

Role : Copy Writer

Use ChatGPT to come up with a copy for an eco friendly water bottle brand.

Task. No.	Prompt	Observations
1	write me a piece of sales copy for a reusable water bottle	Are we actually selling the bottle? Purpose of Sales Copy? Generic good copy
2	for an eco friendly reusable water bottle, what should be the primary objective of a written piece of content be (sell a product, get sign-ups, drive the user to another page etc.) ?	GPT gives us something to think about Selling the Product Educating the Audience We are trying to write a copy to go ahead and sell the product / Natural Question what is the demographics?
3	who might be the core demographics to target for this reusable water bottle, give me its core characteristics	We get suggestions for core demographics I am deciding to focus on Millennials (25-40)
What We have Achieved ? 1. Objectives for the copy for our product eco friendly water bottle 2. Identify our target audience with prompt crafting principles Next with Refined Prompts Generate Audience Insights -> 1. Extract pain points, desires, and motivations of the target audience using ChatGPT 2. Uncover product unique selling points (USPs) and how they address the audience's needs		

Task. No.	Prompt	Observations
4	<p>The target demographic for our copy is going to be busy professionals. Give me the following for this demographic :</p> <ol style="list-style-type: none"> 1. 5 pain points that this target demographic has 2. 5 motivations they have 3. 5 desires they have 	<ol style="list-style-type: none"> 1. It would have taken a long time for ex. User Interviews to come up with this, but GPT has this broad knowledge which we are making use of 2. This is due to Dataset used to train a model like GPT 3. Context of previous prompt also taken into consideration 4. Great picture of demographics and now we use them for generating selling points based on pain points
5	<p>generate 10 USPs for our water bottle, based on these pain points motivations and desires, that can help our target audience to resonate and relate to the product</p>	

What We have Achieved ? - Task -> Generate Audience Insights with Refined Prompts

1. Through advanced prompt techniques, we can uncover the intricacies of the audience's needs and align them with the product's unique selling points

2. This is ensuring we have a tailored and impactful messaging strategy

Next Craft the Headline and Opening Lines ->

1. Generate Multiple headline options based on USPs and audience insights

2. Refine and select the best headline and opening lines of the body copy

Task. No.	Prompt	Observations
6	<p>based on the following USPs for our busy professionals demographic :</p> <p>Professional by Design → Sleek, minimalist style that complements your office look and lifestyle.</p> <p>2. Durable for the Daily Grind → Built to handle commutes, travel, and back-to-back meetings.</p> <p>3. Sustainable Success → A simple way to make an eco-friendly impact without extra effort.</p> <p>generate 10 headlines for a piece of sales copy that will resonate with our target buyer</p>	<p>1. Output of GPT is better when combined with Human Intuition</p> <p>2. I choose these 3 -></p> <p>1. Professional by Design → Sleek, minimalist style that complements your office look and lifestyle.</p> <p>2. Durable for the Daily Grind → Built to handle commutes, travel, and back-to-back meetings.</p> <p>3. Sustainable Success → A simple way to make an eco-friendly impact without extra effort.</p> <p>3. . Mentioning “target buyer” is a hook we are creating for GPT to drive sales for our product</p>
7	<p>give me 10 variations of the headline:</p> <p>“Look Sharp. Stay Hydrated. Live Sustainably.” keep the focus around style, durability and sustainability</p>	<p>1. “Hydrate in Style. Endure Every Day. Protect the Earth.” is I like generated after refining</p> <p>2. Keep the theme same, add humor for example</p>

Task. No.	Prompt	Observations
8	give me 10 more headline variations keeping the same theme for our eco friendly water bottle aimed at busy professionals, but inject some humour	<p>1. Wordplay created by GPT</p> <p>2. Final Headline - Stay Sharp, Sip Smart, Avoid Plastic Shame.</p>
9	using this headline: “- Stay Sharp, Sip Smart, Avoid Plastic Shame” give me an opening line for our body copy	<p>“Your days are packed, your schedule is relentless, and the last thing you need is a plastic bottle adding to the chaos — that’s why our sleek, durable, eco-friendly water bottle is designed to keep you hydrated, stylish, and guilt-free.”</p>
<p>What We have Achieved? - Task -> Craft the Headline and Opening Lines</p> <p>1. Blended human intuition with AI’s versatility, we optimize our messaging strategy by crafting headlines that highlight the product’s USP</p> <p>2. It is also resonating deeply with our target audience’s sentiments</p> <p>Next Build out Body Copy and Refine Voice & Tone -></p> <p>1. Use the Iterative Refinement approach to carve out our body copy</p> <p>2. Explore ways to refined the copy voice, style and tone to find the best fit for our audience</p> <p>3. Craft a persuasive CTA (Call to Action) that emphasizes the solution the product offers</p>		
10	give me the top 5 most effective copy writing formulas that would be most useful in generating sales for our eco friendly water bottle aimed at busy professionals	<p>1. I want copy to be effective, so I will stick to agreed formulas</p> <p>2. It takes help from some well known copy writing formulas</p> <p>3. Go for PAS – Short and we want our buyers to do impulse purchases</p>

Task. No.	Prompt	Observations
11	Write me a 400 word piece of sales copy for our eco friendly water bottle aimed at busy professionals. Use the PAS (Problem – Agitate – Solution) copywriting method to dictate the style of the copy Utilize the following USPs in the copy: 1. Professional by Design → Sleek, minimalist style that complements your office look and lifestyle. 2. Durable for the Daily Grind → Built to handle commutes, travel, and back-to-back meetings. 3. Sustainable Success → A simple way to make an eco-friendly impact without extra effort. generate 10 headlines for a piece of sales copy that will resonate with our target buyer Headline: Stay Sharp, Sip Smart, Avoid Plastic Shame	<ol style="list-style-type: none"> 1. Great for first draft 2. Refinement approach to better it 3. How can we play on the Tone now – Provide an example
12	rewrite the sales copy for our eco friendly water bottle but use the tone of voice of the following article: "" Lidl is always top of mind when I think about great food and drink copywriting. They're always making some noise, whether on social media or one of their billboards and nine times out of ten, it works because they know how to make people laugh. They earn gold in the content marketing game by mastering witty copy. Everyone knows you can't shop online at Lidl – and you never know quite what to expect as you wend your way down their infamous middle aisle. It's the modern-day equivalent of the magical mystery tour. Lidl harnesses the power of social media to sell and promote their good-value products – and their fresh in-store bakery is a favourite conversation starter. ""	<ol style="list-style-type: none"> 1. Go to for ex. Link -> https://www.bigstarcopywriting.com/blog/content-marketing/mouthwatering-food-description-examples/ 2. Copy Paste Article as per instructor steps shown 3. More Professional Output 4. Refining our copy iteratively we reached to the final copy
<p>What We have Achieved ? – Task -> Body Copy and Refine Voice & Tone</p> <ol style="list-style-type: none"> 1. By refining our copy iteratively, we were able to tailor voice, style and tone to our liking using GPT 2. We ensured brand consistency across all of our copy. This you need to ensure by reading the copy. 		

Next Make it more Humanely readable and Avoid AI Detectors ->

1. Pass Copy through AI Detection Tool
2. Utilise automatic rewriting tools to help bypass AI detection tools

Copy-> For me

Stay Sharp, Sip Smart, Avoid Plastic Shame

You've already got a lot on your plate (and let's be honest, most of it is meetings). The last thing you need is a leaky bottle soaking your laptop bag—or worse, your lunch. And don't even mention single-use plastics. We all know they're bad, and yet they sneak into your day faster than "just one more" email.

Here's the good news: this bottle fixes all of that. And it looks good while doing it.

- **Professional by Design** → Sleek, minimalist, and stylish enough to sit next to your MacBook without looking out of place. (It's basically the bottle equivalent of a well-cut blazer.)
- **Durable for the Daily Grind** → Commutes? Fine. Back-to-back meetings? Easy. A clumsy drop on the office floor? Still standing tall.
- **Sustainable Success** → Because saving the planet shouldn't require a second job title. Refill, sip, repeat—you're officially making an impact.

Keeps drinks cold for 24 hours, hot for 12, and handles your workday with less drama than your inbox. Bonus: it won't judge you if you fill it with coffee at 4pm.

This isn't just a water bottle. It's your daily sidekick. The quiet achiever. The one colleague

Copy Final piece of content in generated in Task 12

We will use -> <https://gptzero.me/>

Go to QuillBot to Humanize

	<p>who never lets you down (and never overshares on Zoom).</p> <p>So, stop apologising for the plastic bottle on your desk. Stop pretending you don't care when your water tastes like it's been sunbathing all day. Upgrade to the bottle that works as hard—and as smart—as you do.</p> <p>Hydration, but make it professional.</p>	
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Key Takeaways: Copywriting with ChatGPT: Produce Compelling Copy that Sells

Product Understanding and Copy Objectives:

- Gaining a thorough understanding of the product is essential.
- Clearly defining the copy's objectives ensures focused and effective communication.
- Identifying key characteristics of the target audience informs the copy's direction and style.

Effective Prompt Crafting and Audience Insight:

- Mastering prompt crafting is crucial for eliciting specific and useful information from ChatGPT.
- Detailed prompts yield deeper insights into the audience's needs and preferences.
- Balancing human intuition with AI-generated insights leads to more impactful and relevant copy.

Unique Selling Point (USP) Generation:

- Using ChatGPT to uncover USPs tailored to the target audience enhances the copy's appeal and relevance.
- Researching and understanding audience preferences is critical for crafting compelling USPs.

Headline Creation and Selection:

- Generating multiple headline options offers a range of choices for the most effective messaging.
- Selecting the best headline involves a synergy between human creativity and AI suggestions.

Copywriting Style Exploration and CTA Development:

- Experimenting with various copywriting styles allows for adaptable and engaging content.
- Crafting a persuasive Call to Action (CTA) is crucial for driving the desired audience response.
- Collaborating with ChatGPT for feedback can significantly improve content quality.

Maintaining Authenticity in AI-Assisted Copy:

- Regularly reviewing the copy for AI-generated patterns ensures originality and authenticity.
- Using AI detection tools can help maintain a natural and human-like tone in the content.
- Preserving authenticity and transparency is key in AI-assisted copywriting.