So that brands have something REAL to work with that makes them **shine bright like a diamond** (*yes, I had to quote my girl Riri here*) in a sea of lame-ass content.

Mark my words...

With bandwagon businesses, opportunistic offers and “copy/paste” creators flooding the space with hypey, stolen or generic robocopy — mediocre messaging is no longer a danger to your business but a *surefire way to destroy it*.

So as a business owner, copywriter or marketer looking to stand out above the noise – there is really only one question you should be absolutely obsessed with:

In a world where attention is the most valuable commodity... how do you *command* it instead of demand it?

The [Posse Eye Brand Voice Program](#) is designed to help you do just that.

In it, I'll guide you step-by-step through my go-to branding framework...

You'll learn the **4-core storytelling and copywriting elements** you need to craft a potent positioning strategy...

How to evoke an **unshakable Brand Voice** that stands the test of time...

And how to create messaging that will captivate your ideal audience, charm your customers and call in raving fans — *effortlessly*.

This is the same framework I used to go from anonymous copywriter to founder of a 7-figure brand in one year, build a community of over 300,000 raving fans in an overserved & oversaturated market, and be crowned Marketer of the Year.

Now it's your turn...

If you're ready to **STAND OUT**, better connect with your audience, create engaging content, and drastically improve your marketing campaigns...

Then click the link below, and let's get started!

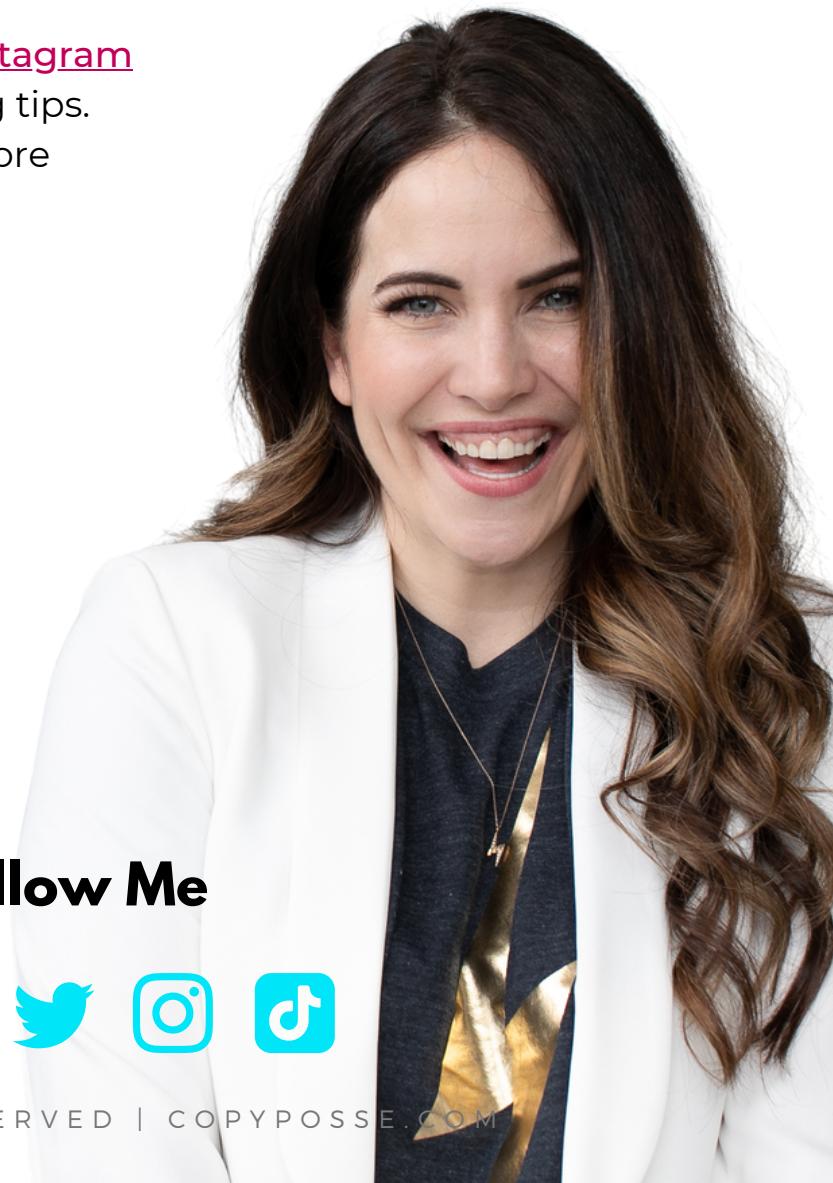
**JOIN THE POSSE EYE
PROGRAM**

ABOUT ALEX CATTONI

Alex is a copywriter, marketing strategist, and the founder of The Copy Posse — a boutique agency, online academy, and now **300,000+** strong global crew of authentic copywriters with a passion for creating community, credibility, and conversions with nothing but powerful and precise wording.

Her goal is to redefine what it means to be a copywriter and marketer today and share the techniques and strategies she's used to build a heart-centered **7-figure business** from the ground up.

Follow Alex on [YouTube](#) and [Instagram](#) for free content and copywriting tips. Visit [Copyposse.com](#) to learn more about her work and programs.



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