

february 10, 2022

demystifying copy ai's growth: from \$0 to \$100k mrr in 223 days

get an insider look into copy ai including launch strategy, affiliate strategy, & smart yearly pricing that helped them reduce churn

by akshay kadam (a2k)



this is probably the fastest startup i've seen before my eyes reach \$100k mrr in 223 days.



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i remember seeing it at \$1k mrr when they had just launched.

this is their launch day post.





Paul Yacoubian
@PaulYacoubian



Launching Copy.ai

If you hate writing marketing copy, it will blow your mind.
We improved on GPT-3 to write copy for any product
and for any audience in seconds.

Try it free for 7 days. Unlimited usage. No beta invitation
needed.

9:40 PM · 15 Oct, 2020

69 replies 268 shares 1.4K likes

copy ai launch source: <https://twitter.com/PaulYacoubian/status/1316773387268653056>

9 days later, it reached \$1k mrr.



Paul Yacoubian
@PaulYacoubian



1k mrr

7:23 PM · 24 Oct, 2020

2 replies 6 shares 42 likes



they launched on october 15 2020. got 10k unique visitors & 2k sign ups. it resulted in 30 paying customers & generated >\$1k mrr.

✖ Tweet Analytics

Paul Yacoubian @PaulYacoubian
Launching <http://Copy.ai>

If you hate writing marketing copy, it will blow your mind. We improved on GPT-3 to write copy for any product and for any audience in seconds.

Try it free for 7 days. Unlimited usage. No beta invitation needed.

Impressions 287,160

times people saw this Tweet on Twitter

Media views 32

all views (autoplay and click) of your media are counted across videos, vines, gifs, and images

Total engagements 26,179

times people interacted with this Tweet

Detail expands 14,688

times people viewed the details about this Tweet

Link clicks 7,264

clicks on a URL or Card in this Tweet

Profile clicks 2,515

number of clicks on your name, @handle, or profile photo

Likes 1,347

times people liked this Tweet



they probably crossed >\$1k mrr on the day of their launch.

Paul Yacoubian
@PaulYacoubian

@andreipopovici @noahwbragg First launch post was here on Twitter on October 15. Drove 10k visits to our site and 2k sign ups which converted to about 30 paying customers and over \$1k MRR. I'll always launch on Twitter first in the future.

8:54 PM · 23 Jan, 2021

1 reply 4 likes

launch deets source: <https://twitter.com/PaulYacoubian/status/1353000567216467970>

the funny thing is paul yacoubian (the ceo & co-founder of copy ai) only had 2.2k followers. so both the co-founders dm'd their friends to retweet the launch post.





Paul Yacoubian
@PaulYacoubian



@andreipopovici @noahwbragg 2.2k followers I think. I
DMd friends and many retweeted the post.

9:06 PM · 23 Jan, 2021

1 reply 4 likes

dm'd friends source: <https://twitter.com/PaulYacoubian/status/1353003602151952386>

before that, they had launched 2 other products.

the 1st product was called concepthunt. it was an attempt to help people train their creativity and find "cool" ideas. the 2nd thing they launched was taglines ai.





Paul Yacoubian
@PaulYacoubian



@RomanSB1 @Due_Dilio Launched 3 things last year. Launch 1 got 200 day 1 sign ups, launch 2 ([taglines.ai](#)) got 700 day 1 signups and launch 3 ([copy.ai](#)) got 2k day 1 signups. This was launch 3, and I DMd friends and followers for a reweet or like.

10:16 PM · 14 Apr, 2021

2 replies 2 shares 29 likes

2 previous launches source: <https://twitter.com/PaulYacoubian/status/1382374675221598208>

taglines ai was a gpt-3 powered ai tool to generate, uhm, well taglines. as angel investors, they saw founders had a hard time trying to distill their company down to a few words. so they launched taglines ai & got paying customers within a week.





Paul Yacoubian
@PaulYacoubian



@chris__lu just added premium features on our GPT-3 site [Taglines.ai](#) and turned on payments today.

Writing up our Substack post on how we went from zero to \$3 MRR. 🔥

8:12 AM · 26 Aug, 2020

1 reply 1 shares 6 likes

taglines ai \$3 mrr source: <https://twitter.com/PaulYacoubian/status/1298450649307394051>



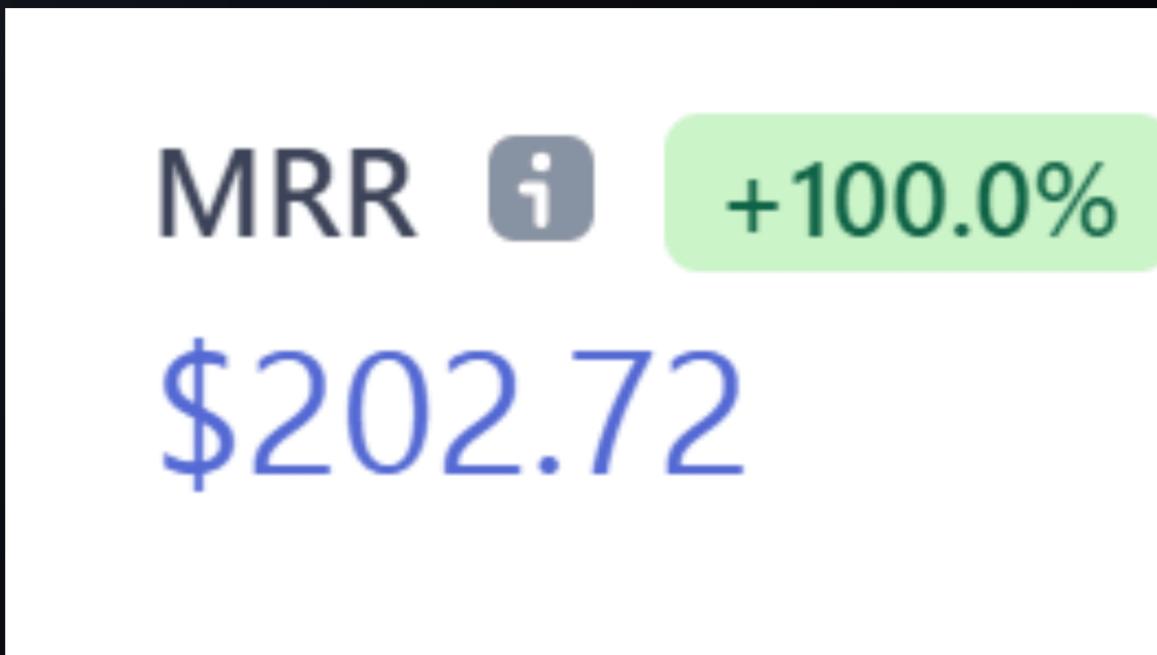


Paul Yacoubian
@PaulYacoubian



Taglines.ai just hit \$200 MRR. Doubled in 6 days.

Big shout out to our international users in Canada,
Poland, Australia, Norway, Czech Republic, Indonesia,
Romania and New Zealand.



8:45 PM · 17 Sep, 2020

4 shares 17 likes

taglines ai \$200 mrr source: <https://twitter.com/PaulYacoubian/status/1306612716858232832>

they added more tools to taglines ai & later relaunched it as copy ai.

they reached \$2k mrr for copy ai on 28th october 2020.





Paul Yacoubian
@PaulYacoubian



2k mrr

6:11 AM · 28 Oct, 2020

5 replies 4 shares 54 likes

\$2k mrr source: <https://twitter.com/PaulYacoubian/status/1321250615864004609>

\$4k mrr on just 3rd november 2020.



Paul Yacoubian
@PaulYacoubian



4k mrr

6:59 AM · 3 Nov, 2020

3 replies 3 shares 55 likes

\$4k mrr source: <https://twitter.com/PaulYacoubian/status/1323437136956174336>

\$5k mrr on 10th november 2020.





Paul Yacoubian
@PaulYacoubian



\$5k MRR

3:29 AM · 10 Nov, 2020

6 replies 3 shares 92 likes

\$5k mrr source: <https://twitter.com/PaulYacoubian/status/1325921070013181953>

\$6k mrr on 12th november 2020.



Paul Yacoubian
@PaulYacoubian



\$6k MRR

10:17 PM · 12 Nov, 2020

29 replies 7 shares 367 likes

\$6k mrr source: <https://twitter.com/PaulYacoubian/status/1326929629056262144>

\$7k mrr on 16th november 2020.





Paul Yacoubian
@PaulYacoubian



\$7k MRR

Its been 1 month since launch, and many of you have asked us about our growth chart - so here it is. You all have been amazing supporters of us since day 1 and we ❤️ every one one you and we will keep building in public so we can share what we're learning along the way!

9:26 PM · 16 Nov, 2020

13 replies 10 shares 178 likes

\$7k mrr source: <https://twitter.com/PaulYacoubian/status/1328366332182671360>

\$8k mrr on 17th november 2020.



Paul Yacoubian
@PaulYacoubian



\$8k MRR

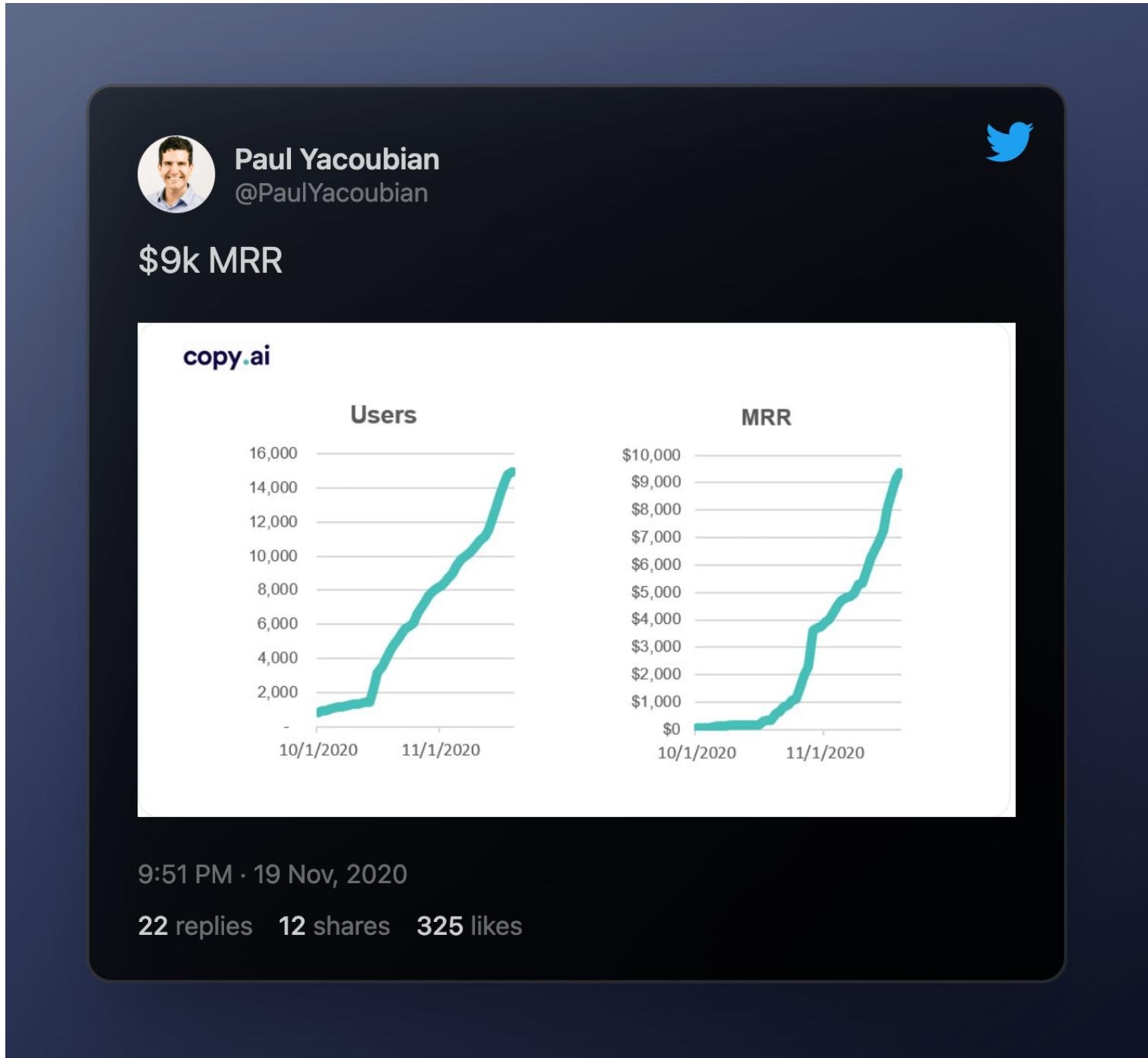
9:52 AM · 17 Nov, 2020

13 replies 3 shares 155 likes



\$8k mrr source: <https://twitter.com/PaulYacoubian/status/1328554081720426496>

\$9k mrr on 19th november 2020.



\$9k mrr source: <https://twitter.com/PaulYacoubian/status/1329459694281371648>

\$10k mrr on 24th november 2020.

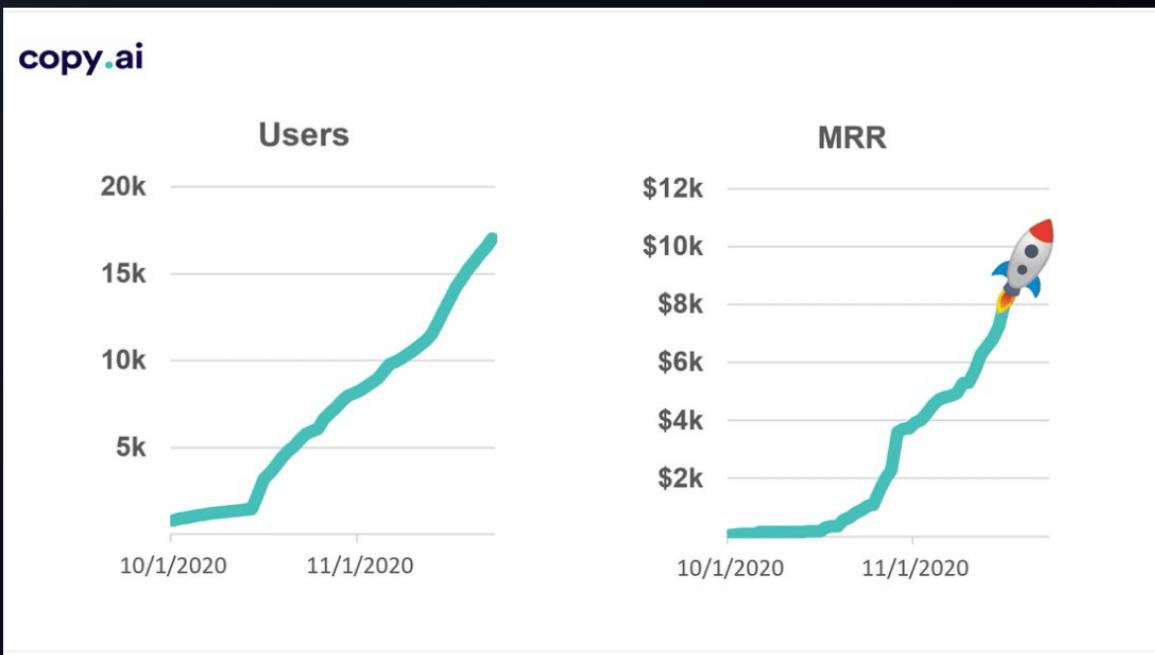




Paul Yacoubian
@PaulYacoubian



\$10k MRR



9:35 PM · 24 Nov, 2020

22 replies 7 shares 332 likes

\$10k mrr source: <https://twitter.com/PaulYacoubian/status/1331267592099688450>

\$11k mrr on 27th november 2020.

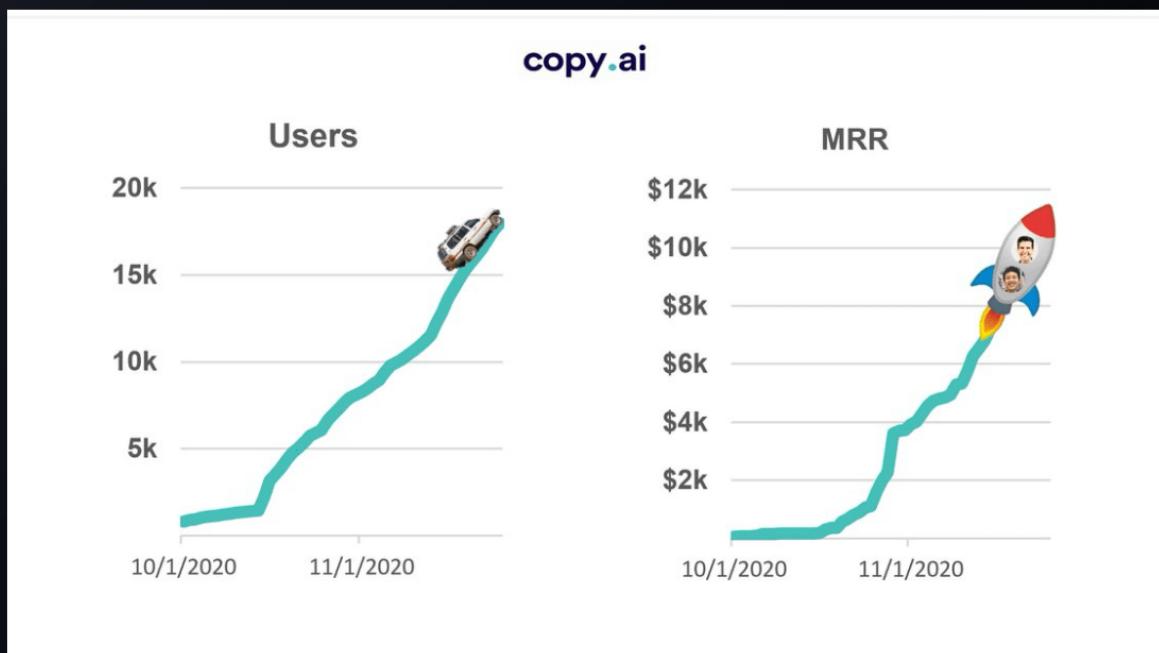




Paul Yacoubian
@PaulYacoubian



\$11k MRR



9:41 PM · 27 Nov, 2020

19 replies 10 shares 418 likes

\$11k mrr source: <https://twitter.com/PaulYacoubian/status/1332356503576190978>

\$12k mrr on 1st december 2020.

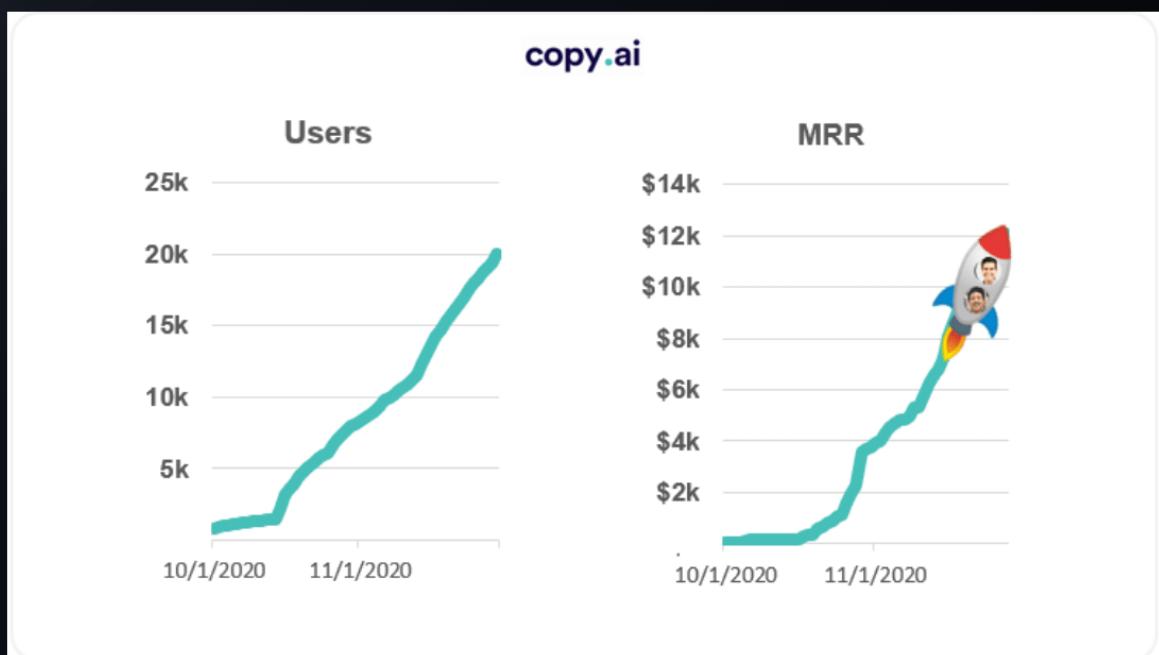




Paul Yacoubian
@PaulYacoubian



\$12k MRR



10:05 PM · 1 Dec, 2020

14 replies 7 shares 238 likes

\$12k mrr source: <https://twitter.com/PaulYacoubian/status/1333812081536233472>

\$13k mrr on 3rd december 2020.





Paul Yacoubian
@PaulYacoubian



\$13k MRR



4:30 AM · 3 Dec, 2020

34 replies 10 shares 375 likes

\$13k mrr source: <https://twitter.com/PaulYacoubian/status/1334271135836479492>

\$14k mrr on 4th december 2020.

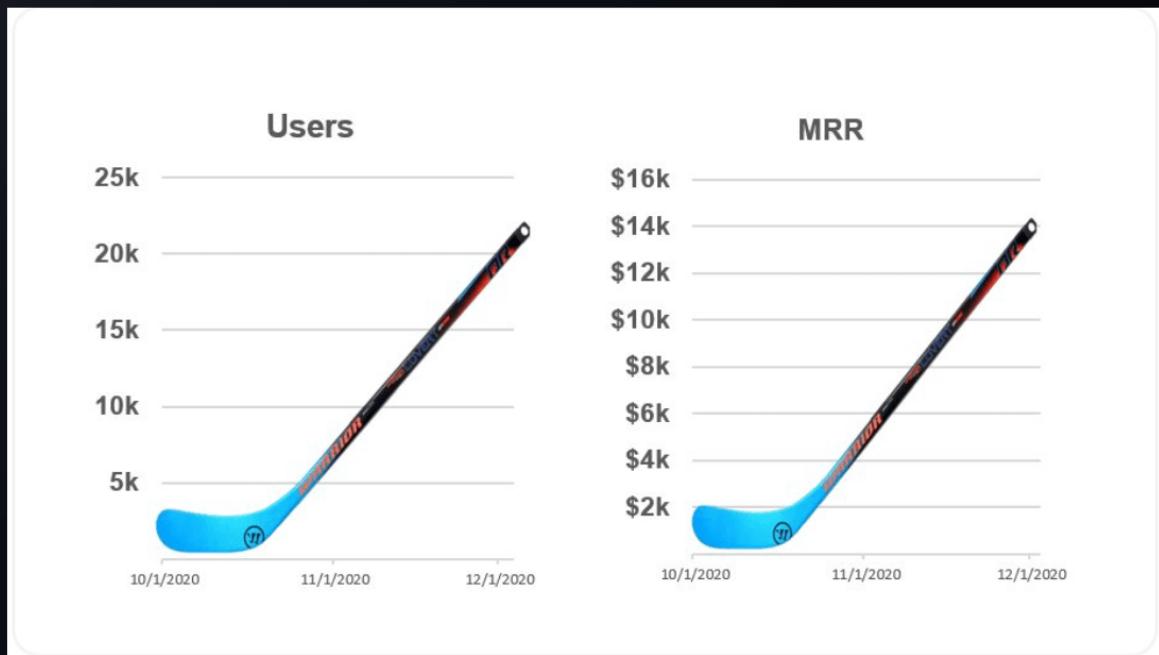




Paul Yacoubian
@PaulYacoubian



\$14k MRR



11:18 PM · 4 Dec, 2020

19 replies 10 shares 282 likes

\$14k mrr source: <https://twitter.com/PaulYacoubian/status/1334917456024973312>

\$15k mrr on 8th december 2020.





Paul Yacoubian
@PaulYacoubian



\$15k MRR

Launching [Copy.ai](#)

If you hate writing marketing copy, it will blow your mind. We improved on GPT-3 to write copy for any product and for any audience in seconds.

Try it free for 7 days. Unlimited usage. No beta invitation needed.



Copy AI
We have created the world's most advanced artificial intelligence copywriter that enables you to create highly engaging ad copy for ...
[copy.ai](#)

12:57 AM · 8 Dec, 2020

15 replies 3 shares 316 likes

\$15k mrr source: <https://twitter.com/PaulYacoubian/status/1336029553035186178>

\$16k mrr on 10th december 2020.





Paul Yacoubian
@PaulYacoubian



\$16k MRR



1:59 AM · 10 Dec, 2020

10 replies 9 shares 124 likes

\$16k mrr source: <https://twitter.com/PaulYacoubian/status/1336769850002300930>

\$20k mrr on 16th december 2020.





Paul Yacoubian
@PaulYacoubian



\$20k MRR



4:03 AM · 16 Dec, 2020

19 replies 6 shares 188 likes

\$20k mrr source: <https://twitter.com/PaulYacoubian/status/1338975528095784960>

\$22k mrr on 23rd december 2020.

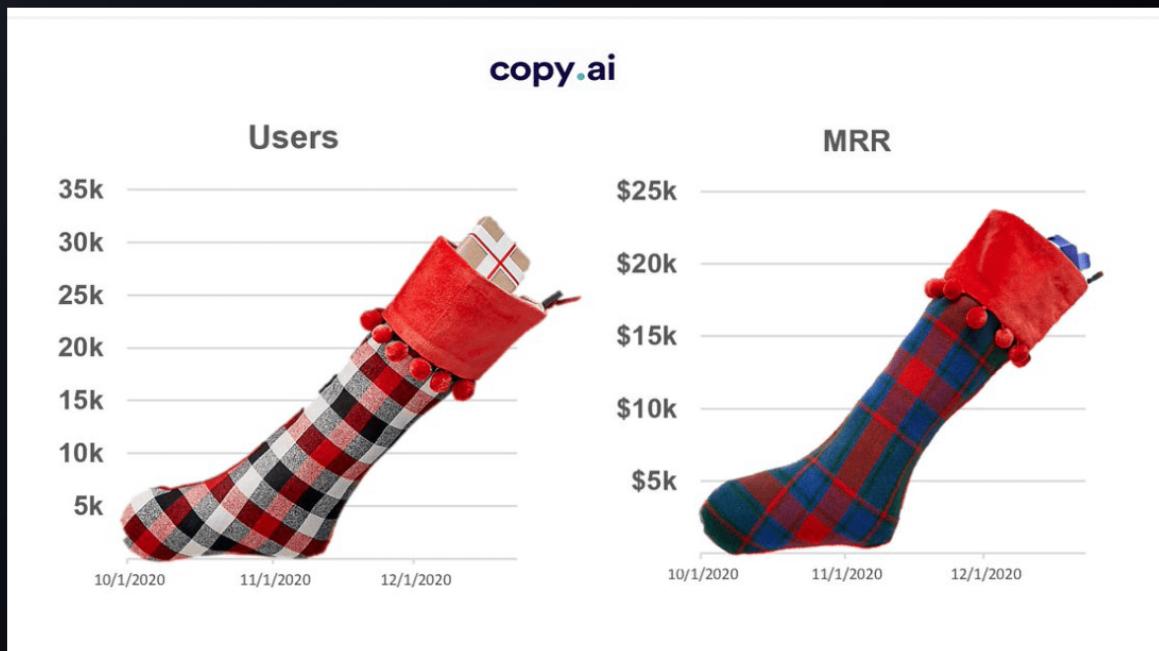




Paul Yacoubian
@PaulYacoubian



\$22k MRR



4:20 AM · 23 Dec, 2020

6 replies 2 shares 150 likes

\$22k mrr source: <https://twitter.com/PaulYacoubian/status/1341516425282916362>

\$28k mrr on 13th january 2021.





Paul Yacoubian
@PaulYacoubian



\$28k MRR

Build in public.

4:00 AM · 13 Jan, 2021

37 replies 19 shares 818 likes

\$28k mrr source: <https://twitter.com/PaulYacoubian/status/1349121597555224577>

\$30k mrr on 15th january 2021.



Paul Yacoubian
@PaulYacoubian



\$30k MRR

Today marks 3 months since we launched [copy.ai](#) here on Twitter. We could not have done it without the incredible support of all of you. Very grateful that we've been able to share the journey as we build in public. 🙏

10:41 PM · 15 Jan, 2021

49 replies 25 shares 709 likes



\$30k mrr source: <https://twitter.com/PaulYacoubian/status/1350128544995831809>

\$33k mrr on 23rd january 2021.

A screenshot of a Twitter post from Paul Yacoubian (@PaulYacoubian). The post features a profile picture of a smiling man with short dark hair, the name "Paul Yacoubian" in bold black text, and the handle "@PaulYacoubian". In the top right corner is the blue Twitter logo. The main text of the post is "\$33k MRR" and "Build your startup in public.". Below the tweet are the timestamp "2:38 AM · 23 Jan, 2021" and engagement metrics "43 replies 49 shares 1K likes". The background of the screenshot is dark blue.

\$33k mrr source: <https://twitter.com/PaulYacoubian/status/1352724962495385602>

\$40k mrr on 5th february 2021.





Paul Yacoubian
@PaulYacoubian



\$40k MRR

My "building in public" highlight of the week was learning that my tweet about VC investors who back bootstrapped founders turned into a real investment into a fellow "building in public" founder's company!

👉巨大な手の絵文字 huge shoutout to this incredible Twitter community!

11:10 PM · 5 Feb, 2021

33 replies 22 shares 581 likes

\$40k mrr source: <https://twitter.com/PaulYacoubian/status/1357745939130294280>

\$45k mrr on 13th february 2021.





Paul Yacoubian
@PaulYacoubian



\$45k MRR

Had 1,965 folks sign up yesterday 🚀

11:35 PM · 13 Feb, 2021

63 replies 24 shares 1.2K likes

\$45k mrr source: <https://twitter.com/PaulYacoubian/status/1360651360295870471>

\$50k mrr on 23rd february 2021.





Paul Yacoubian
@PaulYacoubian



\$50k MRR

If you want to work at a high-growth, remote-first startup, I'm hiring designers and engineers.

Company retreats will be held in Miami, Hawaii or equivalent tropical paradise.

Apply ↴

angel.co/company/copy-a...

10:34 PM · 23 Feb, 2021

31 replies 107 shares 424 likes

\$50k mrr source: <https://twitter.com/PaulYacoubian/status/1364259872041095168>

\$51k mrr on 24th february 2021.





Paul Yacoubian
@PaulYacoubian



\$51k MRR

4:51 AM · 24 Feb, 2021

25 replies 4 shares 335 likes

\$51k mrr source: <https://twitter.com/PaulYacoubian/status/1364354843792470016>

\$52k mrr on 25th february 2021.



Paul Yacoubian
@PaulYacoubian



\$52k MRR

4:44 AM · 25 Feb, 2021

20 replies 7 shares 330 likes

\$52k mrr source: <https://twitter.com/PaulYacoubian/status/1364715384725790720>

\$58k mrr on 5th march 2021.





Paul Yacoubian
@PaulYacoubian



\$58k MRR

11:05 PM · 5 Mar, 2021

45 replies 10 shares 606 likes

\$58k mrr source: <https://twitter.com/PaulYacoubian/status/1367891601142521858>

\$60k mrr on 9th march 2021.



Paul Yacoubian
@PaulYacoubian



\$60k MRR

Hired again. #3. Builds in public on Twitter 

10:08 PM · 9 Mar, 2021

24 replies 14 shares 567 likes

\$60k mrr source: <https://twitter.com/PaulYacoubian/status/1369326838938492928>

\$67k mrr on 20th march 2021.





Paul Yacoubian
@PaulYacoubian



\$67k MRR

Copy.ai is free for the weekend.

Founders applying to YC, our startup tools can help you improve your application. 🚀

4:25 AM · 20 Mar, 2021

47 replies 110 shares 908 likes

\$67k mrr source: <https://twitter.com/PaulYacoubian/status/1373045582131044360>

\$72k mrr on 27th march 2021.



Paul Yacoubian
@PaulYacoubian



\$72k MRR

Goggins

2:42 AM · 27 Mar, 2021

23 replies 6 shares 437 likes



\$72k mrr source: <https://twitter.com/PaulYacoubian/status/1375556397610512398>

\$81k mrr on 10th april 2021.

Paul Yacoubian (@PaulYacoubian) posted a tweet on April 10, 2021, at 11:31 PM. The tweet features a profile picture of Paul Yacoubian, the Twitter logo, and three angry face emojis. It reads:

\$81k MRR 🚀

Introducing “Bullet Points to Blog” tool.

Now you can generate an entire blog post from just 3 bullet points.

Copy.ai is free this weekend

11:31 PM · 10 Apr, 2021

75 replies 119 shares 1K likes

\$81k mrr source: <https://twitter.com/PaulYacoubian/status/1380943974911840259>

\$83k mrr (\$1m arr) on 14th april 2021.





Paul Yacoubian
@PaulYacoubian



\$1m ARR 🎉

Tomorrow will be 6 months since our Twitter launch

Ask me anything about my startup journey

10:11 PM · 14 Apr, 2021

212 replies 115 shares 1.8K likes

\$83k mrr source: <https://twitter.com/PaulYacoubian/status/1382373357467758592>

\$90k mrr on 22nd april 2021.





Paul Yacoubian
@PaulYacoubian



\$90k MRR

Celebrating by giving away 90 free forever [copy.ai](#) accounts to non-profits! 🥰

If you write marketing copy for a non-profit, sign up for our free trial and DM me the email you used. I'll upgrade the first 90 folks.

1:57 AM · 22 Apr, 2021

57 replies 64 shares 575 likes

\$90k mrr source: <https://twitter.com/PaulYacoubian/status/1384966950082777091>

\$100k mrr on 26th may 2021.





Paul Yacoubian
@PaulYacoubian



Passed the \$100k MRR milestone at copy.ai

A lot of people want help writing their marketing copy.

9:06 PM · 26 May, 2021

84 replies 59 shares 1.3K likes

\$100k mrr source: <https://twitter.com/PaulYacoubian/status/1397577319376728065>

\$167k mrr (\$2m arr) on 27th november 2021.



Paul Yacoubian
@PaulYacoubian



Just passed \$2m ARR at copy.ai 😍

Only 10 months since our launch on Twitter🚀

If you want learn more about joining this rocket ship, I'm hiring👉 jobs.lever.co/CopyAI

9:12 PM · 19 Aug, 2021

103 replies 83 shares 1.1K likes



phew. let's recap all milestones (without tweets):

mrr	date
\$1k mrr	24th october 2020
\$2k mrr	28th october 2020
\$4k mrr	3rd november 2020
\$5k mrr	10th november 2020
\$6k mrr	12th november 2020
\$7k mrr	16th november 2020
\$8k mrr	17th november 2020
\$9k mrr	19th november 2020
\$10k mrr	24th november 2020
\$11k mrr	27th november 2020
\$12k mrr	1st december 2020
\$13k mrr	3rd december 2020
\$14k mrr	4th december 2020
\$15k mrr	8th december 2020
\$16k mrr	10th december 2020



mrr

date

\$20k mrr 16th december 2020

\$22k mrr 23rd december 2020

\$28k mrr 13th january 2021

\$30k mrr 15th january 2021

\$33k mrr 23rd january 2021

\$40k mrr 5th february 2021

\$45k mrr 13th february 2021

\$50k mrr 23rd february 2021

\$51k mrr 24th february 2021

\$52k mrr 25th february 2021

\$58k mrr 5th march 2021

\$60k mrr 9th march 2021

\$67k mrr 20th march 2021

\$72k mrr 27th march 2021

\$81k mrr 10th april 2021

\$90k mrr 22nd april 2021

\$100k mrr 26th may 2021



it launched on 15th october 2020 & had tremendous growth.

so what did they do to achieve growth so fast?

1. innovation (aka first-mover advantage)

they innovated on top of gpt-3. no one had done it before.

they essentially created a new category of gpt-3 copywriting.

jason crawford in his essay "the real first-mover advantage" says,

"there is a first-mover advantage. but it's not what everyone thinks. it isn't being the first product in a market. it's being the first in a new distribution channel."

in copy ai's case, both were true. not only they were first product to market but they also capitalized on new distribution channels.

2. choosing the perfect domain name

they paid \$5k for the domain name but it was totally worth it.





Paul Yacoubian
@PaulYacoubian



@onlyandrebass @chris__lu found the domain and it was for sale for \$5,000 or you could buy for \$6,000 on installment payments for just \$167 per month over 36 months. We did the installment payments! A no brainer and the first competitive advantage we got as a startup.

4:11 AM · 15 Apr, 2021

3 replies 1 shares 19 likes

choosing the perfect domain name copy.ai source:
<https://twitter.com/PaulYacoubian/status/1382464060776538119>

people on twitter could just mention copy.ai & a meta preview would show up.

meta preview works well on messaging apps like slack & telegram so many people sent their copywriting colleagues this new app.

short domains are also easy to pronounce & remember.

3. yearly pricing by default

yearly plan is switched on by default. you have to toggle a button to see the monthly plan.

yearly plan is priced at \$35/month (\$420/year) & monthly plan at \$49/month.



this helped them reduce churn & make people used to the tool since they have already paid for it a year.

it also gave them upfront cash to reinvest in marketing efforts till they raised vc money!

Pricing

Get unlimited copy and ideas with our pro plan.

[Try for free](#)

Pay Monthly Pay Annually

Plan	Price	Billing	Features
Free Plan	\$0	No Credit Card Required	<ul style="list-style-type: none">10 credits per month100 bonus credits for the first month25+ languages90+ copywriting tools
Pro	\$35/month	\$420 Billed Yearly	<ul style="list-style-type: none">Unlimited creditsUnlimited projects25+ languages90+ copywriting toolsPriority supportAccess to our newest featuresPremium community
Team		Billed Yearly	<ul style="list-style-type: none">Unlimited creditsUnlimited projects25+ languages90+ copywriting toolsPriority supportAccess to our newest featuresPremium communityCollaboration features
Custom		Billed Yearly	<ul style="list-style-type: none">Unlimited creditsUnlimited projects25+ languages90+ copywriting toolsPriority supportAccess to our newest featuresPremium communityCollaboration features

[Get your free account](#)

[Try for free](#)

[Try for free](#)

yearly pricing source: https://twitter.com/chris__lu/status/1403114410982395906

4. tiktok marketing

they have tried their hand at tiktok marketing ever since the start. it did convert a  handful of earlier customers.



copy ai tiktok ads channel: <https://www.tiktok.com/@copy.ai?lang=en>

nowadays they are getting more creative with their tiktok videos.





Chantelle
@ccmarce_writes



I'm always impressed by [@copy_ai](#) on TikTok.

What's a brand you think is doing amazingly there?



8:44 AM · 11 Jan, 2022

12 likes

copy ai tiktok ads tweet source: https://twitter.com/ccmarce_writes/status/1480739921400938499

5. affiliate marketing

they have a really generous affiliate plan. they give away 45% on every referral for a year.

let's say you bring them 10 referrals. they are gonna pay you $\$49 \times 45\% \times 10 = \$49 \times 4.5 = \$220.5/\text{mo.}$



How the CopyAI Affiliate Program works:

1. Get your link

We use an industry leading link tracking platform to power the backend of our partner program to ensure you always get credit for every single referral.

[Apply Now →](#)

2. Share your link

Share of our ready-made marketing materials or create your own video to show your audience how they can use CopyAI to achieve their goals.

3. Earn 45%! 💰

We send payments via PayPal on the 1st and 15th of each month. The current commission rate is 45% of a paying user's first year of subscription payments.

Here's why you'll love being a CopyAI affiliate:

- **High earning potential.** The current commission rate is 45% of a paying user's first year of subscription payments. Our price is currently \$49/mo, so 10 referrals = \$220/mo!
- **Promote a revolutionary new tool.** Built on top of the world's most advanced AI language model, CopyAI is helping thousands of people turbo-charge their creativity — and blowing minds in the process.
- **Get insider updates and resources.** As a CopyAI partner, we're here to help you every step of the way with answers, resources, and support for anything you need.



copy ai affiliate program source: <https://affiliates.copy.ai/apply>

this allowed everyone on twitter go crazy with their sharing. even today people sh ↗ it if you search for copy.ai?via= on twitter.



copy.ai?via=



Top

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**Lisa Sicard** 📱😊☁️ @Lisapath · 9m

GPT-3 Copywriting is insane. 100 customized pieces of content created in less than 10 minutes....the crazy part, the content is far better than a professional copywriter.lttr.ai/sxLF



A screenshot of a landing page titled "How it works". The page is divided into three main sections: 1. Select a type of copy (with a sub-note about choosing from headlines, blog intros, product descriptions, etc.), 2. Describe your product (with a note about entering company name and 1-2 sentences), and 3. Put CopyAI to work (with a note about getting 10 results at a time). A large red arrow points from the top left towards the top of the landing page.

**Your new 😊 favorite photographer Jasemine** @JasemineDenise · Jan 30

Where my photogs at?

Okay but are you a [#photographer](#) struggling to write your blog posts? It's not just me right? I found your solution.

<copy.ai/?via=jasemine>

It's okay. I'm obsessed with it too.

#selfportrait #chicagophotographer #portraitphotography #altmodel #model

copy ai affiliates sharing their affiliate url on twitter to make some money

mind you, the first link doesn't look like copy.ai because they are using a url shortener. when you click on that link, it goes to `copy.ai?via=' url.



lots of youtubers made videos on copy ai spamming affiliate links everywhere to the point where people were complaining about it asking "how legit the tool is?" on blackhatworld forums.

The BEST Ways To Use Copy.ai For Content Creation (6 Examples)

18,620 views • 22 Jan 2021

438 DISLIKE SHARE SAVE ...

Frey Chu
674 subscribers

SUBSCRIBE

Copy.ai is the talk of the town for AI Generated Copy. In this video I'll tackle the questions: What's the best way to use Copy.ai? How practical is the tool for professional use? What different ways can you use this tool?

TIMESTAMPS:

- 0:19 // About Me
- 1:02 // What Is Copy.ai?
- 1:38 // The Best Way To Use Copy.ai
- 2:31 // 6 Practical Use Cases For Copy.ai
- 2:41 // Blog Ideas & Hooks
- 3:14 // Ad Descriptions & Ideas
- 4:19 // Social Media Management
- 5:04 // Identifying Customer Pain Points
- 5:54 // Business Idea Generator
- 6:18 // Website Copy Optimization
- 7:34 // The Future of AI Language Models

Start Using Copy.ai Today:
<https://www.copy.ai/?via=frey>

My Original Copy.ai Video (First Impressions):
<https://www.youtube.com/watch?v=35aY9...>

*Disclosure: I'm an affiliate for some of these links, which means if you click a link for a tool and make a purchase, I earn a commission at no extra cost to you. I only make recommendations based on personal experience and ONLY when I find these tools genuinely useful. Please don't spend any money on these products unless you believe they will help you achieve your goals.



copy ai affiliates sharing their affiliate url by making youtube videos

they probably contacted specific youtube influencers in the copywriting niche to make videos on it.

their affiliate marketing strategy was soo good that i kept seeing it in forums like blackhatworld & other not-so-well-known places on the internet.

they also performed a "i want copy.ai" growth hack to increase reach on neville medhora's youtube video on copy ai with the ceo. 

they asked people in the video to write "i want copy.ai" comment to get a free year of copy ai for 1 lucky winner & wrote the same thing in the description.

Copy.AI giveaway! We're giving away a free year of Copy.ai to a lucky winner.

To Enter:

- 1.) Subscribe to our YouTube Channel
- 2.) Comment on the YouTube video "I want copy.ai" for a chance to win a free year of subscription to Copy.ai!

i want copy ai growth hack on youtube in a copywriting niche channel

people started writing "i want copy.ai" in the comment section of the video.



Shitanshu Patel 1 year ago

I want copy.ai. Thank you Nev for solid content as always!

1 REPLY

▼ View reply from Kopywriting Kourse

Advait Tare 9 months ago

I want copy.ai

Thank you so much for putting this video out!

Absolutely loved it.

1 REPLY

Tristan D'souza 10 months ago

"I WANT COPY.AI!"

Great video, tons of value. You just got another subscriber.

1 REPLY

Welcome Irr 1 year ago

This sounds pretty interesting, the image creator sounds amazing!

I want copy.ai

...

Read more

2 REPLY

▼ View reply from Kopywriting Kourse

Madelene De Leon 1 year ago

I want copy.ai

I love how versatile it is and the product description for the hands-free dog leash is spot on!

people started writing 'i want copy.ai' in the copywriting niche channel's comments section

this leads to increased engagement on the video so it increases ranking on youtube

you can see these kinds of growth hacks used on twitter frequently to get more engagement & reach.

Audit Sheth
@aaditsh

Building an audience is the biggest competitive advantage.

Drop a 🙌 and I'll DM you something that can help!

7:34 PM · 29 May, 2021

1.1K replies 37 shares 958 likes

twitter growth hack to get more engagement source: <https://twitter.com/aaditsh/status/1398641275495198722>

pretty sure this happens on linkedin too.

but i doubt this had as much significant impact in conversion although it did get the brand out there.

6. free trial every other weekend

they gave free trial every other weekend. this is very different than just free 7-day trial.

for example, a single user could use copy ai on every free weekend. on a 7-day free trial, you can't use the app after your trial gets expired the first time.





from:PaulYacoubian free

[Top](#)[Latest](#)[People](#)[Photos](#)[Videos](#)**Paul Yacoubian** @PaulYacoubian · May 1, 2021**Copy.ai is free this weekend** ✨[26](#)[70](#)[507](#)**Paul Yacoubian** @PaulYacoubian · May 23, 2021**copy.ai is free this weekend so you can work on your side project!**[26](#)[78](#)[534](#)**Paul Yacoubian** @PaulYacoubian · Feb 7, 2021**Launched copy.ai on ProductHunt today!** 😎

We're making the site **free** again this weekend so you can create something fun!

producthunt.com/posts/copyai

[43](#)[117](#)[583](#)[Show this thread](#)**Paul Yacoubian** @PaulYacoubian · Apr 17, 2021**Copy.ai is free this weekend y'all!**

What side project are you building?



copy ai is free this weekend

this allowed users to get familiar with the tool the more they used it. it also made them vouch for copy ai due to the goodwill it generated by giving it free on various occasions.



7. build in public

they kept building in public on twitter by posting mrr numbers & tweeting about their new tools.

they gave many free accounts to students, non-profits & first-time entrepreneurs.

Paul Yacoubian
@PaulYacoubian

\$90k MRR

Celebrating by giving away 90 free forever [copy.ai](#) accounts to non-profits! 🎉

If you write marketing copy for a non-profit, sign up for our free trial and DM me the email you used. I'll upgrade the first 90 folks.

1:57 AM · 22 Apr, 2021

57 replies 64 shares 575 likes

copy ai is free for non-profits source: <https://twitter.com/PaulYacoubian/status/1384966950082777091>

they extended the same courtesy to people who lost their jobs due to covid.





Paul Yacoubian
@PaulYacoubian



If you are unemployed due to Covid, DM me for a free forever [copy.ai](#) account.

I want you to use it to start your own business so you can start earning an income again.

7:53 AM · 20 Dec, 2020

43 replies 129 shares 627 likes

copy ai is free for the unemployed

every month they share metrics like mrr, sign-ups, marketing & usage stats on twitter.



January 2021 Update

Traction

- MRR: \$36.8k (+50% m/m) 
- Signups: 19k (+16% m/m)

Product

- Copy.ai Tools: 52 (+15 m/m)
- +11 Languages    , +v2 user interface, "Make More" button

Usage

- 3.1m copy results generated 
- 45k copy results saved 

Building in Public

- Tweet impressions: 2.85m (+40% m/m)
- Copy.ai Twitter followers: 3k (+1.2k +64%)
- Paul Twitter followers: 10.5k (+3.2k, +45%) 
- Go Follow : @liin18, @damenachen,

@KennethCassel, @JanelSGM,
@BadUnicornVC, @MyBuddyAndrew,
@heybereket, @justvibesnocode

Organic Media Mentions

- Newsletters: Trends.co, @mrsharma, CB Insights, Forbes x2

Giving Back

- +100 free accounts to climate startups 



copy ai january update source: <https://twitter.com/PaulYacoubian/status/1356280714736660480>





March 2021 Update

Traction

- MRR: \$75.8k (+41% m/m) 🎉
- Signups: 26k

Product

- Copy.ai Tools: 65 (+5 m/m)

Team: 10 (+6 hires)

- Dustin McCaffree (Senior Software Engineer)
- Wenyu Zhang (Head of Product)
- Austin Calvert (Video Lead)
- stealth 🕞 (Senior ML Engineer)
- stealth 🕞 (Head of Community)
- stealth 🕞 (Senior Software Engineer)

Usage

- 6.5m copy results generated 🔥



- 62k copy results saved ❤️

Building in Public

- Copy.ai Facebook Group: 1.0k (+1.0k m/m)
- Copy.ai Twitter followers: 6.7k (+1.8k m/m)



copy ai march update source: <https://twitter.com/PaulYacoubian/status/1378023507079143435>

8. product as marketing

they kept launching again & again with fun tools like a ` `.com` domain finder & a `make more` tool.





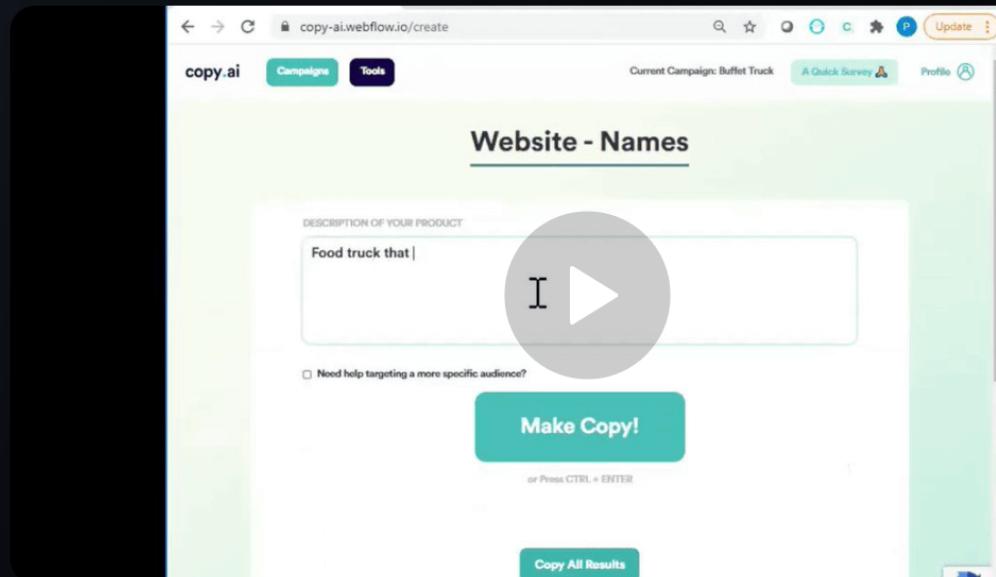
Paul Yacoubian
@PaulYacoubian



If you hate finding good .com domain names that aren't already taken, you're in luck!

We just launched .com availability check button right into our name generator tool at copy.ai.

I'm making the tool free for the next 7 days so you can try it out.



10:53 PM · 13 Jan, 2021

12 replies 13 shares 159 likes

copy ai dot com domain tool source: <https://twitter.com/PaulYacoubian/status/1349406675766276096>





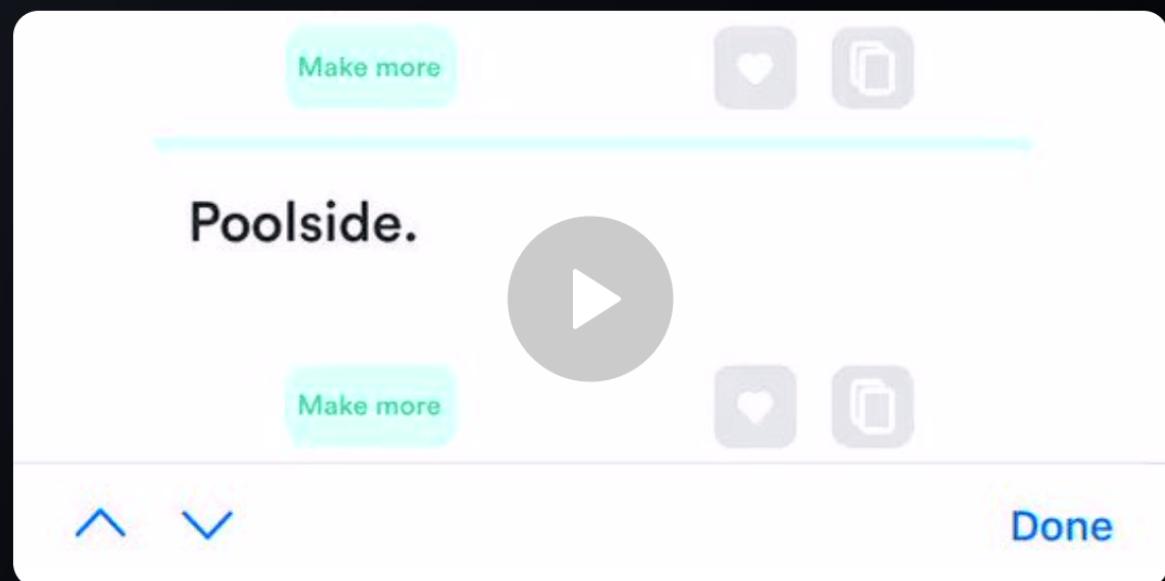
Paul Yacoubian
@PaulYacoubian



Launching a “Make More” button on [copy.ai](#).

This is a 10x product improvement that allows you to dial in on a result you like, so you can find a result you love.

[copy.ai](#) is free this weekend for you to try it out on your next social media post.



copy ai make more tool source: <https://twitter.com/PaulYacoubian/status/1353031139854864390>

you can see their free ai tools at [copy.ai/tools](#).

they give away the tool for free, just like ahrefs, so users can try it themselves & get a dopamine hit faster.



Norgard ✅
@BrianNorgard



The key to all consumer is to understand a human need well and then reduce the number of steps it takes to deliver the dopamine.

7:55 PM · 13 Oct, 2020

7 replies 51 shares 453 likes

the key to all consumer is to understand a human need well and then reduce the number of steps it takes to deliver the dopamine. source: <https://twitter.com/BrianNorgard/status/1316022238408175619>

9. copy ai as a service

they provided users with free service using their own tool.

this is not the only time they did it. they did this a lot.





Paul Yacoubian
@PaulYacoubian



If you are too lazy to start side projects for all the domain names you own, you're in luck.

I'm making [copy.ai](#) free this weekend so you can get the copy you need for your landing page.

Reply with your dumbest domain name and I'll help you launch it.



8:38 PM · 5 Dec, 2020

125 replies · 37 shares · 446 likes

copy ai as a service source: <https://twitter.com/PaulYacoubian/status/1335239593143234562>

like i said before, this increases engagement & reach, thereby, introducing more people to copy ai.

10. webinars with influencers

they did webinars with influencers like pat flynn, the founder of [smart passive income](#), to gain a portion of his audience.

pat has 163k twitter followers, 290k youtube subscribers, & 6 businesses.



Webinar: Grow your personal brand w/ Pat Flynn

Published on Fri, 23 Apr, 2021

copy.ai

How to use content to grow your personal brand

with Pat Flynn



♡ 7

On our next webinar session with the amazing Pat Flynn (Smart Passive Income) we'll talk about:

- How to start your personal brand from 0
- How to use content to scale your message
- What systems Pat is using for his own content creation

HOST

C Copy AI

CO-HOSTS

PY Paul Yacoubian

 Pat Flynn

pat flynn webinar with copy ai source: <https://superpeer.com/blake/event/webinar-grow-your-personal-brand-w-pat-flynn>

pat's audience got a 30-day free trial instead of a 7-day free trial & a whopping 40% off of first year.



Special offer for friends of SPI

Get 40% off your first year!

Copy.ai is a dream come true for creators who want to write better copy faster and more effectively. That's exactly what we creators need to build engaged audiences and successful online businesses. We use it at SPI to punch up our copywriting to a super-high level."

- Matt Gartland, Co-founder of SPI Media



Get your free account today →

special deal for pat flynn's audience source: <https://www.copy.ai/spi>

who doesn't want 40% off? this goes back to the yearly plan which helps in reducing churn & gives you a long-time to make yourself familiar with the product.

they did similar webinars with others as well.

11. sponsoring a copywriting youtube channel

they sponsored jacob mcmullen for an entire year. jacob has a blog, podcast, newsletter, & a youtube channel in the copywriting niche.



Important Announcements

Before we dive in, I have two pretty exciting announcements.

First of all, you can see in the background here that I'm in the process of moving down to San Diego this week. I'm really excited to have a little bit of a change of scenery.

If you're in the area and you want to connect, definitely hit me up!

Second of all (and this is something that I've actually never done before. This is a first for me and I'm really excited about it!), my podcast and the Write Bites Youtube channel is now officially sponsored by CopyAI.

If you haven't heard of CopyAI, they're a company that helps marketers, business owners and writers leverage the GPT-3 technology with really simple, straightforward, easy-to-use tools.

Now, I absolutely love this tool.

I reached out to CopyAI when I first found out what they were doing.

I took one look at their tool and I thought "Wow, this is basically leveraging the GPT-3 technology in all the ways that I wanted to utilize the tech when it first came out". But you couldn't really do it just using their base "playground".

If you were to just try to pull GPT-3 tech and use it for writing, it'd be like

copy ai sponsoring jacob's youtube channel source: <https://jacobmcmillen.com/four-ways-copywriters-should-be-using-gpt-3-right-now/>

jacob mentions copy ai on his podcast, newsletter, & his youtube video every single time.

they even have given him his own url as copy.ai/jacob & featured him as the testimonial on the homepage from the start.

this probably gave them a lot of customers as copy ai's ideal customer persona's (icp's) are copywriters so it's a perfect match.

12. google & fb ads

their google budget was \$20 per day in the start.



Hi, I'm Jacob

I'm a copywriter and content strategist. Learn how to build a freelance copywriting business from scratch:

FREE COURSE



once they raised \$2.9m in venture funding, they converting more into google & fb ads.

now they've raised \$11m in venture funding, so they will be pouring more money in ads that convert best.

13. content marketing (seo & youtube)

they didn't work on seo for a long time.

recently, they started ramping up their seo strategy by writing blog posts almost daily.

they have also started educating users on how to use copy ai on their blog & youtube channel.

but i don't think this was responsible for their current growth. seo & youtube are their long-term play. it will be responsible for their future growth.

as chris lu, the co-founder of copy ai, said:

"there are only a handful of decisions that really make a big difference"





Chris Lu
@chris__lu



@heyohelen @PaulYacoubian Lots of startup advice out there, but when you actually start one, you have to take all of that advice with a grain of salt because each situation is so unique and context specific!

Another one would be, there are only a handful of decisions that really make a big difference...

12:04 AM · 15 Apr, 2021

1 reply 1 shares 8 likes

source: https://twitter.com/chris__lu/status/1382401917536505861

they did many things right after being first to market. they did so because they had an advantage of being a vc & an advisor to early-stage startups.

they also had an existing network of expert vc friends which helped them nail their user-acquisition strategy.

copy ai is a simple product wrapped around gpt-3 api's that is grown through exceptional marketing. anyone can replicate the product but not their marketing.

the next step for copy ai is to create a moat around it to make it untouchable.

copy ai reminds of charlie munger's quote:

"take a simple idea and take it seriously"



i believe copy ai is doing just that.

if you liked this post, consider retweeting this thread & subscribe to my daily-growth newsletter where i cover saas growth.

thank you for sharing your most valuable asset with me.

sources:

- [copyai hit \\$1.3m+ in revenue in 9 months, here are the biggest lessons we learned for each month](#)
- [\\$1m arr 😊 tomorrow will be 6 months since our twitter launch. ask me anything about my startup journey](#)
- [building in public | how copy ai grew to \\$157,000+ mrr in 10 months](#)
- [growth hacking with ai: the copy.ai story](#)

further reading:

- [starting a business around gpt-3 is a bad idea](#)

← back to essays

